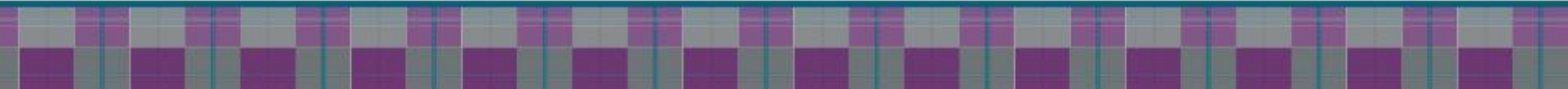


Accessible Websites Benefit Everyone

Christina Workman



A little bit about me

- Frontend Dev at [Americaneagle.com](https://www.americaneagle.com)
- 13 years in WordPress
- Community event organizer
- Aging neurodivergent
- Lover of tea, sloths, and all things purple

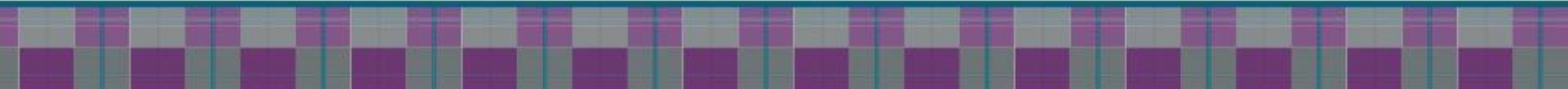


Overview

Web accessibility and disability

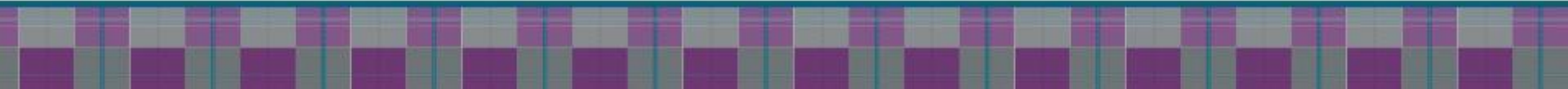
Real-life scenarios and barriers with inaccessible websites

Goal: a better understanding of why accessible websites are important for everyone

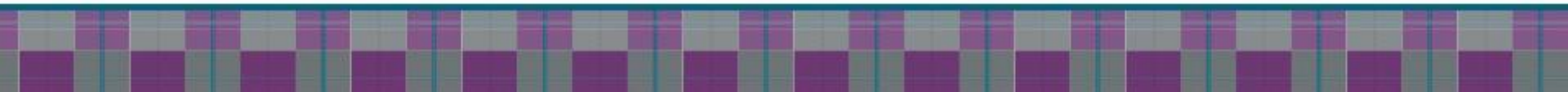


Reasons people don't have accessible websites

- It costs too much
- It will wreck my design
- My site visitors don't have disabilities



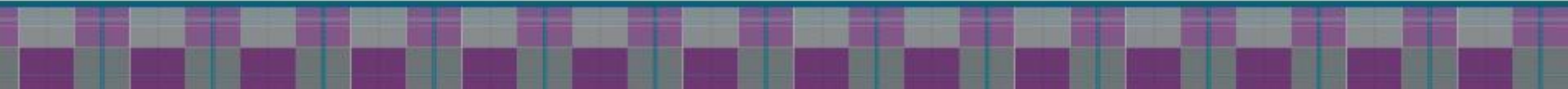
My site visitors don't have disabilities



We have all experienced disability

Disabilities can be:

- Permanent (amputated arm)
- Temporary (broken arm)
- Situational (armful of groceries)



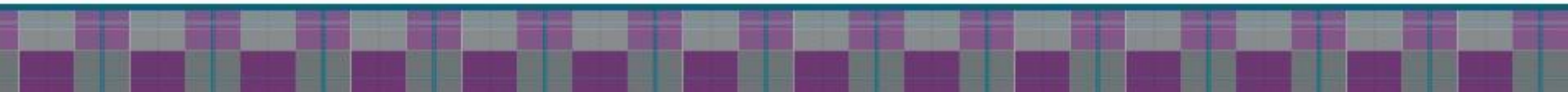
Scenario

You get home from work and have to feed your kids.

You have a migraine.

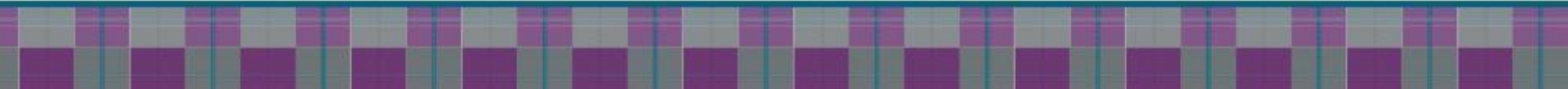
The kids are excited and loud, adding distraction to the brain fog from your migraine.

You decide to order delivery from a website.



