

iMedia Inc.

Accessibility Best Practices



Key Components to ADA Compliance

Understand

What are the current digital accessibility guidelines? Where do most of the digital accessibility flaws occur? What are the key elements to the WCAG 2.1 Guidelines?

Identify

How do you begin to identify where your digital accessibility deficiencies exist?

Develop

What are the key elements to achieving your digital accessibility compliance goals?

Execute

Why ongoing attention to digital accessibility is critical.

Overview

SUMMARY

The United States Department of Justice portrays websites as being a public point of access and therefore should not be limited in access to individuals with disabilities. Title II and III of the Americans with Disabilities ACT (ADA) pertain to your website. The DOJ recognizes the global WCAG 2.1 A/AA as the modern standard by which a website and associated materials should be measured. It is important to comply with these regulations as lawsuits are occurring frequently in a broad range of industries.



EXAMPLE

HULU recently reached a settlement with the American Council for the Blind where they agreed to improve the digital accessibility of their streaming player.

SOURCES

https://www.ada.gov/ada_title_III.htm

https://www.ada.gov/ada_title_III.htm

<https://www.w3.org/WAI/>

<https://www.latimes.com/business/la-fi-hotels-ada-compliance-20181111-story.html>

4 Components of WCAG 2.1 – A/AA Accessibility Compliance

PERCEIVABLE

Information and user interface components must be presentable to users in ways they can perceive. This means that users must be able to perceive the information being presented (it can't be invisible to each of their senses).

- Provide text alternatives for non-text content.
- Provide captions or text transcripts for multimedia.
- Create content that can be presented in different ways, including by assistive technologies, without losing meaning.

OPERABLE

User interface components and navigation must be operable. The interface cannot require interaction that a user cannot perform.

- Make all functionality available from a keyboard. Give users enough time to read and use content.
- Do not use content that causes seizures.
- Help users navigate and find content.

UNDERSTANDABLE

Information and the operation of a user interface must be understandable. Users must be able to understand the information as well as the operation of the user interface.

- Make text readable and understandable.
- Make content appear and operate in predictable ways.
- Help users avoid and correct mistakes.

ROBUST

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies. As technologies and user agents evolve, the content should remain accessible.

- Maximize compatibility with current and future user tools.
- Establish and continually revise accessibility statements.

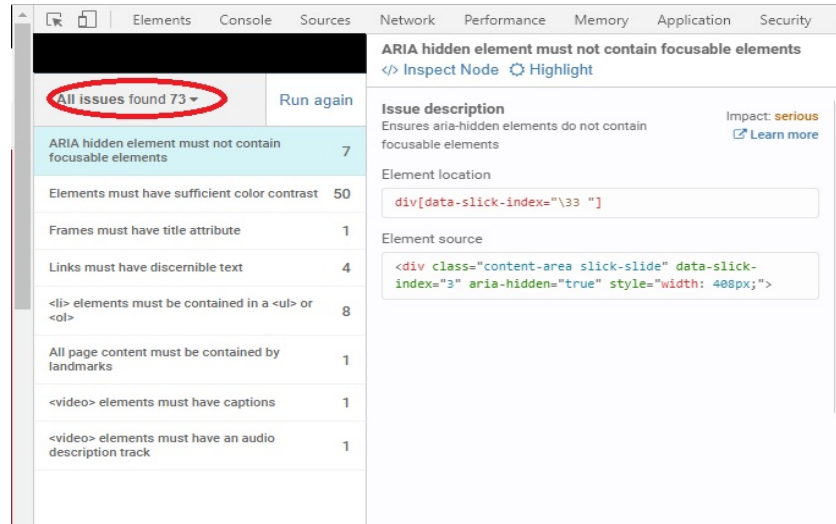
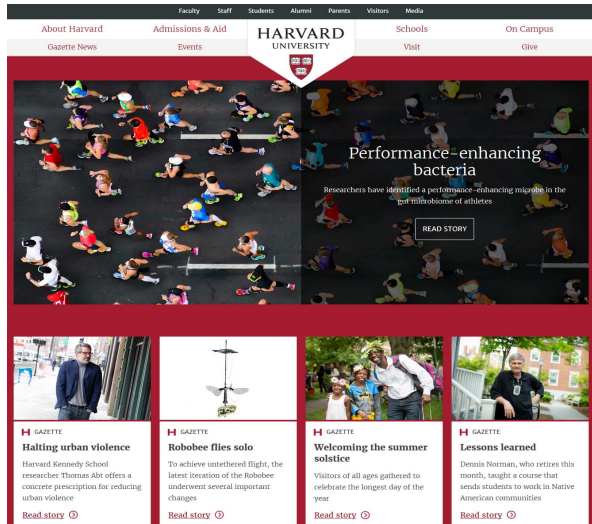
IDENTIFYING CURRENT ACCESSIBILITY DEFECTS

Analyze Your Current Website

There are several aspects to ensuring your website is compliant and has the necessary policies and procedures in place for ongoing compliance. The first step is to analyze your current website.

