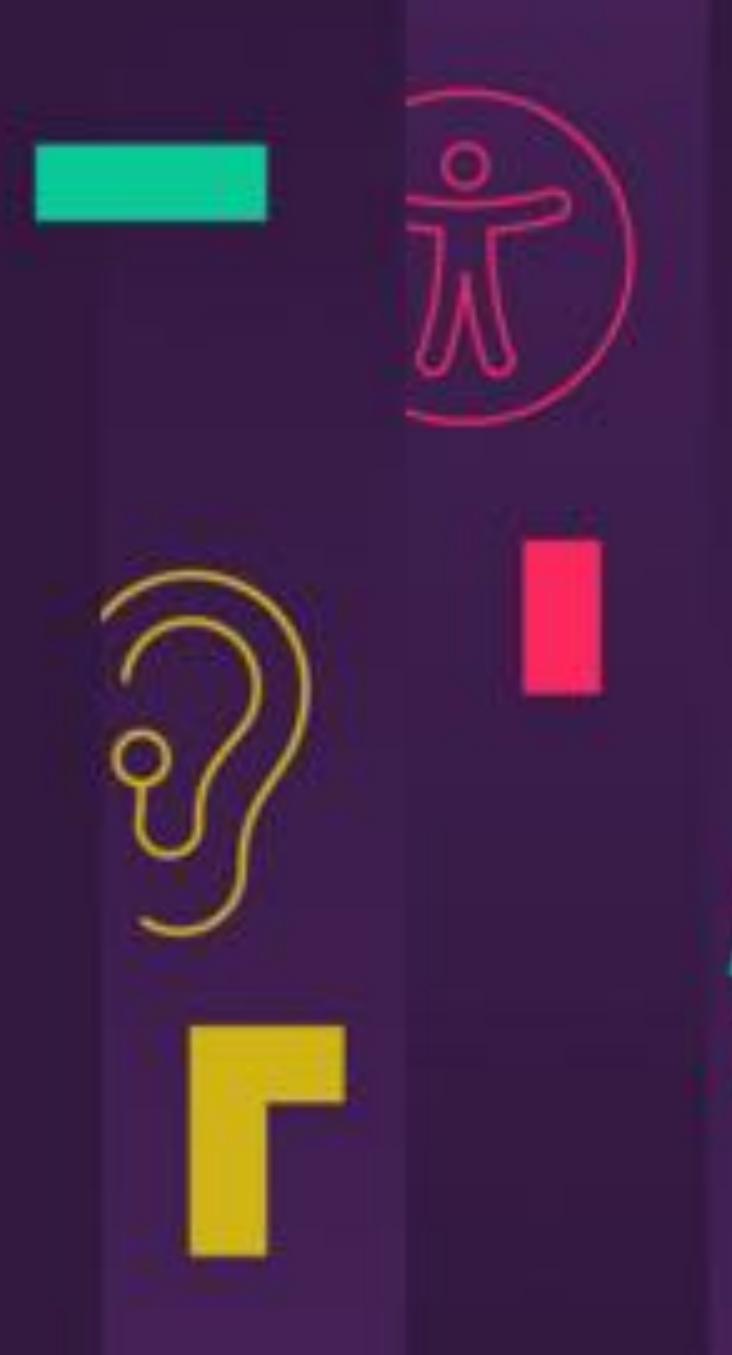


# Web Accessibility and the Barriers We Create







# What we'll cover







# Who is Silktide?

# We test & improve websites

### Our motto

"Making the web a better place"







