SITECORE® SYMPOSIUM 2019

Demystifying accessibility

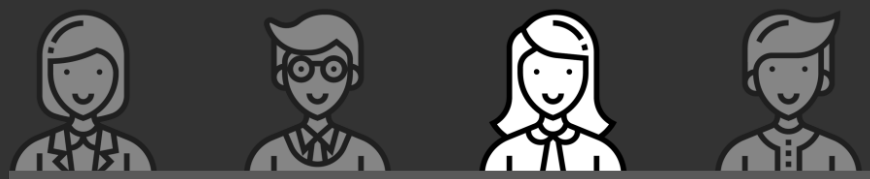
Why you need to create an inclusive Sitecore experience and how to get started

HUMAN CONNECTIONS IN A DIGITAL WORLD

durable | Angela Wolak
5 November 2019

"You're clicking on something that says, 'graphic graphic graphic,' or some numbered file name, or some gibberish like that."

"Green and red look the same to me—it's frustrating when designers use them to mean the exact opposite of each other."

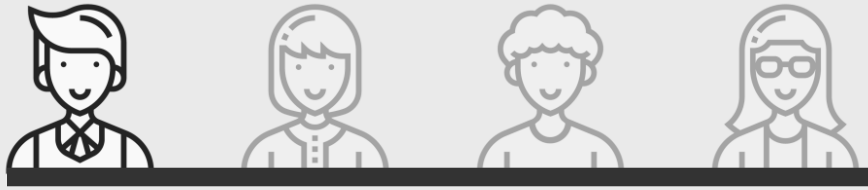


Rikki | Deaf

“I can look up a video about concealers and somehow the automatic closed captioning will be talking about zebras.”

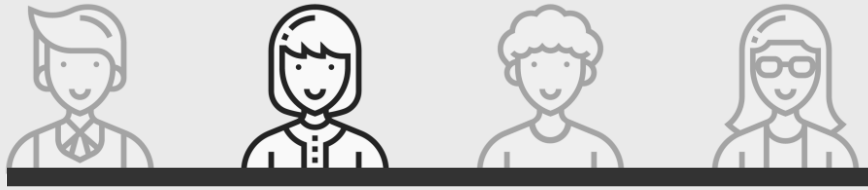
“These animations are literally making me nauseous and giving me a headache.”

Why?



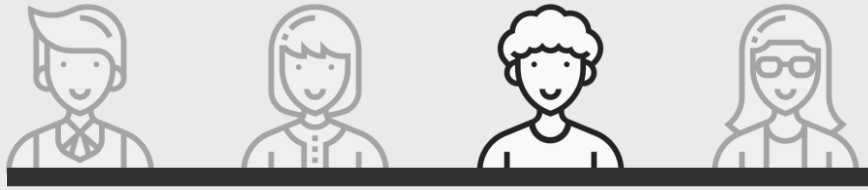
Steven | Compliance officer

"Our primary objective is to avoid getting sued."



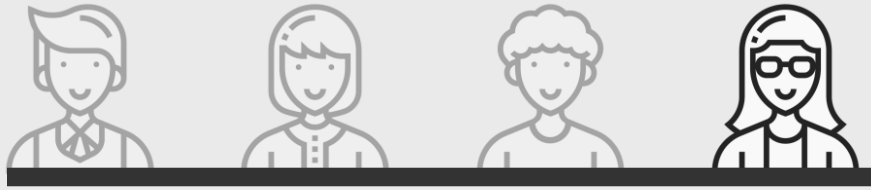
Jill | Account manager

"We make accessible sites for our government assignments, or if a client specifically requires it."



Chris | QA developer

"We've tested our site using a screen reader, so we know it's accessible."



Leigh | Content strategist

"It doesn't really affect me—aside from writing alt text, accessibility is handled by our developers."

Accessibility is everyone's job

—

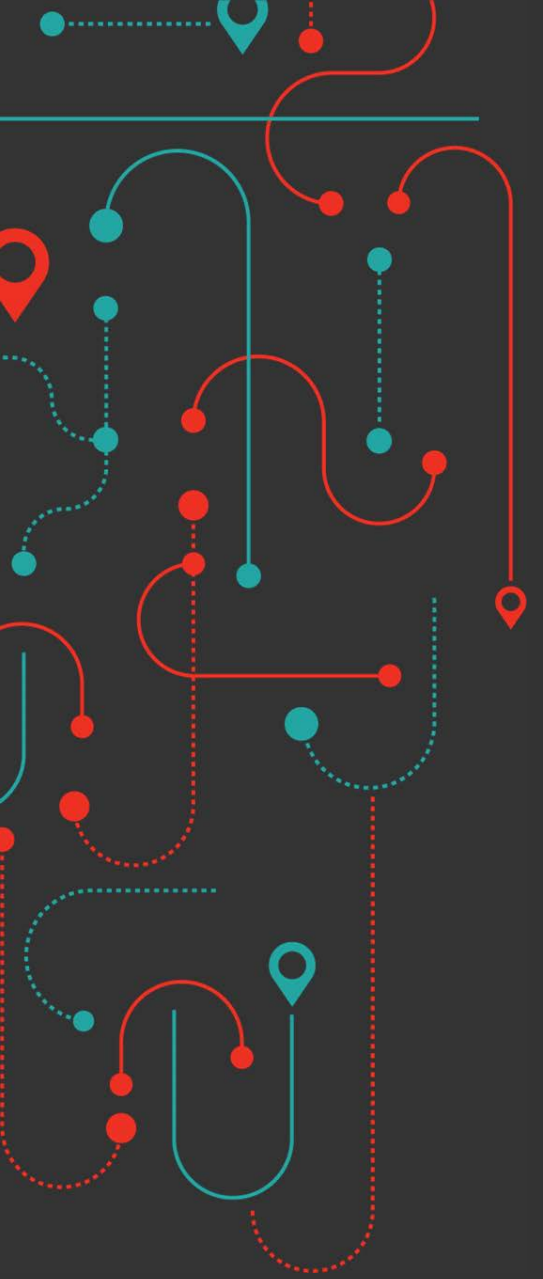
It requires ongoing effort

—

Strategies to help you create a better experience for disabled people

(and everyone else, too)

Websites **designed**, **written** and **developed** so that people with disabilities can use them



SITECORE SYMPOSIUM 2019

How do we know if a site is accessible?

