

**“One fits All” - Benetton**

Jenny Stoffel

@wiredpinecone

We are all familiar with this outdated version  
of “tech culture” and “tech user”...



**What do you think of  
when you hear “diversity  
in tech”?**



UNITED COLORS  
OF BENETTON.







UNITED COLORS  
OF BENETTON.



**There are a couple of  
problems with this view.**

Who really attends our local tech events?

(local tech event)



# **Who are our users?**

Not just users, but also future developers?



entrepreneurial.  
great potential.  
quick learner.



ambitious.  
up and coming.



cutting-edge.  
young in  
her/his career.





# ***Temporary Ability***

(Summer doesn't last forever.)

Nearly 1 in 5 individuals (19%) living in the U.S. functions with some kind of disability.



**Let's expand our idea of  
diversity...**

Maybe Benetton still models something  
useful for us:



ONE  
FITS  
ALL.  
B-ELASTIC

UNDERCOLORS  
OF BENETTON.

**Let's be responsive to  
more of our users and  
creators.**



**Diversity will be  
measured by the  
populations we reach.  
Let's engage better with  
our all.**

# **What is “one fits all” universal design (Section 508 compliant)?**

- Messaging that people of diverse ability can access.
- ◆ Visual: blind, colorblind, limited vision
- ◆ Audio: no/limited hearing, language barrier
- ◆ Speaking ability: responding
- ◆ Mobile phone only
- ◆ Touching

# What is the cost of making more content accessible?

- time
- energy
- money

There's also the investment that users who need assistance have *already* made to make *at least some* of the web accessible...

**Service animals are of little help...**



## Blindness Solutions

\$895.00 - \$1100.00



### JAWS®

**The world's most popular screen reading software**

JAWS enables people with vision loss to independently use a computer with a keyboard, speech, or Braille display. With JAWS, you can navigate the Internet, write a document, create spreadsheets and presentations, email correspondence, and much more from your office, remote desktop, terminal servers, and from home.

\$2795.00



### Focus Blue Braille Displays

These world-class refreshable Braille displays provide access to information from a computer. The robust Bluetooth connectivity provides seamless use with Windows, Mac, iPhones, iPads, and Android smartphones and tablets. The Braille keyboard has an ergonomic layout for comfort and control.

\$2000.00-\$3000.00



### Scanning and Reading Solutions

**Versatility and Portability**

Our top-of-the-line scanning and reading appliances are fast, easy, and accurate to provide speech access to all types of printed materials, including printed pages, pill bottles, recipes, and newspapers. We have a variety of products to fit your lifestyle.



Most of our websites still don't meet the simple requirements of these devices to help our sites communicate effectively with visitors who want our information!

**Most websites can be made more accessible for much less than the cost of one of these devices.**

# **The cost of not building accessible content is far greater...**

## **Losses:**

- 20% or more of your audience
- opportunity - wisdom - experience
- collaborators, donors & investors
- possible lawsuits
- a community that is not as deep and rich as it could be

# The Legal

Long a best practice, web accessibility is not strictly codified into law, but a site's not being accessible is still a legal issue covered under more general Section 508 law.

# Aside from reaching $\frac{1}{5}$ of your potential audience, why else is it so important?

Reading the tea leaves:

- **SEO**
  - ***Whatever helps you reach people helps you reach search engines.***



**Large and small enterprises must  
become compliant.**

\$

skills = money.

# **WP Accessibility Key Concepts**

★ Perceivable

★ Operable

★ Understandable

★ Robust



# Where it's defined

WordPress Codex: <http://codex.wordpress.org/Accessibility>

W3C: **Web Accessibility Initiative**: <http://www.w3.org/WAI/>

WAI ARIA: **Accessible Rich Internet Applications**

# How the ***process*** of accessibility happens:

- **Developer component:** clean code, core, theme, plugins, sitemap, etc. Most websites are really lagging.
- **User/creator component:** theme/plugin choice, the content itself. Usually an ongoing output/engagement stream.
- **Consumer component:** assistive devices and modifications, browser tools.

