“One fits All” - Benetton

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We are all familiar with this outdated version of “tech culture” and “tech user”…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 ⅕ 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: **W**eb **A**ccessibility **I**nitiative: http://www.w3.org/WAI/

WAI ARIA: **A**ccessible **R**ich **I**nternet **A**pplications

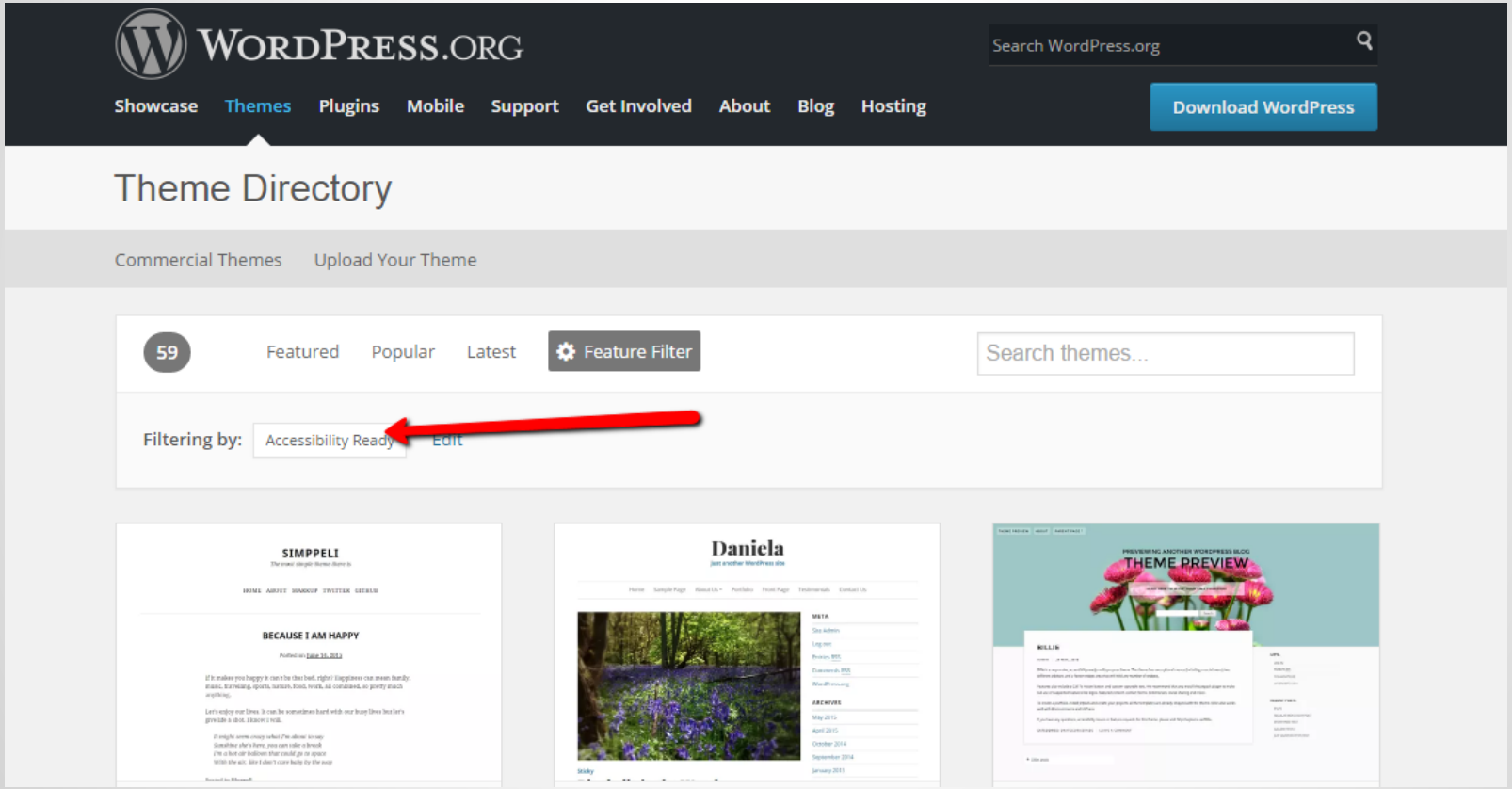
How the ***process*** of accessibility happens:

- **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?

