

Webinar

Is Your Website ADA Accessible?

January 2017

Understanding how to provide an accessible experience in online software and what, if anything, from the Americans With Disabilities Act of 1990 (ADA) applies to software accessibility can be an exercise in ambiguity. In particular, deciphering how the requirements apply to public-facing websites can be confusing. What's more, failing to meet these requirements can have a negative impact on financial institutions (FIs). To be successful, FIs need to understand what accessibility means, the legal landscape surrounding the regulations, and how to interpret the guidance related to meeting requirements.

Context

Anthony and Will have participated in numerous discussions with banks and credit unions regarding website accessibility. They emphasize that accessibility covers a broad area. Accessibility isn't just about how a website is designed or how a particular element functions. Ultimately, it encapsulates everything that an FI provides online, electronically through Q2 and other third parties, or any in-house website development.

Key Takeaways

In recent years lawsuits have increased against companies that fail to provide ADA-compliant websites, with examples such as Netflix, H&R Block, and Peapod finding themselves in litigation.

For FIs, accessibility should be in place for their public-facing marketing website, online banking, online account opening, and any loan applications. Essentially, this includes an FI's entire online presence.

The WCAG guidelines are based on four central principles: perceivable, maneuverable, understandable, and robust. These principles provide guidance in meeting the goal of helping people with various disabilities see and understand content, navigate websites.

A comprehensive listing of WCAG guidelines, including information on understanding the four principles of accessibility, are available at www.w3.org/WAI/intro/wcag.



“You need to think about budgeting for this and I said budget because the fact is, to make anything on the web accessible, it's added work, it's complex. We have to follow all those conformance success criteria out there from the WCAG. Anthony mentioned current sites, they're more complex than they've ever been before, for the betterment of the user experience, they're awesome. But, it also makes it just complex to deal with. So, they're complex. It takes work, it takes time to make these changes, to make an accessible website.”

— Will Rodgers
Director of Web Services, Q2

Additional Insights

Q2 is already creating websites that meet WCAG guidelines to meet ADA requirements.

Q2 can audit websites or create accessibility-compliant websites. However, in many cases, FIs seeking an audit should consider wholly creating an accessibility-compliant website with the guidance and input of Q2's Creative Services team.

For those in need of a quickly incorporated, lower-cost compliance solution, Q2 offers templates created by Q2 designers. These templates provide another option for FIs who are looking for a more straightforward and fundamental website.

“We really recommend that you be reaching out and talking to any third-party vendors that you're dealing with out there on the web and making sure that they have a plan, you are being aware of their plan in case you need to communicate it to anybody. So, it's a really big thing to be sure and talk to any of those vendors out there providing your services.”

— Anthony Ianniciello, Vice President of Product and Design, Q2

“ Oftentimes the audit of a website costs more than to make the website accessible. What I can tell you is, unless there's been a very, very directed, purposeful attempt to make a website conform to the WCAG accessibility guidelines, then it is not going to really be accessible, like an audit is going to very clearly say that. So, for our customers that host with us, they host their marketing websites with us, it's a conversation that we can certainly have about what it will take to make your website conform to the WCAG.”

— Will Rodgers
Director of Web Services, Q2

Biography



Anthony Ianniciello

Vice President of Product and Design, Q2

Anthony is Q2's Vice President of Product and Design. A graduate of Colorado State University with a BSA in Design, he has close to 14 years of experience dedicated to understanding user needs and translating those into compelling, usable, valuable, and feasible design solutions. He's been with Q2 since January of 2015. Prior to joining Q2, Anthony worked in the Seattle area in media communications and advertising.



Will Rodgers

Director of Web Services, Q2

Will is Q2's Director of Web Services and brings more than 17 years of experience in web design and development within the financial services space. He also has served in web design and development roles at Q UP and CBANC. Will joined Q2 in 2014 to direct the Creative Services team.

PLEASE NOTE:

In this webinar, the speakers indicate that final rules covering website accessibility might be finalized in 2018. This expectation has since changed, as the U.S. Department of Justice at the end of 2017 withdrew advanced notices of proposed rulemaking (ANPRMs) which were targeted at clarifying rules around Americans with Disabilities Act (ADA) website accessibility.

For more information on Q2, go to [Q2ebanking.com](https://www.Q2ebanking.com) or call (512) 275-0072 ext. 2.