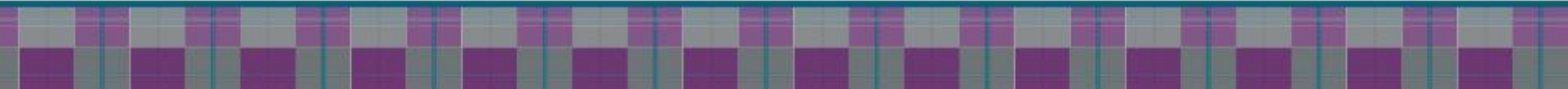
Potential Barriers

- Confusing navigation
- Hard to find buttons or links
- Too many CTAs fighting for attention
- Fast-moving animations
- Checkout form issues:
 - disappearing placeholder text instead of labels
 - unable to click into a field



Neurological Accessibility Benefits Everyone

- Brain fog
- Lack of sleep
- Flu/cold
- Anxiety
- Depression
- Stress
- Distracting environment

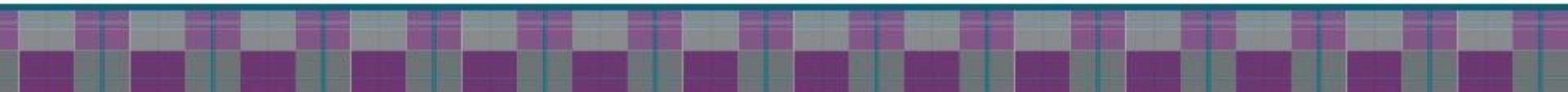


Scenario

You decide to remote work from the local coffee shop.

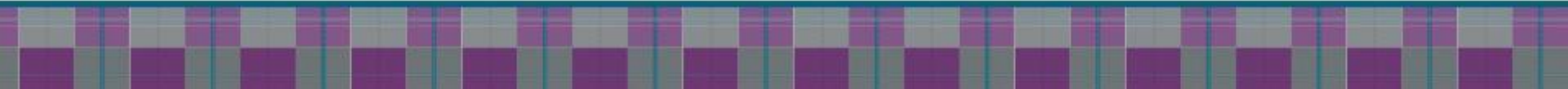
You get stuck on a problem and search for a tutorial.

You find the perfect video embedded on a webpage, but darn it you forgot your headphones at home!



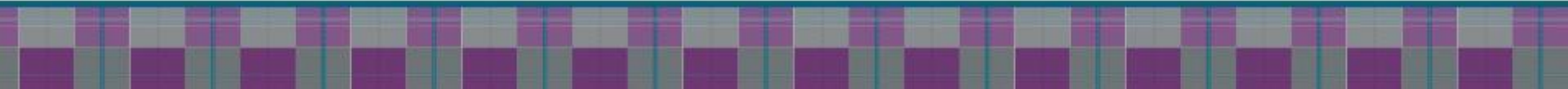
Potential Barriers

- No closed captions available
- Video is the only way the information is presented (no transcript or blog post)
- Video is set to autoplay



Audio Accessibility Benefits Everyone

- Tinnitus
- Plugged ear
- Skimming text to find a quick answer
- Learning a new language
- Using Digital Assistants
- Loud environments
- Increased focus

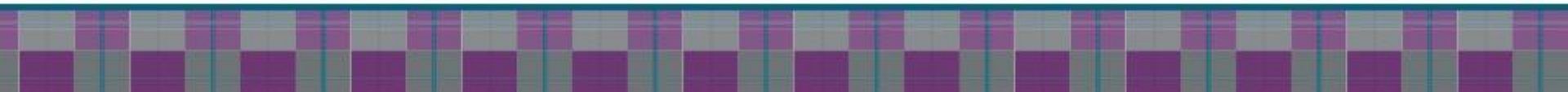


Scenario

You are a WordPress developer who never takes their hands off the keyboard.

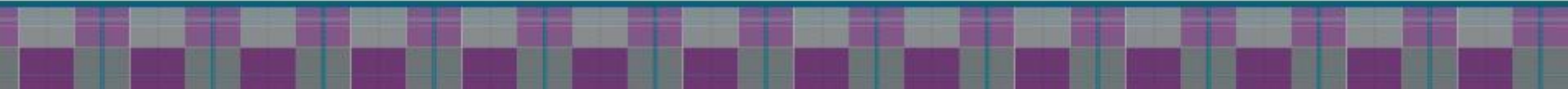
You know all the keyboard shortcuts and there is not a mouse to be found anywhere in your office.

You decide to register in an online course for the latest and greatest headless platform.