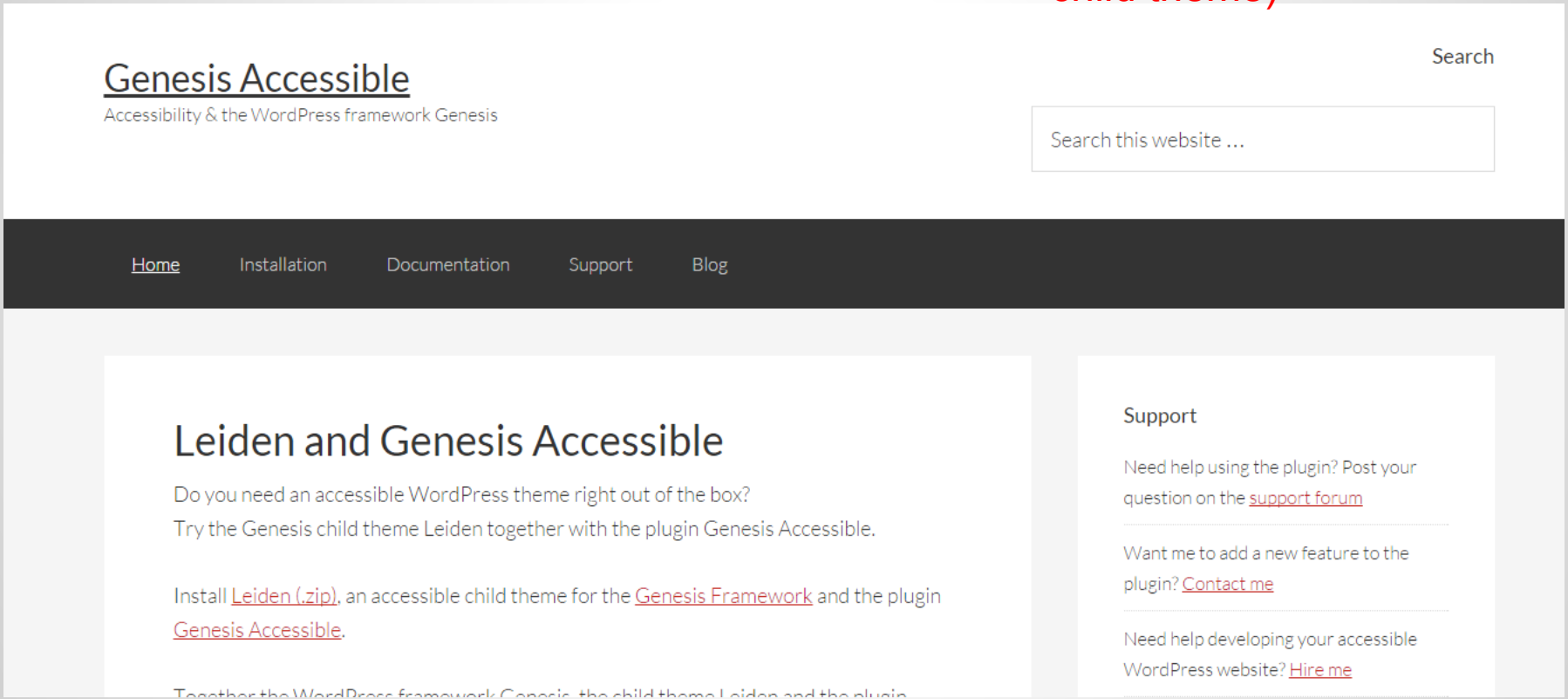
- Foundations: themes & plugins
- Content
- Resources

Choose an Accessible Theme



genesis-accessible.org

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



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.

July 28, 2015: http://genesis-accessible.org/2015/07/genesis-2-2-accessibility-changes-and-features/

Plugin: WP-Accessibility

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

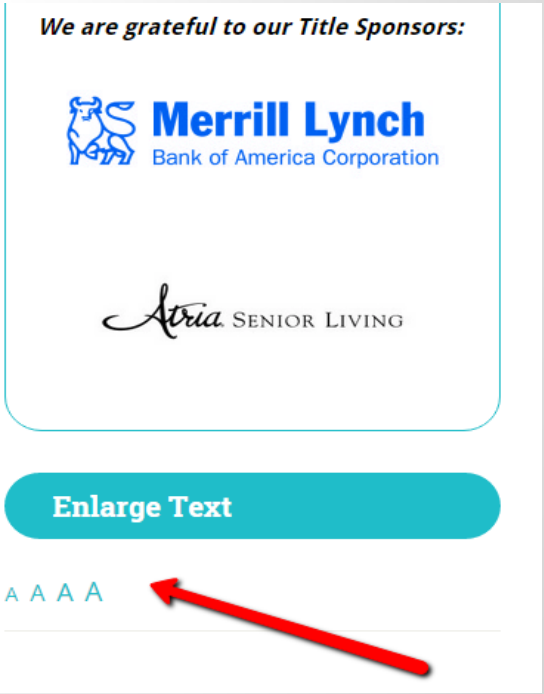
(Nothing will blow up if you use both plugins together on a Genesis build.)