# Who am I?

Name: Chris Fletcher Powers: Charisma & dimples

Accessibility knowledge

67%

Presentation skills

1%

Passion for accessibility





# What is web accessibility, anyway?



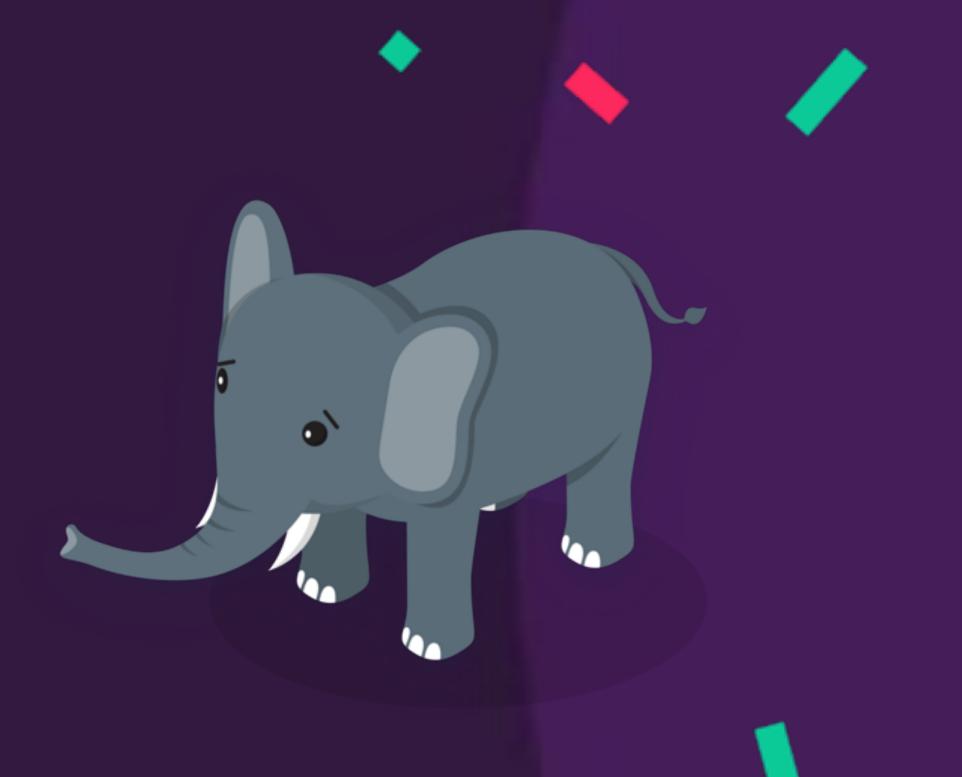
"Web accessibility means that people with disabilities can use the web equally."

Shadi Abou-Zahra

**W3**C<sup>®</sup>

# Did you mean WCAG?

The Web Content Accessibility Guidelines are really important, let's talk about them...





# WCAG levels



Must do





















# WCAG levels







Should do



# WCAG levels



Must do



Should do



**Ideally do** 

(But not really ;)



# Everyone?

We need to rethink accessibility and inclusion.



