



KANOPI STUDIOS

Be an Accessibility Anti-Hero

WPCampus 2020 Online

Assumptions

- You ARE a hero & want to do good!
- Accessibility seems hard!
Hard to talk about and expensive too.
- You're on a tightrope looking out for your team's time and budget.





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Support Client Lead

IAAP

International Association
of Accessibility Professionals

HubSpot



Google Analytics



DMA

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Canopy

kan·o·py | \ 'ka-nə-pē

The *canopy* layer supports the majority of primary productivity in forests. It provides protection from strong winds and storms, while also intercepting sunlight and precipitation for continued growth.

Kanopi

kan·o·pi | \ 'ka-nə-pē

Kanopi **designs, builds** and **supports** websites for clients that want to make a positive impact.

Our holistic approach infuses strategy and creative thinking through all stages of your site's lifecycle, providing the tools you need to nourish, support, and grow your business.



No Longer Optional

**Compliance can be easier
when the value, empathy
and success metrics of
accessibility are built into
typical marketing tasks.**





BOOM



- Heroes and Anti-Heroes
- Accessibility
- It's Not Charity
- Accessibility Makes Cents
- Where Do We Begin
- A Brave New World
- Next Steps
- Q&A



Heroes & Anti-Heroes

What's the difference?

Both Heroes and Anti-Heroes can “get the job done” but Anti-Heroes are often perceived as flawed or more self-serving.

H

Hero: a person who is admired or idealized for courage, outstanding achievements, or noble qualities.

A

Anti-Hero: a central character in a story, movie, or drama who lacks conventional heroic attributes.



Let's take a step back...



You're Not the Hero

**The disabled community
does not need your
marketing to *save* them.
The community needs
your *respect* to be seen
as the market they are.**



Barbara Gordon evolved from a simple librarian, to BatGirl, to the even more powerful Oracle.



**Your users are the
heroes of their
own user journey**

So why be the Anti-Hero?

1. Organizations have a bottom line.
2. The disabled community may not need a hero, but your team still needs to promote Accessibility.
3. Showcasing how being Accessible positively impacts ROI allows you to behave in a way that looks like self (or organizational) interest while still doing work towards the greater good.

... therefore, an Anti-Hero



Accessibility

When we
last left
our hero...





Barriers

Accessibility is about removing barriers that would cause the user to be unable to Perceive, Operate, Understand, or use the Robust functionality (P.O.U.R) of a website.

Approximately 25% of Americans, and nearly 22% of Canadian adults self-identify as disabled.



1

Cognitive

ADHD, Autism,
Dyslexia, Dementia
*Distracted, Emotional, Poor
Bandwidth*

2

Visual

Diabetic Retinopathy. Low Vision,
Color Blindness, Blindness
Glare on Screen, Damaged Screen



3

Audio

Hearing Loss, Deafness
*Crowd Noise, Cubical or Train,
other Environmental*

4

Mobility

Parkinson's, ALS, Age-Related Tremors,
Paralyzation
Hands Full, Crowded Environment



Time Magazine

**15% of the global
population – or 1 in 7
people – living with
some form of disability**

Guidelines

The **World Wide Web Consortium (W3C)** is an international community that develops open guidelines to ensure the quality and growth of the web. This group has developed the **Web Content Accessibility Guidelines (WCAG)** to normalize how we measure accessibility internationally. Throughout the world, many countries (including the U.S.) reference these guidelines when establishing their own criteria.



WCAG 2.0

A collection of more than 40 guidelines that improve usability for those of different abilities.

These are based on the P.O.U.R principals:

- Perceivable
- Operable
- Understandable
- Robust



WCAG 2.1

WCAG 2.1 is everything that 2.0 has plus 17 new items.

These include considerations for:

- Line-height
- Orientation
- Color contrast of non-text
- Etc.

The Levels



WCAG is broken down into three levels; A, AA, and AAA. Each increasing A in the level indicates additional criteria to follow. AA is the most widely adopted goal as it accommodates a wide variety of challenges and is the standard in which we are testing against.



Accessibility is Not Charity

You Need Them More...

