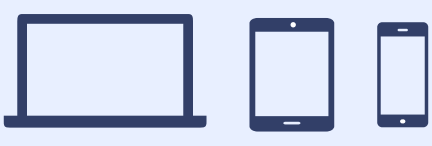
WEB ACCESSIBILITY

Creating accessible digital experiences for everyone

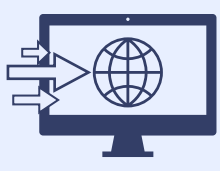
What is web accessibility?



Websites, apps and web tools that can be used by everyone, regardless of their ability

It means everyone is able to

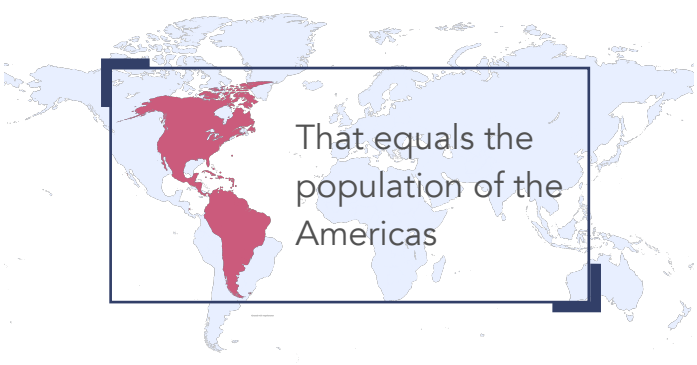
Perceive, understand, navigate, and interact with the web



Contribute to the Web

1 Billion people in the world

live with a disability



2.2 billion
people have a near or distance vision impairment

430 million
people have a disabling hearing loss

46%
of older people aged 60 years and over are people with disabilities

5 TYPES OF DISABILITIES

Visual
- Blindness
- Low vision
- Colour blindness

Auditory
- Mild or moderate hearing loss
- Deafness

Cognitive
- Epilepsy
- Alzheimer's
- Dyslexia
- Autism

Physical
- Missing limbs
- Limitations of muscular control

Speech
- Muteness
- Stuttering
- Apraxia of speech

Who benefits from an accessible website?

*Designing for people with permanent disabilities actually results in designs that benefit people **universally.***

People with limitations

Permanent

Someone with one arm

Temporary

Someone with a broken arm

Situational

Someone holding a baby

5 REASONS TO ACT

1 Don't discriminate
Companies with accessible products/services don't exclude people from using them

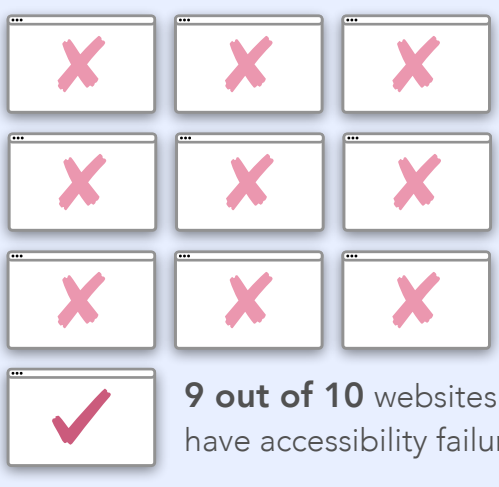
2 Maximise target audience
People with disabilities are also people with purchasing power

3 Stand out from the competition
If a website is not accessible, users will quickly turn to one that is

4 Boost SEO
Accessible websites have better results in search engines

5 Legal compliance
In many countries having an accessible website is required by law

However most websites are still not accessible



9 out of 10 websites have accessibility failures

18% of pages have ambiguous link text, like "click here" or "more"

23.2% of all home page images have missing alternative text

39% form inputs are not properly labeled

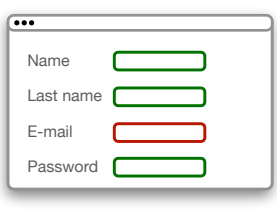
How to make an accessible website?

Use sufficient contrast

People with low vision find it difficult to read text without enough contrast against the background

Don't rely on colour to communicate

Colour blind people won't be able to understand if an error is displayed in red

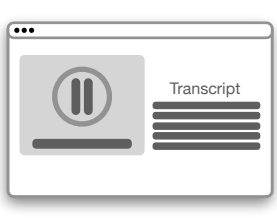


Provide a text alternative for images

Using the <alt> element, so that people who use screen readers listen the content of the image

Caption and transcribe videos

Audio descriptions allow blind people to get the visual information necessary to understand the content



Ensure keyboard accessibility

Someone who's unable to use the mouse must be able to use the keyboard to access and move between links, buttons, forms and other controls

xperienz

Want to make your website or app accessible?

www.xperienz.pt

Sources:
Inclusive Microsoft Design
INR (Census 2011)
WCAG
WebAIM