

Promoting Digital Accessibility

Building an Inclusive Digital Future

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www.femiyb.com



Agenda



- **Introduction**
- **Importance of Digital Accessibility**
- **Current Challenges in Digital Accessibility**
- **Accessibility Standards, Tools and Resources**
- **Call to Action**
- **Next Step: State of Digital Accessibility in Africa**

Objectives



- **Raise Awareness about the importance of digital accessibility**
- **Discuss steps, tools, and resources to enhance digital accessibility**

Digital Accessibility?

What is Accessibility and what
makes it digital?

Disabilities may be visible or
invisible and can limit
physical, mental, sensory, or
cognitive abilities, including
mobility, developmental,
sensory, or mental health
disorders.





Importance of Digital Accessibility

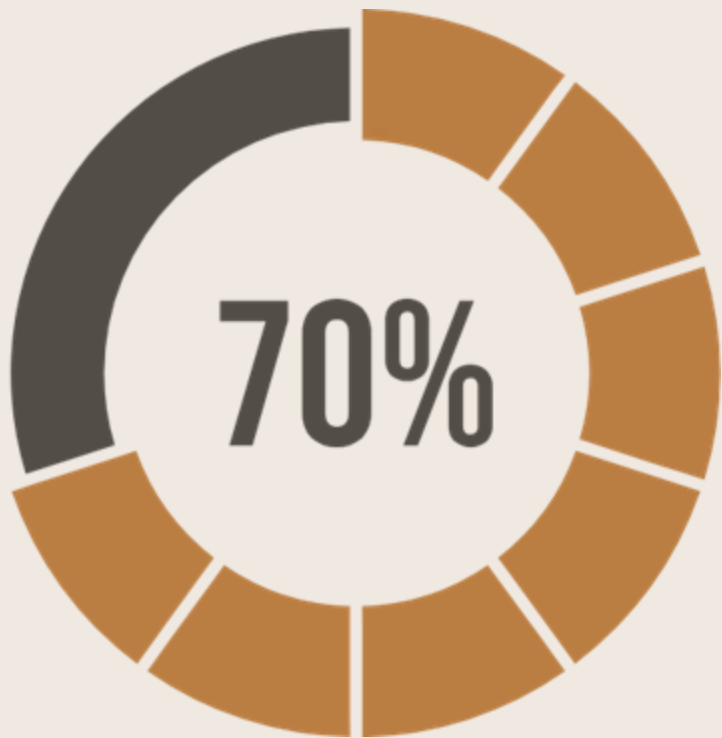
“ ———
Inaccessible digital platforms not only exclude individuals but also pose significant legal and ethical risks for organisations.

- **Social and Ethical Implications**
- **Legal and Compliance Requirements**
- **Economic Benefits**
- **Enhanced User Experience**



“Approximately 1.3 billion people, or about 16% of the global population, live with some form of disability.”





“Did you know over 70% of digital platforms have key accessibility failures? This impacts millions of users worldwide”



“Over 96% of the top one million web pages have accessibility issues, indicating widespread non-compliance with accessibility standards.”



“There has been a sharp increase in web accessibility lawsuits.”

The estimated cost of a web accessibility lawsuit is \$100,000.

Common types of disabilities affecting digital access

Visual

Impairment

(3.6% of the World's population)

Hearing Loss

(5.6% of the World's population)



**Cognitive
Disabilities**

(1% of the World's population)

Epilepsy

(0.6 - 1% of the global population)



Current Challenges in Digital Accessibility



Challenges

1

Complexity of Standards

"Despite the existence of comprehensive guidelines like WCAG, many developers and designers find them difficult to implement."

2

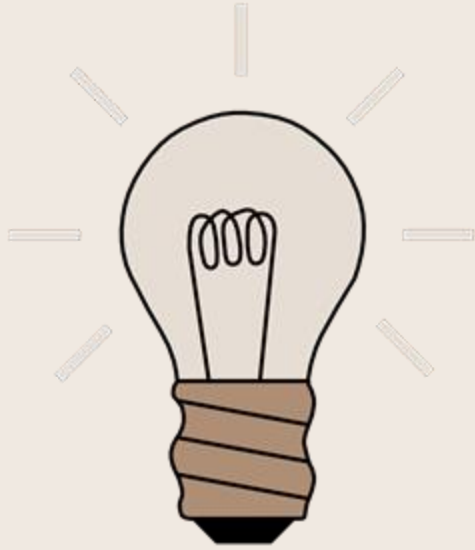
Lack of Awareness

"There is a significant lack of awareness and education among developers and designers about the importance of accessibility."

