



Mobile, Cloud & Web Digital Solutions for Business – Done Right

Cost Effective Strategies to Make Your Website ADA Compliant (Fix or Re-design)

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USA | AFRICA | UAE | INDIA

Speakers



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Enabling Digital Transformation

Helping Companies Change How They Do **Business**



WHO IS IMPIGER



We believe in staying in the cusp of innovation and at the forefront of technology that can be applied to solve business problems.

- **Latest Technologies**
- **Highly Successful Implementations**
- **Problem Solving, Opportunity Enabling Solutions**

IMPIGER SNAPSHOT

What we are today

225+ Clients

13 Years Old

300+ Workforce

300+ Mobile Apps

200+ Web Portals

5 Locations

Mobile , Web & Cloud

RPA & AI

ITIS & IoT

AGENDA



What is ADA & WCAG 2.0



Why compliance to ADA WCAG 2.0 Matters



WCAG 2.0 Standards



Tools to Measure Compliance



Conformance vs Compliance



Fix or Redesign?

Why Should You Care About Accessibility?

There are two primary reasons to care about ADA compliance.



Maximizing Reach
57 million people with a disability
in the U.S. – 1 in 5



Lawsuits Growing
2015 – 60, 2016 – 260, 2017 - 814

What is ADA?

 The logo for the Americans with Disabilities Act (ADA). It features the letters "ADA" in a large, bold, black sans-serif font. Below "ADA", the words "Americans with Disabilities Act" are written in a smaller, black sans-serif font, arranged in two lines.

The American with Disabilities Act (**ADA**) prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public.

What does ADA have to do with Websites?



The ADA and Website Accessibility Statement from the U.S. Department of Justice (DOJ)

- The ADA's expansive nondiscrimination mandate reaches the goods and services provided by public accommodations using **Internet web sites**.
- In 2015 the DOJ said that official guidance regarding website accessibility was due in 2016, but was **delayed to focus on public websites covered under Title II**.
- In July 2017 DOJ has placed **web accessibility**, medical equipment, and furniture rulemakings under **Title II and III of the ADA on Inactive List**.

Acronympaloza! - ADA, WAI, W3C, WCAG 2.0



The World Wide Web Consortium (**W3C**) is

P	Perceivable
O	Operable
U	Understandable
R	Robust

Disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

Principle 1 – Perceivable

Information and user interface components must be presentable to users in ways they can perceive.

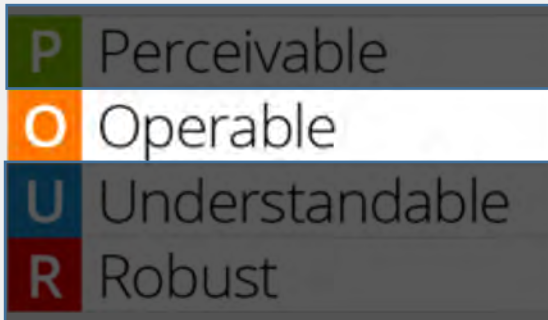
P	Perceivable
O	Operable
U	Understandable
R	Robust

- Provide **text alternatives** for non-text content
 - *Example: Image Alt Tags (Tag actually says what the item does - like 'Submit form Button')*
- Provide **captions and other alternatives** for multimedia
 - *Example: (Video Transcripts (YouTube/Vimeo))*
- Create content that can be **presented in different ways**
 - *Example: HTML Tags to Identify Reading Sequence*
- Make it easier for users to **see and hear content**
 - *Example: Using color, contrast ratios, text links must make sense when read out of context*

WCAG 2.0 Quick Reference: <https://www.w3.org/WAI/WCAG20/quickref/>

Principle 2 – Operable

User interface components and navigation must be operable.



