Can We Navigate It?
Digital Accessibility Fundamentals for Websites, Documents, and Videos

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Housekeeping

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Today’s Speakers

Jim Corporal
Account Executive
The Viscardi Center

Matt Triner
Director
User1st

Jeff Andrews
Sales and Marketing Executive
ACS
On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of Digital Accessibility
A Shift in Paradigm of Web Accessibility

Presenter: Matt Triner
User1st’s team of leading industry experts enables the compliance, services and economic benefits for our clients by delivering innovative digital accessibility solutions and services.
According to the World Wide Web Consortium (W3C) web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:

- Perceive, understand, navigate, and interact with the Web
- Contribute to the Web
Web accessibility encompasses all disabilities that affect access to the Web, including:

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual
• 1 in 5 people are estimated to live with a disability (about 1.5 billion people)—with a combined disposable income of more than $1.2 trillion.
• This is the largest minority group in the US which also includes
  Aging and elderly
  Someone that is temporarily injured
• The internet is currently built with an abundance of ableism, there is little to no attention paid to accessibility outside of regulated industries or after a lawsuit.
Problem Statement: Most Web Properties Were Built Without Accessibility

Waterfall (Traditional) Accessibility Lifecycle Support Model

Accessibility issues (Yellow Dots) are identified and handled at the end of the process leading to issues remaining in production that are never prioritized. These issues we call “escaping defects”
“But I thought this didn’t apply to me!”

“the ADA [Americans with Disabilities Act] applied to Domino’s website and app because the Act mandates that places of public accommodation, like Domino’s, provide auxiliary aids and services to make visual materials available to individuals who are blind.”
Florida court rules that plaintiff must allege more than being unable to learn about a brick-and-mortar business to state a claim that an allegedly inaccessible website violates the Americans with Disabilities Act (ADA).
Good News!

• There’s a huge upside to accessibility in a large untapped market that can be reached when ability is considered. 1 in 5 Adults in America has a disability and they have spending power.

• Enhancing the website for most companies is more cost efficient and timely than changing physical attributes of their stores.

• As we become more educated as a society coding for accessibility will be normal practice.

• Since there are no regulations currently in place by Department of Justice (DoJ) for commercial entities there is flexibility given to good faith efforts whose goal is to meet requirements for public accommodation.
What is WCAG?

Web Content Accessibility Guidelines – Standard on how to develop for web content for accessibility.

• Testing
  Automated
  Manual
• Remediation/Fixing
• Questions to Ask a Vendor in Your Selection Process
  How are you testing for screen readers?
  What is your manual testing process?
  How much resources will I have to commit?
Even Beyonce?

On December 3, 2018 Beyonce.com was hit with a class action lawsuit claiming her website was in violation of Americans with Disabilities Act (ADA)
Introduction to Document Accessibility

Presenter: Jim Corporal
Document Accessibility

• Introduction

• What is Document Accessibility

• How is it Accomplished

• Why is it Important?
A network of nonprofits providing a lifespan of services to educate, employ, and empower people with disabilities.

Visit website at ViscardiCenter.org
What is Document Accessibility

• Headings are marked

• Photos and graphics are tagged (alternative text description)

• Forms are generated with fillable fields
What Types of Documents Should be Made Accessible

• Employee Handbooks
• Job Applications
• New/Legacy Documents
• Training Materials
• Student Worksheets
• Bank Loan Applications
How is it Accomplished

• Document Authoring
• Automated Checks
• Manual Intervention
• Quality Assurance
• Delivery
Why is it Important

• Legal Risk Perspective
• Business Case Perspective
• Social Inclusion Perspective
Legal Risk

- Americans with Disabilities Act
- Sections 508 of the Rehabilitation Act of 1973
- Air Carrier Access Act
- Access Board ICT Refresh (Information and Communication Technology)
In a new report on disability inclusion from Disability:IN and Accenture, companies that lead in disability inclusion report:

• 28% higher revenue

• 2X higher net income

• 30% better performance on profit margin
Making digital environments accessible allows:

- Students of all ages to use eLearning applications and complete schoolwork independently
- Employees to operate internal documents and applications to conduct work and increase productivity
- Customers to navigate websites and apps to shop and use services
- Residents to actively participate in the community
- Parents to utilize online resources for their children’s benefit
Accessibility in Video and Audio Content

Presenter: Jeff Andrews
1. CART
2. Post-production Captioning
3. Audio Description
Over 98% accurate.
Post-production Captioning

W.H.O says what?

https://www.dailymotion.com/video/xgu1h8
Netflix has over 500 titles available.
Audience Questions
On a scale of one to five (1 = very little understanding and 5 = extensive understanding), how would you rate your understanding of Digital Accessibility?
If you need more detailed information please contact Jim Corporal:

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