3

Implementation Issues

"Even when there is awareness, implementing these standards can be inconsistent and challenging."



Proposed Solutions

1

Complexity of Standards

Providing better education and training for developers and designers.

2

Lack of Awareness

Raising awareness about the importance of digital accessibility and prioritising accessibility

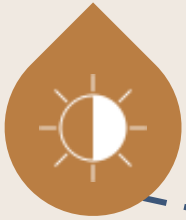
3

Implementation Issues

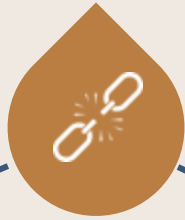
Establish clear and consistent guidelines within organizations for designers and developers.

COMMON ACCESSIBILITY FAILURES

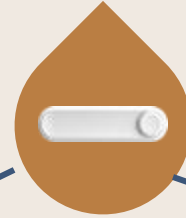
Low Contrast Text



Empty Links



Empty Buttons



Missing Alternative
Text for Images



Missing Form
Input Labels



Missing Document
Language



Accessibility Standards, Tools and Resources

WCAG

The Web Content Accessibility Guidelines (WCAG) are part of a series of web accessibility guidelines and recommendations for making Web content more accessible, primarily for people with disabilities—but also for all user agents, including highly limited devices, such as mobile phones.

<https://www.w3.org/WAI/standards-guidelines/wcag/>



ADA

The Americans with Disabilities Act (ADA) is a civil rights law that prohibits discrimination against individuals with disabilities in many areas of public life, including jobs, schools, transportation, and many public and private places that are open to the general public.

<https://adata.org/learn-about-ada>



EAA



The European accessibility act is a directive that aims to improve the functioning of the internal market for accessible products and services, by removing barriers created by divergent rules in Member States. It requires some everyday products and services to be accessible for persons with disabilities.

<https://ec.europa.eu/social/main.jsp>

Digital Accessibility Tools



1 Testing and Evaluation Tools

WAVE, Lighthouse, Tenon.io, SiteImprove.

2 Assistive Technologies

Screen Readers, Screen Magnifiers, Speech Recognition Softwares.

3 Development and Design Tools

Accessibility Developer Tools like Browser Extensions, and WordPress Plugins like Equalize Digital Accessibility Checker.

4 Content Management Tools

Content creating tools that provide built-in features to check for accessibility, like Word Processors and Adobe Acrobat Pro.

Digital Accessibility Resources



WebAIM (Web Accessibility in Mind)

The A11Y Project

<https://www.a11yproject.com/resources/>

A11Y Collective

<https://www.a11y-collective.com/>

WooCommerce Accessibility Guidelines

<https://woocommerce.com/posts/accessibility-ecommerce/>

WordPress Accessibility Meetup

Design for users on the autistic spectrum

A11Y
collective

- 1 Use sufficient colour contrast**
Then the user doesn't get overwhelmed
DO NOT: Use too bright contrasting colours



- 2 Write in plain language**
Then the user understands the content
DO NOT: Use figures of speech and idioms

- 3 Use simple sentences and bullets**
Then the text is easy to scan
DO NOT: Create a wall of text



- 4 Make buttons descriptive**
Then it's very clear what action is behind it
DO NOT: Make buttons vague and unpredictable

- 5 Create predictable and consistent layouts**
Then the content is clear and easy to scan
DO NOT: Overwhelm the interface with excessive stimuli



Like what you see and want to learn more?
Check out our courses on The A11Y Collective.

www.a11y-collective.com

Design for users on a screen reader

A11Y
collective

- 1 Describe images and transcribe video's**
Then the information is available for everyone
DO NOT: Only show information in a video/image



- 2 Follow a linear logical layout**
Then the information is understandable reading from the top down
DO NOT: Spread content all over a page

- 3 Structure content using HTML5**
Then the functions work on every device
DO NOT: DIV the DOM



- 4 Build for keyboard use**
Then all users can navigate the website
DO NOT: Force mouse or screen use

