ACCESSIBLE DESIGN

A Discussion

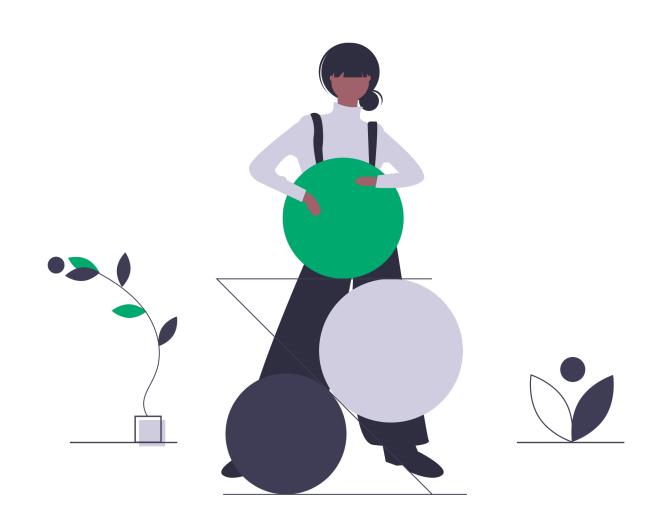
Wendy Fox

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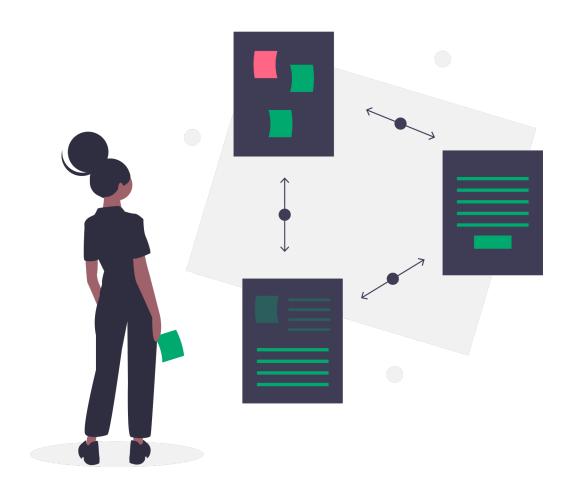
Microsoft

How do you make the case for accessibility?



How do you get started with accessible/inclusive design?





What are common mistakes people make when starting with accessibility?

Takeaways

• Inclusive, accessible design is the right thing to do.

Accessibility is a civil right. You are not only including a giant market of more than 1 billion people with at least \$7 trillion in spending power, but also improving SEO, embedding usability best practices, scaling your product, minimizing legal risk, and fulfilling customer expectations. Accessible from the start creates less technical debt and creates a robust experience that more quickly adapts to your users and their needs.

• Start by listening to your users.

There are multiple paths to building accessible experiences. Customer feedback helps you navigate the path forward.

Common Mistakes

- o **Perfection over progress**. Accessibility is a practice that improves as you learn more and engage more with customers.
- o Easy fixes. Avoid companies promising quick solutions for a complex topic.
- o Going alone. There are communities of practice on Twitter, LinkedIn, Slack, and more.

Learn More

New to access bility? Start with these resources to familiarize yourse flwith HTML semantics and new interaction mode s.

Accessibility Guidelines

 Web Content Accessibility Guidelines (WCAG) 2.1 Quick Reference









Articles

- <u>Building the Woke</u> <u>Web</u>
- The Intersection of Markup, Content and Context in Accessibility
- Designing for Accessibility and Inclusion
- The Audience You Didn't Know You Had
- Form Design: From Zero to Hero All in One Blog Post

Videos

- What is this thing and what does it do? Turn on captions to help with inconsistent audio volume
- People with
 Disabilities
 Perspectives Video
- A11yCasts about accessibility and web experiences
- <u>Building the case for accessibility</u> Getting started with user research and inclusive design

Inspiration & Tools

- Accessibility Insights
- Accessibility Wins
- <u>Microsoft Inclusive</u> <u>Design Site</u>
- <u>Dos and don'ts on</u> <u>designing for accessibility</u>
- Salesforce.com
- Starbucks.com
- Amazon.com
- Adobe.com
- BBC.co.uk
- Target.com

Deep Geekery

- W3c HTML element role mappings
 Check out the "view as a single table" and "view by element" buttons to adapt the info to your learning style
- <u>Developer's Guide to</u>
 <u>Accessibility Mechanics</u>
 (Video)
- <u>Keyboard interaction</u> <u>expectations</u>
- Web accessibility course

AMA