WCAG 2.1

The standard for creating and evaluating accessible web sites

Perceivable

Operable

Understandable

Robust

Alternative text for images

Logically sequenced content

Perceivable

Operable

Understandable

Robust

Controls for moving content

Multiple ways to navigate

Perceivable

Operable

Understandable

Robust

Writing in clear, simple language

Appropriate error messages

Perceivable

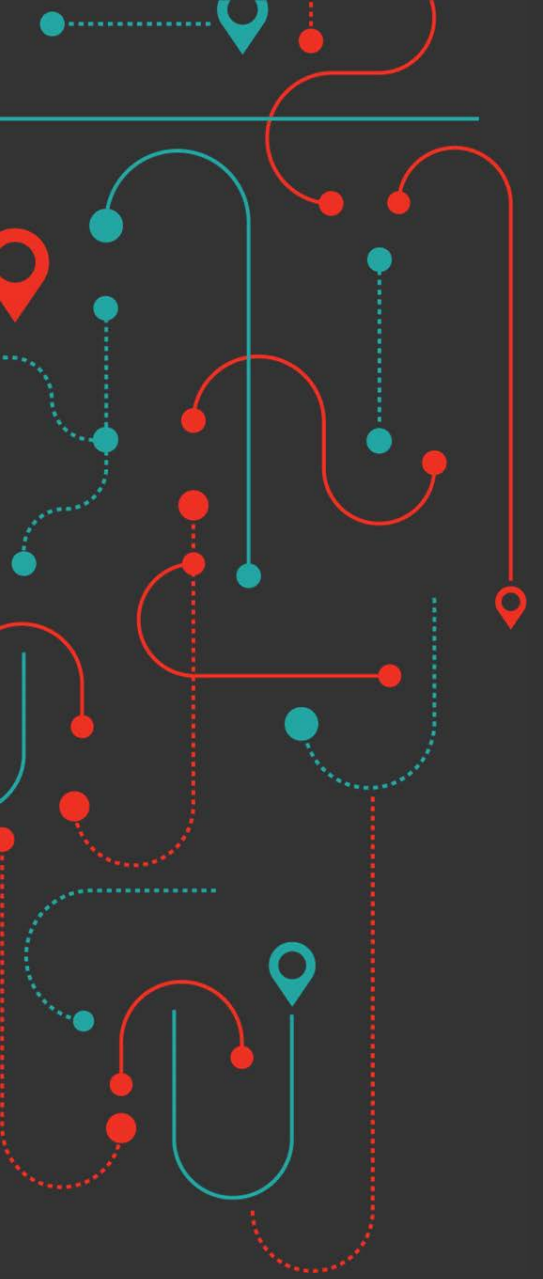
Operable

Understandable

Robust

Valid markup

Correctly labeled names and roles of interface components

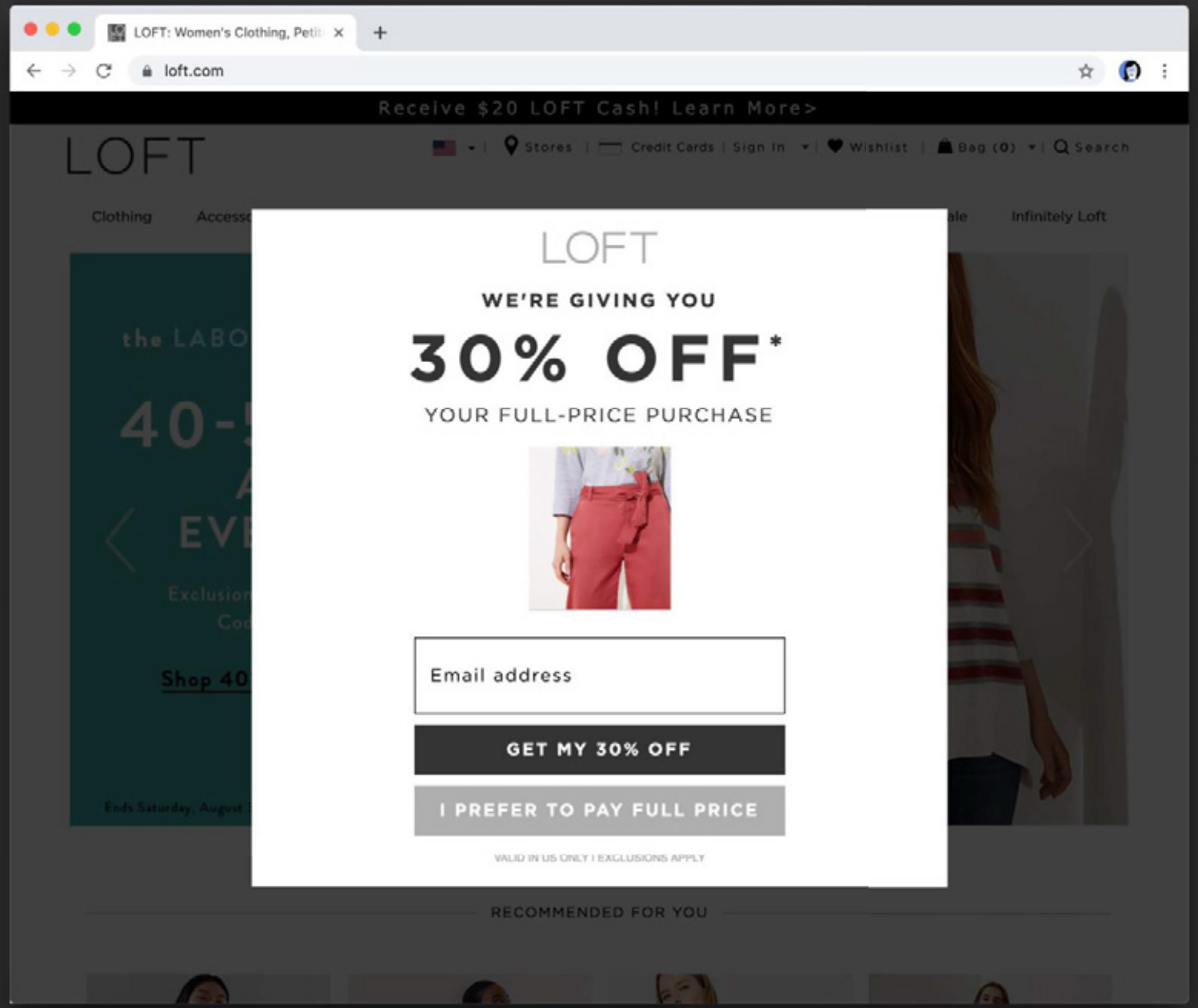


SITECORE SYMPOSIUM 2019

Checking for accessibility

Navigate using the keyboard

Can you accomplish the task you set out to do?

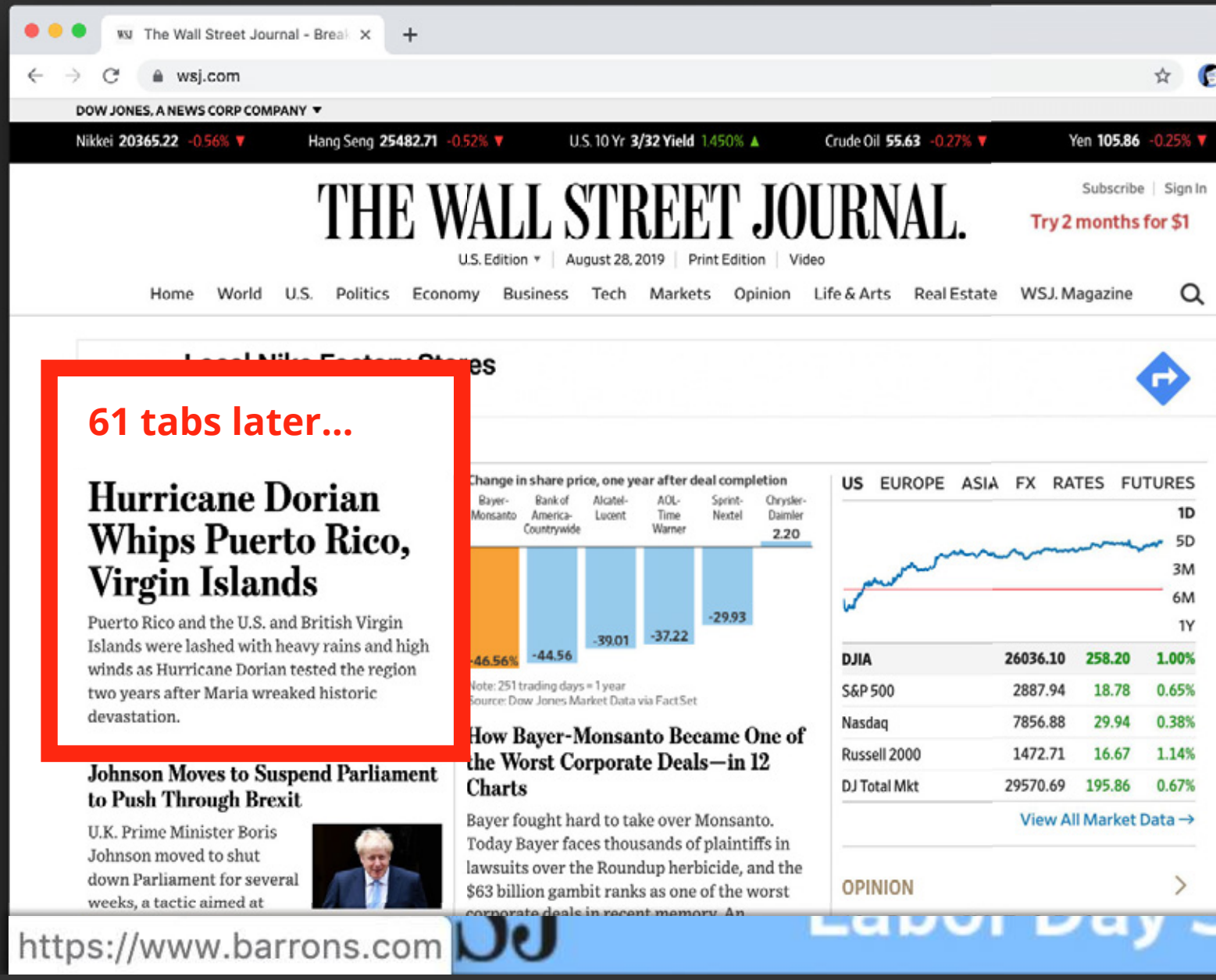


Navigate using the keyboard

Can you accomplish the task you set out to do?