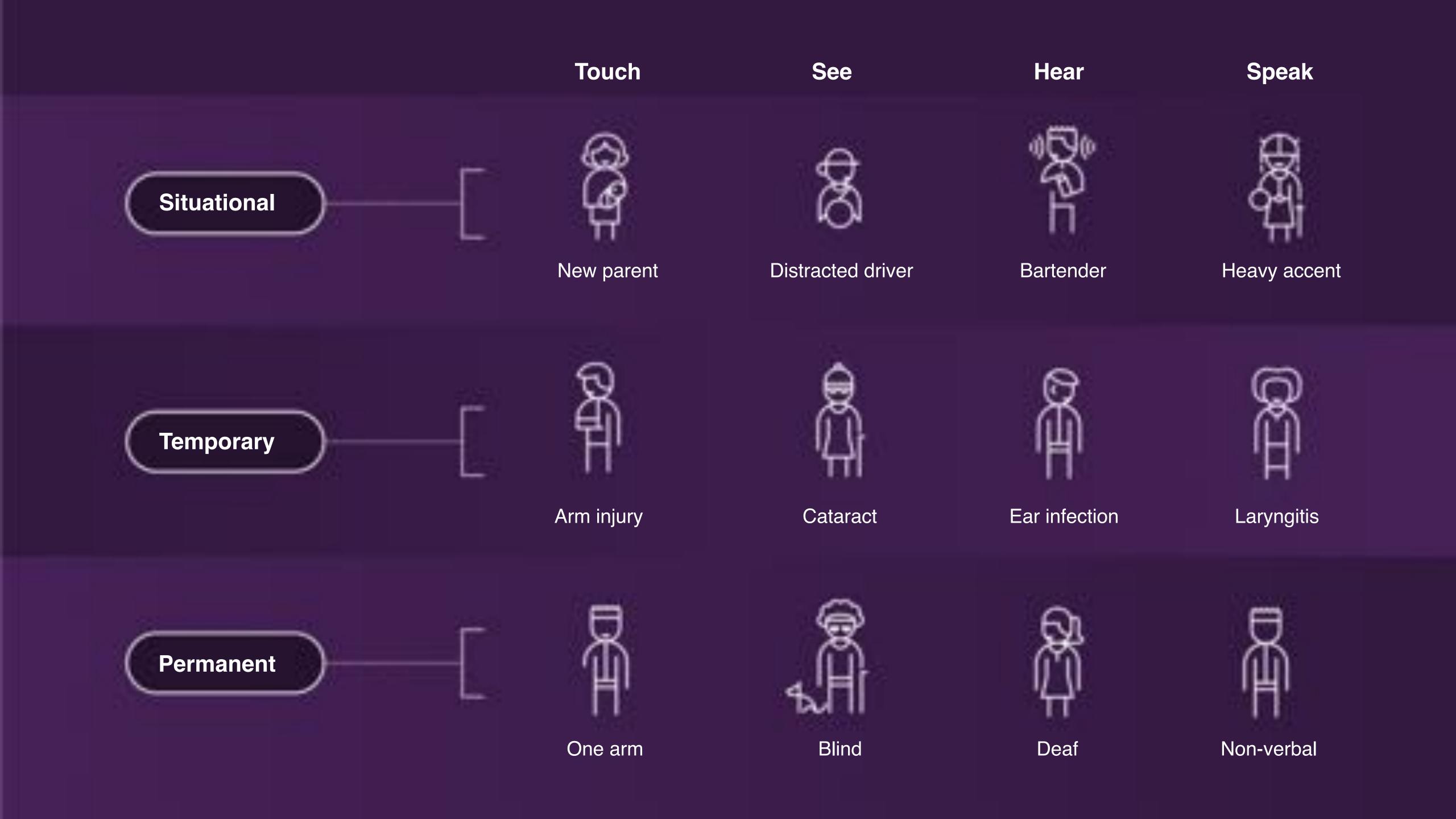
# Rethinking disability

"Disability is not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person's body and features of the society in which they live."

World Health Organisation







# Everyone experiences situational impairments



Accessibility affects everyone

# Let's talk about barriers

- These are usually inadvertent
- Often undetected
- Commonly misunderstood





# Choose one

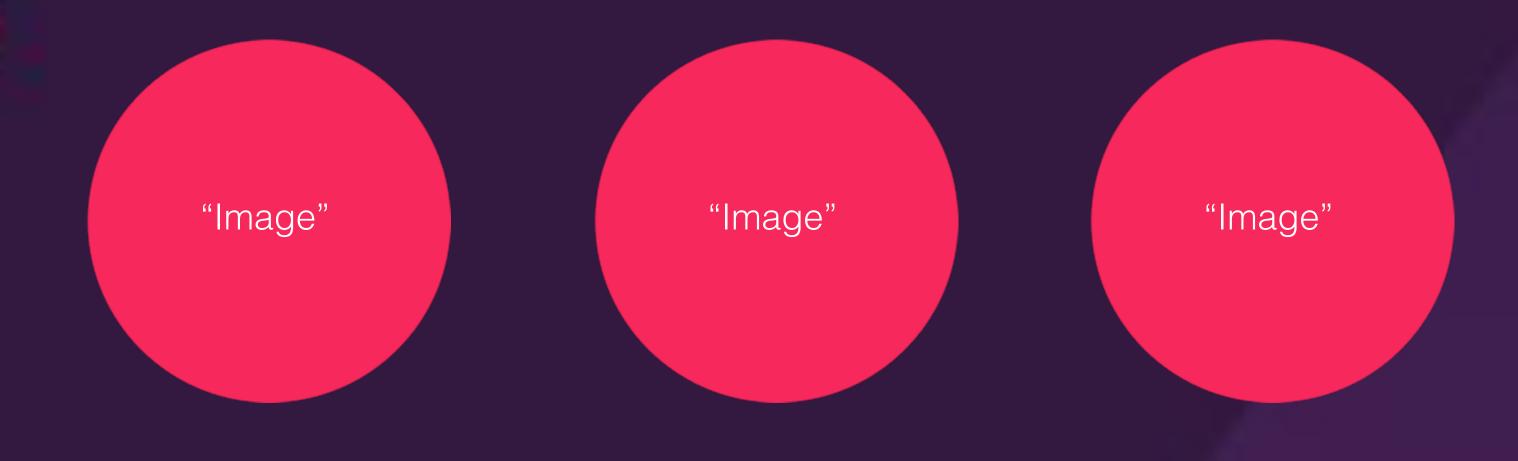
Please select from the following options