AUTOMATED SCAN

Conduct an automated scan of your website at regular intervals. The output of this scan allows accessibility teams to process the details and develop the remediation plan. **Example: Harvard.edu - June 25, 2019**



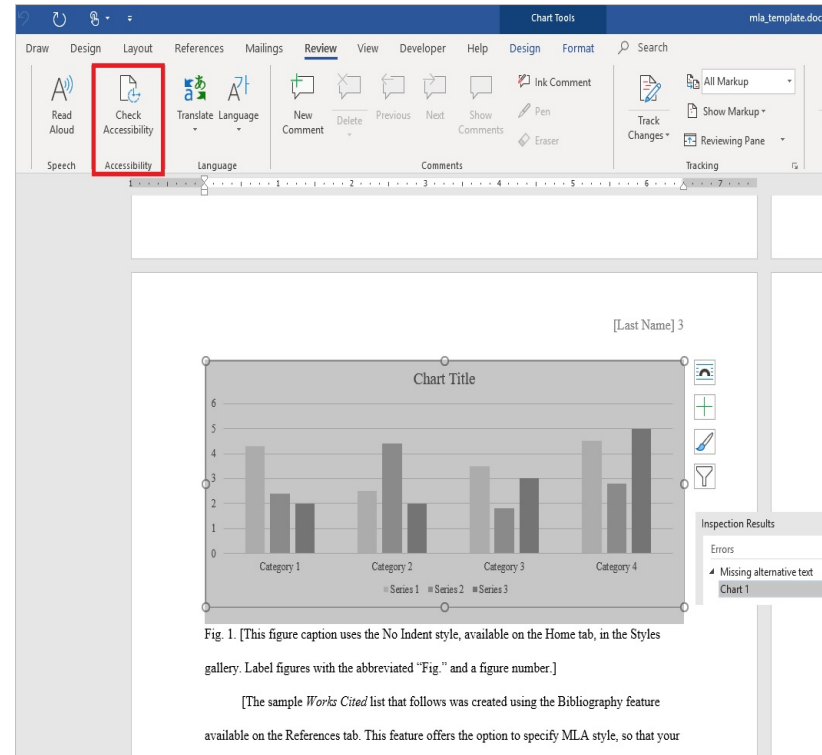
Analyze Your Current Website

Learning materials such as Word documents also need to be compliant.

Word document example:

Minnesota State University June 27, 2019

In this example the MLA guide does not meet compliance standards.



The screenshot shows the Microsoft Word interface with the 'Review' tab selected. The 'Check Accessibility' button is highlighted with a red box. Below the ribbon, a bar chart is displayed with the following data:

Category	Series 1	Series 2	Series 3
Category 1	4.2	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0

The 'Inspection Results' pane on the right shows an error for 'Missing alternative text' for 'Chart 1'.

Fig. 1. [This figure caption uses the No Indent style, available on the Home tab, in the Styles gallery. Label figures with the abbreviated "Fig." and a figure number.]

[The sample *Works Cited* list that follows was created using the Bibliography feature available on the References tab. This feature offers the option to specify MLA style, so that your

Analyze Your Current Website

MANUAL REVIEW

Reviews by individuals using assistive technologies to insure a deeper level of accessibility throughout your website.

JAWS is a screen reading software developed by Freedom Scientific for individuals who are blind or visually impaired. JAWS helps these individuals by capturing text from their computer application such as their web browser computer and sends it to an output device, like their computer audio or a Braille display.

Individuals who use a refreshable braille display, can also receive a braille output in addition to, or instead of, speech. The JAWS software can be used by anyone as a testing tool as part of your digital compliance process. They offer special pricing for educational institutions.



Resource:

<https://store.freedomscientific.com/collections/all/products/jaws-professional-screen-reading-software>

DEVELOPING YOUR PLAN

Remediation Outputs and Audit Trail

Your plan should allow your accessibility team to quickly process the results of the automated and manual review. Outputs should be captured and documented each time as follows:

1. Scan date and time.
2. Guideline violation detected.
3. Date remediated.
4. Remediation defect solution detail.
5. Manual review date and time
6. Date remediated
7. Remediation defect solution detail.