Are focus states clearly indicated?

Is the order logical?



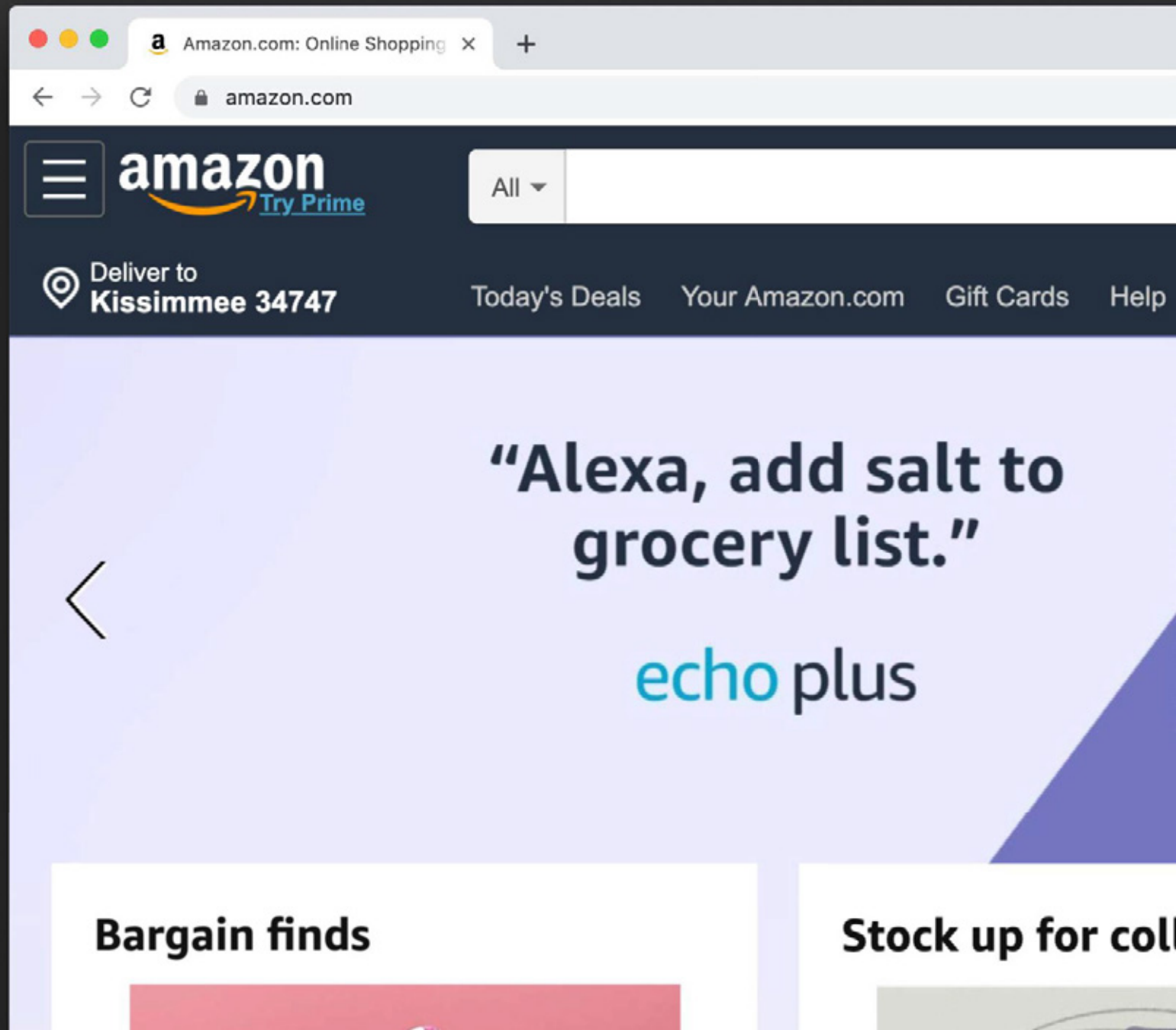
Navigate using the keyboard

Can you accomplish the task you set out to do?

Are focus states clearly indicated?

Is the order logical?

Can you skip navigation?

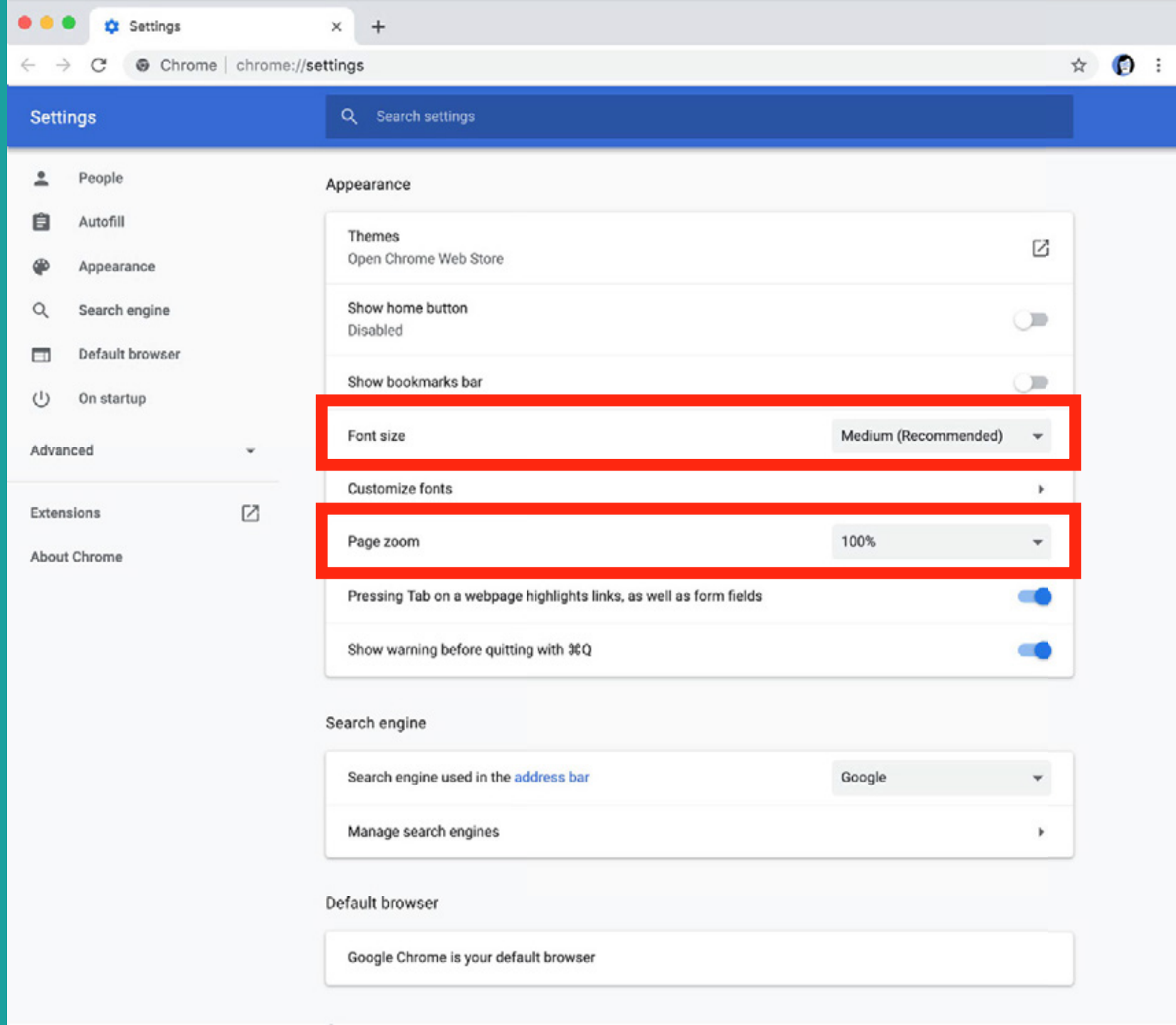


Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?



