

Website Accessibility

Leveraging Website Compliance To Generate Value

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Benefits of ADA-Compliant Websites

The Value Beyond Creating a Website That's ADA-Compliant

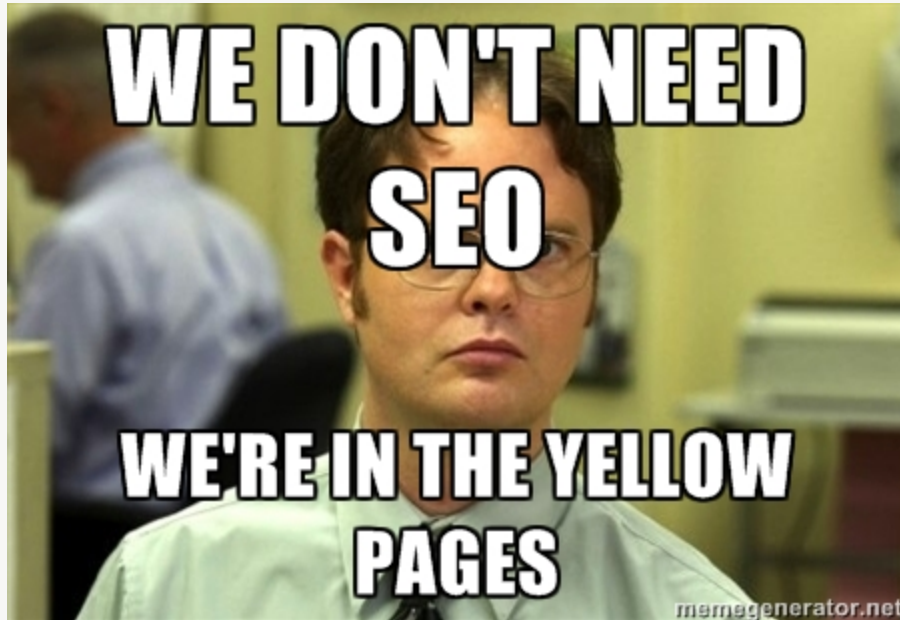
The Expected Benefits

- Increasing Website Usability and Accessibility
 - A quality user experience includes all users and removes the barriers that exclude or negatively impact the user experiences for people with disabilities.
- Fulfilling Social Responsibility
 - Showing our kokua is part of Hawaii's culture. We build a stronger community for our disabled, our kupuna, and one another by helping and having consideration for others – even on the web.
- Avoiding Lawsuits and Legal Issues
 - Litigation is expensive and unpredictable. A complaint against UH has already resulted in a Voluntary Resolution Agreement with the Office of Civil Rights.
- Controlling and Saving Money
 - Retaining control of how your money is spent on website compliance allows you to be more strategic with your updates and to maintain alignment with your own goals.
 - Reducing maintenance costs – designing for accessibility, in the beginning, is more budget-friendly than rethinking and redesigning down the road.

The Unexpected Benefits

- Improving “Findability” In Search Engines (SEO Visibility)
 - Many accessibility fixes align with how a search engine spider “sees” and understands a website, enabling more effective crawling and indexing of the site and content.
 - The more accessible your content is, the easier a search engine can understand and rank your content, resulting in the ability to drive more user traffic to the UH website.
 - More user traffic means that more users can engage with your web content and receive the message you are trying to communicate.
- Expanding Your Audience Base and Reach
 - Catering to the students, faculty, staff, and community members with disabilities helps to create trust and long-term value exchange that goes beyond the act of reaching them. Especially during this digital era where people with disabilities are not prioritized adequately for accessibility.
 - Providing quality and engaging experiences for people with disabilities establishes better outreach and communication of ideas and academic information.
- Future Forward Brand Positioning // Essential for Some and Useful for All
 - Leaders get noticed – be a leading force for making your services accessible for all.
 - Accessibility is essential for people with disabilities, and useful for everyone as digital usage capabilities evolve – voice commands and non-visual browsers have become mainstream.

Food for Thought



"The most important blind visitor to your website is Google! In the same way that creating accessible web pages helps a disabled person access your content, it also helps Google index your pages so that the right people can find your service or product."

