

Website Accessibility
Enhance the UK
Claire Holland



Enhance the UK



- User led disability charity
- Pan disability – physical and sensory
- Aims
- Educating people of all ages about disability
- Changing perception of disability
- Assisting disabled people to play a full and active role in society



What is Web Accessibility?



- Removing barriers that prevent interaction with, or access to websites by disabled people.
- All users should have equal access to information and functionality
- Myth - dull, ugly, text heavy website.
- Not simply ensuring picture have text equivalents.

Why ensure your website is accessible?



- Provide equal access and opportunities to disabled people
- Enable disabled people to more actively participate in society
- Estimated 90 million people in the EU are disabled.
- The Purple pound.
- Google rank goes up
- Sites more accessible for non disabled people
- Law –Individual countries, UN Convention on the Rights of Persons with Disabilities, the finalisation of the work on standardization mandate 376 to incorporate accessibility in public ICT procurements.

Web Content Accessibility Guidelines 2.0 (WCAG2.0)



- Set of guidelines which defines how to make web content more accessible to disabled people
- Developed by the Accessibility Guidelines Working Group, Part of the World Wide Web Consortium (W3C)
- Content accessible to a wide range of impairments
- Technical standard
- 12 guidelines under 4 principles:
 - Perceivable, operable, understandable and robust.
- Success criteria are testable statements that are not technology specific.
- Three levels A, AA and AAA

WCAG 2.0 Success Criteria



Principle one – Perceivable

Guideline 1.2 – Time –based Media

Level A

1.2.1 Audio-only and Video-only (prerecorded)

1.2..2 Captions (Prerecorded)

1.2.3 Audio descriptions or Media Alternative (Prerecorded)

Level AA

1.2.3 Audio descriptions or Media Alternative (Prerecorded)

1.2.5 Audio description (prerecorded)



Level AAA

1.2.6 Sign Language (Prerecorded)

1.2.7 (Extended Audio Description (Prerecorded)

1.2.8 (Media Alternattive (Prerecorded)

1.2.9 Audio – Only (live)

Accessibility more than just compliance



- Usability testing
- User testing by disabled people themselves
 - Variety of impairments
 - Assistive technology
- At the forefront and not an after thought
- A journey with no final destination.

Importance of Sign Language




Example BSL

- Grammatically different
- Harder to learn English
- Reading comprehension
- Misconception written text is accessible
- Simple and not expensive.

Welcome to Enhance the UK in BSL

One in seven people in the UK is either deaf or hard of hearing with 2 million people wearing hearing aids.

Welcome to Enhance the UK
enhance the uk
changing society's views on disability



DISABILITY AWARENESS TRAINING →

Hints and Tips



- Research
- Create own Website accessibility policy and checklist – company standard
- Initial check
- Audit
- Keep striving for improvement