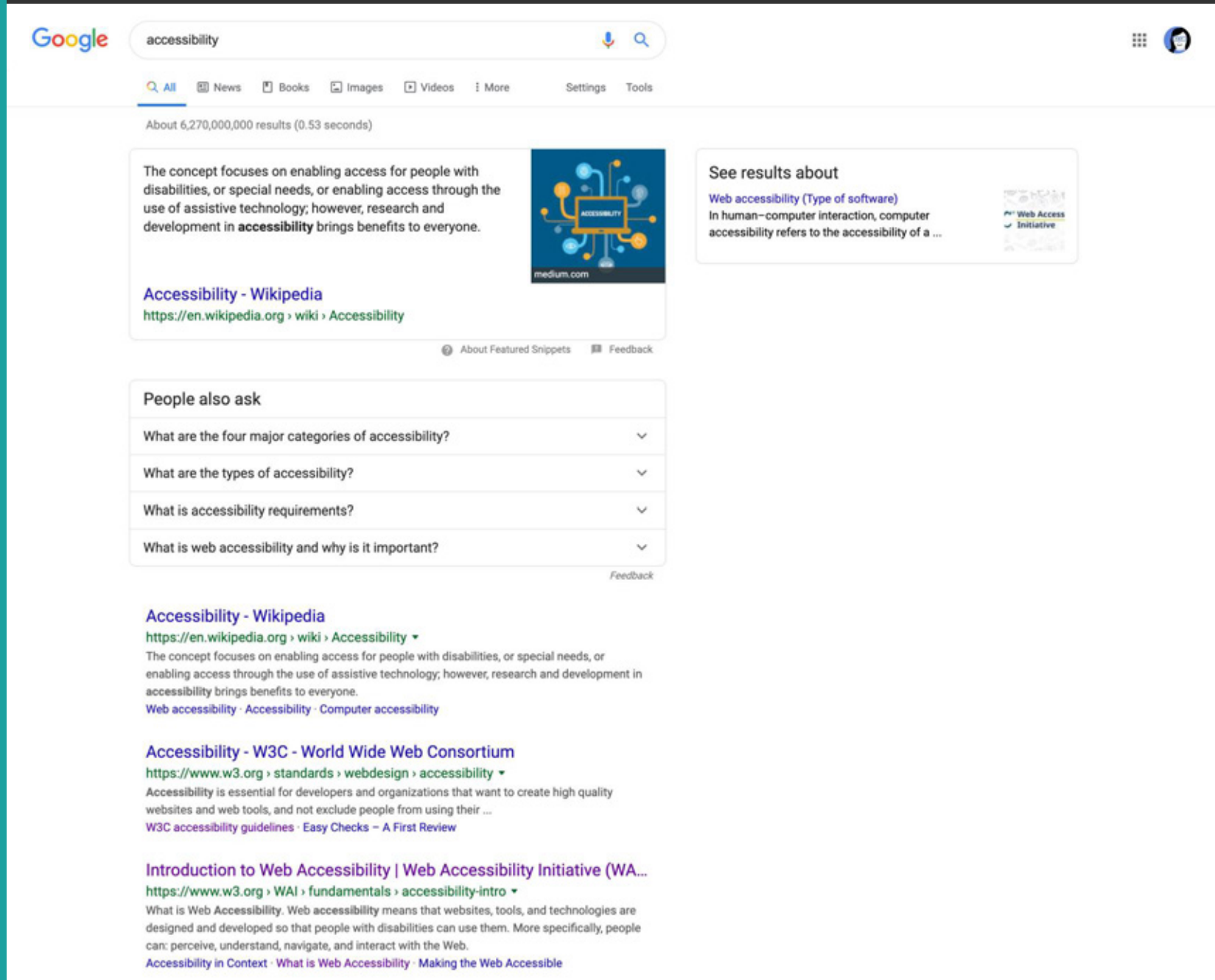
Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

DEFAULT VIEW



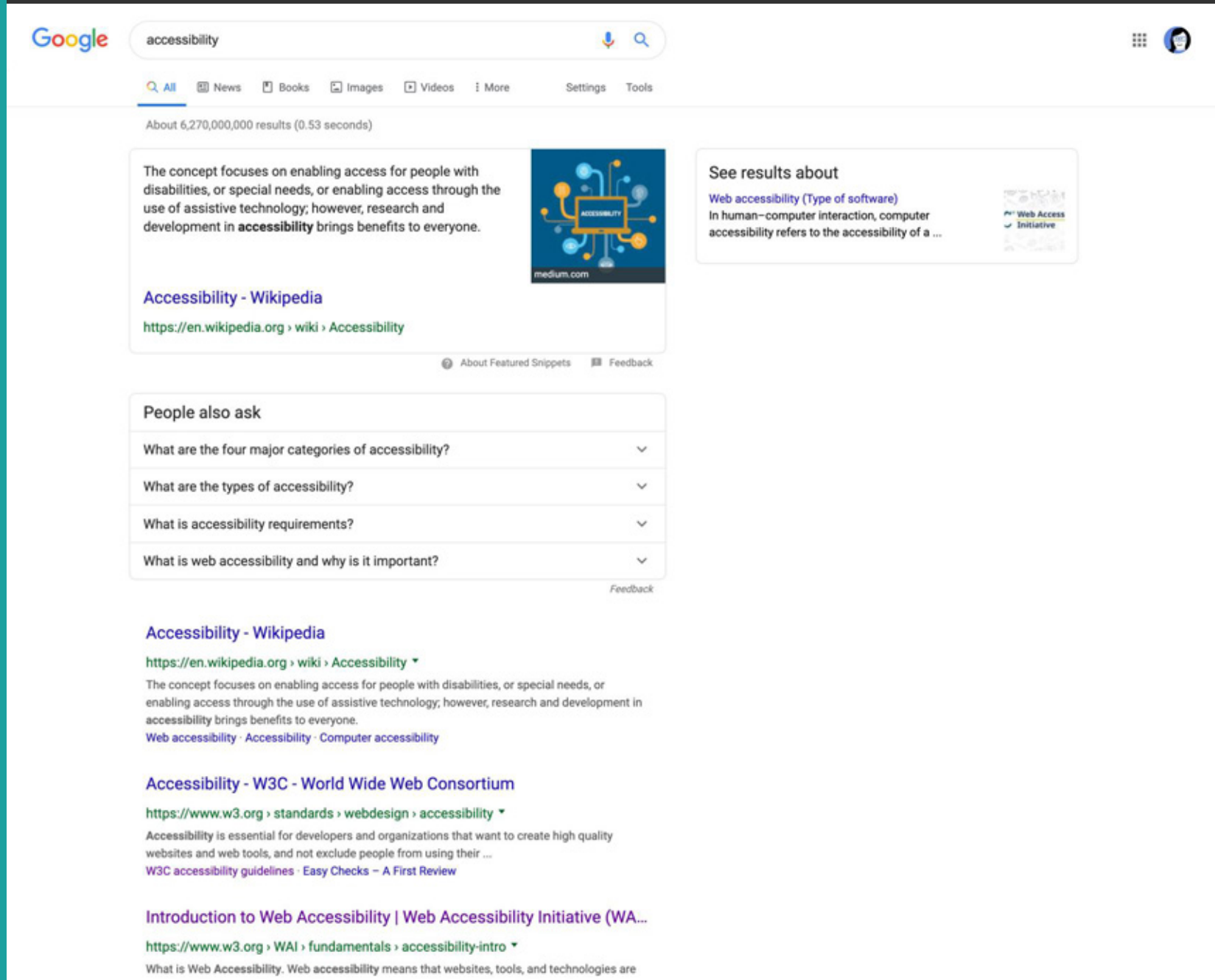
Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

FONT SET TO “VERY LARGE”