JIM BYRNE,
Founder of Guild of Accessible
Web Designers

Starting an Accessible Website Project

The Do's and Don'ts To Get You Started

Creating a Strategy for an Accessible Online Project

- Educate Your Entire Team
 - Understand the 4 principles of WCAG 2.0/2.1.
 - Learn how to use and navigate a website with a screen reader.
- Set Your Goals Before You Start
 - Evaluate your accessibility needs and prioritize functionality and content.
- Determine How You Will Measure Accessibility Success
 - Select and identify the tools or resources you will use to determine whether or not you are compliant.
- Determine Governance
 - Put a plan in place to conduct regular accessibility reviews.
 - Create a process that ensures content updates are accessible.
- Be Consistent
 - With all good websites, feedback on users' interactions is essential.
 - Select a design language that takes accessible design into consideration, then use those same cues throughout your efforts.

The Do's and the Don'ts – Part 1

- Design content to fit the format that's most beneficial and easiest to manage long-term.
 - DO – Use a pre-vetted accessible template or front-end framework. Viewport consideration is important!
 - DON'T – Address compliance after building the template or front-end.
- Plan your work up-front and around your long-term goals to ensure that you're making the right decisions regarding accessibility.
 - DO – Look at your content as a whole to decide the best format and how much work is necessary. If needed, break down content into chunks and prioritize the most relevant information that needs remediation for accessibility.
 - DON'T – Upload scanned PDF's or images of documents. Consider converting them to a webpage for end-user consumption.
- Minimize wasted time by executing implementation tests on the various elements.
 - DO – Use JPEG for background image files.
 - DON'T – Use a CSS-trigger to define image files in the CMS.
- Review your website like someone would that has a disability
 - DO – Familiarize yourself with using a screen reader and the quirks associated with how it navigates – It will only take 10 minutes of your time
 - DON'T – Rely only on ADA tools to assess your website.

The Do's and the Don'ts – Part 2

- Choose a content management system (CMS) that supports accessibility.
 - DO – Use WordPress, Drupal or a similar CMS.
 - DON'T – Assume that templates and tools are compliant for people with disabilities.
- Communicate information without depending solely on color.
 - DO – Use other contextual information like an asterisk (*) to indicate required fields, along with the color red.
 - DON'T – Rely only on color to convey or differentiate information and calls to action.
- Automate your testing
 - DO – Include automated testing and associated tools throughout the course of your design and development effort.
 - DON'T – Rely only on manual testing.
- Be thoughtful with validation
 - DO – Think about how error messages are read and will be conveyed to the user.
 - DON'T – Assume that screen readers will read field guideline rules like MM/DD/YYYY.

Stakeholder Buy-In

Getting the Stakeholders On-Board

Accessibility is Good for Business

- Accessibility Overlaps with Several Other Best Practices
 - Mobile web design, device independence, multi-modal interaction, usability, design for older or senior users, and SEO.
- Drive Innovation
 - Accessibility features in products and services often solve unanticipated problems.
- Enhance Your Brand
 - Diversity and inclusion efforts are essential to business success and are accelerated with a clear, well-integrated accessibility commitment.
- Extend Market Reach
 - The global market of people with disabilities is over 1 billion people – 15% of the world's population has a recognized disability. Overall, accessibility improves the online experience for all users.
- Minimize Legal Risk
 - Many countries have laws requiring digital accessibility, and the issue is of increasing legal concern.

Have any
questions?

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Thank you!

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HOW
THE FUTURE
WORKS 

Consistency

- Choose a password that is hard to guess.
- Do not reuse a password that you used on another website.
- Do not use personal information that is publicly available, such as your name, phone number, SSN, date of birth, and UH Username, in your password.
- Do not use words found in any dictionary.
- A good way to create a password is to use the first letter of each word in a phrase that you would easily remember using numbers and symbols if possible.
 - For example, "One is the loneliest number by Harry Nilsson" can be used to build the password: 1i1l#bHN

Password Requirements

- Password must be between 8 and 32 characters in length.
- Have at least one lowercase letter.
- Have at least one uppercase letter.
- Have at least one number.
- Have at least one special character.
 - Note that parentheses, angle brackets, colon, and double-quote are prohibited.
- New password must be correctly entered twice on this form.

Enter a New Password

- must contain at least one lowercase, one uppercase, one number, and one special character

New Password:

Confirm New Password:

Memorize or write down your password now. Your password will not be printed. Do not share your password with anyone.

Password Selection Tips

- Choose a password that is hard to guess.
- Do not reuse a password that you used on another website.
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- New password must be correctly entered twice on this form.

Please correct these errors:
New Password and Confirm New Password do not match.
Question 1 What's the name of your first pet? is blank.

