



ACCESSIBILITY OF WEB SITES



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- 1. INTRODUCTION**
- 2. ACCESSIBILITY**
- 3. CHECKING ACCESSIBILITY**
- 4. LIVE EXAMPLES**

TOTHOM

means

“for everyone”

Small company focused on

WEB ACCESSIBILITY

TOTHOMWEB



GIRONA



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1

LOCATION



**Ajuntament
de Barcelona**



**Universitat Oberta
de Catalunya**



Massimo Dutti



**Ajuntament
de Girona**



INDITEX



**PLEASE, STOP ME AND
ASK QUESTIONS**

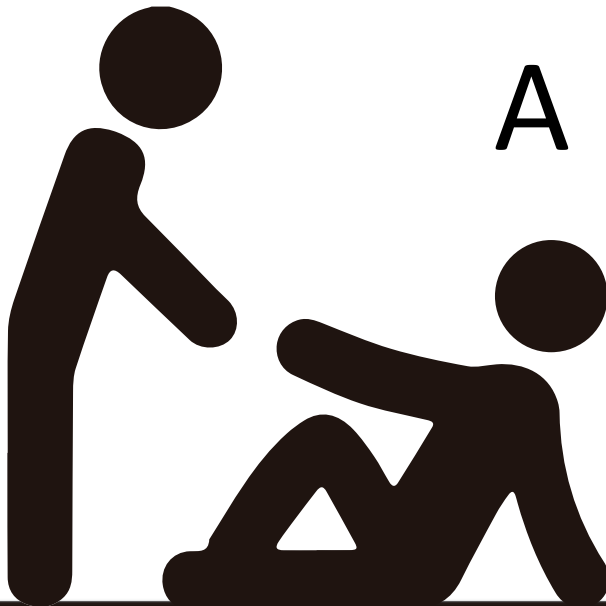


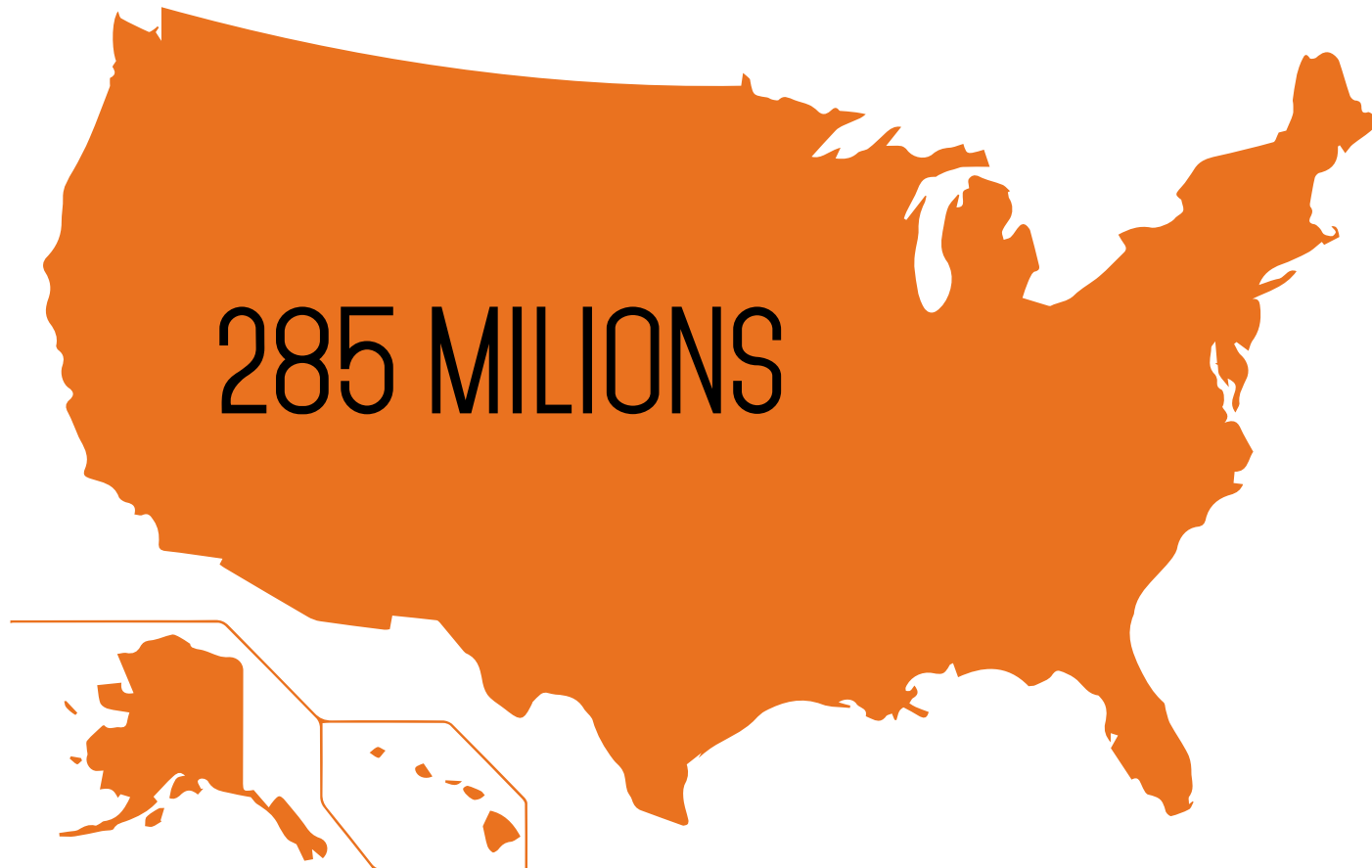
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WHY DO I BELIEVE
ACCESSIBILITY IS GREAT
AND I'M SURE THAT YOU WILL ALSO
LOVE IT BY THE END OF
TODAY?

