



Accessibility (a11y) Matters

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What is Accessibility?

The degree to which a product, device, service, or environment is available to
as many people as possible



W3C Web Accessibility Initiative

- Web Content Accessibility Guidelines (WCAG)

<http://www.w3.org/WAI/intro/wcag.php>

- Accessible Rich Internet Applications (ARIA)

<http://www.w3.org/WAI/intro/aria>



Types of Impairments

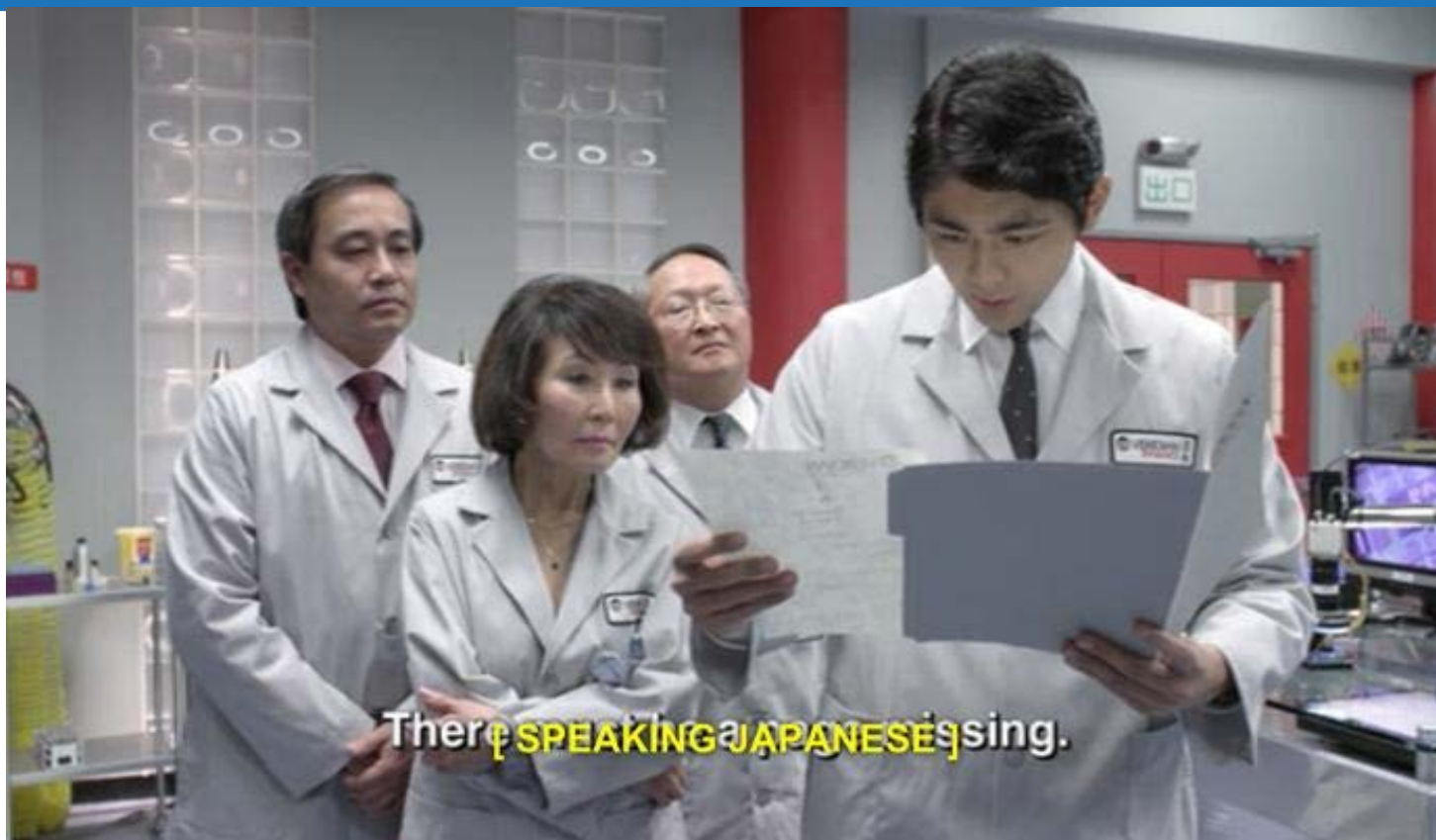
Visual

Mobility

Cognitive

Hearing

Netflix Case Study



There are **SPEAKING JAPANESE** singing.

Netflix Case Study

The screenshot shows the Netflix user interface with a 'Subtitle Appearance' modal open. The modal title is 'Subtitle Appearance' with a close button (X) in the top right corner. A 'Reset to default' link is located in the top right of the modal content area. The main content of the modal features a preview of a subtitle: 'These settings affect subtitles on all supported devices.' The text is white with a black outline, set against a black background with a pink border. Below the preview are four settings: 'Monospaced Serif' (font style), 'm...' (font size), 'de...' (font weight), 'Text Color' (white), 'Background' (pink), 'Text Outline' (black), and 'Window' (black). At the bottom are 'Save' and 'Cancel' buttons. The background shows the Netflix navigation menu with 'NETFLIX', 'Browse', 'KIDS', 'DVDs', 'Search', and 'Your Account' sections.

NETFLIX

Browse **KIDS** DVDs

Search

Your Account

MEMBERSHIP & BILLING

CANCEL MEMBERSHIP

YOUR PLAN

YOUR PROFILE

Subtitle Appearance

Reset to default

These settings affect subtitles on all supported devices.

Monospaced Serif m... de...

Text Color Background

Text Outline Window

Save Cancel



Implementing Web Accessibility

- HTML5
 - Role and ARIA attributes
 - Semantic elements
 - Proper document outline with headings
- Progressive Enhancement



Considerations for e-Commerce

- Structure content with headings and lists
- Provide useful link text
- Code good forms
- Don't rely on color alone to convey info



If you take away one thing...

Accessibility improves your
application for **everyone**