# So how do users get there?

- Foundations: themes & plugins
  - Content
  - Resources



# genesis-accessible.org

(Has more contrast than the current Genesis sample child theme)

## Genesis Accessible

Accessibility & the WordPress framework Genesis

Search

Search this website ...

[Home](#)

[Installation](#)

[Documentation](#)

[Support](#)

[Blog](#)

## Leiden and Genesis Accessible

Do you need an accessible WordPress theme right out of the box?

Try the Genesis child theme Leiden together with the plugin Genesis Accessible.

Install [Leiden \(.zip\)](#), an accessible child theme for the [Genesis Framework](#) and the plugin [Genesis Accessible](#).

Together the WordPress framework Genesis, the child theme Leiden and the plugin

### Support

Need help using the plugin? Post your question on the [support forum](#)

Want me to add a new feature to the plugin? [Contact me](#)

Need help developing your accessible WordPress website? [Hire me](#)

# Genesis Framework 2.2

- Will be accessible
- The Sample Child theme will be WCAG 2.0 AA out-of-the-box. (it's essentially Leiden)
- You have to activate the accessibility options yourself.

Alternatively, add the Genesis Accessible Plugin.

# Plugin: WP-Accessibility

Featured

Popular

Favorites

Beta Testing

Developers

Search Plugins

Search

Popular Tags

widget (5,223)

Post (3,269)

plugin (3,204)

admin (2,734)

posts (2,503)

sidebar (2,001)

shortcode (1,906)

google (1,836)

twitter (1,787)

images (1,769)

page (1,738)

comments (1,728)

image (1,621)

More »



## WP Accessibility

WP Accessibility fixes common accessibility issues in your WordPress site.

[Download Version 1.4.3](#)

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

This plug-in helps with a variety of common accessibility problems in WordPress themes. While most accessibility issues can't be addressed without directly changing your theme, WP Accessibility adds a number of helpful accessibility features with a minimum amount of setup or expert knowledge.

All features can be disabled according to your theme's needs. For advanced users, all of the functions based on modifying stylesheets can be customized using your own custom styles by placing the appropriate stylesheet in your theme directory.

**Accessibility Features added by WP Accessibility:**

- Enable skip links with WebKit support by adding JavaScript support to move keyboard focus.
- Add skio links with user-defined targets. (Customizable targets and appearance.)

**Requires:** 3.4.2 or higher  
**Compatible up to:** 4.3.0  
**Last Updated:** 2015-8-8  
**Active Installs:** 7,000+

**Ratings**

★★★★★  
4.8 out of 5 stars

5 stars	23
4 stars	4
3 stars	0
2 stars	1

- Removes Titles
- Adds Skip Links
- Adds language/text direction programming

(Nothing will blow up if you use both plugins together on a Genesis build. )

