

# Achieving Web Content Accessibility Compliance

**Accessibility compliance can help you better serve your customers with a disability and reflects positively on your business**

# About Us

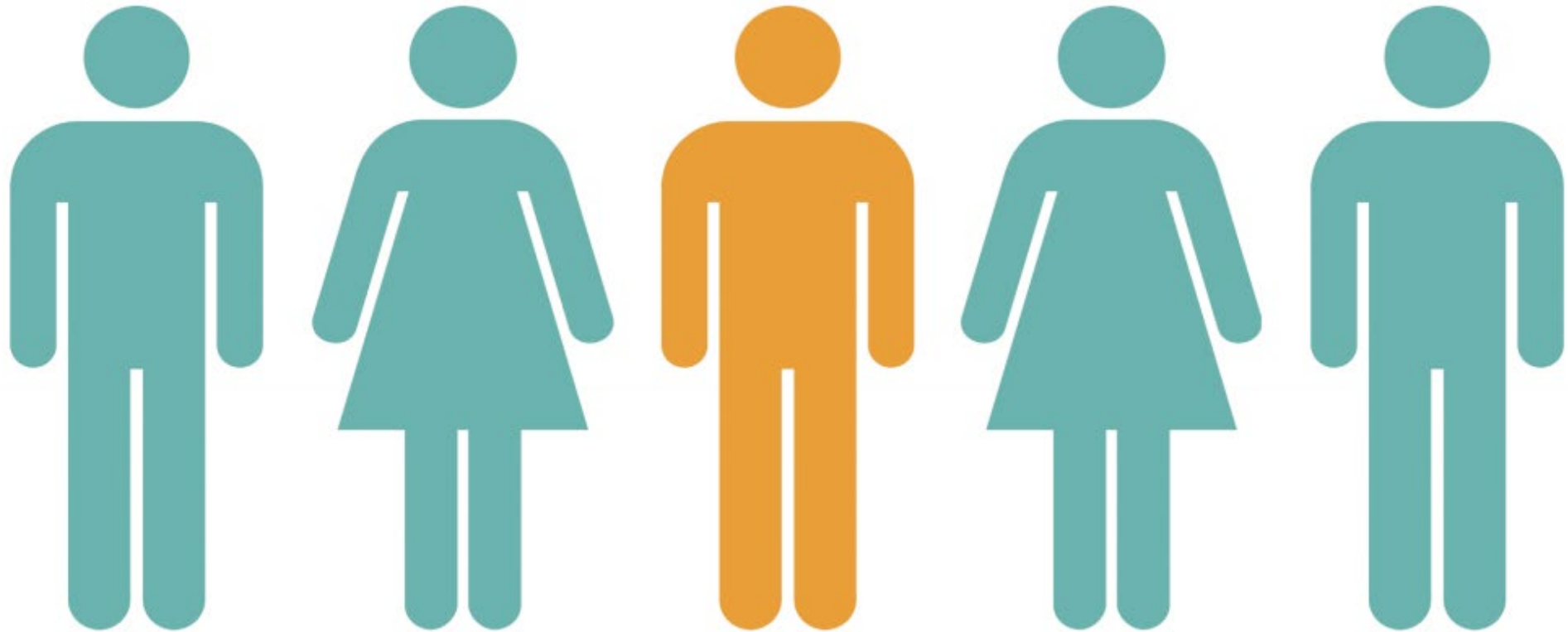
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Our consulting practice is a recognized leader in delivering proven business solutions to **Global 300** companies across many industries. Backed by over **17 years** of proven results from over 300 organizations.

# What is Web Accessibility?

- The inclusive practice of making websites usable to everyone regardless of ability or disability

**1 in 5**



# Web accessibility encompasses all disabilities that affect access to the Web

- Vision impairment
  - *Blind, low vision, color blind*
- Hearing impairment
  - *Deaf, hard of hearing*
- Physical or motor impairment
  - *No mouse*
- Cognitive or Neurological
  - *Learning impairment, distracted and decision making*

# Example of cognitive or neurological



**Good for everyone**

# WCAG Accessibility Guidelines and Standards

- Stands for Web Content Accessibility Guidelines
- 3 Levels
  - Level A
  - Level AA
  - Level AAA
- 4 Principles
- 12 Guidelines
- 61 Success Criteria
- Lots of techniques



# WCAG Accessibility Guidelines and Standards

- 4 Principles
  - P – Perceivable
  - O – Operable
  - U – Understandable
  - R – Robust

# AODA Mandated by Law



POLICIES



LAW



REGULATIONS



STANDARDS

# Who must comply?

By law, you must make new and significantly refreshed public websites accessible if you are:

- a private or non-profit organization with 50+ employees; or
- a public sector organization

The organization that controls the website must meet the accessibility requirements.

# Compliance Deadline

Beginning January 1, 2021: all public websites and web content posted after January 1, 2012 must meet WCAG 2.0 level AA

# Tips for meeting WCAG 2.0 Level AA

- Readability - all web content should aim for the reading level of a 12-year-old
- Headings - heading tags are critical for use with assistive technologies
- Images - all images must contain alt text
- Links - use phrases for links rather than hyperlinked text
- Audio & Video - captions are a must
- Colour - foreground and background colours must have a 4.5:1 contrast ratio

# Penalties for not meeting accessibility Guidelines

Failure to comply with the AODA web accessibility rules can result in fines of \$50,000 - \$100,000 per day

# Tips for testing websites for accessibility

- Automatic assessment and assistive technology
- Manual Testing
- User Testing

# Automated Testing

- Incomplete Coverage
- Alternate Text
- Forms
- Color



# Manual Testing

- Human judgement
- Slower
- Depends on tester's experience

# User Testing

- Real users
- Discovering things testers can miss

# Testing methods overview

- Automated Testing Tools –
  - Lighthouse – chrome extension
  - Wave evaluation tool – chrome extension
  - Axe accessibility tool
- Manual Testing Tools
  - Screen reader (ChromeVox classic extension, NVDA, VoiceOver for Mac)
  - Keyboard
  - Color contrast Analyzer(WebAim)

# Designing for Accessibility

- Responsive design is a must
- Choose colors carefully
- Handle Typography with care
- Forms should be clear, organized and easy
- Touch targets should be easy to touch
- Keep it simple when using motion

# Example websites

- <https://webaim.org/>
- <https://www.w3.org/WAI/>

# Thank you

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