



CheckEngine USA

web site tune-ups & overhauls

Web Accessibility Overview

Presented by Dennis Lembrée
Refresh Detroit Meeting
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Agenda

- About Me
- Definition
- Benefits
- General Issues
- Example Sites
- Technologies
- Guidelines
- Law
- Advocates/Resources
- Homework



About Me

- BA from the University of Michigan (1992)
- Over 10 years experience in web development
- Owner of CheckEngine USA
(<http://www.checkengineusa.com>)
- Founder of accessibility podcast Web Axe
(<http://webaxe.blogspot.com/>)
- Co-founder of Refresh Detroit
(<http://refresh-detroit.org/>)
- Worked on various web-based projects for organizations such as:
 - Ford Motor Company
 - Quicken Loans/Rock Financial
 - FAA
 - Walt Disney World
 - U.S. Marines



Definition

- Wikipedia Definition
(http://en.wikipedia.org/wiki/Web_accessibility)
- Web accessibility refers to the practice of making Web pages accessible to people using a wide range of user agent software and devices, not just standard Web browsers. This is especially important for people with disabilities such as visual impairment. In order to access the Web, some users require special software or devices in addition to a standard web browser, or specially designed web browsers. Design for accessibility is a sub-category of good design for usability.
- I'm confused!



Definition

- W3C WAI Definition
(<http://www.w3.org/WAI/intro/accessibility.php>)
- Web accessibility means that people with disabilities can use the Web. More specifically, Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging.
- Only for those with disabilities?



Definition

- Webcredible Definition
(<http://www.webcredible.co.uk/user-friendly-resources/web-accessibility/basics.shtml>)
- Web accessibility is about making your website accessible to all Internet users (both disabled and non-disabled), regardless of what browsing technology they're using.
- Broad and succinct!



Benefits – Who?

- Those with disabilities
 - Blind, colorblind
 - Deaf, hard of hearing
 - Mobility
 - Cognitive
 - Neurological (seizures)

- Those with different levels of web savviness
- Those using different user agents (browsers)
- Those using different devices
- Those with limited technologies



Benefits – Business

- **Increases potential use by more people; expands potential market share**
- Accessible web sites general download faster
 - Better for usability
 - May result in lower hosting costs
- Increases positive image
- Possibly avoid significant legal costs
- Decreases cost of having to provide information in alternative media formats such as alternative web sites, print publications, embossed Braille, computer disks
- Increases usability, which improves success rate of user (ex: better able to purchase a specific product or service)



General Issues

- Text size
- Navigation
 - Order of content/skip-nav
 - Fly-out menus
 - Extensive link groupings (menus)
- Images
- Flash
- Javascript
- Audio transcription and captioning
- Acrobat files (PDFs)
- Data tables
- Headings
- Lists
- Form fields
- CAPTCHA
- Color



Example Sites - Poor

- Community Bank of Dearborn
- <http://www.cbdear.com/>
- Why?



It's how Banking should be

Online Banking Login

[Test Your Browser](#) | [Demo](#) | [Learn More](#)

[Products & Services](#) | [Community Club](#) | [Careers](#) | [Investor Relations](#) | [Contact Us](#) | [FAQs](#) | [Site Map](#)

Online Banking

Community Bank of Dearborn's Online Banking product, NetTeller, gives you immediate access to your account information 24 hours a day, 7 days a week, from the convenience of your home or office. Use Community Bank of Dearborn's NetTeller to access your Retail and your Commercial accounts online. It's how Banking Online should be!



Products & Services

- Online Banking
 - Retail Features
 - Commercial Features
 - Online Cash Management
 - FAQs
- Retail Banking
- Commercial Banking
- Credit Cards

E-Specials

Home Equity Loan

Fixed For 5 Years!

Rate Expiring Soon



[Calculators](#) | [Disclosures](#) | [Privacy Notice](#) | [FAQs](#)

[Check Reorder Express](#) | [Credit Cards](#)

[Community Bank of Dearborn and its division Fidelity Bank](#)



Example Sites - Good

- CheckEngine USA
- <http://www.checkengineusa.com>
- Why?

[Skip to content](#)

[Site Map](#) | [Site Accessibility](#)

CHECKENGINEUSA

web site tune-ups and overhauls

[Home](#) [News](#) [Services](#) [Expertise](#) [Portfolio](#) [Testimonials](#) [Contact](#)

CheckEngine USA is a [full service web development](#) company with expertise in [usability, standards, and accessibility](#).