# Choose one?!

Please select from the following options







Please select from the following options

"photo of a banana, lit from above"

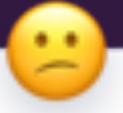
"pear-img-72"

"macintosh"



# Do you want to know more?

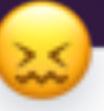




### Undergraduate

We offer the finest degrees in all the land

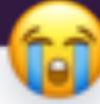
**Read more** 



### Postgraduate

That piece of paper looks nice, you should get another

**Read more** 



### **Doctoral**

You know you're too far gone to stop now

**Read more** 



# Oh, the places you'll go





### **Undergraduate**

We offer the finest degrees in all the land



### **Postgraduate**

That piece of paper looks nice, you should get another



### **Doctoral**

You know you're too far gone to stop now



# Silent movies

65%

of facebook videos are watched without sound!





# Subtitles vs captions



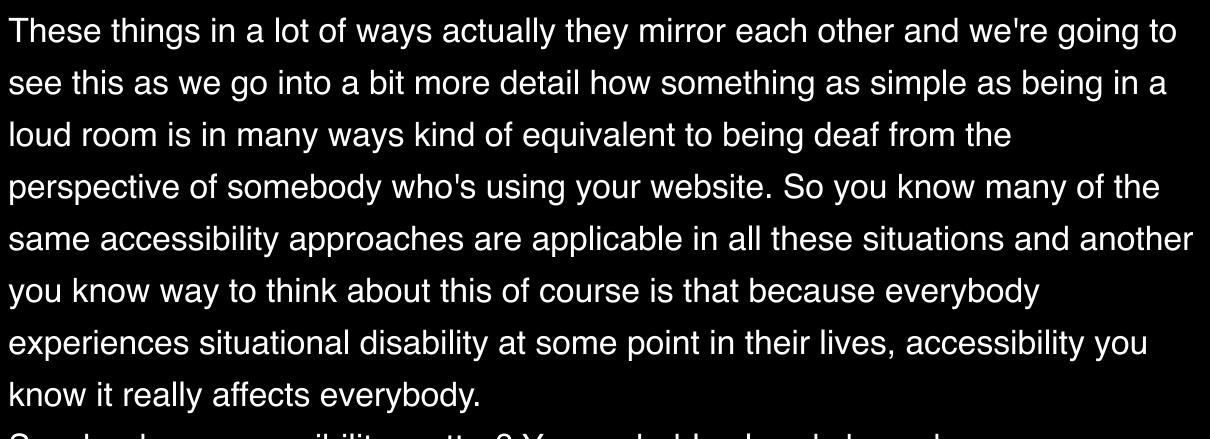
# Subtitles vs captions





# What about transcripts?





So why does accessibility matter? You probably already know because you wouldn't really be here but very very quickly there are four main reasons. Firstly, you're gonna maximize the number of people that you reach. So here's a photo we see not too often nowadays. Very remarkable how quickly that got dated. But one in five people approximately has a quote unquote you know traditional definition of a disability and that number is you know definitely a





## Aren't links blue?



**Normal vision** 

# Can you see the link in here?

With protanopia and deuteranopia

Can you see the link in here?



