Kick start your accessibility work

- or -

How to succeed with the web accessibility directive in large organizations

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Use
it.

What's the problem?

Use it.

Your organization

Your organization

We are humans

What we see

- Single individuals trying to move the organization
- All competence depending on one person
- No real enforcement power
- No time, no money
- Project orientated
- No birds-eye perspective

Use it.

This will NEVER work
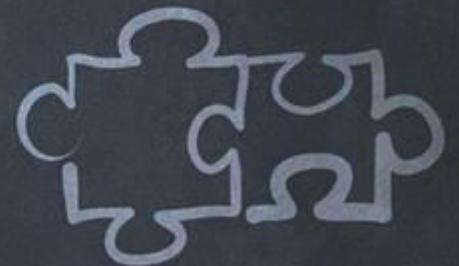
Our strategy…
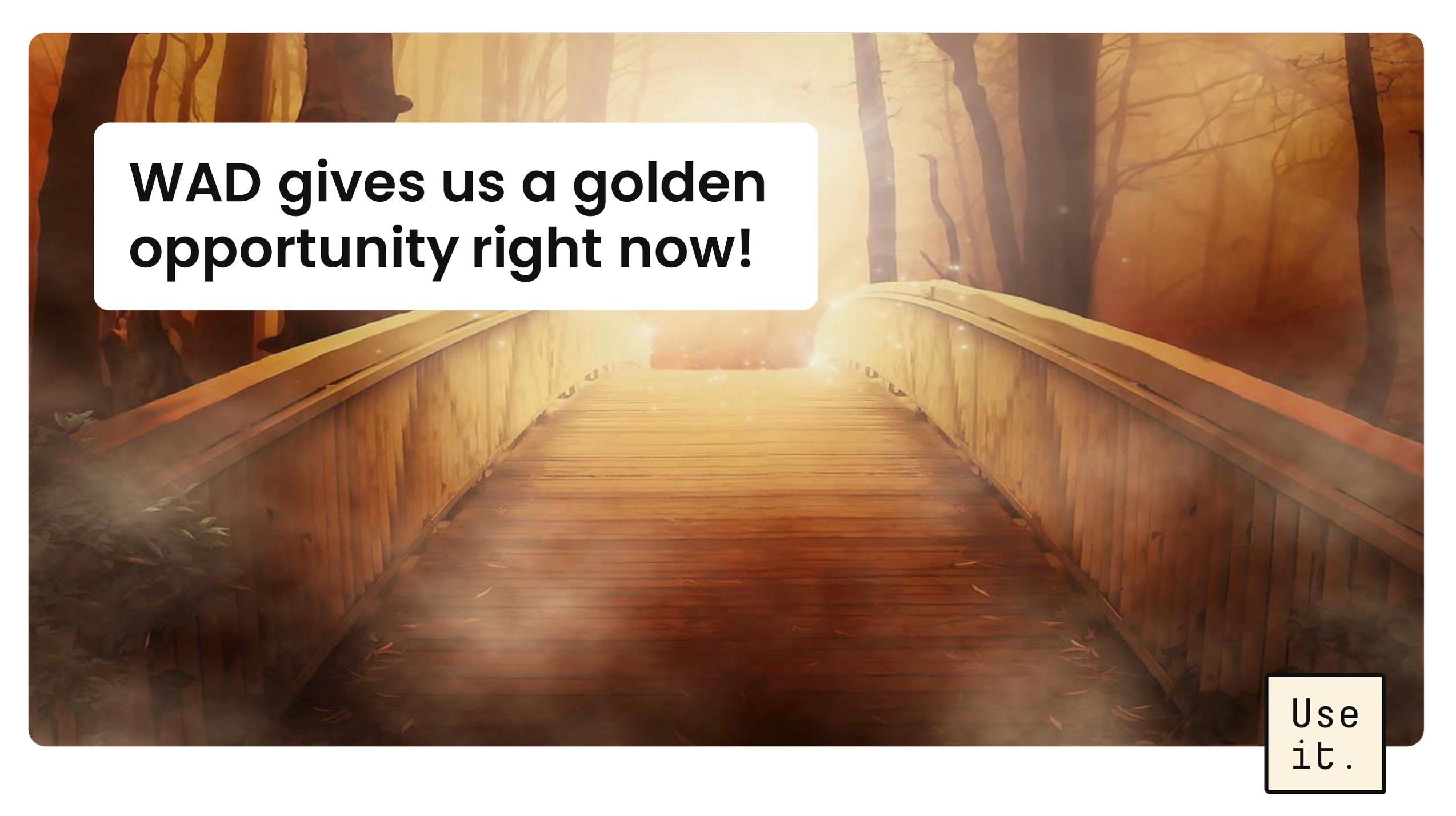
Use it.