Source: CXL

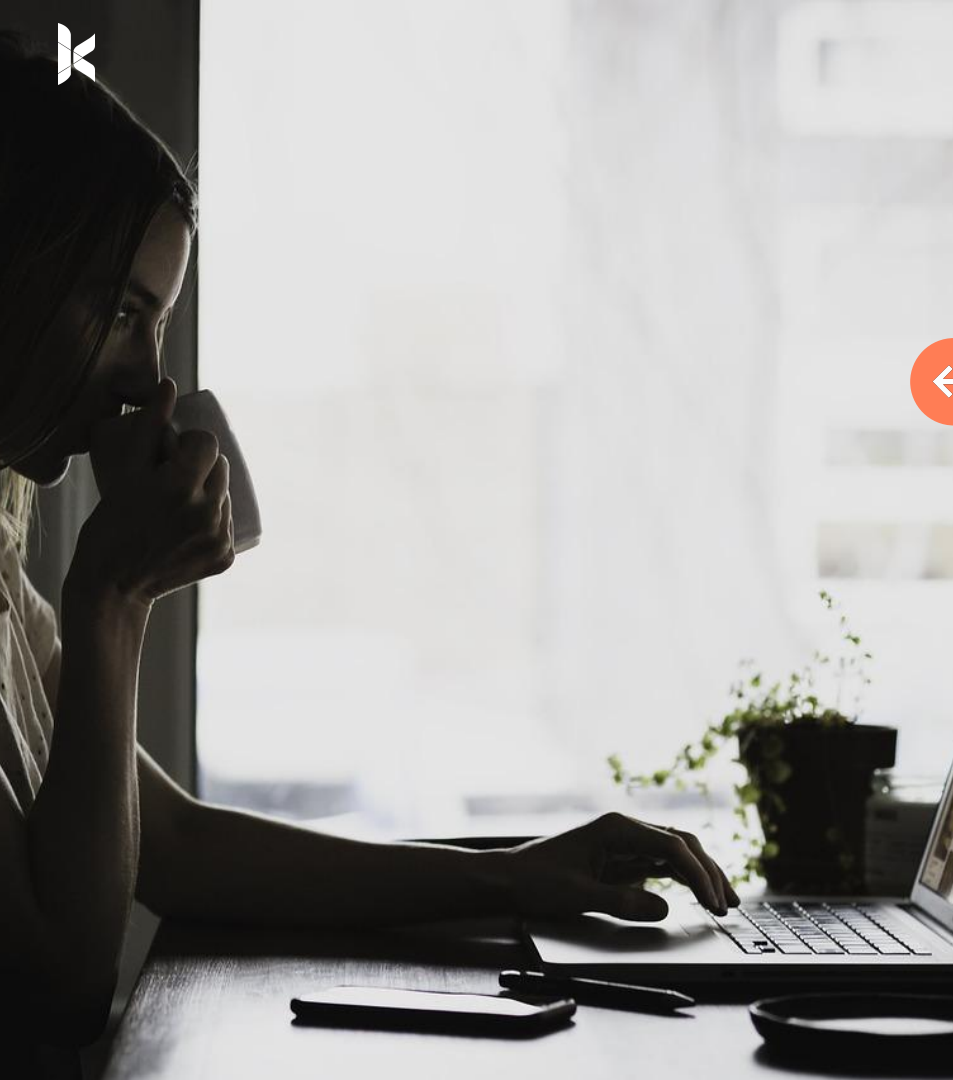
**The UK music industry
loses 2.5 million ticket
sales per year due
to inaccessible
booking sites.**



**US consumers
with vision loss
have an estimated
\$175 billion of
disposable
income.**

2% of total
eCommerce
transactions are
completed by
people who are
blind





**AbilityNet say that
ecommerce is
losing out £50
billion a year in the
UK spending power
due to poor
accessibility.**



Time Magazine

This combined [disabled] community holds a disposable annual income of \$8 trillion – an opportunity business cannot continue to afford to ignore.





Accessibility Makes Cents

See what we did there?

Budget Matters

Regardless of how true an organization's values are, without the budget to take action — a lot of things cannot happen.

Building Accessibility into the marketing process helps to quantify the need and allows it to become part of the success metrics.





2/3

Internet users who are blind abandon two Internet transactions a month because of inaccessibility; **two-thirds of their transactions, on average, end in abandonment.**



1x
per week

Internet users who are blind **call a company's customer service department once a week on average** because of Website inaccessibility. Ninety percent of interviewees reported that they regularly call customer service multiple times to report an issue, even though they have already abandoned the transaction—and made the decision to use another company where possible.



<1 in 3

Fewer than one in three of the Websites we analyzed **had clear contact information** or means for a consumer who is blind to report accessibility challenges or request.