### Links should be underlined





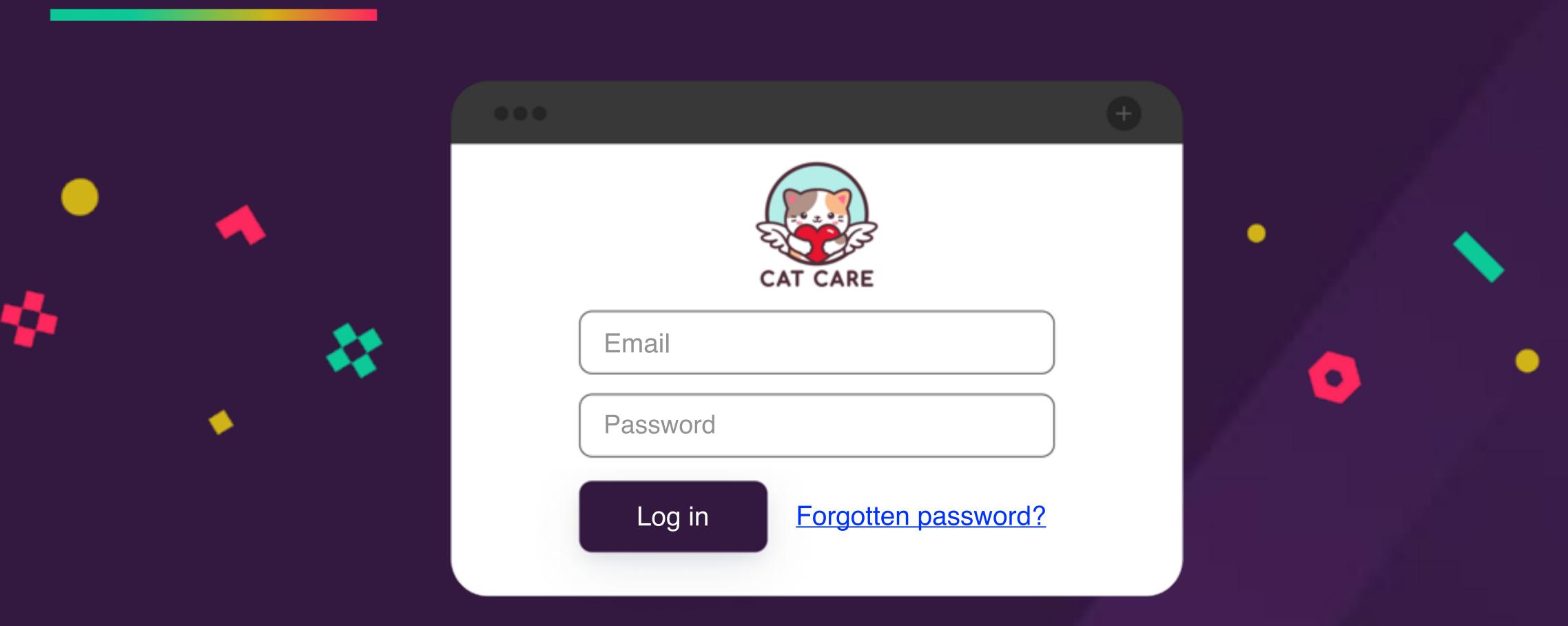
Can you see the link in here?

With protanopia and deuteranopia

Can you see the link in here?