WAD gives us a golden opportunity right now!

Use it.

You need power!

Use it.

Educate top management

- Why accessibility?
- Laws
- Economy
- Risks
- The nature of the subject
- Mandate and responsibility

Use it.

Create an expert team in-house

- At least 2 persons + 1 lawyer
- Budget to build and maintain competence
- Authority in the whole organization
- Create a space to document everything
- Create support channels
- Set up contact with:
  - End user- / disability organizations
  - Experts and suppliers of alternative formats

Use it.

Distribute responsibility
across the organization

Use it.

Raise awareness
and competence

Use it.

Pilot study

- Which systems do we have?
- Prioritize
- Who is system owner for each system?
- Training
- Evaluate
  - System owners evaluate their own systems
  - Support from the internal expert team
  - Walk through the results together
  - Create an action plan
  - Produce an accessibility statement

Use it.

The core of the methodology is to do things together with the system owners

Use it.

Use tools to aid your work

Use it.

**Example,
this is how we do it**
http://ace.useit.se/en/
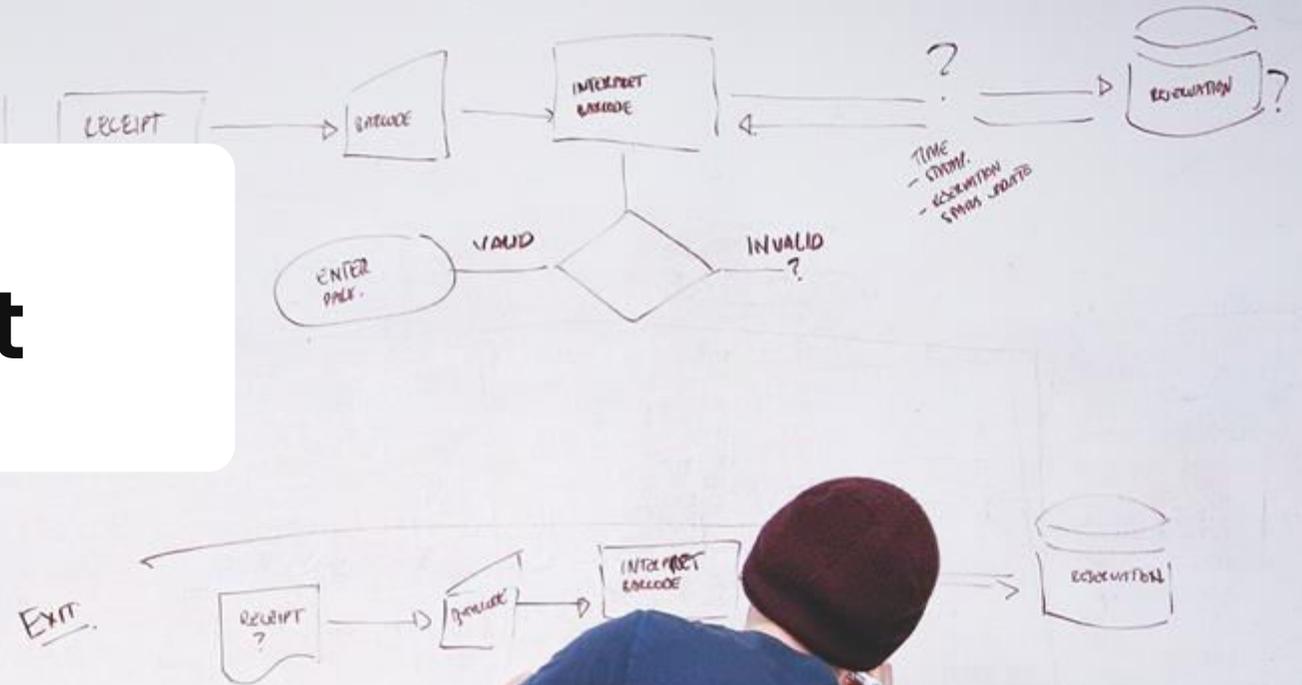
Use
it.

All requirements

⊕ Enter, edit or remove access key

⊕ Filters

Show 87 out of 87 requirements

⊞ Download as Excel file ☑

All links in the protocol opens in a new window or tab.