- Make all functionality available from a **keyboard**
 - *Example: HTML tags, correct tab order*
- Give users **enough time** to read and use content
 - *Example: Minimize timing of content, give users control*
- Do not use content that causes **seizures**
 - *Example: No Scrolling texts, ability to pause or control speed of rotating banner ads*
- Help users **navigate and find content**
 - *Example: Site map accessible from every page*

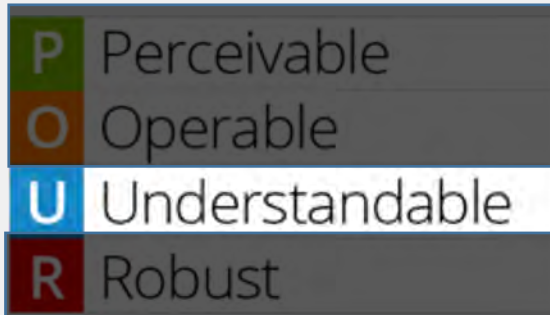
Example: you must be able to navigate the site using a keyboard as well as a mouse

WCAG 2.0 Quick Reference: <https://www.w3.org/WAI/WCAG20/quickref/>

Principle 3 – Understandable

Information and the operation of user interface must be understandable

- Make text **readable** and **understandable**
 - *Example: Minimize jargon and acronyms, adjustable text size*
- Make content appear and operate in **predictable** ways
 - *Example: Consistent navigation*
- Help users **avoid** and correct **mistakes**
 - *Examples: Form field labels, user-friendly error messages, confirmation of form submission*

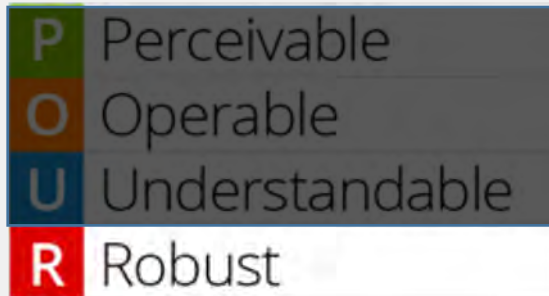


Example: Error messaging on a form should make sense; instead of 'Invalid field' messaging, use 'The Email field must be in a valid format').

WCAG 2.0 Quick Reference: <https://www.w3.org/WAI/WCAG20/quickref/>

Principle 4 – Robust

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.



- Maximize **compatibility** with current and future user tools..
 - *Example: Proper Coding, Standard HTML - Don't use tags or code that only certain browsers understand*

The objective is to avoid key errors that are known to cause problems for assistive technologies when they are trying to parse content which involve having opening and closing tags that are not used according to specification.

WCAG 2.0 Quick Reference: <https://www.w3.org/WAI/WCAG20/quickref/>



WCAG 2.0 A, AA & AAA

- For most organizations, the objective is to satisfy Level AA guidelines,

AA

- Some government agencies and nonprofits who serve a larger impaired audience, may work toward satisfying the majority of Level AAA guidelines
 - (WCAG states that it is likely not possible to conform to all AAA guidelines).

A

AAA

- Businesses do not have to comply to all listed criteria to meet conformance, only those that apply to their website and audience.

ADA Compliance Impact on Your SEO Strategy



Text Alternatives for all non-text content

Your Image results will greatly improve. This provision mandates that all non-text content be available in text. There are exceptions, but text is required to describe and explain non-text content.

Transcripts

This provision requires transcripts for audio-only media and a text or audio description for video-only media. Crawlers cannot understand non-text content

Captions for pre-recorded media

This provision mandates the presence of synchronized captions for all pre-recorded media. YouTube has ways of manually adding captions to videos you upload, which can be read and indexed by their engine.

Images of Text

This simply establishes that text should be used instead of images of text. This essentially prevents search engines from failing to index critical elements

Links

With backlinks being such an important aspect of search algorithms, this obviously aligns the most with SEO. This provision states that the purpose of a link can be determined from the link text alone.