SEO





Data Source: Omnicore

**Search engines
drive 93% of all
website traffic.**



1

Search Engines are Blind

- Alt Text
- Video Captions
- Video Transcripts
- Meaningful Content

2

Search Engines are Deaf

- Video Captions
- Video Transcripts
- Meaningful Content

3

Search Engines Pay Attention

- Keywords & Phrases
- Relevant Links
- Meaningful Content

The 411

Here are six basic ways areas in which SEO and Accessibility overlap. This means that being more accessible is adding value to SEO efforts.

Alt Text

Provide meaningful keywords that explain the value of the image succinctly.

Captions & Transcripts

Provides meaningful text that showcases value of the video content in a non-visual way.

Heading Structure

Search Engines 'weight' the value of header tags and use H1 tags as links.

Descriptive Links

Search engines pay attention to links between pages - associating keywords with the link.

Unique Page Titles

Search engines use these as links on SERPs. Users use them to know what page they are on.

Reading Level

Users will use terminology at their reading level when searching.



Legal





ADA SECTION 508 = WCAG 2.0 AA

The American with Disabilities Act (ADA) Section 508 dictates the accommodations/ accessibility levels required for US citizens; including content published on the web.

BILL C-81 = WCAG 2.1 AA

In May of 2018, Bill C-81 had unanimous support by the House of Commons. On June 21, 2019, the Accessible Canada Act became law after receiving Royal Assent.

[W3.org/WAI/policies/](https://www.w3.org/WAI/policies/)





Source: Siteimprove

**23% of web
accessibility-related
litigation and settlements
since 2000 happened
in the past three years.**



WINN-DIXIE

June 2017: The court determined that the website was a portal to their brick and mortar locations.

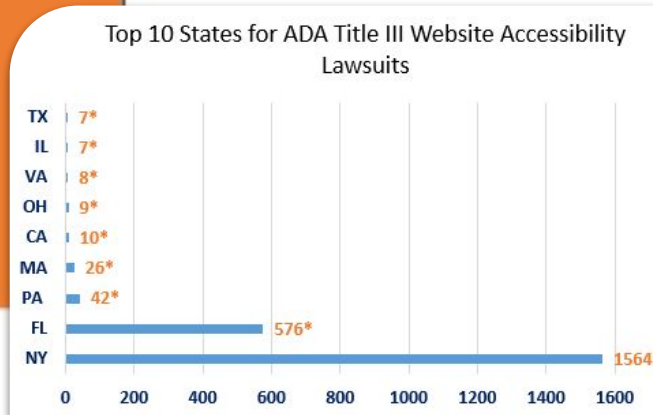
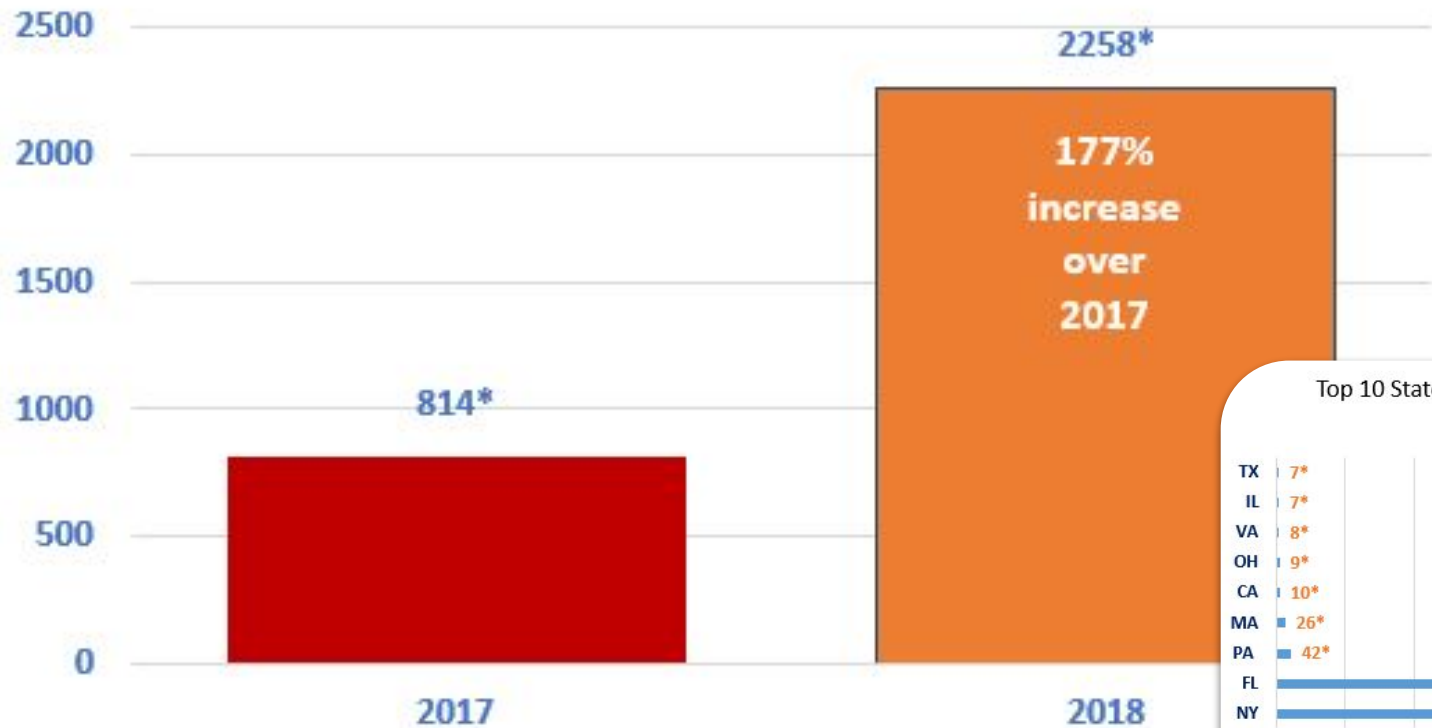
DOMINOS