Additional plugins:

Accessibility Widget: text size

Plugins for forms

Language plugins



The content:

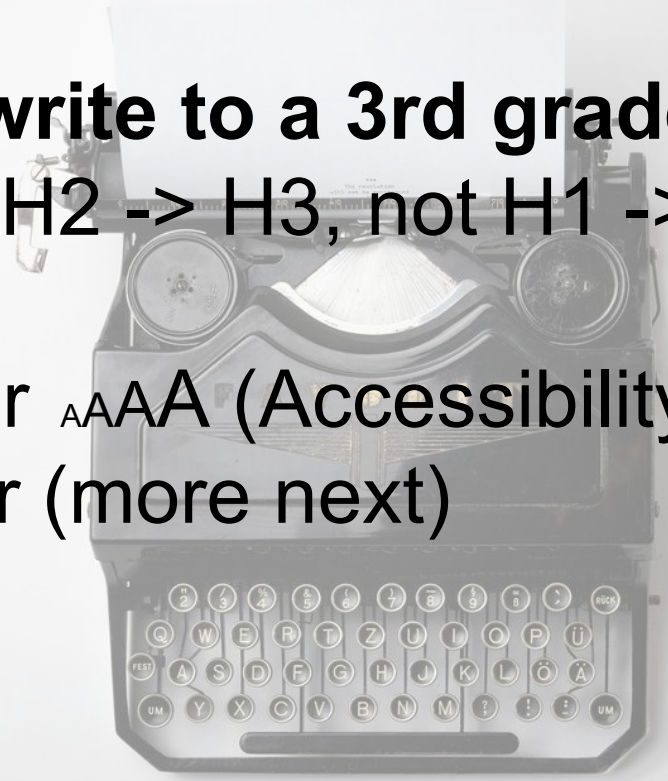
User-level content creation

- 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

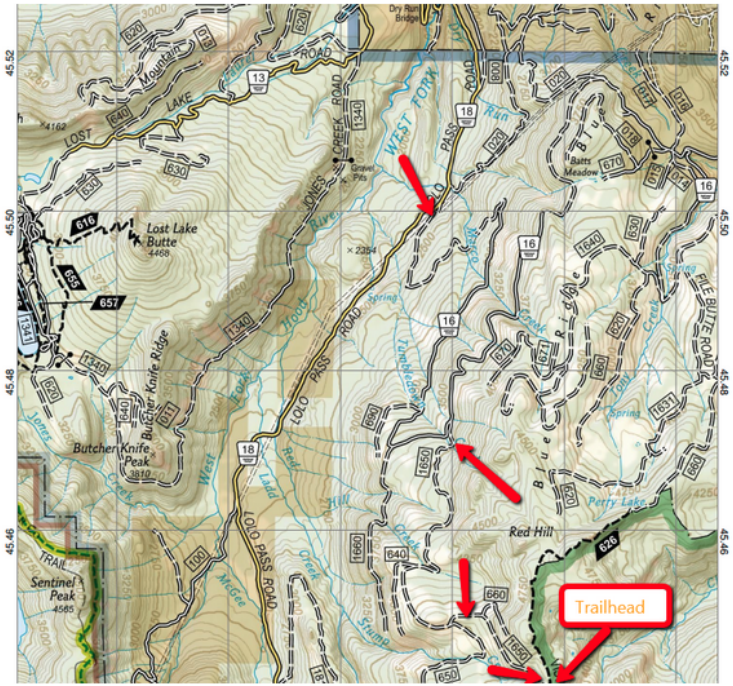
“Take the red line / click the red button”

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: http://owl.wiredpinecone.com/wp-content/u

Title: Vista_Ridge_Trailhead

Caption:

Alt Text: Map of Forest Service roads to Vista Ridge Tr

Description:

Uploaded By: js@wiredpinecone.com

View attachment page | Edit more details | Delete Permanently

Buttons

Label buttons as buttons, rather than as menus:

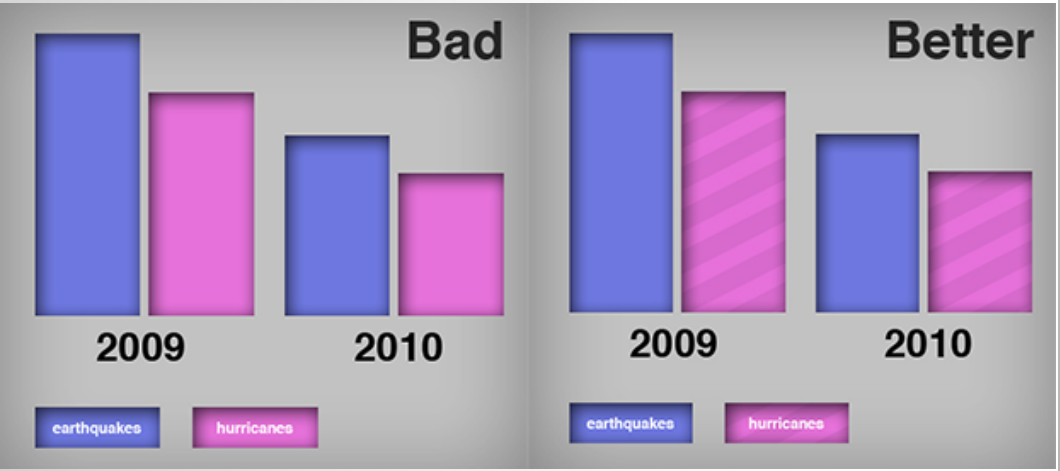
```
<button class="menu-toggle"><span class="dashicons dashicons-menu"></span>Menu</button>
```

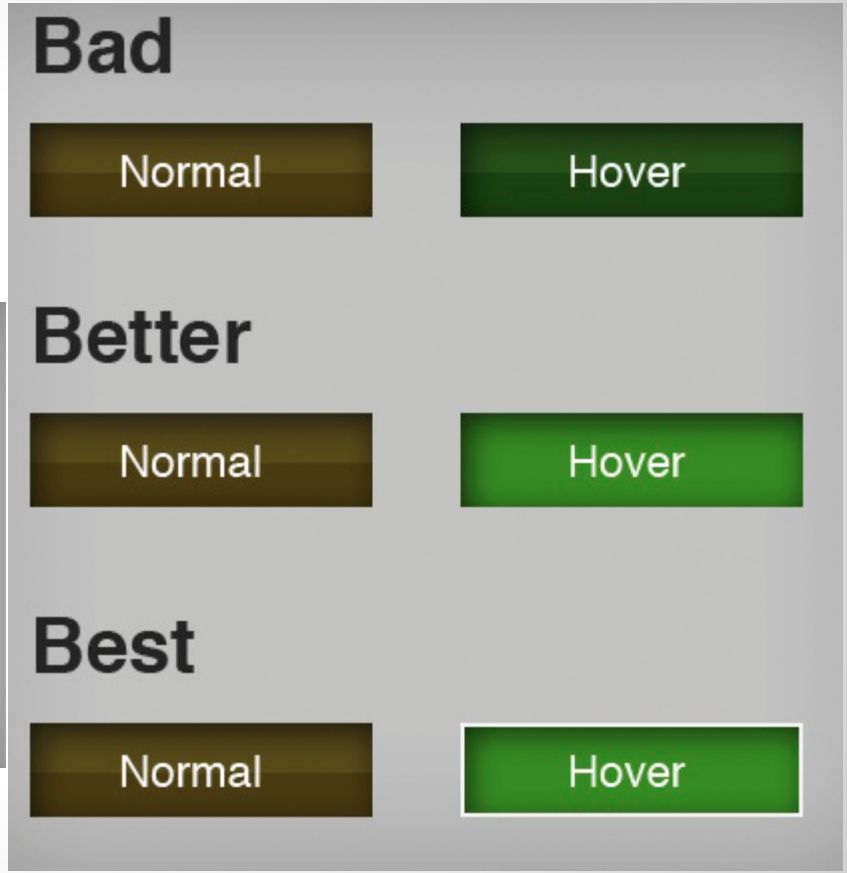
alt text: “Click to subscribe”

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

Icon fonts also need alt text.