UX & SEO IMPACT 

WCAG 2.0 Guidelines AA

- ✓ Every image, video file, audio file, plug-in, etc. has an alt tag
- ✓ Complex graphics are accompanied by detailed text descriptions
- ✓ The alt descriptions describe the purpose of the objects
- ✓ If an image is also used as a link, make sure the alt tag describes the graphic and the link destination
- Decorative graphics with no other function have empty alt descriptions (alt= "")

UX & SEO IMPACT 

WCAG 2.0 Guidelines AA

- Tables used strictly for layout purposes do NOT have header rows or columns
- Table cells are associated with the appropriate header
- ✓  Make sure the page does not contain repeatedly flashing images
- ✓  Check to make sure the page does not contain a strobe effect
- A link is provided to a disability-accessible page where the plug-in can be downloaded
- When form controls are text input fields use the LABEL element

UX & SEO IMPACT ✓

WCAG 2.0 Guidelines AA

- ✓ Add captions to videos
- ✓ Add audio descriptions
- ✓ Create text transcript
- ✓ Create a link to the video rather than embedding it into web pages
- ✓ Add an additional link to the text transcript
- ✓ The page should provide alternative links to the Image Map



WCAG 2.0 Guidelines AA

- ✓ The <area> tags must contain an alt attribute
- Data tables have the column and row headers appropriately identified (using the <th> tag)
- ✓ When text is not available use the title attribute
- Include any special instructions within field labels
- Make sure that form fields are in a logical tab order
- Include a 'Skip Navigation' button to help those using text readers

UX & SEO IMPACT



Structural Compliance vs In Context Compliance

Automated, Semi-Automated Tools -
AMP & WAVE



Example: Provide Alternative Text for Images

Manual Tools – JAWS, Dragon Naturally



Example: Poor Description of an Image

ASSISTIVE TOOLS FOR PEOPLE WITH DISABILITIES

- Screen Reader – NVDA, JAWS



- Speech recognition software – Dragon naturally speaking, Talkback, Voiceover



- Magnification – Screen Magnifier, Zoom Text



- Color Blindness – Color contrast analyzer, AMP Color Contrast Checker, High contrast



- Motor Impairments – Chromevox, Onscreen keyboard



ACCESSIBILITY TESTING TOOLS

Automated, Semi-Automated and Manual Testing Tools



- AMP
- Achecker
- WAVE
- JAWS
- Power Mapper
- HTML Code Sniffer
- Dragon naturally speaking
- Color Contrast
- ChromeLens
- W3C Validator
- High Contrast
- Color Enhancer
- Color Contrast Analyzer

Should I Fix or Re-design My Website?

This is not as easy to answer as you may think, but it is definitely worth evaluating



From our experience, it could take a week or it could take multiple months to have a website conform to WCAG 2.0.

Things to consider

- When was the last time your website was refreshed?
- Are you meeting your awareness and demand generation goals?
- Is your website mobile responsive?
- Has your site been designed to be SEO friendly?
- Have you been optimizing SEO and SEM on a regular basis?
- Is your website easy to update?
- Has there been any previous work done to conform to ADA standards?
- Does your CMS support and have built in ADA functions

Conformance vs Compliance

Focusing on conformance instead of compliance



- Successful businesses will commit to designing with persons with disabilities in mind rather than designing against compliance regulations.
- Doing this will serve the greater good and will also undoubtedly support your brand positioning.
- The Department of Justice (DOJ) knows that it is impossible for a large site to be 100% compliant all the time.
 - DOJ documents speak of conforming to WCAG 2.0 AA not complying.
- Conform to accessibility and commit to the idea that going forward every successive version of your site should strive to improve the experience for all users.

Why ADA Should Be Part of Your Digital Strategy

Accessibility overlaps with other best practices such as:



- Mobile web design
- Device independence
- Multimodal interaction
- Usability
- Design for older users
- Search engine optimization (SEO)

SUMMARY

A strong web presence is not static.