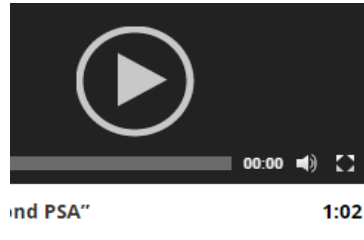


# Additional plugins:


Accessibility Widget: text size


Plugins for forms

Language plugins




*We are grateful to our Title Sponsors:*

 **Merrill Lynch**  
Bank of America Corporation

 **SENIOR LIVING**

**Enlarge Text**

A A A A



# The content:

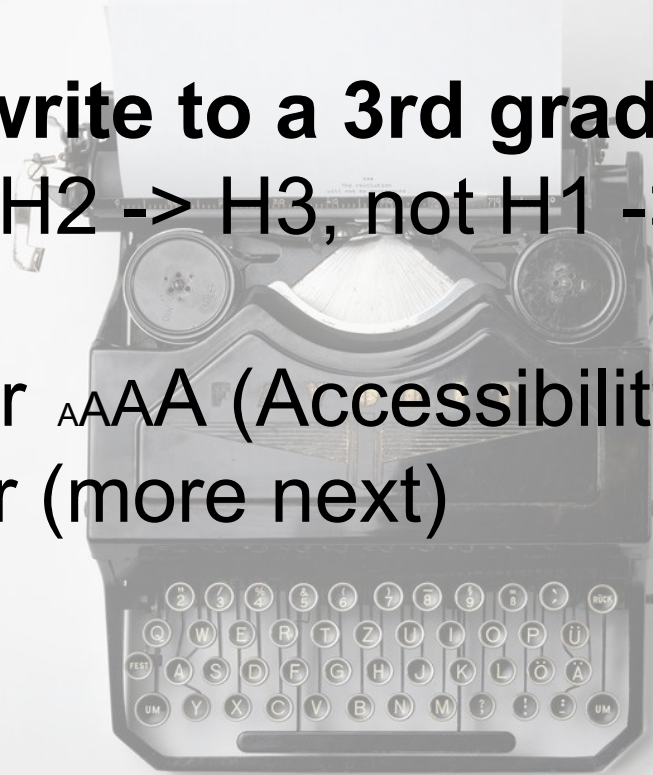
## User-level content creation

- Text
- Graphics & memes
- Videos

***Use cases:*** websites, email campaigns, Facebook, Google, LinkedIn, etc. However and wherever you share your content.

# Text: blog posts and email

- How you write - **write to a 3rd grade level**
- Headings: H1 -> H2 -> H3, not H1 -> H4, or many H1s.
- Text size changer AAAA (Accessibility Widget)
- Be aware of color (more next)
- Languages (?)



# Graphics, Maps and Memes

- Don't rely on color (red/green) alone to communicate your message.
- Test via colorblindness and contrast simulation tools: [colororacle.org](https://colororacle.org)

# “Take the red line / click the red button”

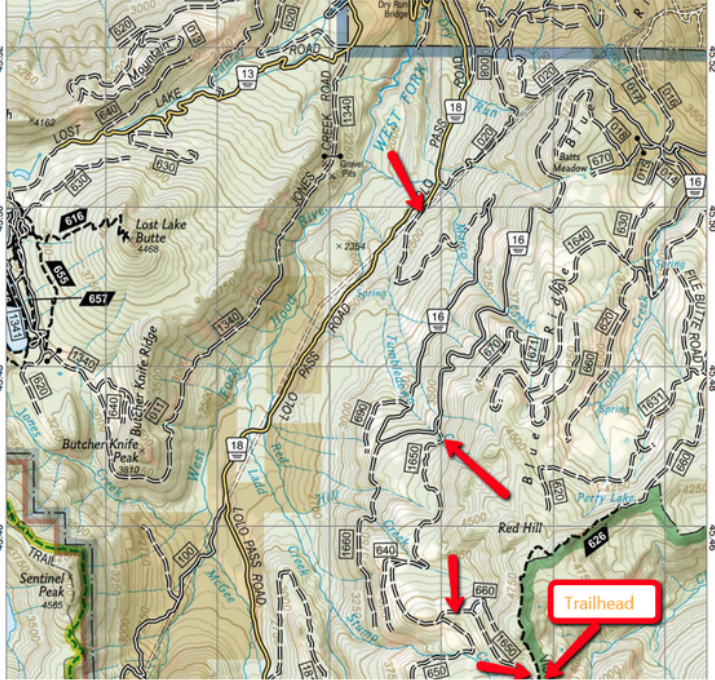
Google™  
Google™





# Use alt text

## Attachment Details



Edit Image

File name: Vista\_Ridge\_Trailhead.png  
File type: image/png  
Uploaded on: August 17, 2015  
File size: 1 MB  
Dimensions: 769 × 707

URL

Title

Caption

Alt Text

Description

Uploaded By

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

# Buttons

Label buttons as buttons, rather than as menus:

```
<button class="menu-toggle"><span class="dashicons dashicons-menu"></span>Menu</button>
```