A	B	C	D	E	F	G
Reference	CreateDate	CreateTime	GuidelineLabel	CheckpointName	UsabilityResult	Issue
A-55993	15/01/19	6:11:00 PM	Guideline 1.1 Text Alternatives	1.1.1 Nontext Content	Too Difficult or Confusing	Text alternatives provided for image, video and audio content
A-55994	15/01/19	6:11:00 PM	Guideline 1.2 Time-based Media	1.2.1 Prerecorded Audioonly and Video-only	Good	Audio and video content that is pre-recorded must provide a text-alternative transcript
A-55995	15/01/19	6:11:00 PM	Guideline 1.2 Time-based Media	1.2.2 Captions (Prerecorded)	Good	Captions are provided properly
A-55996	15/01/19	6:11:00 PM	Guideline 1.3 Adaptable	1.3.1 Info and Relationships	Not Scored	Headings are provided correctly
A-55997	15/01/19	6:11:00 PM	Guideline 1.3 Adaptable	1.3.1 Info and Relationships	Not Scored	Form fields and controls are determinable and
A-55998	15/01/19	6:11:00 PM	Guideline 1.3 Adaptable	1.3.1 Info and Relationships	Good	Table data is determinable and accessible

Output detail stored in online ticketing system to validate ongoing remediation efforts.

CTBR-372
QR-241214782 - NonTextContrast NonTextContrast:NonTextContrastBorder - https://[redacted]/collections/all

Description
Boundary-Contrast ratio 1.5:1 of border fails to meet required ratio 3:1. <INPUT TYPE=SUBMIT> tag Ratio 1.5:1 is less than the required minimum 3:1. Found in <INPUT TYPE=SUBMIT> tag containing text 'Sign Up' <input type='submit' value='Sign Up' class='action_button sign_up' name='subscribe'>

Acceptance Criteria
None

Linked Issues
Access Information
CTBR-370 Sprint 4 - Design Needed

Activity
Comments
January 8, 2019, 5:40 PM
Increase the contrast ratio of detected boundary colors (either an entire 'outline' or each visual 'border' edge) to meet or exceed 3:1. Disabled or hidden controls and controls without any defined boundary color will be ignored.
Edit - Delete
February 6, 2019, 9:57 AM
This is fixed.
Edit - Delete

CONTINUOUS EXECUTION

Digital Accessibility is an ongoing process so develop your plan.

1. Establish an ongoing scanning initiative.
2. Create an accessibility statement (validated by your legal department).
3. Conduct scheduled remediation tasks.
4. Document your plan, scans, reviews, policy and remediation's in secure location.

SAMPLE: ACCESSIBILITY STATEMENT

We are committed to making our website usable by all people, including those with disabilities by meeting or exceeding the requirements of the Web Content Accessibility Guidelines 2.1 Level AA (WCAG 2.1 AA). We strive in making our site an equal playing field for everyone.

OUR COMMITMENT TO HELP

We are dedicated to meeting all of your accessibility needs. Should you have specific questions or concerns about the accessibility of this site or need assistance in using the processes found within this site, we have trained individuals here to assist you.

Please contact us directly at [CONTACT PHONE and/or EMAIL]. We would be happy to assist in making your visits to our site as convenient as possible.

THIRD PARTY APPLICATIONS

While you are visiting our site, you will notice that we make use of third-party sites such as Facebook, Twitter, LinkedIn, YouTube and Instagram to promote us. Though individuals may have challenges with access to these particular sites, we do not control or remedy the way content is portrayed.

Continuous Execution

There are several aspects to ensuring your website is compliant and has the necessary policies and procedures in place for ongoing compliance. Below are 4 keys to establishing your process and begin that all important audit trail.

AUTOMATED SCAN

Conduct an automated scan of your website at regular intervals. The output of this scan allows accessibility teams to process the details and develop the remediation plan.

Resources:

iMedia has partnered with the following services:

1. <https://boia.org>
2. <https://www.crownpeak.com/products/digital-quality-and-accessibility>
3. <https://www.essentialaccessibility.com>

MANUAL REVIEW

Reviews by individuals using assistive technologies to insure a deeper level of accessibility throughout your website. Review Word and PDF documents before uploading to your website.

Resource:

<https://store.freedomscientific.com/>

REMEDIATION PLAN

Accessibility team will process the results of the automated and manual review. Outputs should be captured and easily processed by your team.

MAINTENANCE PLAN

Establish an ongoing scanning initiative, an accessibility statement (validated by your legal department) and thoroughly document your continual remediation initiatives



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