Web Accessibility & ADA Compliance

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What is Web Accessibility?

Web accessibility basically means making websites and web applications more usable to as many people as possible.

Common Accessibility Issues

- SMALL TEXT
  trying to read text that is too small and is illegible

- BAD USABILITY
  struggling to click a tiny button on your smartphone screen

- ALT CONTENT
  attempted to play a video file that you're unable to hear
Can you read this?
Is this easier to read?
ADA
Americans with Disabilities Act
WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

Published by the W3C

PERCEIVABLE
Can all users perceive the content on the page?

OPERABLE
Can all users interact with the page?

UNDERSTANDABLE
Can all users understand the content on the page?

ROBUST
Can the content be interpreted by a variety of programs and devices?
Levels of Compliance

A
MINIMUM

AA
INTERMEDIATE

AAA
ADVANCED
Increase in web accessibility related lawsuits & investigations

10,000+ in ‘18
7,663 in ‘17
6,601 in ‘16
4,789 in ‘15
Working together to create functional and accessible user experiences...

FOR EVERYONE