U1: The interface is built according to specification using accessibility supported techniques

⊕ U101 Accessibility-supported technologies are used (e.g. HTML5, WAI-ARIA, CSS3, JavaScript)

⊕ U102 All HTML markup follows the HTML5 specification, and as a minimum, does not contain the four errors forbidden by WCAG

U2: Every interface component providing information or interactivity is described in text

⊕ U201 All meaningful images and graphical elements have a text alternative that provides the equivalent information to non-sighted users

⊕ U202 Graphical elements that are purely decorative, or where the alternative text would cause repetition for the user, do not have any text alternative

⊕ U204 Podcasts and other pre-recorded audio-only content have an equivalent text description available on the same page

A hands-on checklist

Use it.

Automatic testing tool

Use it.

Combine automatic testing with guided manual testing to complete a full accessibility review

Use it.

The expert team sets up an initial automatic test for each interface

Use it.

#	Page	Structure	Headings	Images	Links	Tables	Forms	Frames	HTML	Texts
	Beyond WCAG:	2 0 0	1	0	2	0	0	0	37	0 0
2	**Little Britain returns for Brexit special - BBC News** ⧉ after JavaScript execution								www.bbc.co.uk/news/entertainment-arts-50205950	
	Occurrences on page	11	31	19	202	0	5	5		18
81 %	WCAG 2.1 level AA:	-	0 0	0	0 0 0	0 0 0	0 0 0	**4**	**4**	0
	Potential issues:	0 0	0 **1**	0 **1**	0 **1**	-	**1**	-	-	-
	Beyond WCAG:	**2** 0 0	**1**	0	**3**	0	0	0	**55**	0 0
3	**Kurt Cobain cardigan sells at auction for $334,000 - BBC News** ⧉ without JavaScript								www.bbc.co.uk/news/world-us-canada-50199103	
	Occurrences on page	13	24	4	170	0	4	0		13
89 %	WCAG 2.1 level AA:	-	0 0	0	0 0 0	0 0 0	0 0 0	0	**8**	0
	Potential issues:	0 0	0 **1**	**1** 0	0 0	-	**1**	-	-	-
	Beyond WCAG:	**2** 0 0	**1**	0	**2**	0	0	0	37	0 0
3	**Kurt Cobain cardigan sells at auction for $334,000 - BBC News** ⧉ after JavaScript execution								www.bbc.co.uk/news/world-us-canada-50199103	
	Occurrences on page	13	31	16	194	0				
83 %	WCAG 2.1 level AA:	-	0 0	0	0 0 0	0 0 0				
	Potential issues:	0 0	0 **1**	0 0	0 **1**	-				
	Beyond WCAG:	**2** 0 0	**1**	0	**2**	0				
6	**Protestas en Chile: incendios y fuertes disturbios sacudieron Santiago durante multitudinaria marcha hacia La Moneda - BBC News Mundo** ⧉ without JavaScript								5554	
	Occurrences on page	9	10	6	97	0	5			44
93 %	WCAG 2.1 level AA:	-	0 0	0	0 0 0	0 0 0	0 0 0	0	**13**	0
	Potential issues:	0 0	0 0	0 0	0 0	-	**1**	-	-	-
	Beyond WCAG:	**1** 0 0	**1**	0	**2**	0	**1**	0	39	0 0
6	**Protestas en Chile: incendios y fuertes disturbios sacudieron Santiago durante multitudinaria marcha hacia La Moneda - BBC News Mundo** ⧉ after JavaScript execution								www.bbc.co.uk/mundo/noticias-america-latina-50216554	

Get help from automatic testing

Improve the precision

```
3    <h1>Kurt Cobain cardigan sells at auction for $334,000</h1>

4      <h2>Related Topics</h2>

5      <h2>Share this story  About sharing</h2>

6      <h2>More on this story</h2>

7      <h2>Top Stories</h2>

8      (Possible heading) Labour to back early general election
```

Possibly a text that should be coded with a heading element

🔖 Ignore this issue on this page   🔖 Ignore this issue on all pages on this website

```
9      <h2>Features</h2>

10      <h3>A mother and son have been living on a bench for four years</h3>
```

Use it.