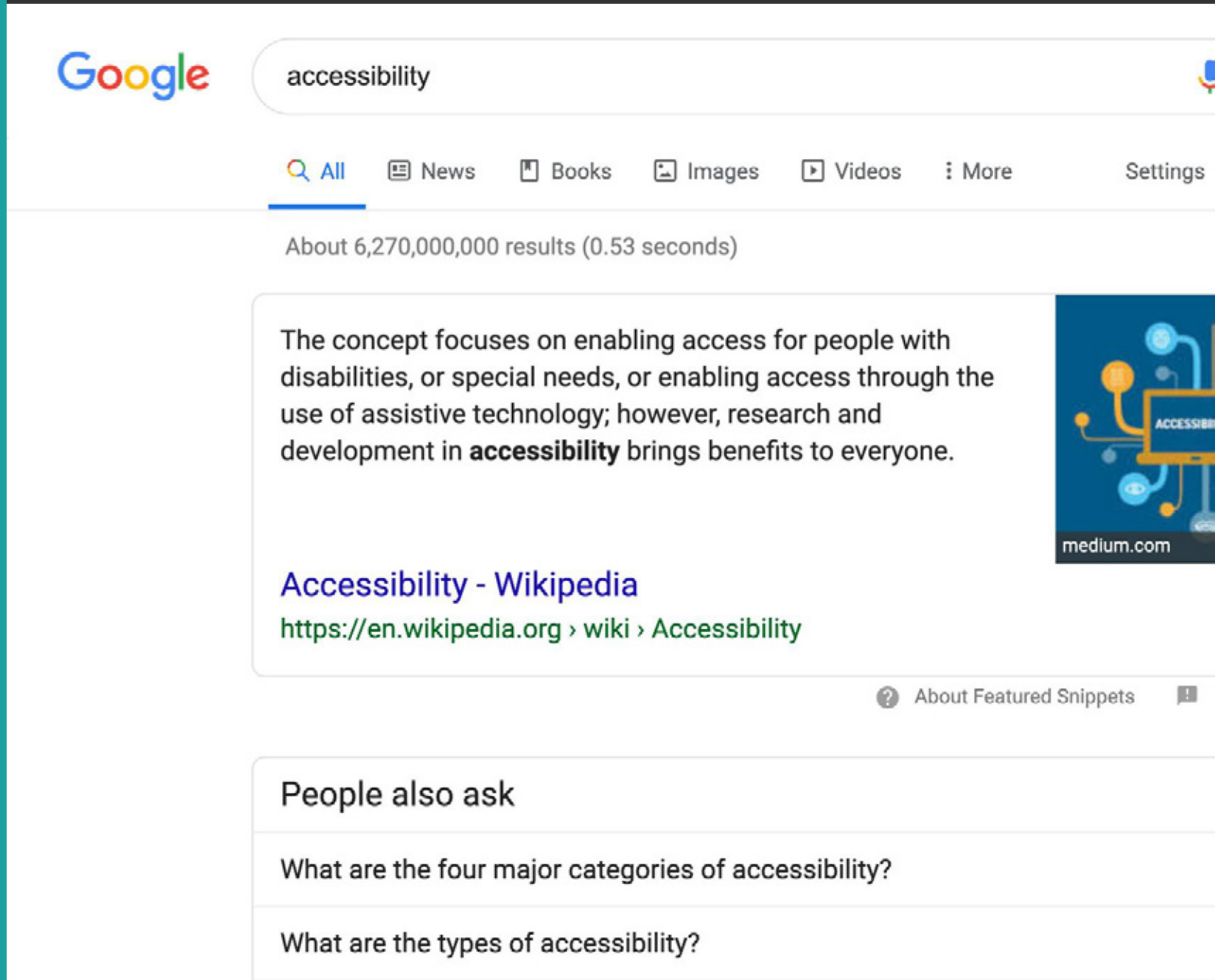
Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

ZOOM SET TO 200%



Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

DEFAULT VIEW

Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

FONT SET TO “VERY LARGE”

Change your browser font size or zoom defaults

Do the fonts change size?

Does it break the layout of the site?

Is horizontal scrolling required?

Check video and audio files

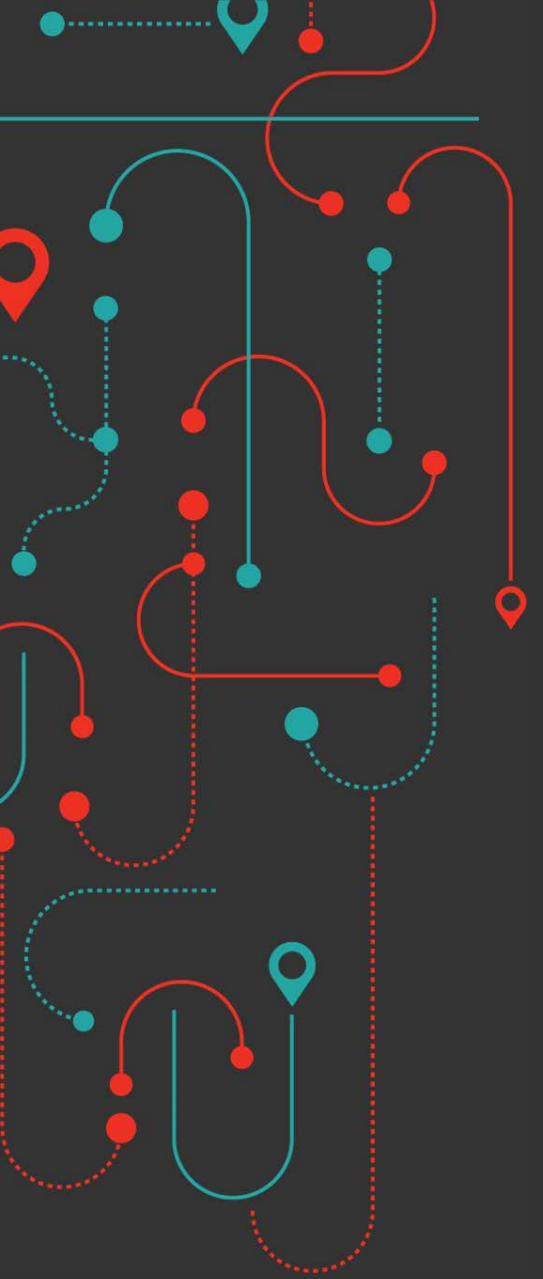
Are there captions?

Transcripts?

Audio descriptions?