Proud member of [Refresh Detroit](#)

Does your web site pass the 3-point inspection?

1. Does your web site provide a site map?
2. Does the code on your site pass [W3C validation](#) .
3. Do all of your images have alternative text?

If your answer is no to any of these questions, then your site can use improvement in the areas of usability, standards, and accessibility. Of course there are many other [techniques and strategies](#) involved. [Contact CheckEngine USA](#) today to get your site tuned-up!



[Why It's Important](#) [The Real World](#) [Questions?](#)

Why It's Important

There are many reasons to ensure your web site is usable, complies with standards, and is accessible. Some of them include:

- Increase speed of your web site and reduce bandwidth transfer

Latest News

[Park Builders Web Site Launched by CheckEngine USA](#)


[World Usability Day](#)

[Web Expert Patrick Lauke Interviewed in Podcast Sponsored by CheckEngine USA](#)

[Owner of CheckEngine USA Launches Personal Web Site and Blog](#)

[CheckEngine USA Assumes Parkside Builders Web Account](#)

[More news >](#)



Technologies - Developers

- Progressive Enhancement programming (separate content, style, and behavior) (http://en.wikipedia.org/wiki/Progressive_enhancement)
 - XHTML
 - CSS
 - DOM scripting (Javascript)
- Developer tools
 - Toolbars/Extensions
 - XHTML/CSS Validators
 - Web sites



Technologies - Users

- Assistive Technology (AT)
 - Screen readers
 - Screen magnifiers
 - On-screen keyboards
 - Alternative input devices
 - Keyboards
 - Mice
 - Switches
 - Mouthstick, headwand
 - Voice recognition systems



Guidelines

- WCAG 2.0 (FAQ:
<http://www.w3.org/WAI/WCAG20/wcag2faq.html>)
- Section 508 of the Rehabilitation Act (US)
(<http://section508.gov/index.cfm?FuseAction=Content&ID=12#Web>)
- Accessible Digital Media (by NCAM)
(<http://ncam.wgbh.org/publications/adm/>)
- Guidelines for Swedish Public Sector Web Sites
(<http://www.standards-schmandards.com/2006/swe-guidelines/>)



Law

- U.S.
 - Rehabilitation Act of 1973, Section 504
 - Americans with Disabilities Act (ADA) of 1990, Section 508 (<http://section508.gov>)
 - Telecommunications Act of 1996, Section 255 (<http://www.fcc.gov/telecom.html>)
- U.S. Lawsuits
 - NFB vs. Target
- UK - Disability Discrimination Act (DDA) of 1995
- Australia - Australia Disability Discrimination Act (DDA) of 1992
- Many more (Brazil, Germany, Italy, Japan, etc.)



Advocates/Resources

■ Organizations

- W3C WAI WCAG (<http://www.w3.org/WAI>)
- WebAIM (<http://webaim.org>)
- National Center for Accessible Media (NCAM) (<http://ncam.wgbh.org>)
- Accessify (<http://www.accessify.com/>)

■ Podcasts/Blogs

- Web Axe (<http://webaxe.blogspot.com>)
- Ross Johnson (<http://www.3point7designs.com/blog/>)
- Boagworld (<http://boagworld.com>)



Advocates/Resources

■ Companies

- CheckEngine USA (<http://checkengineusa.com>)
- 3point7designs (<http://www.3point7designs.com>)
- nomensa (<http://www.nomensa.com>)
- webcredible (<http://www.webcredible.co.uk>)

■ Individuals

- Dennis Lembrée (<http://dennislembree.com>)
- Joe Clark (<http://joelclark.org>)
- Andrew Kirkpatrick
(<http://www.aneventapart.com/speakers/andrewkirkpatrick/>)
- Patrick Lauke (<http://www.splintered.co.uk>)
- Roger Johansson (<http://www.456bereastreet.com>)



Homework

Go to a web site and answer the following questions.

- Are Headings used appropriately?
- Can you tab through all the links?
- Is the text resizable? (In menu, select View/Text Size.)
- Is the navigation consistent and easy to use?
- Do the web pages have accurate page titles and headings?
- Does Javascript-generated content have alternatives?
- Do the pages load quickly on a modem internet connection?
- Do data tables have headers and scope?
- Do all of the images have alternative text?
- Are the form elements properly labeled?
- If audio, is text alternative provided?
- Do you have skip-to links?
- If used, are Acrobat files accessible?