U1: The interface is built according to specification using accessibility supported techniques

U101 Accessibility-supported technologies are used (e.g. HTML5, WAI-ARIA, CSS3, JavaScript) — Not evaluated — ☐ Done

U102 All HTML markup follows the HTML5 specification, and as a minimum, does not contain the four errors forbidden by WCAG — Failed — ☐ Done

U2: Every interface component providing information or interactivity is described in text

U201 All meaningful images and graphical elements have a text alternative that provides the equivalent information to non-sighted users — Failed — ☐ Done

U202 Graphical elements that are purely decorative, or where the alternative text would cause repetition for the user, do not have any text alternative — Not evaluated

U204 Podcasts and other pre-recorded audio-only content have an equivalent text description available on the same page — Not evaluated — ☐ Done

U205 All pre-recorded video content has captions — Not evaluated — ☐ Done

Create a protocol

System owners get to work through the protocol to evaluate the interface

Use it.

❌ **U503** Users can zoom the content at least 200 percent

Not evaluated ☐ Done

Explanation

"Don't block zooming of content in the viewport, allow users to zoom at least 200 percent.

In mobile applications, users should also be able to zoom the text at least 200 percent, this might require settings in the app itself."

❌ **How to test**

1. Display the web site in a web browser on a desktop computer with the zoom factor set to 100 %.

2. Change the zoom factor to 200 %

3. Make sure that all texts are zoomed properly and that you can read all texts and use all functions. If there are texts that disappears or are cut off in a way that makes the text hard to read this requirement is not met. If there are functions that you cant use anymore this requirement is not met.

4. Now, use a browser on a smartphone. We recommend Chrome for Android. Visit the web site.

5. Check the settings in the browser to make sure that it does not override zoom settings on web sites. You can find this in the Accessibility section in the browser settings.

6. Try to zoom the web site. If you can make the text at least twice as big as the original size, and you can reach all functions and read all texts this requirement is met.

You should also look at the HTML code. Show the source code by pressing F12 on the keyboard, and look within the HEAD element for a META tag with the type viewport. This can look like this:

`<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">`

In this example developers have forced the browser to show the page at original size and to stop users from

Roles:
✔ Developers.

Subjects:
✔ Screen and size.

Standards:
✔ EN 301 549.
✔ WCAG 2.1 level AA.

Manual evaluation with guiding instructions

❌ Results from the automatic testing (3)

Test performed:

Make sure that the text description is detailed enough

67% This potential issue is found on 67% of the tested pages. You need to assess the impact among users.

1.5: Number of images with alternative text descriptions that are shorter than 6 letters. It is very unusual that such a short description can give enough information.
(on average on pages with this issue)

Showing the 6 most common issues out of a total of 6:

⚠️ This issue is found on 1 out of a total of 6 analysed pages.
This issue only appears **after** scripts are executed.

```html
<img src="data:image/gif;base64,R0lGODlhEAAJAIAAAP///wAAACH5BAEAAAAL
AAAAAAQAAkAAAIKhI+py+0Po5yUFQA7" class="image-replace" alt="Tick" dat
a-src="https://ichef.bbc.co.uk/wwhp/{width}/cpsprodpb/256E/production
/_109428590_gettyimages-1076602744.jpg">
```

Pages with this issue:
🔗 BBC - Homepage - http://www.bbc.co.uk ☑️

⚠️ This issue is found on 1 out of a total of 6 analysed pages.

...and with input from the automatic tool

...the accessibility team helps out with the difficult parts

Use
it.