October 2019: The U.S. Supreme Courts chose not to hear Domino's petition on whether its website is accessible to the disabled. Had they heard it and ruled in Domino's favor it could have upended the precedent set by the Winn-Dixie case.





ADA Title III Website Accessibility Lawsuits in Federal Court (2017-2018)





Where do we begin?

Accessible Strategy



Measure Twice Cut Once

BEING STRATEGIC WITH STRATEGY

Digital strategy has proven its value through countless statistics. Building accessibility into this strategy allows the marketing team to make mindful choices. These choices can reduce the need for revisions, saving time and money.

50%

of all online searches
will be voice searches
by 2020.

51%

of B2B marketers prioritize
creating visual assets as
part of their content
marketing strategy.

100 m hrs

of video content are
watched on Facebook
daily.

1.5 bil

The aging population is
predicted to triple to 1.5
billion by 2050.



Branding

Things To Look For



1

COLORS

Are your brand colors accessible in the way they are being used?



2

WORDS

Is your messaging written in a way that your personas are able to comprehend its meaning easily?



3

CONSISTENCY

Are your users seeing this effort in an ad or in your brand?



4

REPRESENTATION

Are the individuals in your target market able to determine that you recognize them?

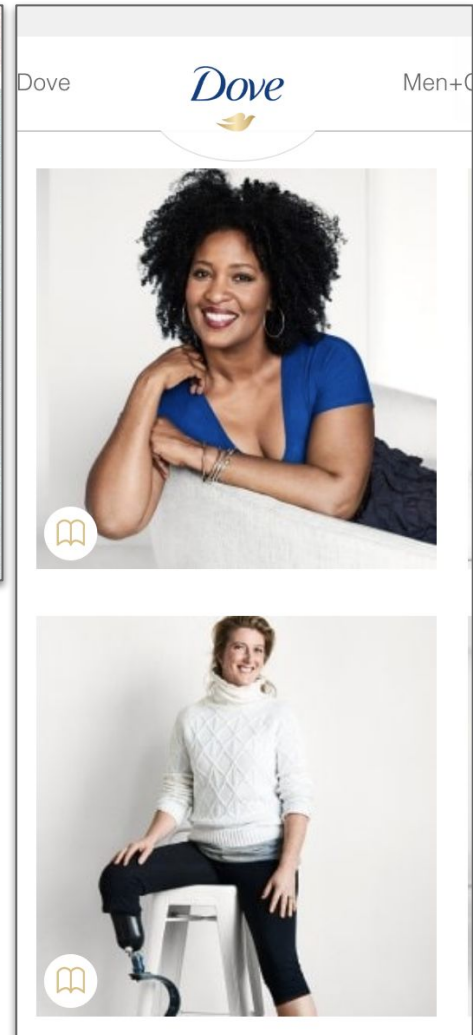
Representation Matters

Something as simple as including imagery of people who face the same challenges as your users can build trust for both disabled users and those invested in their lives.

Start with a more complete picture of who they are.