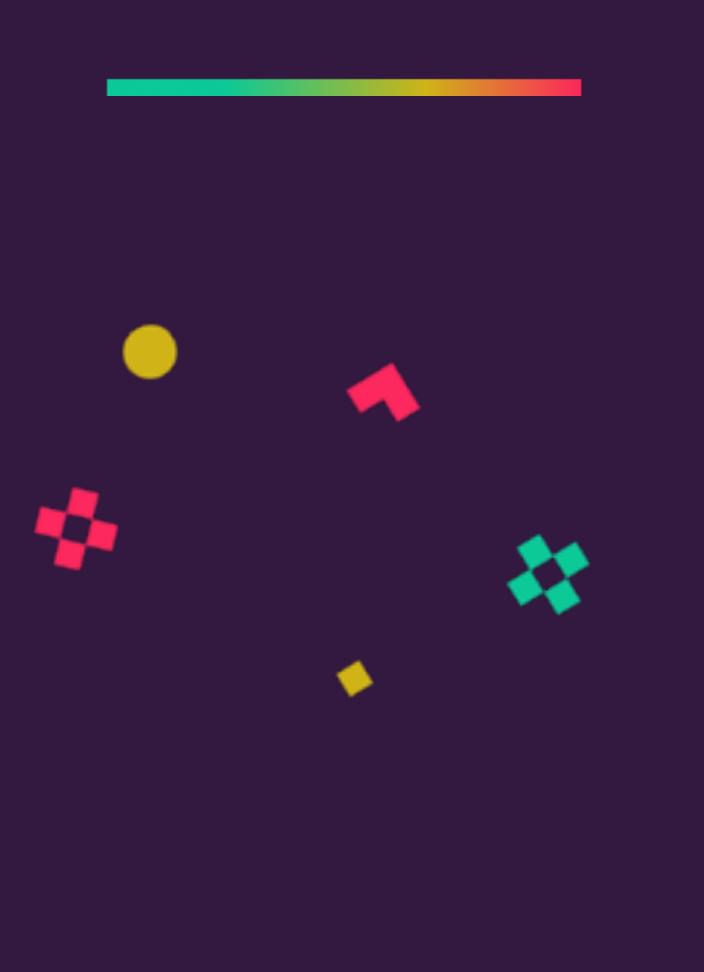


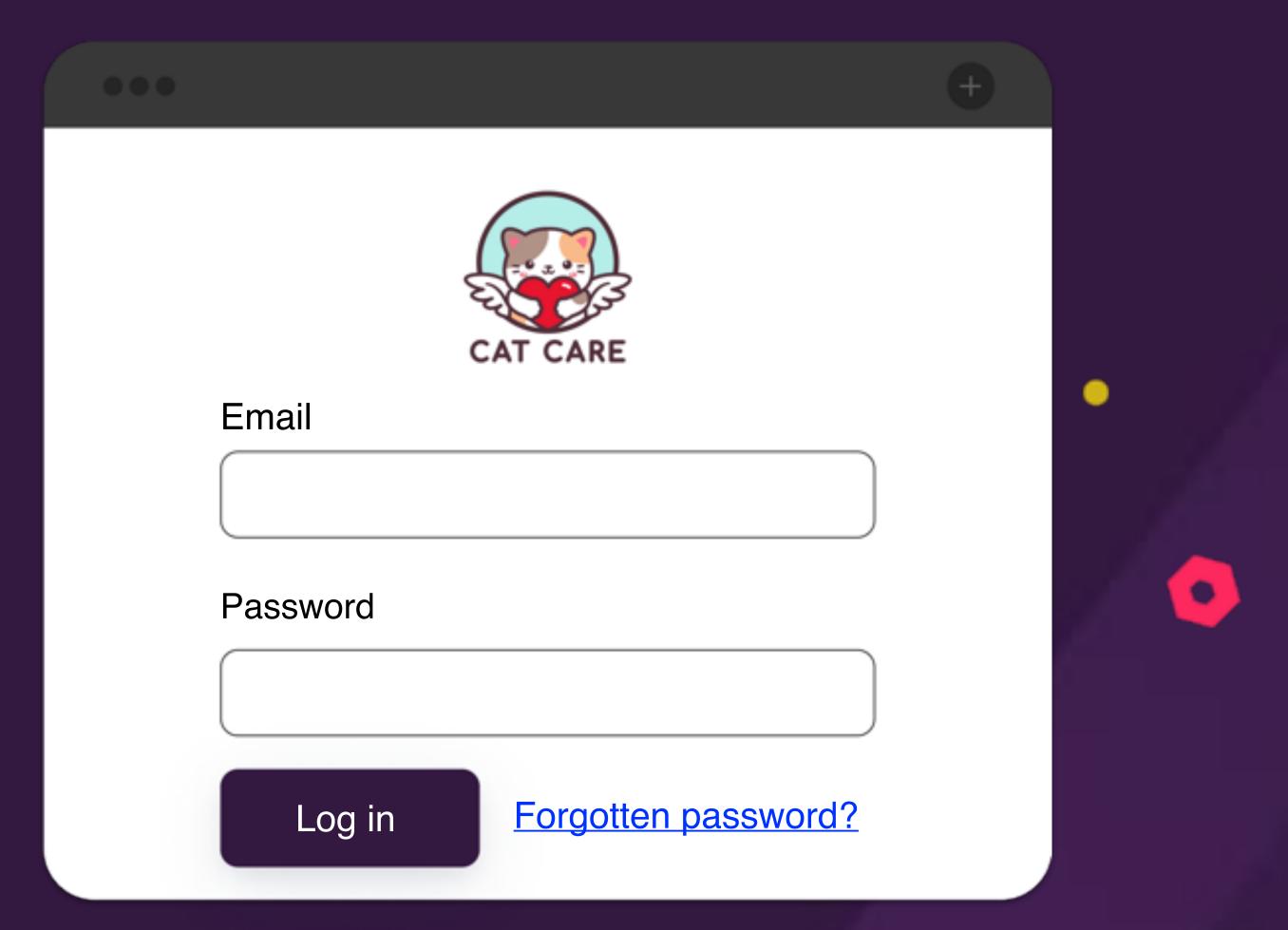
# Placeholder text





# Form labels



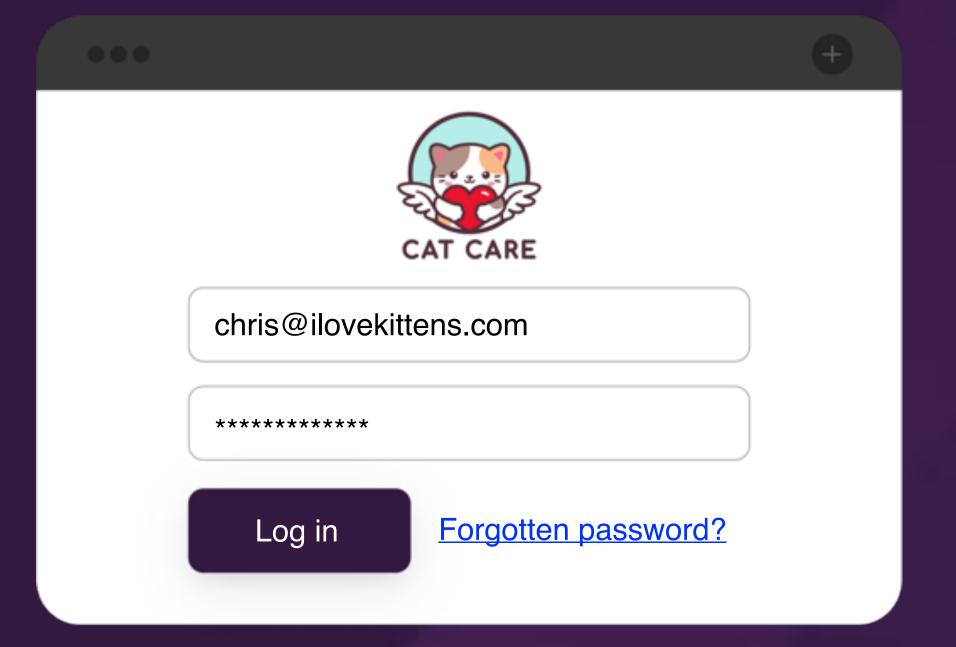




# Because forms are for everyone!



•••		+
	CAT CARE	
	Email	
	Password	
	Log in Forgotten password?	





# What can you do?

- (01) Assess your current levels of accessibility
- (02) Focus on your biggest issues
- (03) Monitor & keep improving







# Success story











A score of 91 would be in the top 10 most accessible university websites in the UK.