ANIMAL BABIES: FIRST YEAR ON EARTH

Preview

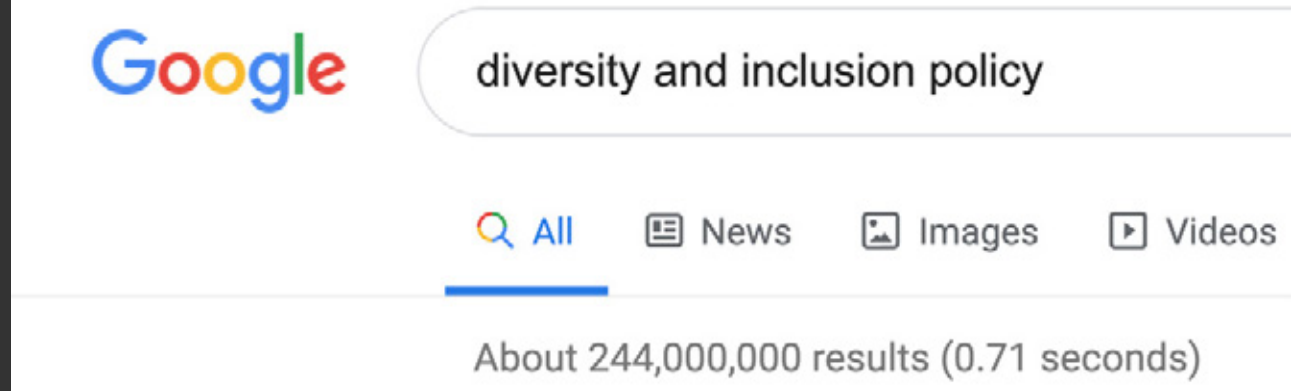


SITECORE SYMPOSIUM 2019

How to convince your team that it's worth it

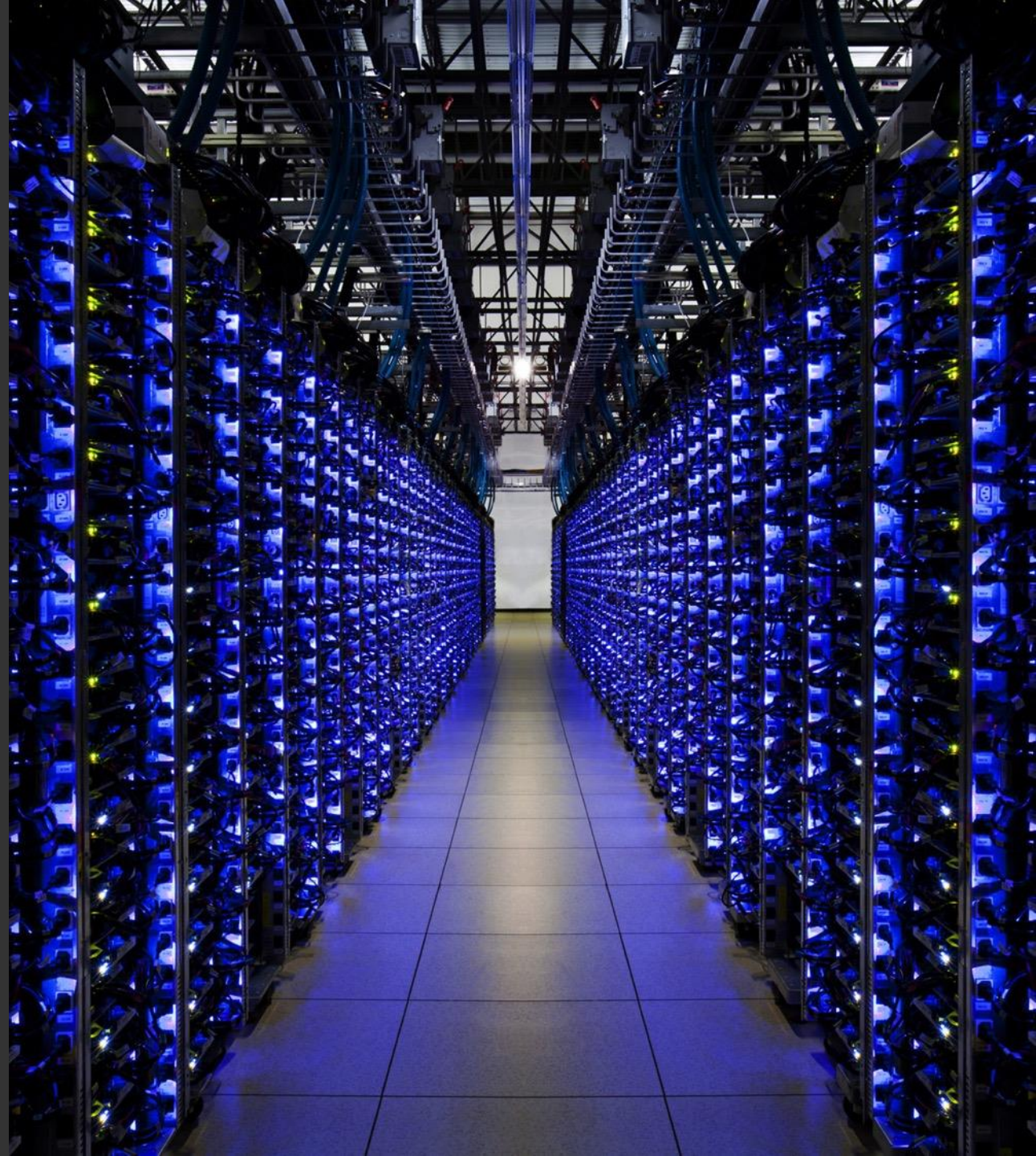
For many organizations, it’s a legal requirement

A company's digital presence should reflect its brand values



It’s too large an audience to ignore

Machines also like content developed for accessibility

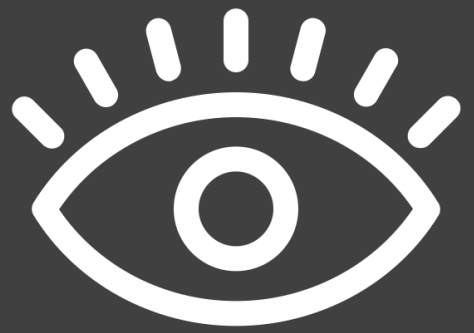


Designing for edge cases helps everyone

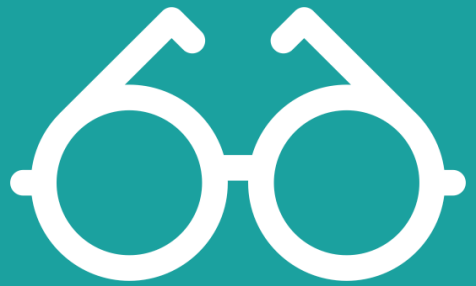
Sufficient color contrast

Helps users who:

Have a vision impairment



Forgot their reading glasses



Are outdoors in bright sunlight

Video captions

Help users who:

Have a hearing impairment

Watch videos in public spaces

Are learning the language

Keyboard navigability

Helps users who:

Have a physical or visual impairment

Have a temporary injury

Are efficient “power users”

It’s professional best practice

SITECORE SYMPOSIUM 2019

Potential pitfalls— and how to avoid them

The challenge

Design, development, and content teams all contribute to accessibility

EXAMPLE SCENARIO:
Your organization wants to launch a podcast series and have a customized audio player on your site.

Design

Include accessibility features in the design and user stories

—

Ensure sufficient color contrast

—

Provide visible focus states

EXAMPLE SCENARIO:
Your organization wants to launch a podcast series and have a customized audio player on your site.

Development

Write valid, semantic code where all UI controls are correctly labeled with names, roles, and values

Provide logical keyboard navigation with no “keyboard traps”

EXAMPLE SCENARIO:
Your organization wants to launch a podcast series and have a customized audio player on your site.

Content

Provide complete, accurate transcripts for all episodes

Minimize background noise in the recording

Distributed responsibility creates real challenges

Must be considered at every step

Requirements can easily be missed

Collaboration across departments can be difficult

...as well as managing the agency-to-client handoff

6 factors for success

Get support at the highest level

Identify a sponsor

Create a responsibility matrix

A great starting point already exists

W3C Accessibility Responsibility Breakdown

bit.ly/a11y-matrix

VIEW BY ROLE

Architecture

The architecture function covers tasks and related quality control normally associated with the architecture of the information (Web content) and the architecture of the data.

Principles	Applicable Success Criteria		
	A	AA	AAA
Perceivable	1.3.1	--	--
Operable	2.4.2	2.4.5, 2.4.6	2.4.8, 2.4.10
Understandable	--	3.1.2	3.1.3, 3.1.4
Robust	--	--	--
Total (9)	**2**	**3**	**4**

Interaction Design / Usability

The interaction design / usability function covers tasks and related quality control normally associated with the planning of web interfaces, content changes, interactivity and other interface-related contents of the pages.

Principles	Applicable Success Criteria		
	A	AA	AAA
Perceivable	1.3.1, 1.3.3, 1.4.1, 1.4.2	1.4.4	1.4.7, 1.4.8
Operable	2.1.1, 2.1.2, 2.2.1, 2.2.2, 2.3.1, 2.4.4	2.4.5, 2.4.6	2.1.3, 2.2.3, 2.2.4, 2.2.5, 2.3.2, 2.4.8, 2.4.9
Understandable	3.2.1, 3.2.2, 3.3.1, 3.3.2	3.2.3, 3.2.4, 3.3.3, 3.3.4	3.1.3, 3.1.5, 3.2.5, 3.3.5, 3.3.6