Division of work

External experts

Accessibility team

System owners
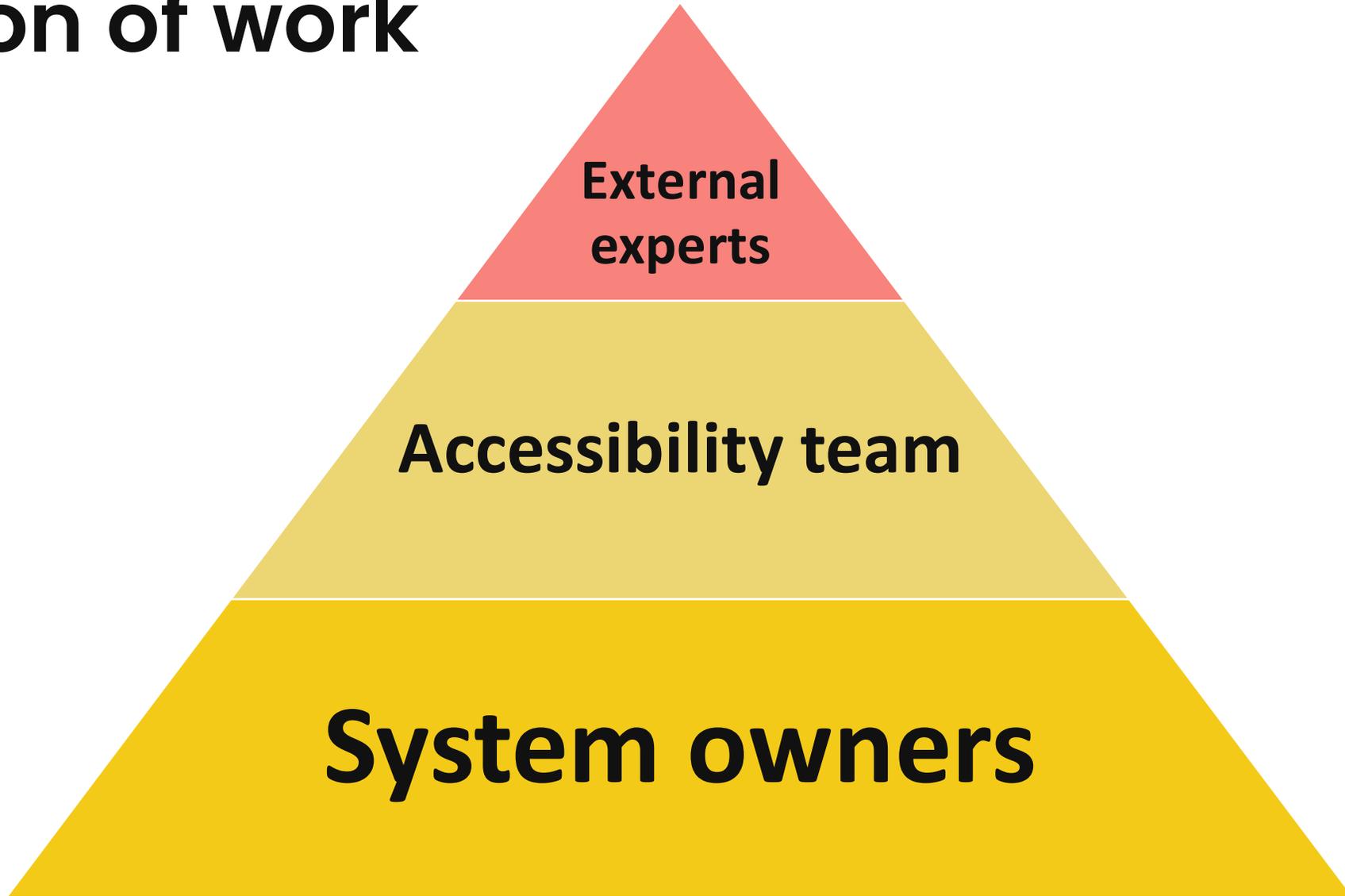
Use
it.

Few manages to do everything, but everyone manages to do a few things

Use it.

Accessibility as part of the daily work

Use it.

Procurement is a key factor

- Use very concrete requirements
  - Don´t just use WCAG SC, describe how to meet
  - Set up an accessible graphic profile and component library
- Always check that you get what you´ve ordered
  - …or at least "threaten" that you will
- Use well written contracts that putt the costs for problems on the supplier's/contractor's side

Accessibility and User experience must be seen as a quality aspect in the whole organization

Use it.