Close

Enter a New Password

- must be between 8 and 32 characters

New Password:

Confirm New Password:

Memorize or write down your password now. Your password will not be printed. Do not share your password with anyone.

Reset My Password

- Error messages are displayed in 2 different formats on the same form that deals with the same elements.
- Consistently use contextual error messages like the image on the left through all interactions.

Using Color to Convey Information

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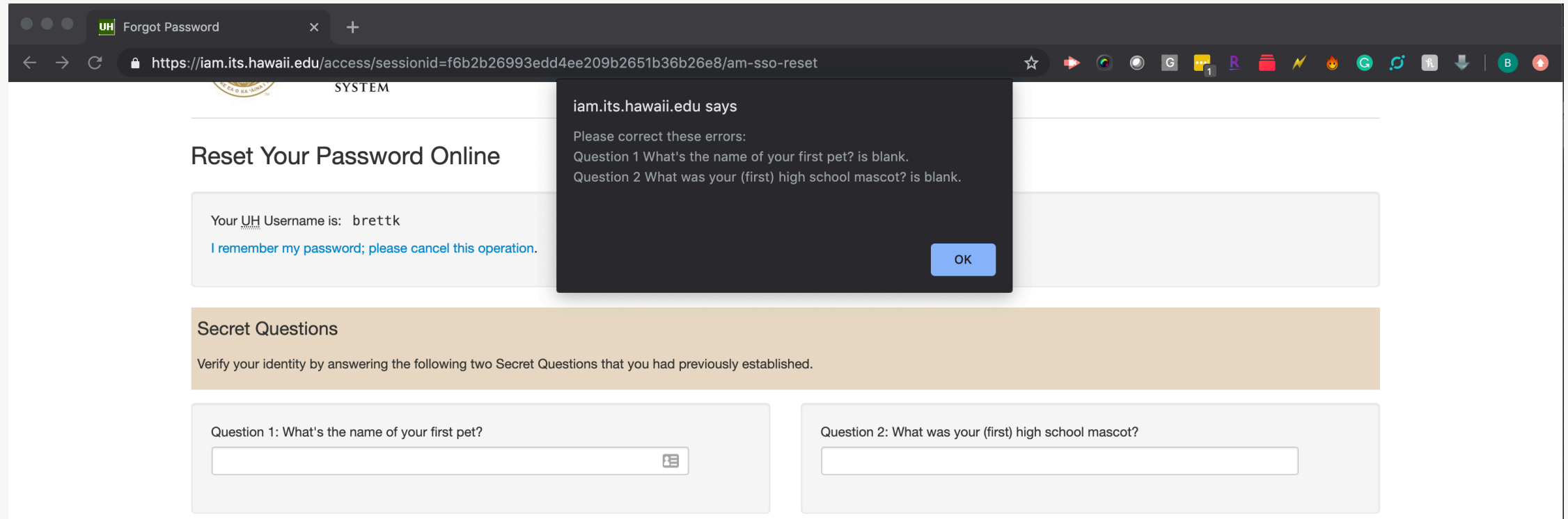
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Confirm New Password:

Memorize or write down your password now. Your password will not be printed. **Do not share your password with anyone.**

- Color is used to convey that adherence to a requirement isn't met; however, a visually impaired person cannot see this message.
- In this example, the error message states what the issue is, but not where it resides.

Be Thoughtful with Form Validation



The screenshot shows a web browser window with the URL `https://iam.its.hawaii.edu/access/sessionid=f6b2b26993edd4ee209b2651b36b26e8/am-sso-reset`. The page title is "Forgot Password" and the page content is "Reset Your Password Online". The user's UH Username is "brettk". Below the username, there is a link: "I remember my password; please cancel this operation." The "Secret Questions" section is highlighted in orange and contains the text: "Verify your identity by answering the following two Secret Questions that you had previously established." There are two input fields for secret questions: "Question 1: What's the name of your first pet?" and "Question 2: What was your (first) high school mascot?". A dark modal dialog box is overlaid on the page, titled "iam.its.hawaii.edu says", with the text: "Please correct these errors: Question 1 What's the name of your first pet? is blank. Question 2 What was your (first) high school mascot? is blank." and an "OK" button.

- Any message, like error messages, displayed in a pop-up is typically not read by screen readers.
- Consider displaying error messages beside fields to provide users with better context into the cause of the error.
- If an input field requires a specific format for validation, state the expected format in the error message.