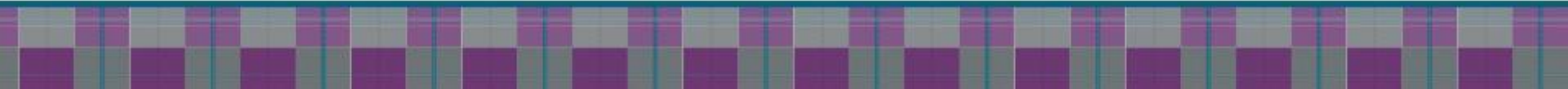
Potential Barriers

- No “Skip to Content” option
- Main navigation forces you to tab through every sub-item
- No focus indication
- Unexpected tab behaviour takes you to the chatbox at the bottom of the page before the main content
- Registration form is full of keyboard traps



Keyboard Accessibility Benefits Everyone

- Broken arm/wrist/finger
- Carpal Tunnel Syndrome
- Mouse battery died
- Sleeping baby or pet on your lap

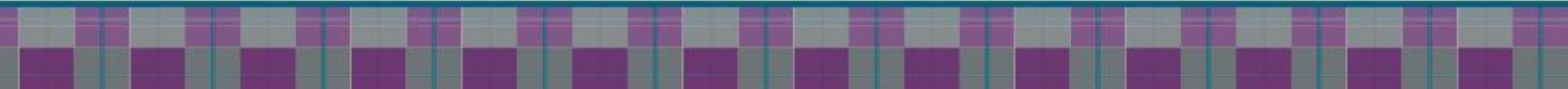


Scenario

Temperatures are high and you don't have an air conditioner so windows need to be open.

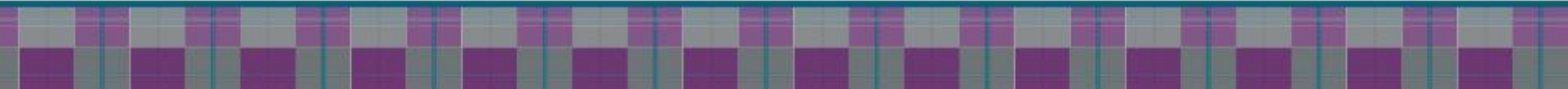
Wildfires nearby cause poor air quality that irritates your eyes and blurs your vision.

You have to evacuate to a more rural area with poor wifi and work remotely, visiting a variety of websites throughout the day.



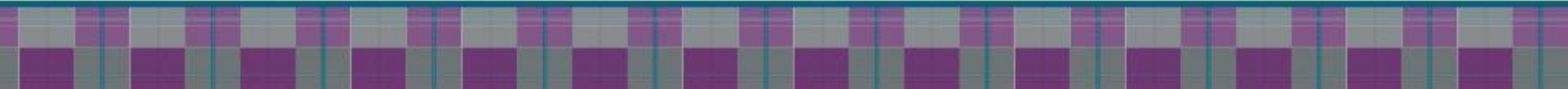
Potential Barriers

- Small or skinny text
- Low contrast between text and background for paragraphs or buttons
- Hard-to-find links
- Content can't be resized/zoomed into
- Key images don't always load and there is no alt text available



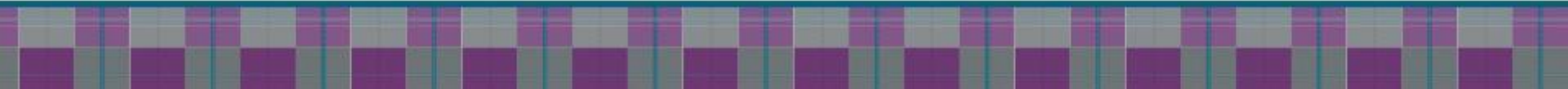
Visual Accessibility Benefits Everyone

- Eye injury
- Dilated eyes from eye exam
- Aural migraine
- Bright sun
- Allergies
- Forgot reading glasses

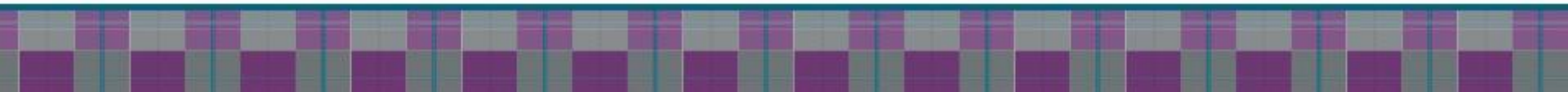


Other Scenarios

- Come up with your own examples
- Share with your community
- Help normalize accessibility



**Making your website accessible
makes it better for everyone!**



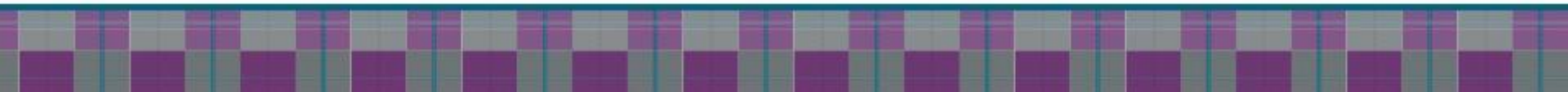
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Questions?