2019 Super Bowl Ad





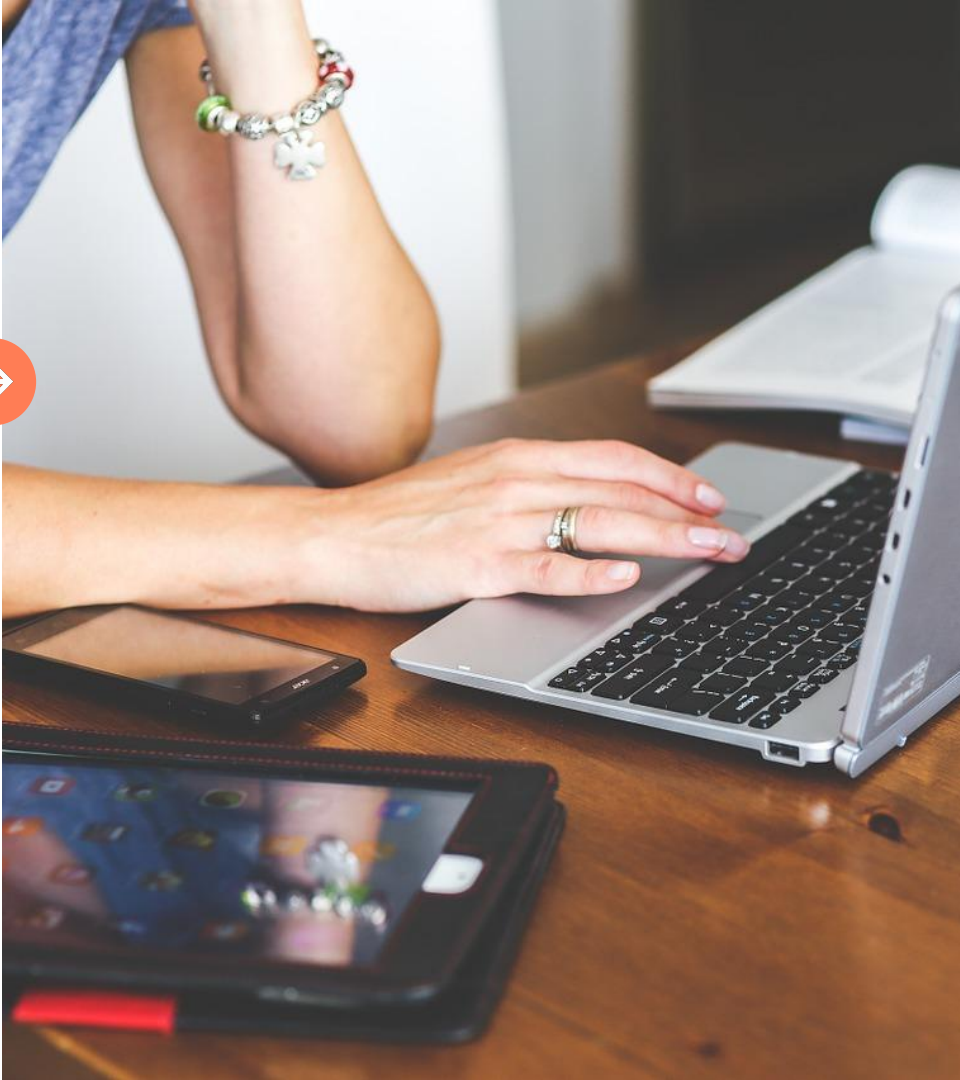
Personas



Personas

Building accessibility into your personas helps the potential challenges faced by users seem more real.

Data such as that from the CDC or the [Cornell University's Disability Statistics tool](#) can show what challenges a persona is more likely to experience.



STEP 1

1 Select a Statistic

Individual Statistics

American Community Survey

Prevalence

- Employment Rate
- Not Working but Actively Looking for Work
- Full-Time / Full-Year Employment
- Annual Earnings
- Annual Household Income
- Poverty
- Supplemental Security Income (SSI)
- Educational Attainment
- Veterans Service-Connected Disability
- Health Insurance Coverage

Current Population Survey

- Prevalence
- Labor Market Activity
- Employment
- Household Income
- Poverty

EEOC Charge Data

- State Level Reports on Common Issues and Bases
- Compare the Most Common Bases Cited Across States
- Compare the Most Common Issues Cited Across States
- Charge Rate Comparison by State
- Charge Rate Comparison by Employment Discrimination Area

STEP 2

2 Adjust Search Filters

Search Form

Source: American Community Survey (ACS)