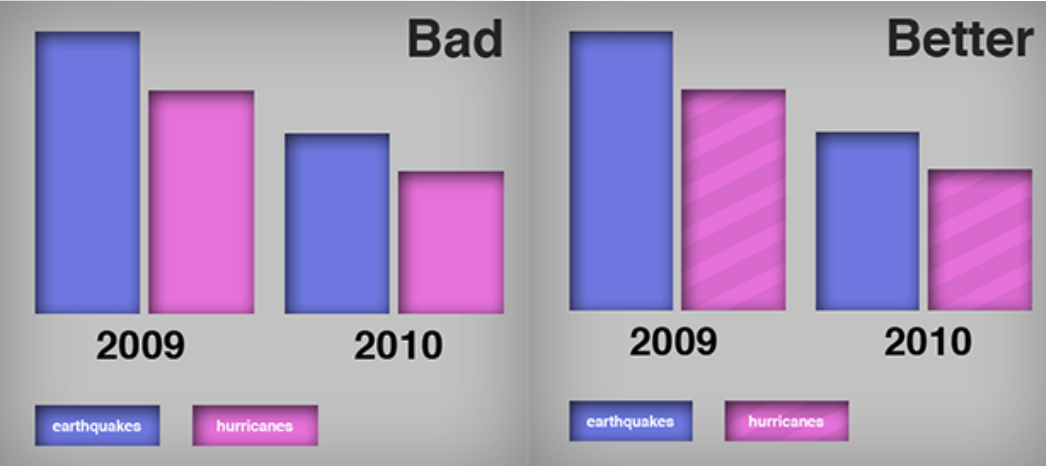
alt text: “Click to subscribe”

Don't use shapes and colors alone. Use texture.

Icon fonts also need alt text.



# Add Contrast



## Bad

Normal

Hover

## Better

Normal

Hover

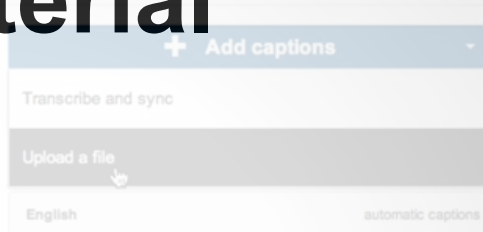
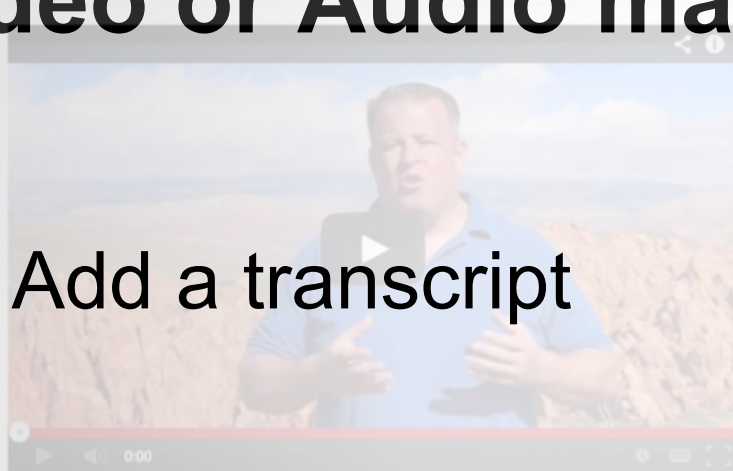
## Best

Normal

Hover

# Video or Audio material

- Add a transcript
- Add labels
- Languages



Send feedback



Derral Eves

Subscribe

124,307

Creating Subtitles and Closed Captions on Your Youtube Videos

60,669

Up Next



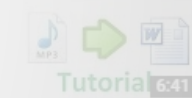
Adding TEXT to  
Easy [TUTORIAL]  
by James Wedm  
207,376 views



How to Properly  
Add TAGS  
by Derral Eves  
168,688 views



How to Become a  
YouTube PARTNER  
by Derral Eves  
193,630 views



How to automate  
(audio to text)  
by Andrewesquiv  
158,866 views



How To Properly  
UPLOAD VIDEOS  
by Derral Eves  
713,942 views



How To Make  
VIDEOS LOOK  
MORE  
PROFESSIONAL  
LIKE APPLE DOES!  
by Gideon Shalw  
714,837 views