A great starting point already exists

W3C Accessibility Responsibility Breakdown

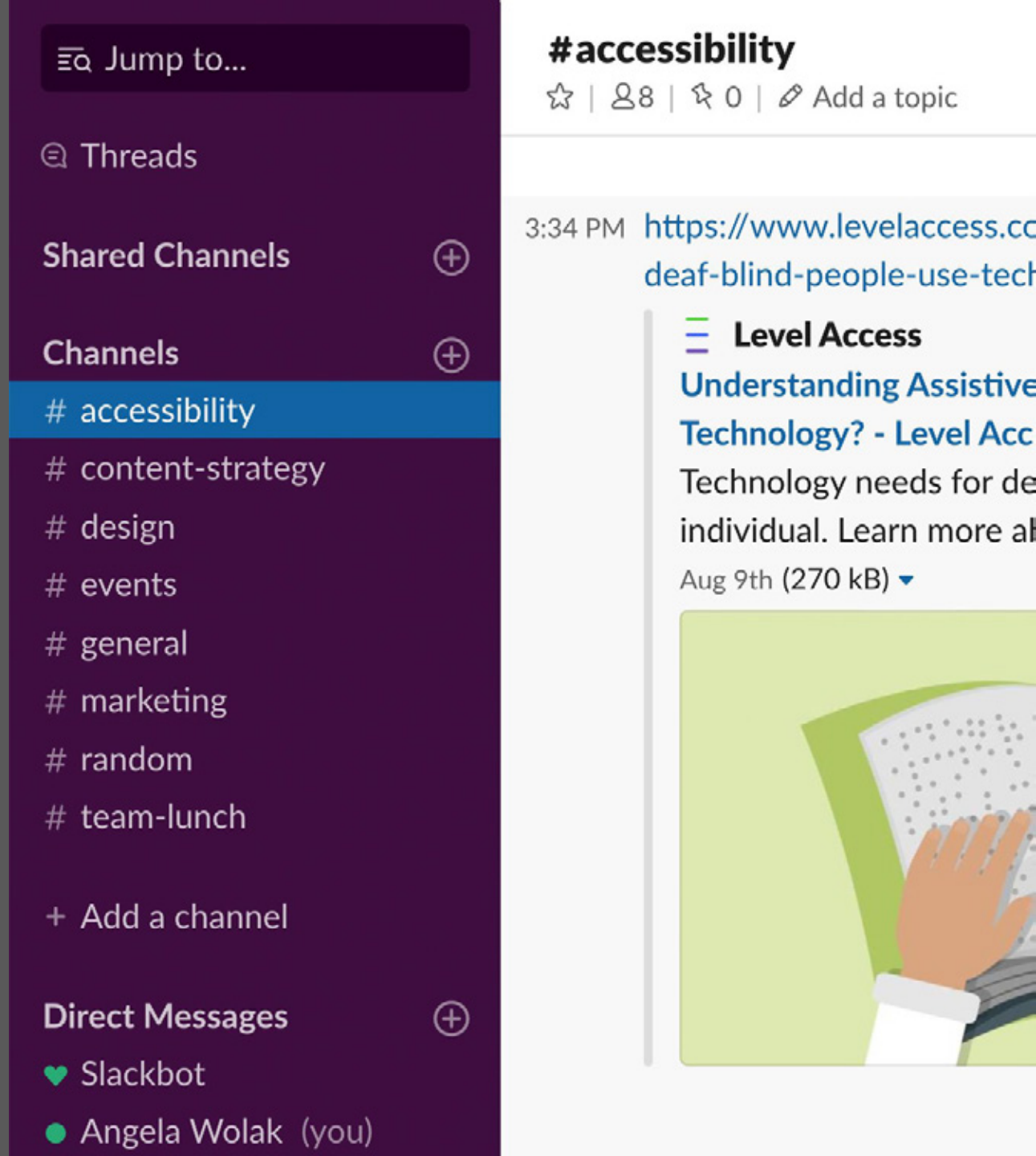
bit.ly/a11y-matrix

Success Criteria (Level)	Production chain phases									
	Analysis	Architecture	Interaction Design / Usability	Graphics Design	Content Strategy	Search Engine Optimization	HTML/CSS Prototyping	Front-End Development	Back-End Development	Quality control
1.1.1 (A)					x	x	x	x	x	x
1.2.1 (A)					x	x		x		x
1.2.2 (A)					x	x		x		x
1.2.3 (A)					x	x		x		x
1.2.4 (AA)						x		x		x
1.2.5 (AA)					x	x		x		x
1.2.6 (AAA)						x		x		x
1.2.7 (AAA)					x	x		x		x
1.2.8 (AAA)					x	x		x		x
1.2.9 (AAA)						x		x		x
1.3.1 (A)		x	x	x	x	x	x	x	x	x
1.3.2 (A)							x	x	x	x
1.3.3 (A)			x	x	x			x		x
1.4.1 (A)			x	x				x		x
1.4.2 (A)			x	x				x		x
1.4.3 (AA)				x			x	x		x
1.4.4 (AA)			x	x			x	x		x
1.4.5 (AA)				x		x	x	x		x
1.4.6 (AAA)				x			x	x		x
1.4.7 (AAA)			x	x				x		x
1.4.8 (AAA)			x	x				x		x
1.4.9 (AAA)				x				x		x
2.1.1 (A)			x	x	x	x	x	x	x	x

Change processes—gently!