Statistic: Prevalence

Gender: Males

Disability Type: Ambulatory Disability

Age: Ages 65-74

Race: Black/African American

Education: all education levels

Hispanic: regardless of ethnicity

Value: Percentage

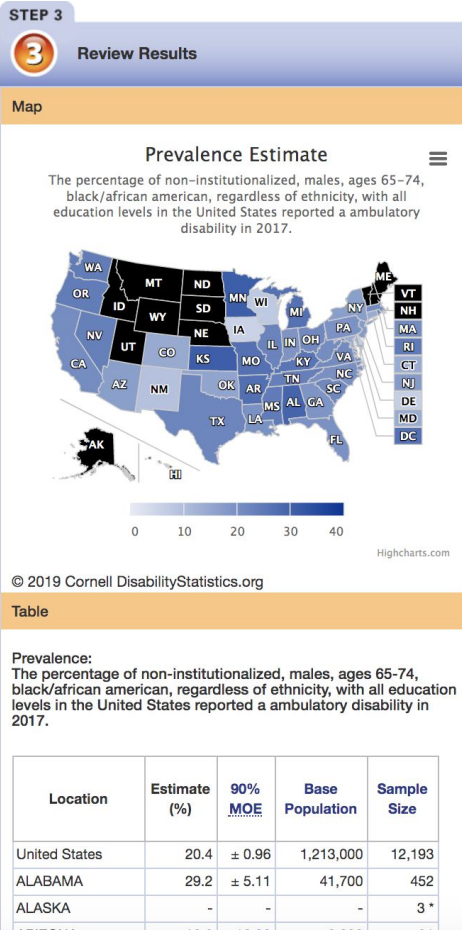
Year: 2017

Search

Written Description

Description of Statistics

In the year 2017, an estimated 20.4 percent (plus or minus 0.96 percentage points) of non-institutionalized, males, ages 65-74, black/african american, regardless of ethnicity, with all



Name: Howard Williams

Age: 65

Occupation: Sales Executive

Marital Status: Married

Partner: Jeffrey, a High School Music Teacher

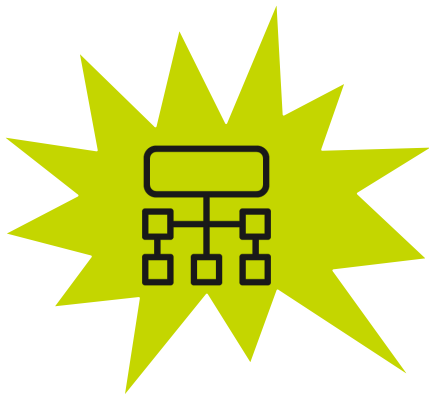
Household Income: \$102,000 p/y

Hobbies: Guitar, Wheelchair Tennis



User Testing

Test As You Go



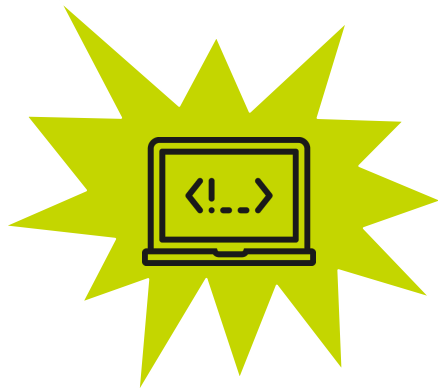
WIREFRAME ANALYSIS

Problematic menu or media concerns can often be identified and accounted for early in the process.



