

a guide for designing online accessible tools



Successful user-centered design will always comply with WCAG 2.0

Web Content Accessibility Guidelines (WCAG) 2.0 is a standard set of guidelines used to make sure websites are as accessible as possible for everyone, regardless of their visual, motor, auditory, speech or cognitive abilities.

Content creators have the responsibility to ensure that anybody has access to what their work has the best experience possible.

In fact, websites that are fully compliant with WCAG 2.0 are proven to have better search results, reach bigger audiences, have friendlier SEO, faster download times, encourage good coding practices, and always have better usability.

WCAG 2.0 examines how perceivable, operable, understandable and robust the content is.

These are then graded on their conformance levels:

A - the bare minimum level of accessibility

AA - most desired level

AAA - strictest level of requirements

Source: <https://www.w3.org/WAI/business-case/>

perceivable

Does all non-text content have a text alternative?

Images need to have descriptive alternative text.

Or even the option for any words to be read the to the user.

Are there alternatives for time-based media?

Audio description adds a layer of context like storytelling for the visually impaired.

Closed captioning on videos helps those that are hearing impaired.

It's also a good idea to provide a transcripts for meetings, podcasts or videos.

Can the content be presented in different ways without losing context?

Check that the platform you are using has a responsive flow and works well on smartphones, tablets, laptops and desktops.

Is the size too small?

Smaller texts may present issues for readers looking at your content across different mediums.

Is your dialogue audible enough?

Background audio such as music should be 20 decibels quieter than speaking voices.

Is there enough visual contrast in your colour palette?

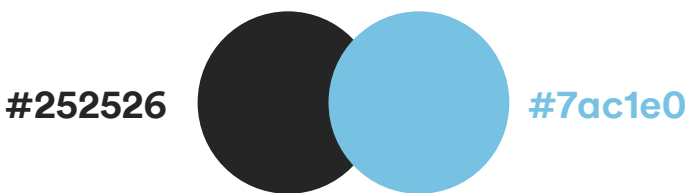
When colour pairing it's important to look at how bright or dark colours are when you place them together. **Background colours** need to work in harmony with **text colours** so that they don't put too much strain the eye.

There needs to be a contrast ratio of at least:

3.1 to 1 for Large Text (size 18pt/24px).

4.5 to 1 for Normal Text (size 16px).

The higher the number, the better the contrast. Take these two colours for example, they have a contrast ratio of **7.68 to 1**:



Conformance Levels

AA Large - Pass

AAA Large - Pass

AA Normal - Pass

AAA Normal - Pass

Contrast ratio can be checked at: colourcontrast.cc

operable

Can all parts of the website can be accessed using only the keyboard?

Interactive components must be keyboard accessible.

Is there enough time to use your content?

Give the option to start and pause video or animation content.

Ensure there's reasonable time to complete forms and provide a warning with the option to cancel before getting timed out.

Practice safe seizure avoidant methods.

Remember animations and video content must not flash more than 3 times per second.

Is it easy to find your way around?

Users must be able to understand exactly where they are with sitemaps, breadcrumb navigation, unique page titles and a contents page.

Are you conscious of different input choices?

Users may want to interact with your content using a mouse, touch screen or a speech to text device. Is this possible?

understandable

Content is readable and easy to understand?

Try to use simple language and avoid jargon wherever possible. When using technical terms or abbreviations, give their definitions in the text.

Using alternative text also enables screen readers to read the abbreviations.

When working with HTML it is possible to add language attributes to specific pages, so users know what language a page is written in. This helps screen readers know what specific regional inflection to read the text in.

Are your pages predictable?

Try to keep the navigation constant, with menus, text and buttons organised in the same place and the same style on each page.

Are you giving users input assistance?

When users interact with forms, make sure they are labeled and that fields with error are clearly marked, not just relying on colour alone to make information understandable.

robust

Is your content future-proof?

Will it work with current and future assistive technology? Try to incorporate accessibility testing in build process.

These are some accessibility symbols to consider including in your future projects:



Open Captions



Large Print



Easy to Read



Volume Control



Sign Language Interpretation



Audio Descriptions

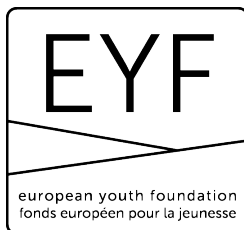


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