# We can help you, too

- Free website scan
- Download our accessibility simulator
- Private Index

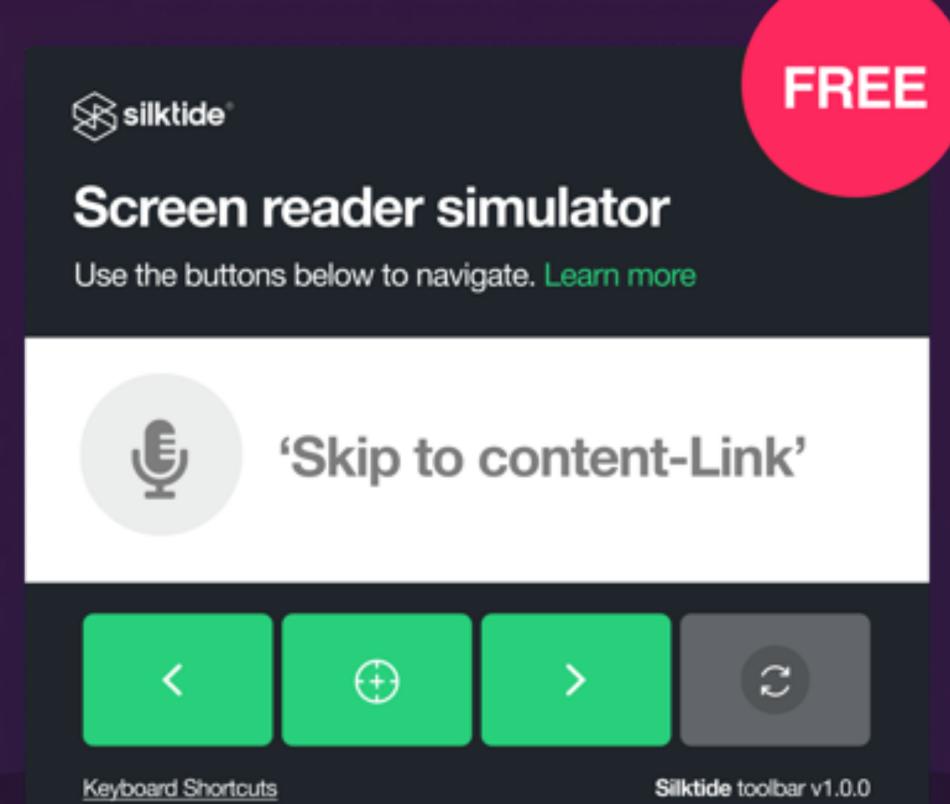




# Tools









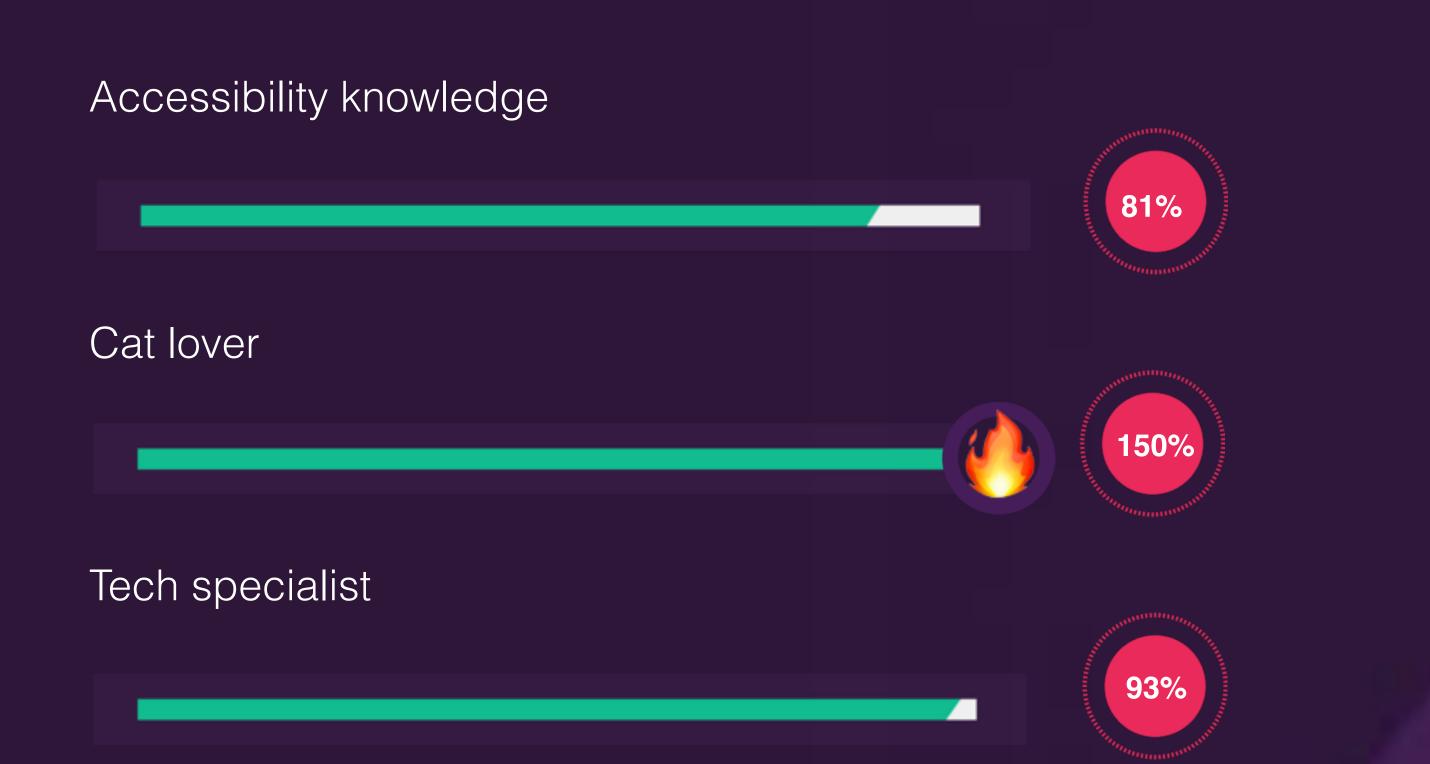






# Q&A

Name: Jessica Chambers Powers: Making the technical approachable





# Thank you!





"Accessibility is about inclusivity and a better experience for everyone."

Gareth Ford Williams