How To Make  
Powerpoint  
by compellingtv  
103,976 views

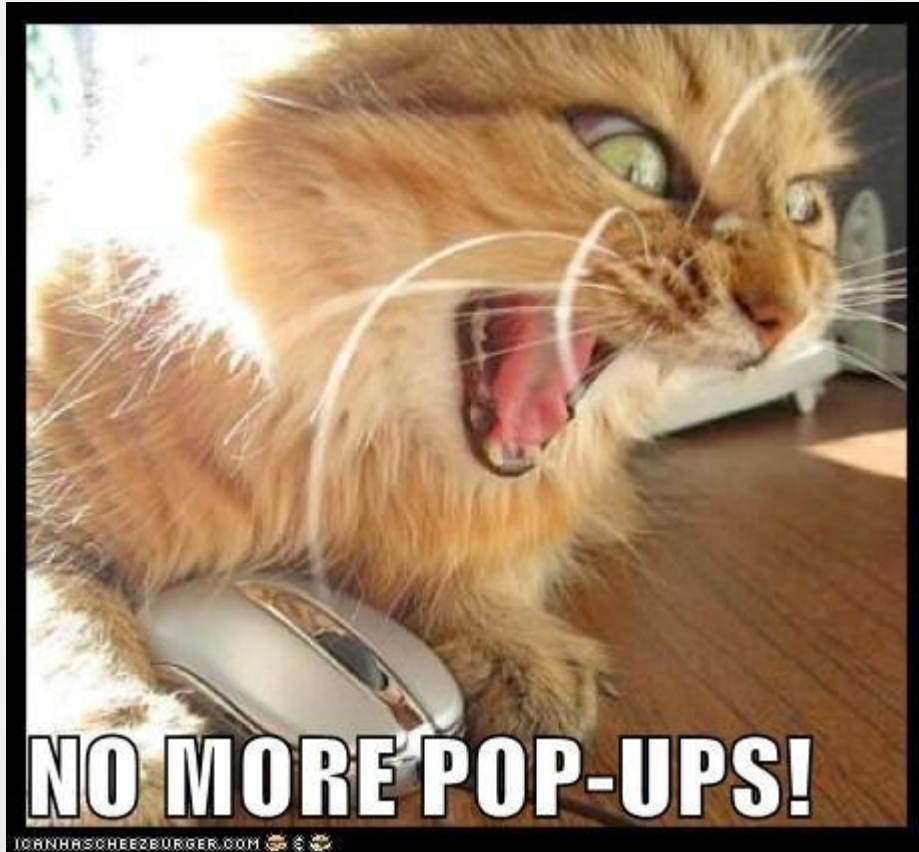
# Use good anchor text:

Instead of: [[see more...](#)]

**Try:** [[Why to B-Elastic...](#)]

Give screenreaders something interesting (and help your SEO along the way) between your `<a>` `</a>` tags.

**NO:** flashes, animations, new windows



# Rules of Thumb

- ★ Have multiple channels to **access** your information - *perceivable and understandable*
- ★ Have multiple channels to **respond** to your information / take action (text AND colors, written and spoken) - *operable*
- ★ Test your stuff / know your audience

# Testing for Accessibility

1. Keyboard testing
2. Screen reader testing
3. Colour contrast / colour blind test

# Testing tools

<http://validator.w3.org/>

<http://wave.webaim.org/>

Colorblindness simulator:


[www.colororacle.org](http://www.colororacle.org)



# WordPress Core

Making the backend more accessible and also working on WordPress core:

<https://make.wordpress.org/accessibility/>



Build Bridges, not Barriers.

Thank you!

[js@wiredpinecone.com](mailto:js@wiredpinecone.com)

# JAWS demo:

[https://www.youtube.com/watch?  
v=2PMuBQ7LyOw](https://www.youtube.com/watch?v=2PMuBQ7LyOw)