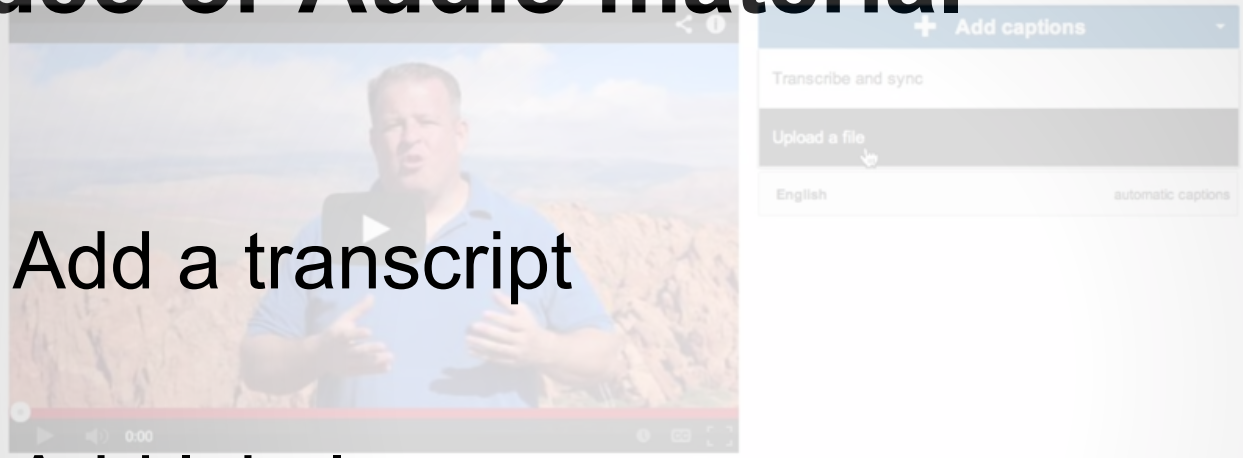
Add Contrast





(graphics from 99designs.com)

Video or Audio material



- Add a transcript
- Add labels
- Languages

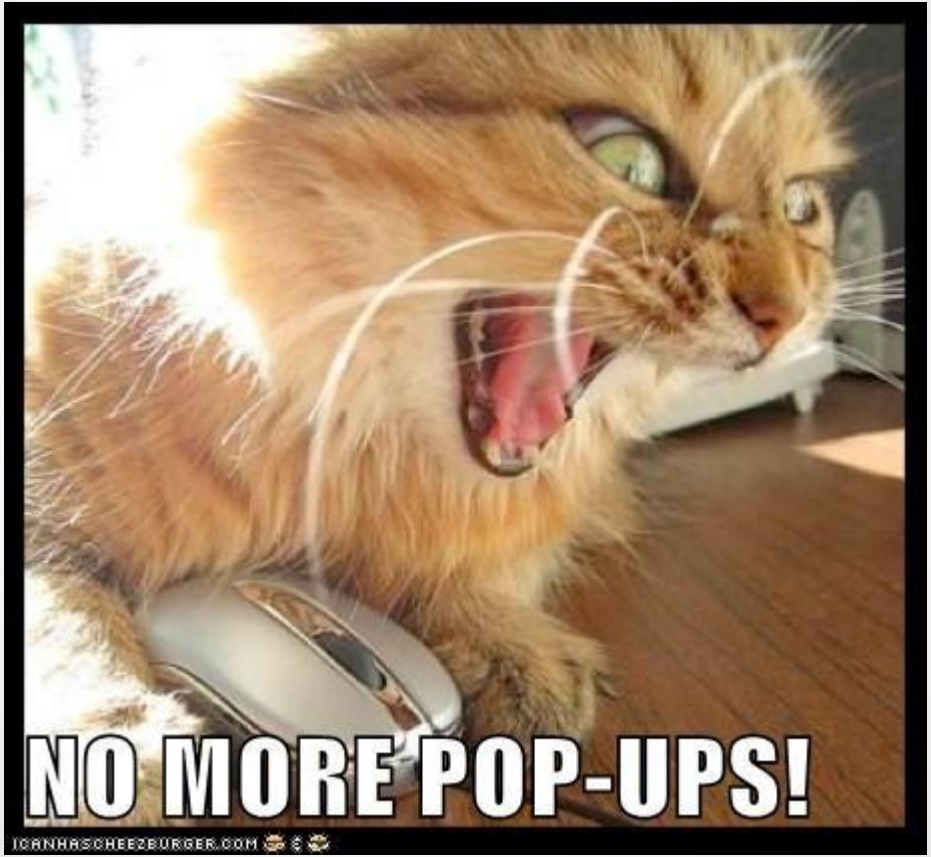
Use good anchor text:

Instead of: [see more…]

Try: [Why to B-Elastic…]

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

WordPress Core

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

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

Build Bridges, not Barriers.

Thank you!

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JAWS demo:

https://www.youtube.com/watch?v=2PMuBQ7LyOw