- Accessibility is not a one time event, just like SEO and SEM.

Automated tools are a great starting point but tools do not have the level of intellect that humans do.

Conformance to WCAG 2.0 vs Compliance

- It is difficult to provide 100% compliance beyond a single point in time

Checking items off a list is not the reason why sites should be conformant.

- The point is not to get a clean scan to appease regulators, but rather to ensure accessibility

Don't wait for litigation, include accessibility in your digital strategy

Evaluate Fix or Refresh?

- Look at the Cost/Benefit of fixing an existing site and Cost/Benefit of building a new site.



Homework

①

Get a summary assessment of your current website

②

Evaluate the cost/benefit of fixing vs rebuilding

③

Regardless of your current situation, add accessibility to your digital strategy moving forward



ADA TESTING SERVICES



- Impiger specializes in checking websites for ADA compliance requirements using WCAG 2.0 accessibility audits
- Expert web accessibility solutions based on WCAG 2.0 A, AA standards to avoid website accessibility lawsuits
- For over a decade Impiger has delivered over 500 web and mobile applications, on time and on budget

- World-Class web accessibility testing using Agile engineering processes
- Un-paralleled commitment to our customer and their business
- Our expertise and strategic approach can assure your website, applications and documents are accessible to people with disabilities

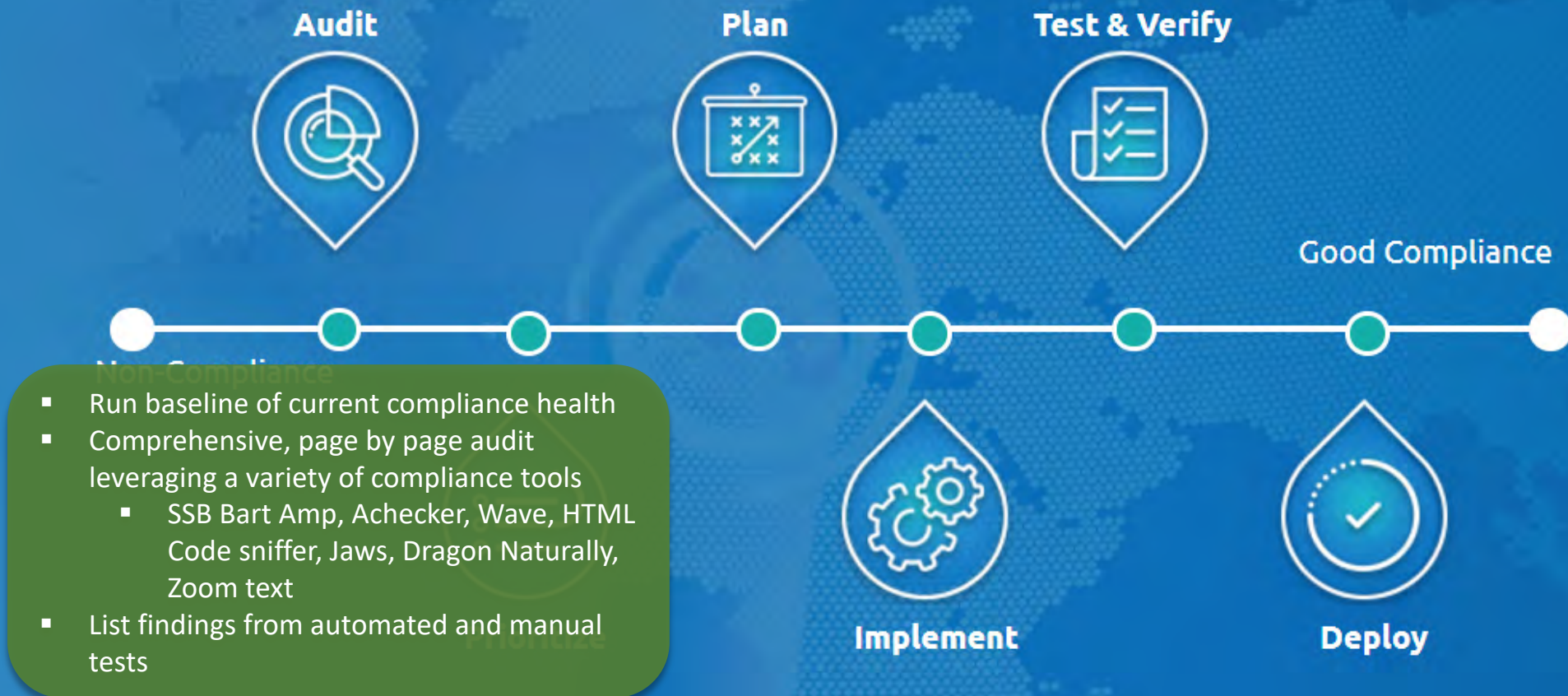
ADA SUPPORT AND TESTING SERVICES

Impiger's Approach



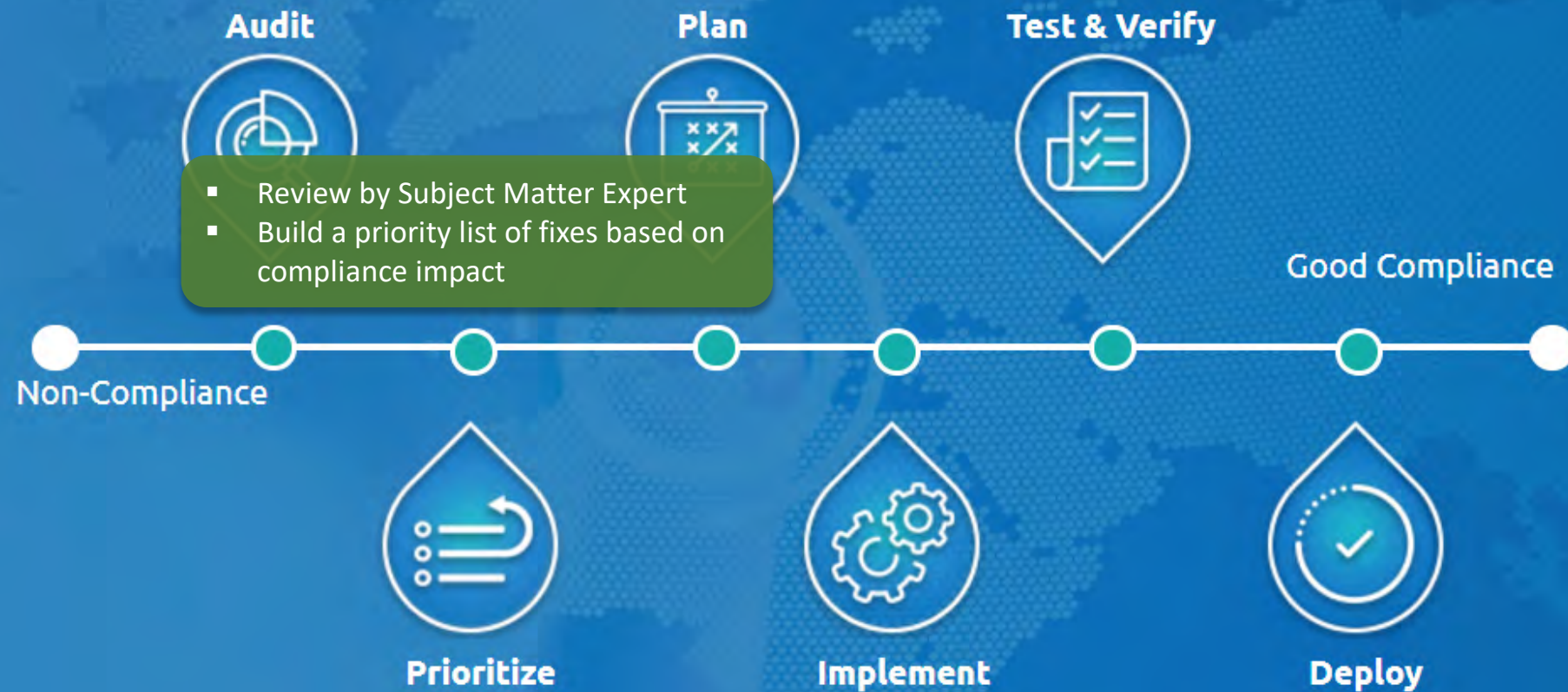
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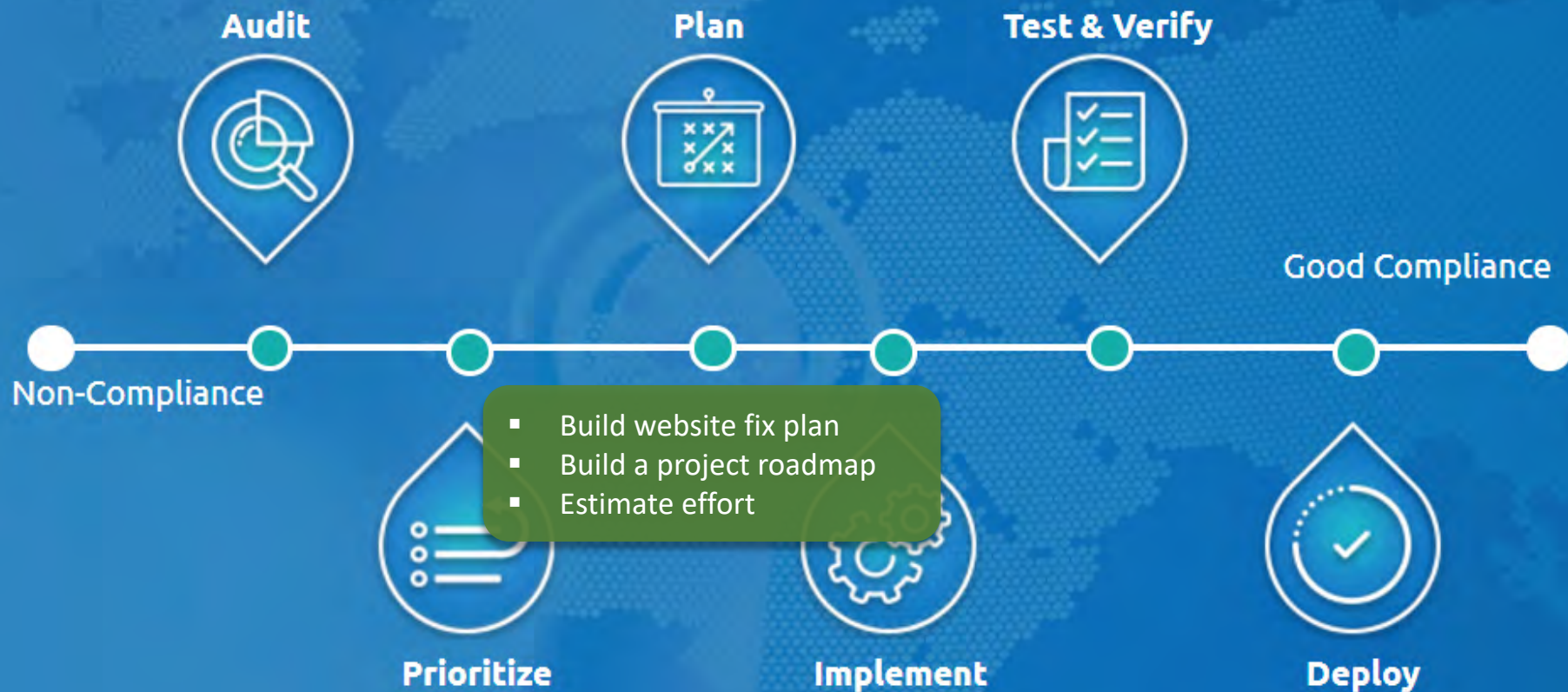
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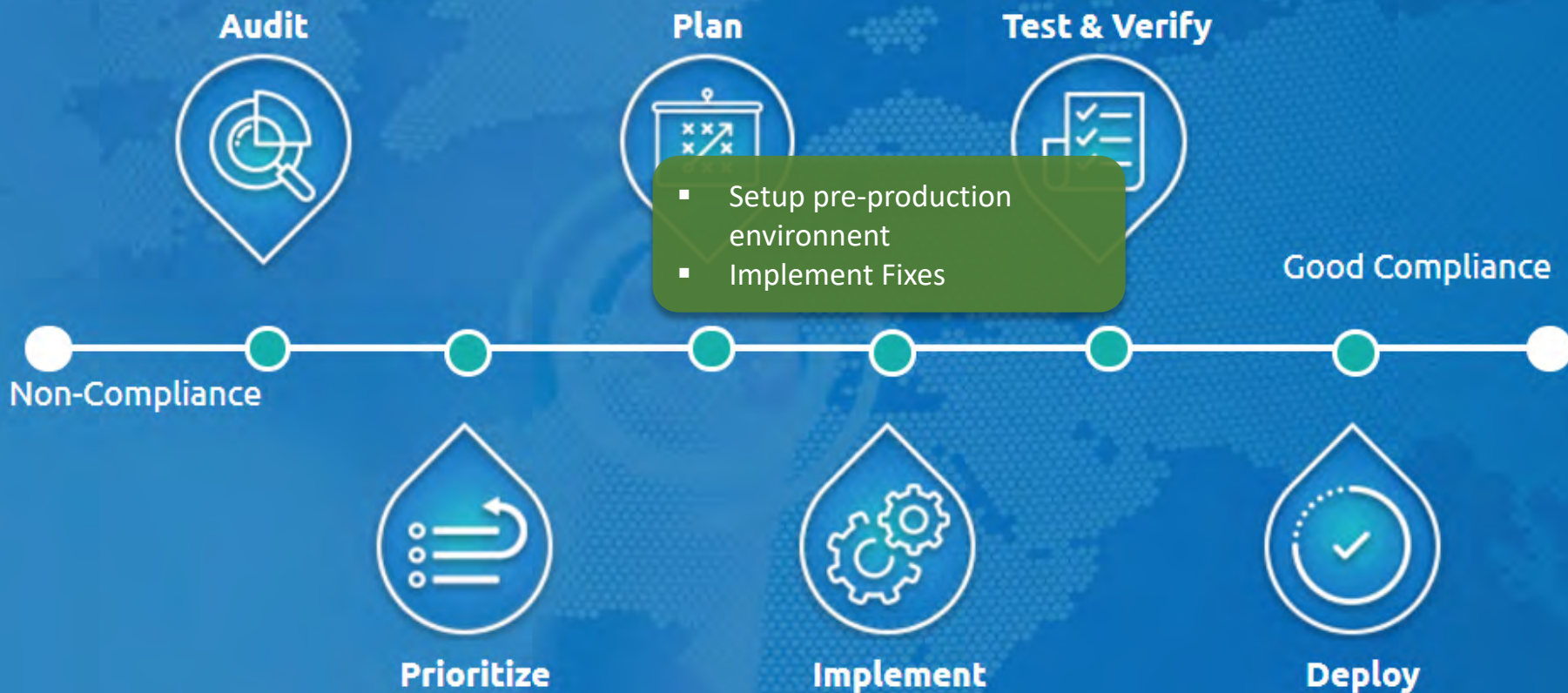
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THANK YOU

FOR QUESTIONS & COMMENTS



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