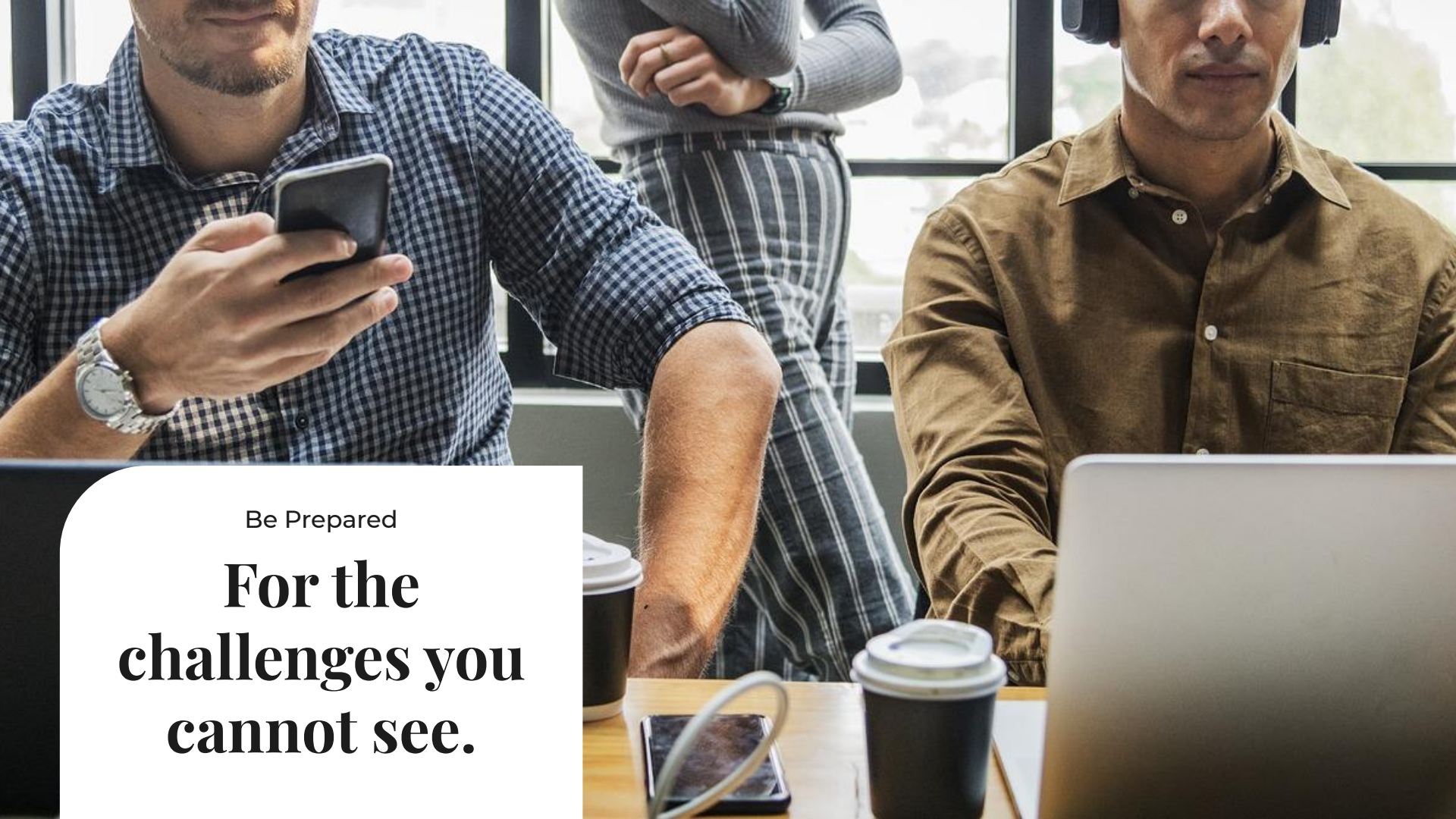
DESIGNER ANALYSIS

Designers and UX specialists can test for color contrast and anticipated zoom adaptability while still in the mockup phase.



TEST AS WE BUILD

Testing reusable components as they are built reduces issues found at the end, allowing for nimble editing.



Be Prepared

**For the
challenges you
cannot see.**

Testing with Native Users



WHAT IS A “NATIVE USER”?

Native users are individuals who are using technologies as they do everyday. When discussing Accessibility, it refers to someone who needs to use assistive technologies every day and therefore is able to provide a more accurate representation of that typical user experience.

WHY IS IT IMPORTANT?

No two user experiences are the same, disabled or not. By including native users you're reducing the room for missing details.

ARE THERE PITFALLS?

Yes! If something is truly inaccessible, the native user tester may not realize that they have missed anything. Sessions should be monitored to catch what may be missed.



Content Strategy

Always



1

Give Context

Either in verbiage, alternative text and captions, or overall relative meaning. Regardless of the challenge, if the user cannot determine why it's important they may miss it!



2

Keep Focused

Allow for media and other distractions to be turned off or paused. Users who are ADHD, identify on the Spectrum, or are facing other cognitive challenges may miss important information.



3

Empower

Be sure to give the user next steps. For example, are you only allowing social sharing at the top of the blog - before a screen reader has read it? Think logically and empower them to continue their user journey.



Train for Empathy

- > Empathy builds understanding.
- > > Understanding can foster meaningful action.
- > > > Action produces measurable results.





A Brave New World

Accessibility and COVID



US Remote Work Before COVID-19

Approximately 7% of US employees and 10% of European workers worked from home before the pandemic.