Accessibility **HELPS**

A lot of people





EUROPE

14.5% of people aged between 16 and 64 have a disability: 4.5% being considered severe and 10% moderate.

Font: Eurostat data on European disability in 2001.

AGING

35% of the population is over 65. The most optimistic predictions estimate that, in 2050, more than 55% of the population will be over the age of 65.

INAPPROPRIATE ENVIRONMENT

IMPAIRED PEOPLE

NON NATIVE SPEAKERS



MOBILE, PDA'S

OLD DEVICES

ELDERLY PEOPLE

SLOW CONNECTIONS

INEXPERIENCED USERS

Accessibility IS ABOUT Good practices



- **FOLLOW** THE W3C RULES
- **BETTER CODE**
- **GOOD PROGRAMMING PRACTICES**



Accessibility **SAVES** money



- **MAINTENANCE** COST REDUCTION
- LAW FULFILLMENT
- DEVELOPMENT **TIME IMPROVEMENT**



Accessibility **BOOSTS**

A website



- **CLIENTS** INCREASING
- INCREASE OF THE TARGET AUDIENCE



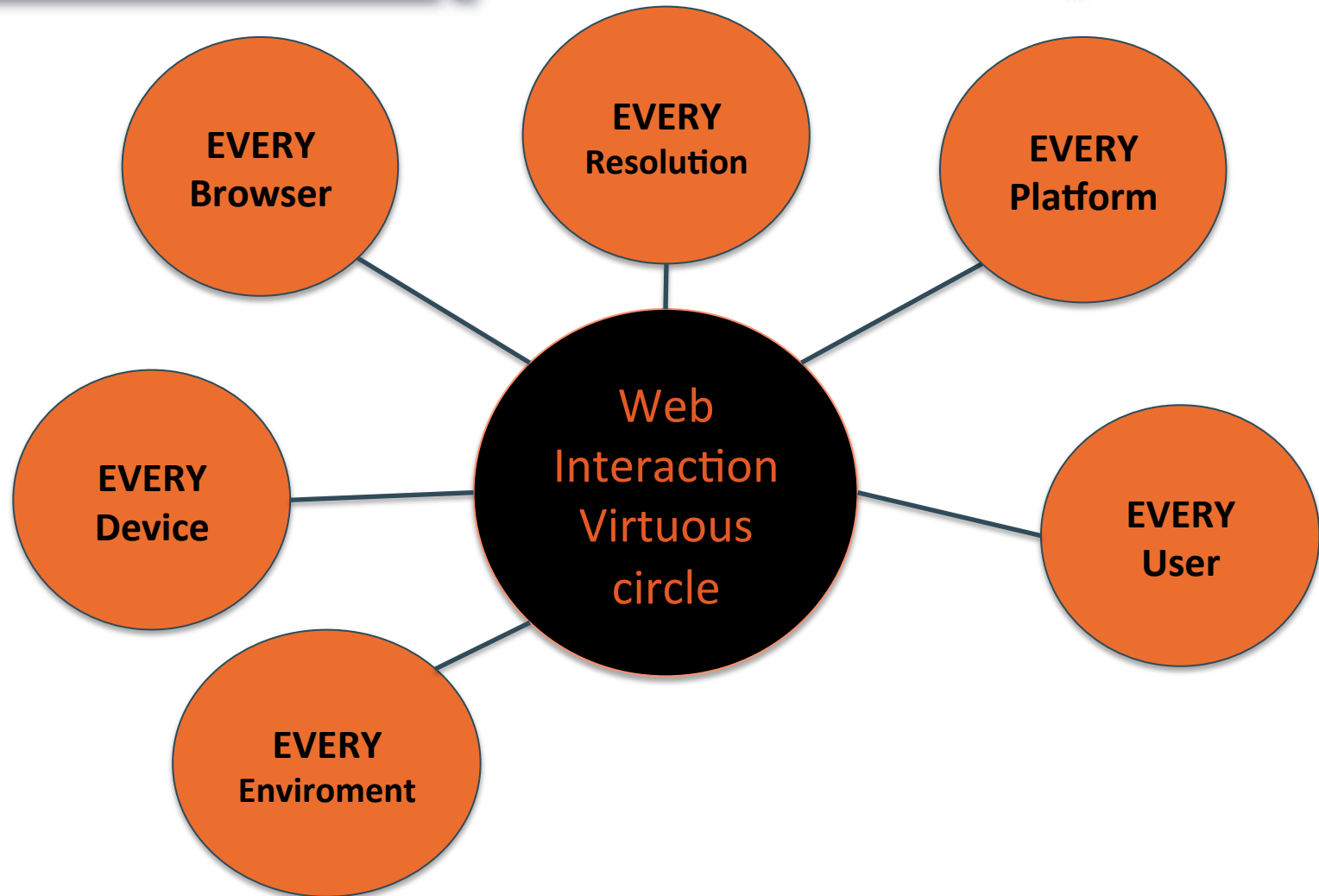
SEO POSITIONING



CORPORATE SOCIAL RESPONSIBILITY



WHAT IS AN ACCESSIBLE WEB SITE?



HOW DO WE GET AN ACCESSIBLE WEB SITE?

**THANKS TO SPECIALIZED AND EXPERIENCED TEAM
MEMBERS OR PARTNERS**

- FOLLOWING THE WCAG 2.0**
- USER TESTS WITH FOCUS GROUPS**

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THE EASY WAY: LET A MACHINE DO IT

USE AN AUTOMATIC TESTER:

- * **TAW**: <http://www.tawdis.net/>
- * **WAVE**: <http://wave.webaim.org/>
- * **Examinator**: <http://examinator.ws/>
- * **Achecker**: <http://achecker.ca>

