

# DIGITAL ACCESSIBILITY FOR ALL:

WHY IS LEGISLATION NOT THE MAIN REASON

FOR

ACCESSIBLE DIGITAL PRODUCTS AND SERVICES?



**WEB EMPOWER**

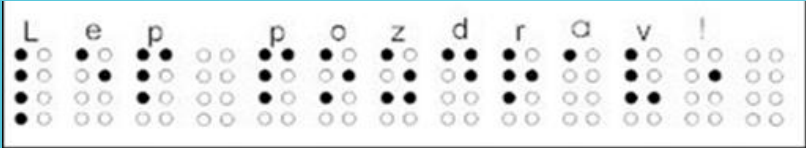
Дигитална инклузија и веб пристапност

MAŠA MALOVRH, BELETRINA

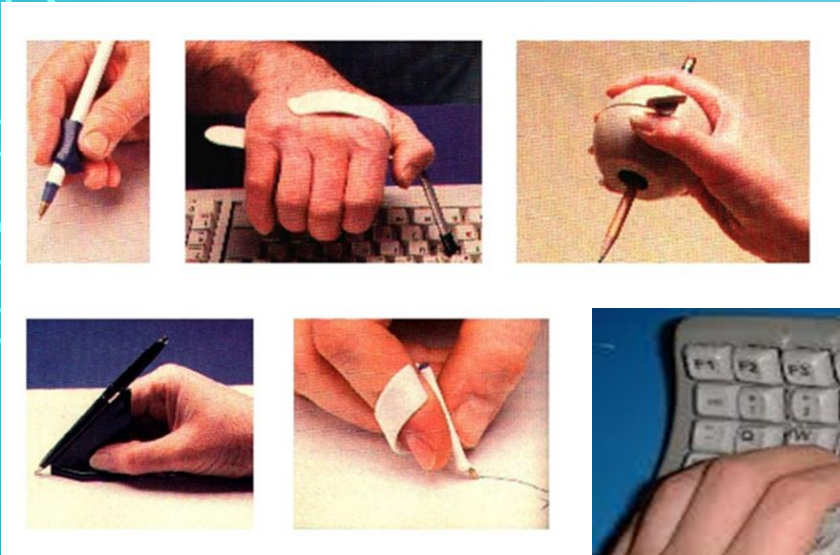
# WHY IS DIGITAL ACCESSIBILITY CRUCIAL?

- **USERS:** elderly, disabilities or impairments, people who don't use internet or computers on a daily basis, foreigners etc.
- **BUSSINESS:** higher revenue, better visability, and search optimization, lower maintainance costs, new customer's loyalty, new connections, knowledge & skills.
- **SOCIETY:** inclusion of „vulnerable“ groups, digital literacy, awareness raising, social empathy, avoiding social exclusion in extreme situations (COVID quarantine).
- **FUTURE:** DIGITAL EVOLUTION, AI & ACCESSIBILITY

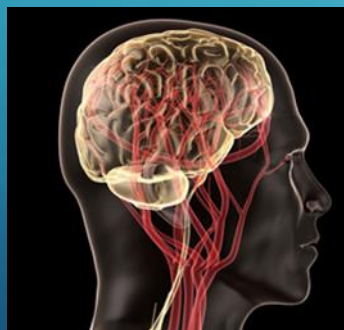
# THE USERS



# THE USERS



# THE USERS



# WHAT ARE ACCESSIBLE DIGITAL PRODUCTS AND SERVICES?

If you **THINK** accessibility **FIRST**, you **DO** accessibility **WELL!**

- Choose accessible templates
- WCAG 2.1 & W3C
- Design: COLOR & FONT
- Accessibility expert consultancy before starting production
- Interim user testing: different disabilities mean different user habits
- Check accessibility often: WAVE, Contrast Checker etc.
- Communicate with client, awareness raising, dont use PLUG-INS!

# DIGITAL ACCESSIBILITY FUN FACTS

- At least **one billion people** – **15%** of the world's population – have a recognized disability.
- As the population ages, many more **acquire disability** and yet **do not identify** as a “person with a disability”.
- In countries with life expectancies of over 70 years of age, people spend 11.5 percent of their lifespan living with at least one form of disability.
- Globally, the extended market is estimated at **2.3 billion people** who control an incremental **\$6.9 trillion in annual disposable income**.

# 4 PRINCIPLES OF DIGITAL ACCESSIBILITY

## 1. Perceivable information and user interface:

- TXT alternatives for NON-TXT; Captions; Different ways of content presentation; Easy 2 see & hear.

## 2. Operable user interface and navigation:

- Keyboard navigation, Enough time; No seizures; Easy 2 use; Different input modalities.

## 3. Understandable information and user interface:

- TXT is readable; Predictable content; User help;

## 4. Robust content and reliable interpretation:

- Content compatible with user tools (supportive technology).

EVERY NEW START IS DIFFICULT. BUT IT GETS BETTER.

## How to implement DA into you business?

- Work (RE-)organization
- Testing with users with various disabilities and / or impairments
- Cooperating with DA experts
- Producing accessible digital products and services (websites & mobile apps)
- Enabling accessibility in existing digital products and services

# BUSINESS CASE 1: DRIVING INNOVATION

- **iTunes U:** CSU System was unable to take advantage of Apple's iTunes U educational program because the application was not fully accessible to blind students. Teachers within the CSU system were prohibited from using it. This was resolved by innovation, not litigation, as Apple worked to make iTunes accessible on both - Mac and Windows platforms. CSU System was soon able to use the program widely.
- **VoiceOver on iPhone:** Early in the iPhone evolution, Apple began considering the implications that a touchscreen device would have on blind users. Iterating over several years behind the scenes, the company invested the resources to develop the voice technology that led to VoiceOver, the world's first gesture-based screen reader. Within weeks of launch, Apple received a special commendation from the National Federation of the Blind *"For designing the first fully accessible touchscreen interface."*

# BUSINESS CASE 2: DRIVING INNOVATION

Google's investment in accessibility provides the company with an innovation edge in a broad array of products and services. Among the innovations cited as examples:

- **contrast minimums:** required for people with low vision, help all people see in bright light glare situations;
- **auto-complete:** initially provided for people with disabilities, is now widely used by all;
- **voice control:** implemented for users with physical impairments, has been more widely adopted as a great convenience by millions;
- **artificial intelligence advances** are based on research originally done to provide visual context to users with visual impairments.

*„The accessibility problems of today are the mainstream breakthroughs of tomorrow.“*

*Eve Andersson, Director, Accessibility Engineering, Google*

# BUSINESS CASE: *TARGET.COM*

- The **National Federation of the Blind (NFB)** sued **Target Corporation**, claiming that blind people were unable to access much of the information on Target.com website, nor purchase anything from its website independently. They reached a settlement: Target payed \$6 million for damages; agreement stipulated conditions in which Target would work with NFB to ensure equal accessibility standards of *Target.com*.
- 2010: NFB awarded the **Gold Level NFB-NVA Certification** to *Target.com*. The NFB and Target established a continued partnership to ensure equal access is given to Target.com products and information to blind & the NFB commended Target as a leader in web accessibility.
- 2016: Target & NFB enter into an agreement designating Target as a Strategic Nonvisual Access Partner of the NFB.

# BUSINESS CASE: SYDNEY OLYMPICS 2000

- No accessible website for blind users (one plaintiff)
- Human Rights and Equal Opportunities Commission (HREOC) – July 2000
- They had to make it accessible very quickly or the OG in danger
- Australian governments subsequently adopted the W3C Guidelines
- The Commonwealth Government required all agency websites to pass accessibility tests by 1 December 2000.