Build knowledge

Accessibility champions

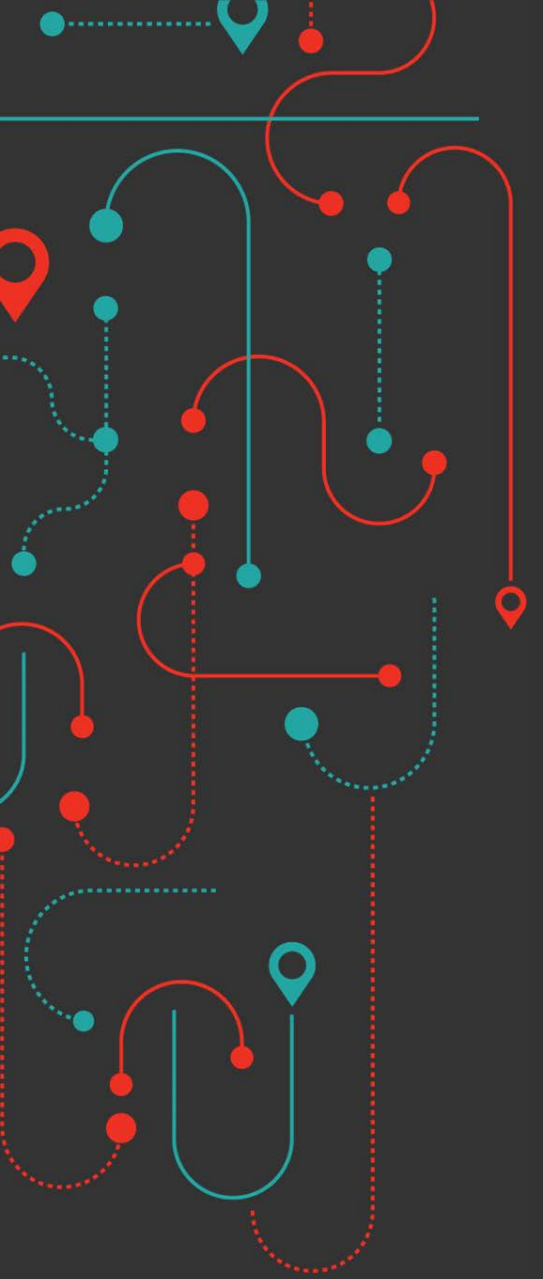


Bottom-up approach

Fosters holistic thinking

A go-to resource

Enthusiasm > seniority



SITECORE SYMPOSIUM 2019

How to get started

Planning a new site

Writing an RFP

Make accessibility a requirement

—

Know what’s involved

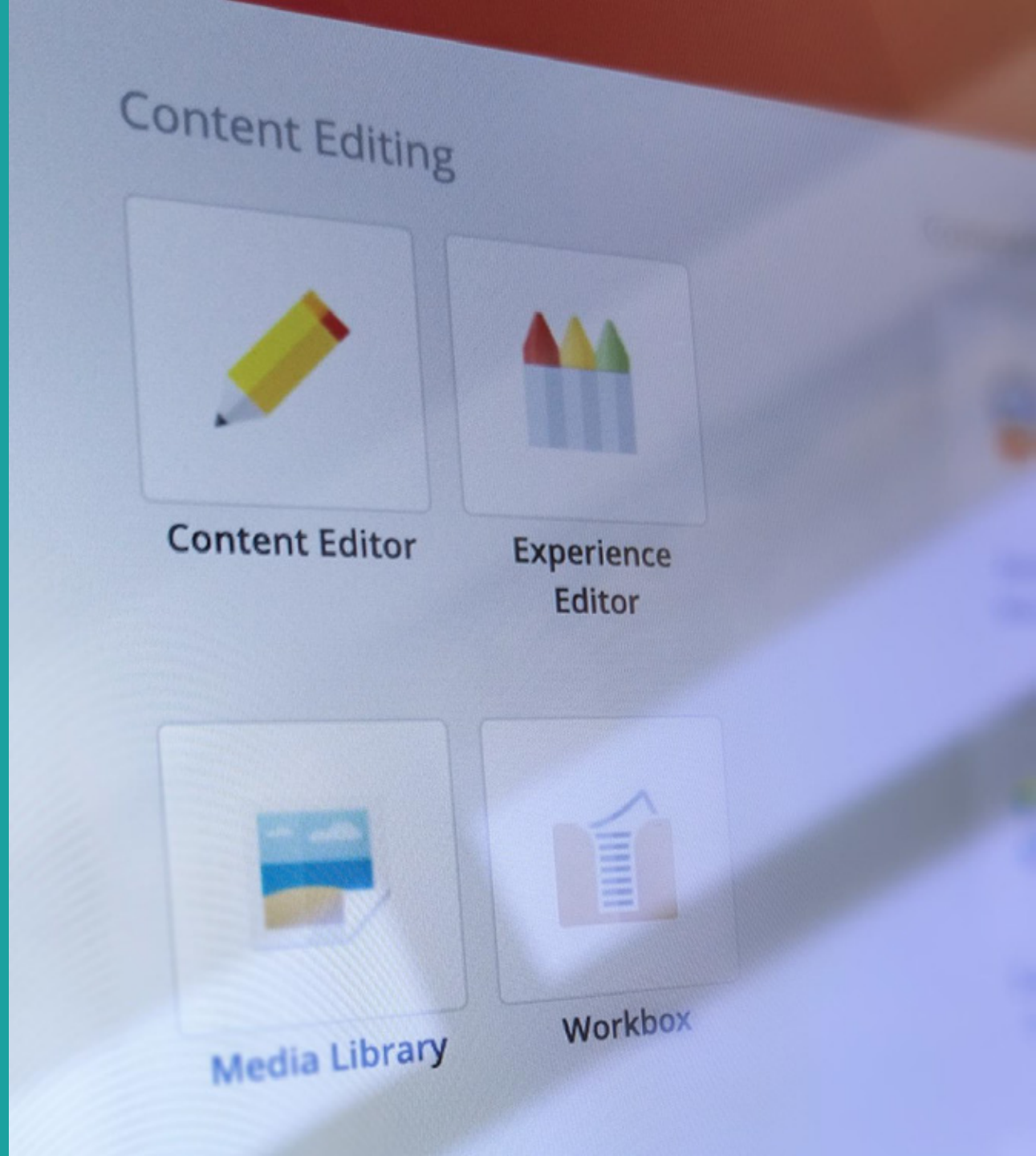
—

Don’t forget training and knowledge-sharing

Cost considerations

Starting with accessibility from the beginning will always be cheaper and easier than remediation

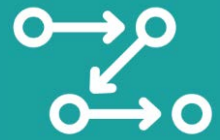
Design the Sitecore editing experience to encourage ongoing accessibility



Video players

Semantic headings

Long descriptions



Workflows and approvals

Mitigating issues on your current site

Conduct an audit

Partner with a specialist if you’re new to accessibility

Roadmap a path forward

Location, frequency and severity of errors

—

Ease of fixing

—

Specific audience needs

SITECORE SYMPOSIUM 2019

The future of accessibility

Better testing tools

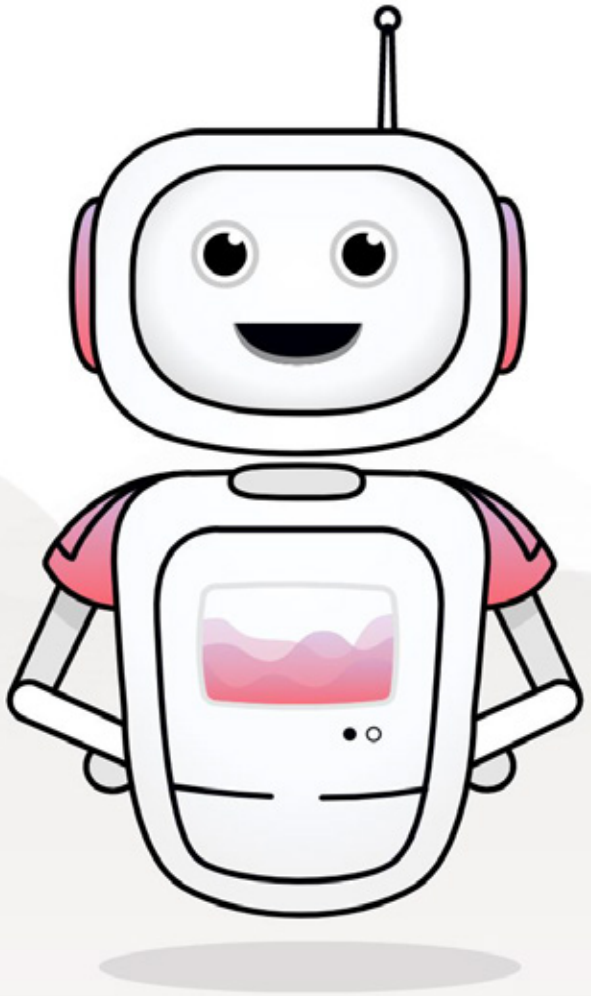
High-level indication and prediction

—

AI simulation of user navigation

Mozilla's Common Voice project for open source speech recognition

voice.mozilla.org

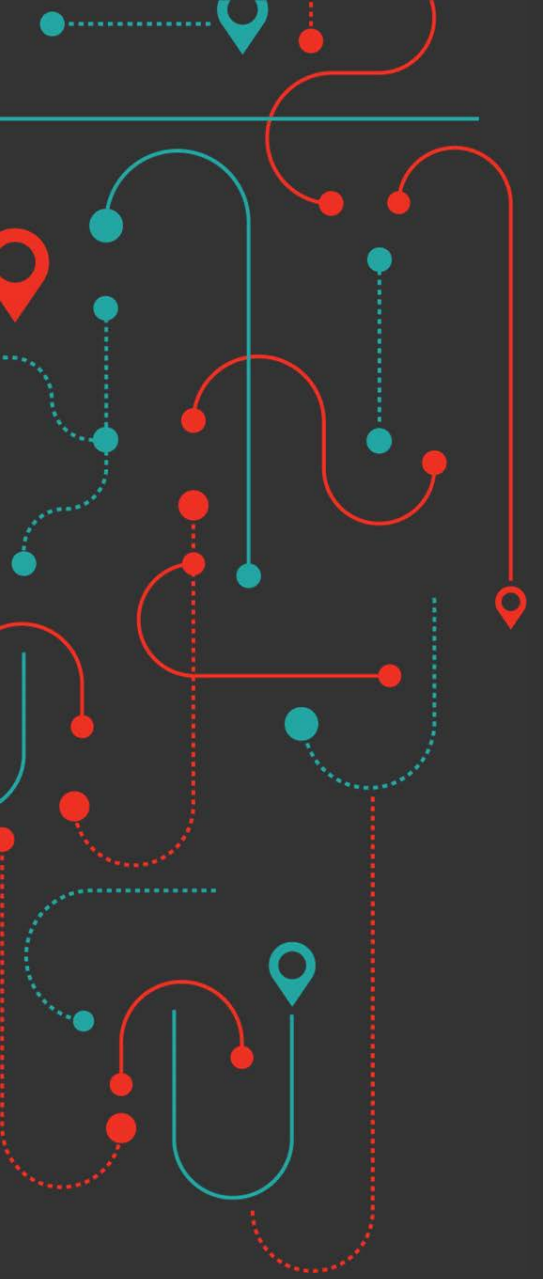


Real-time remediation of issues

Correcting markup and styling

—

Content simplification



SITECORE SYMPOSIUM 2019

More resources

go.durabledigital.com/a11y

Reach out on Twitter

@angelawolak

HUMAN CONNECTIONS IN A DIGITAL WORLD

Thank you

FOR DISCUSSION PURPOSES ONLY.

Sitecore Confidential and Proprietary. ©2019 Sitecore Corporation A/S. Sitecore® and Own the Experience® are registered trademarks of Sitecore Corporation A/S. All other brand names are the property of their respective owners.

SITECORE® SYMPOSIUM 2019