- 5 Write descriptive links and headings**
Then all users understand the structure of a webpage
DO NOT: Write uninformative links and headings



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Design for users with low vision

A11Y
collective

- 1 Use sufficient colour contrast and font size**
Then the text is easy to read for the user
DO NOT: Use low colour contrast and a small font



- 2 Publish all information on web pages**
Then the information is available for all
DO NOT: Bury information in downloads like PDFs



- 3 Use a colour, shapes plus text**
Then the message is always clear
DO NOT: Use colour only to convey meaning



- 4 Follow a linear, logical layout**
Then the content is clear and easy to understand
DO NOT: Spread content all over a page



- 5 Put buttons and notifications in context**
Then it's clear which information belongs together
DO NOT: Separate actions from their context



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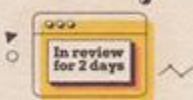
Design for users with anxiety

A11Y
collective

- 1 Give users time to complete actions**
Then the user doesn't get stressed and leave
DO NOT: Impose strict or time limits on tasks



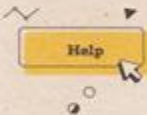
- 2 Clearly explain next steps and timeframes**
Then the user know what to expect after completing a task
DO NOT: Leave users confused about what happens next



- 3 Make important information clear**
Then the user can make informed decisions confidently
DO NOT: Leave users uncertain about the consequences of their actions



- 4 Give users support they need**
Then the user can easily complete a task
DO NOT: Make support or help hard to access



- 5 Let users check their answers in forms**
Then the user can change their answer before submitting
DO NOT: Leave users questioning which answers they gave



Like what you see and want to learn more?

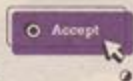
Check out our courses on The A11Y Collective.

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Design for users with physical or motor disabilities

A11Y
collective

- 1 Make large clickable actions**
Then the user has no issues selecting an item
DO NOT: Demand precision and small actions



- 2 Give form fields space**
Then the form is clear and easy to fill
DO NOT: Cluster interactions too close together



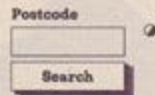
- 3 Design for keyboard and speech**
Then the form works for everyone
DO NOT: Rely on the use of a mouse only



- 4 Design with responsive screens in mind**
Then the users can use their preferred device
DO NOT: Design for mobile only



- 5 Provide shortcuts**
Then the fields are easy and quick to fill
DO NOT: Tire users with lots of typing and scrolling



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Design for users who are deaf or hard of hearing

A11Y
collective

- 1 Write in plain language**
So that no misunderstandings can take place
DO NOT: Use complicated words or figures of speech



- 2 Use subtitles for video's and transcripts for audio**
Then information is available for every one
DO NOT: Place content as audio or video only



- 3 Use linear logical layout**
Then the content is clear and easy to scan
DO NOT: Create a wall of text



Milestone 1

- 4 Break up content into smaller, digestible chunks**
Then the content is easier to read and comprehend
DO NOT: Make users read long blocks of text



- 5 Provide multiple contact options**
Then users can choose the method that best suits their needs.
DO NOT: Limit contact options to only phone calls



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www.a11y-collective.com

Design for users with dyslexia

A11Y
collective

- 1 Use images & diagrams to support text**
Then the content is more easy to understand
DO NOT: Use large blocks of heavy text



- 2 Align text left and keep layout constant**
Then the content is easier to process and comprehend
DO NOT: Underline words that are not links, do not use ALL CAPS



- 3 Produce materials in other formats, like audio, video or visual aids**
Then people can choose how to gather information
DO NOT: Rely solely on written materials



- 4 Keep content short, clear and simple**
Then the text is easier to read and understand
DO NOT: Rely on accurate spelling



- 5 Use dark colors on a light background**
Then visual glare and eye strain will be reduced
DO NOT: Don't use pure black on pure white



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Design/Develop with Accessibility in mind



Spread the Good Word about Accessibility



Contribute to Accessibility Initiatives



apd

WESTERN CAPE
ASSOCIATION
OF AND FOR PERSONS
WITH DISABILITIES

<https://wcapd.org.za/>

**Next Step: State of Digital
Accessibility in Africa**





SAVE
THE
DATE



WordPress
Accessibility
Day 2024

OCT 9-10, 2024

24-hour virtual conference
Live streaming free



**Thank you
for listening!**



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