Web Accessibility and the Barriers We Create

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What we’ll cover

01 What is web accessibility

02 Barriers we create

03 Q&A
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: 99%
What is web accessibility, anyway?

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

– Shadi Abou-Zahra
Did you mean WCAG?

The Web Content Accessibility Guidelines are really important, let’s talk about them…
WCAG levels

Must do
WCAG levels

A
Must do

AA
Should do
WCAG levels

- **A**: Must do
- **AA**: Should do
- **AAA**: 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
Situational
- New parent
- Distracted driver
- Bartender
- Heavy accent

Temporary
- Arm injury
- Cataract
- Ear infection
- Laryngitis

Permanent
- One arm
- Blind
- Deaf
- Non-verbal
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

- Banana
- Pear
- Apple
Choose one?! Please select from the following options

“Image”  “Image”  “Image”
Not like that.

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

85%

of Facebook videos are watched without sound!
Subtitles vs captions

Anna: What a beautiful day!
Subtitles vs captions

Anna: What a beautiful day!
[ Train approaches ]
What about transcripts?

These things in a lot of ways actually they mirror each other and we’re going to see this as we go into a bit more detail how something as simple as being in a loud room is in many ways kind of equivalent to being deaf from the perspective of somebody who’s using your website. So you know many of the same accessibility approaches are applicable in all these situations and another you know way to think about this of course is that because everybody experiences situational disability at some point in their lives, accessibility you know it really affects everybody.

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?

Can you see the link in here?

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?

Normal vision

With protanopia and deuteranopia

Can you see the link in here?
Placeholder text
Form labels

Email

Password

Log in

Forgotten password?
Because forms are for everyone!

Email

Password

Log in  Forgotten password?

chris@ilovekittens.com

*************

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

silktide.com/toolbar

Screen reader simulator
Use the buttons below to navigate. Learn more

‘Skip to content-Link’

Keyboard Shortcuts
Silktide toolbar v1.0.0
Q&A

Name: Jessica Chambers    Powers: Making the technical approachable

Accessibility knowledge: 81%
Cat lover: 150%
Tech specialist: 93%
Thank you!
“Accessibility is about inclusivity and a better experience for everyone.”

– Gareth Ford Williams