Continuous quality work
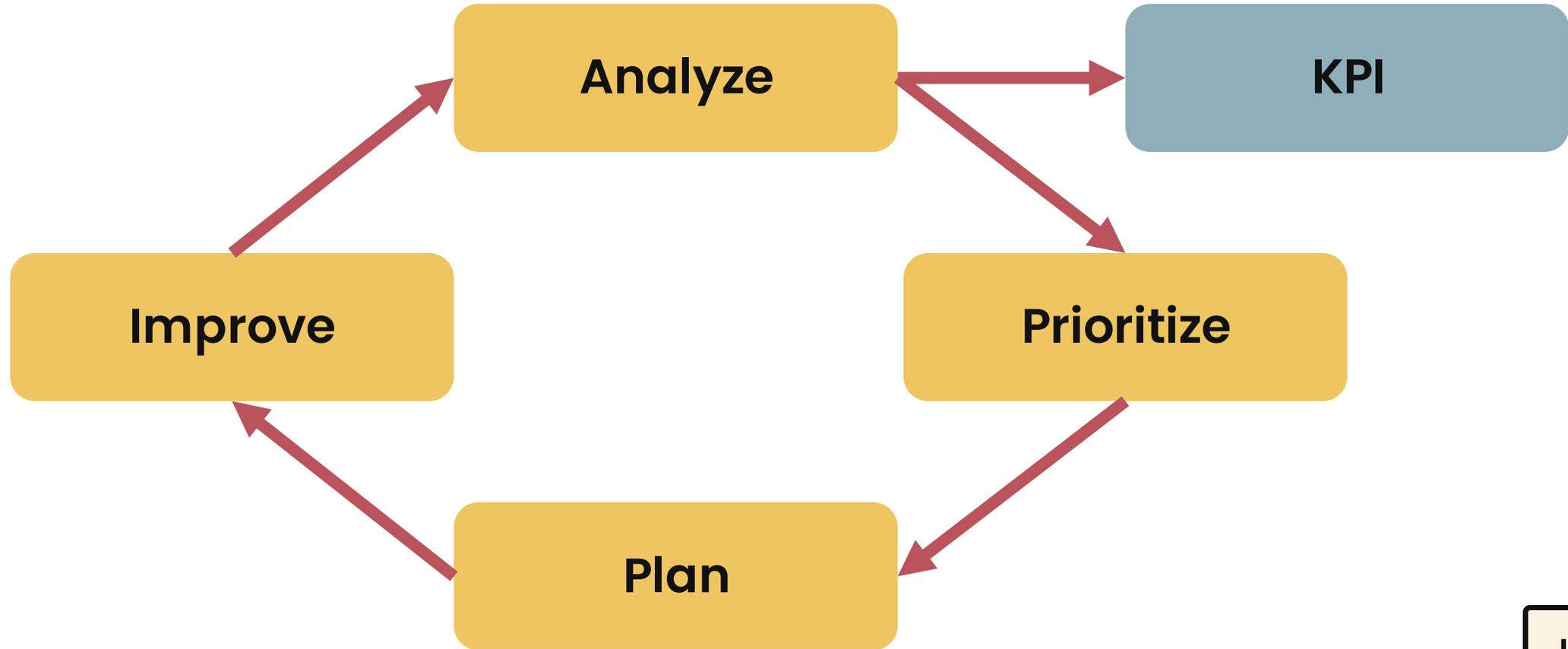
Key Performance Indicators Example

WCAG 2.1 AA
Fulfilment

84%
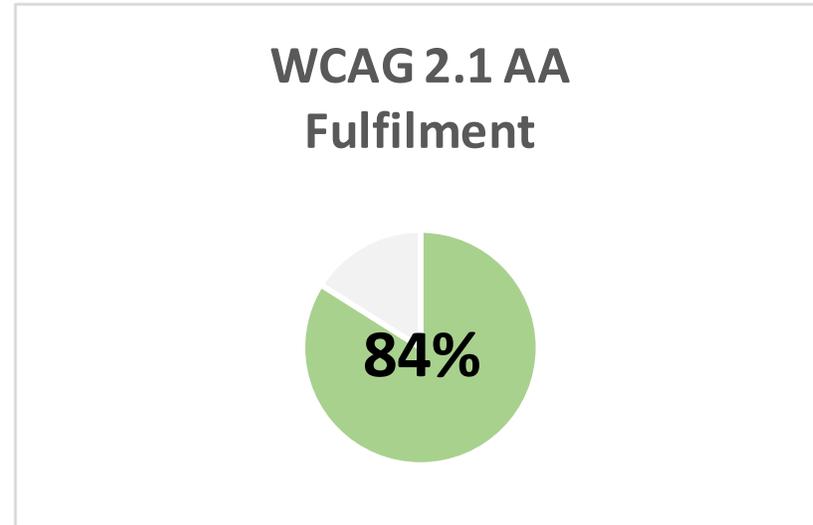
Web sites:	76	st
WCAG 2.1 AA:	84	percent
Change:	+ 2	last month
Accessibility issues solved:		
September	23	st
August	18	st
This year	128	st

Use it.

Important factors

- Educate top management
- Get a clear mandate for change
- Create an expert team
- Distribute responsibility
- Raise awareness in the organization
- Target the procurement process
- Accessibility must become a quality factor
- Work with gamification and KPIs
- Your never done!

Use it.

Do it together!

Use it.

Cooperate
with others

Use
it .

Together we are strong!

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Use
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