List at: <http://www.w3.org/WAI/ER/tools/>

ADVANCED WAY: KNOWING A LITTLE BIT ABOUT ACCESSIBILITY

IMAGES / VIDEOS:

- * Provide an alt text
- * Do not use images for text
- * Provide an alt text
- * **Provide an alt text**

LINKS:

- * Use meaningful links
- * Do not abuse of "opened in new tab"

TIME CHANGING:

- * Stop carousel
- * Moving images or contents

NAVIGATION:

- * Consistent through pages
- * Different ways

KEYBOARD NAVIGATION:

- * No traps
- * Same functionality
- * Skip to content

EXPERT WAY: CHECK-IT-YOURSELF

HELPING TOOLS:

- * Accessibility evaluation toolbar

<https://addons.mozilla.org/En-US/firefox/addon/accessibility-evaluation-toolb/>

- * Web developer toolbar

<https://addons.mozilla.org/en-US/firefox/addon/web-developer/>

- * Juicy studio accessibility toolbar

<https://addons.mozilla.org/en-US/firefox/addon/juicy-studio-accessibility-too/>

HELPING TOOLS:

- * No squint

<https://addons.mozilla.org/en-US/firefox/addon/nosquint/>

- * Fangs

<https://addons.mozilla.org/en-US/firefox/addon/fangs-screen-reader-emulator/>

- * Firebug

<https://addons.mozilla.org/en-US/firefox/addon/firebug>

CHECK LIST:

- TEXT INCREASE
- COLOR CONTRAST
- HEADINGS
- IMAGES ALT
- CODE VALIDATION
- TABLES
- FORMS



MACGYVER WAY: TEST-IT-YOURSELF

FANGS AND CHROMEVOX

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THANK YOU VERY MUCH QUESTIONS?



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