Our New Reality

In the US, nearly 62% of workers are working remotely.





Source: TalentLyft

**59% of US workers who have
been working from home
during the COVID-19 prefer to
continue to work remotely**



**Accessibility is not a box to
check. It's how work is
getting done.**



But how do you apply it?



1

Captions!

Turn on captions on your Zoom, Hangouts, and Teams calls.

2

Idioms and Acronyms

Limit these as they could be confusing and culturally specific.



3

Be Descriptive

Do not assume your coworkers and clients can see your images and charts.

4

Be Accommodating

Nearly everyone is relearning how to make it all work. Ask your team and clients what they need to be successful.

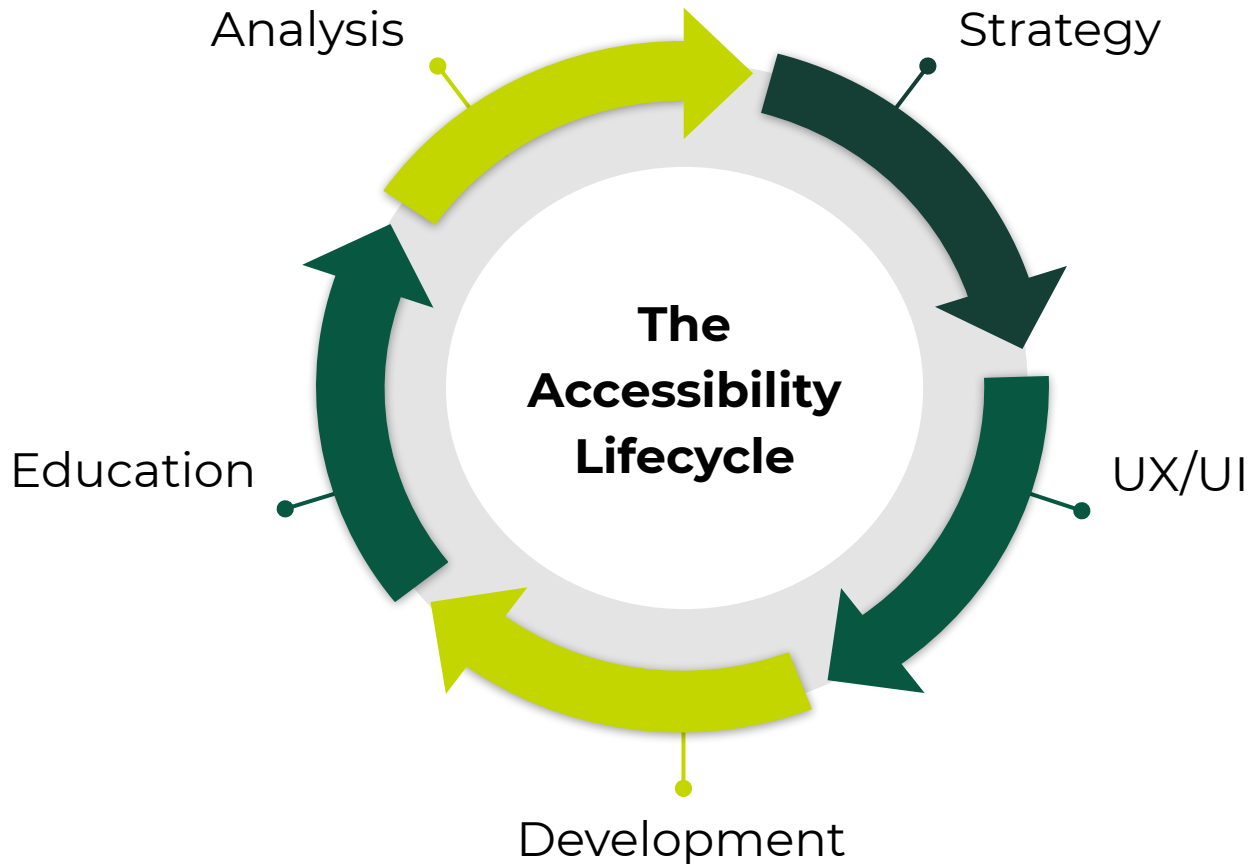


Communication & Assume Positive Intent

Always keep communication with your team open and respectful. And if you become aware of a need not met, help provide solutions.



Next Steps





Q&A





KANOPI STUDIOS

Thank you!

We'd love to work with you!

Reach out to us at **hello@kanopi.com**
if you'd like an accessibility audit of your site.