Accessible First Design
What is accessibility?
Every citizen has an equal right to the access of information.
Disabled people are second-class citizens in news
55 million
THE GOOD NEWS
Problems you're **totally in a bind** if you don’t solve.

- Mobile & Usability Problems
- Accessibility Problems
LET'S FIX IT.
(repeat)
NEWSA11Y

Barriers

Dialogue

Solutions
Implementation
What I’ve learned about creating meaningful work

Working for yourself is scary stuff.

But when you run the show, it’s all on you.

Self-employment is the ultimate life experiment, complete with an uncountable number of variables that come with large amounts of fear and challenges. But for those of us who do it, we don’t know any other way. We aren’t content with the status quo and feel the need to hack it. To innovate. To make something new.

I’ve been on this path for over 16 years, mostly writing and making websites, but I’ve also started a handful of other ventures that have absolutely flopped. I’ve also started businesses that did well but I ended up closing them down—it’s surprising how easy it is to build a business you hate, and then it’s nobody’s fault but your own.
Tool type
Framework

Describe the solution
“I really believe that a great way to make a successful product is to **minimize the distance** between a **user's problem** and the person who can **solve** it. It’s a powerful thing, when it’s really working.”

—Jeff Veen, CEO and co-founder of Typekit
News Channel 5 (st louis)

Why do the local tv stations make such a big deal about the weather? It's WINTER! Hello. They just had to stay on an extra hour today instead of going to the Today Show at 7am. They sure must like hearing themselves talk. Go to their website and register a complaint! Better yet, call them and tell them how u feel.
Mad Libs / Fill-in-the-blank

Last week we went to the farm and saw ______________ pigs. The pigs were really ______________. We also saw a horse. The horse was ______ when we got there. Horses eat ______________ and ______________.

The other animals we saw were ______________, ______________ and ______________. The ______________ were totally ______________!
Unclear link content

Today, I encountered a barrier. I was using my phone, and wanted to read the related article.于是我 as an internal article. Instead, I encountered a barrier, which I usually ignore because it's expensive for me to stay online using my data plan instead of wifi.

Barrier outcome

In response to the barrier, I asked someone for help.

In the future, the site could improve this by trying to make the controls available via keyboard input.

Website details

Hi, there! Please sign in or create an account to view the URL.

“It made me feel embarrassed.”
—charlietreplett

Technology details

Device type
Assistive technology used
Status in Page Title

This solution is best described as a must-have for content creators who want to make sure their content is accessible to a wider audience. It was created by a team at Medium.

How it works

Medium does a lovely job of helping users see the status of a post submission. When I try to comment on something, I find myself with a billion+ comments on the same site.

"I think it could accommodate cognitive impairments best."

— emilyfstewart

It's especially awesome because it is that small touch of polish that makes the UX delightful.

This solution is stable. I haven't found anything negative, yet.

Demo

See it live

Screenshots
Barriers to embracing accessibility
BARRIER #1:
Accessibility is hard
Principle 3: Understandable - Information and the operation of user interface must be understandable.

Guideline 3.1 Readable: Make text content readable and understandable.

3.1.1 Language of Page: The default human language of each Web page can be programmatically determined. (Level A)

3.1.2 Language of Parts: The human language of each passage or phrase in the content can be programmatically determined except for proper names, technical terms, words of indeterminate language, and words or phrases that have become part of the vernacular of the immediately surrounding text. (Level AA)

3.1.3 Unusual Words: A mechanism is available for identifying specific definitions of words or phrases used in an unusual or restricted way, including idioms and jargon. (Level AAA)

3.1.4 Abbreviations: A mechanism for identifying the expanded form or meaning of abbreviations is available. (Level AAA)

3.1.5 Reading Level: When text requires reading ability more advanced than the lower secondary education level after removal of proper names and titles, supplemental content, or a version that does not require reading ability more advanced than the lower secondary education level, is available. (Level AAA)

3.1.6 Pronunciation: A mechanism is available for identifying specific pronunciation of words where meaning of the words, in context, is ambiguous without knowing the pronunciation. (Level AAA)

Guideline 3.2 Predictable: Make Web pages appear and operate in predictable ways.

3.2.1 On Focus: When any component receives focus, it does not initiate a change of context. (Level A)

3.2.2 On Input: Changing the setting of any user interface component does not automatically cause a change of context unless the user has been advised of the behavior before using the component. (Level A)
Abbreviations
5 Related Posts
Meaning of an abbreviation is available.
WCAG LEVEL AAA

Language of Page
1 Related Posts
Every page programmatically sets the default human language attribute.
WCAG LEVEL A

Reading Level
1 Related Posts
Content is readable by the average high school freshman.
WCAG LEVEL AAA

Section Headings
1 Related Posts
Section headings are used to organize and break up the content.
### Bypass Blocks

**Understanding SC 2.4.1**

**Intent of this Success Criterion**

The intent of the Success Criterion is to allow people who navigate sequentially through content more direct access to the primary content of the Web page or site. People who use only keyboard input or who use a mouse only, do not need to navigate equivalent content on other pages or screens. However, the repeated blocks of content are not limited to navigation links, heading graphics, and advertising frames. Small repeated sections such as individual words, phrases or single links are not considered blocks for the purposes of this provision.

This is in contrast to a sighted user's ability to ignore the repeated material either by focusing on the content of the page (where main content usually appears) or by a mouse user's ability to select a link with a single mouse click rather than encountering every link or form control that comes before the item they want.

It is important for authors to provide methods that are redundant but functionally provided by the user agent. Most web browsers provide keyboard shortcuts to move the user focus to the top of the page, so if a set of navigation links is provided at the bottom of a web page providing a “skip” link may be unnecessary.

Note: Although the success criterion deals with blocks of content that are repeated on multiple pages, it also strongly promotes structural markup on individual pages as per Success Criteria 1.3.1.

Although the success criterion does not specifically use the term “within a set of web pages”, the concept of the pages belonging to a set is implied. An author would not be expected to avoid any possible duplication of content in any two pages that are not in some way related to each other that are not “Web pages that share a common purpose and that are created by the same author, group or organization” (the definition of set of web pages).

**Specific Benefits of Success Criterion 2.4.1:**

- When the Success Criterion is met, it can be difficult for people with some disabilities to reach the main content of a Web page quickly and easily.
- Screen reader users who use screen readers on the same site can avoid having to hear all heading graphics and dozens of navigation links on every page before the main content is spoken.
- People who use only the keyboard or a keyboard interface can reach content with fewer keystrokes. Otherwise, they might have to make dozens of keystrokes to reach the main content area. This can take a long time and may cause severe physical pain for some users.
- People who use screen magnifiers do not have to search through the same headings or blocks of information to find where the content begins each time they enter a new page.
- People with cognitive limitations as well as people who use screen readers may benefit when links are grouped into lists.

**Examples of Success Criterion 2.4.1:**

- A news organization's home page contains a main story in the middle of the page, surrounded by many blocks and banners for advertising, searching, and other services. There is a link at the top of the page that jumps to the main story. Without using this link, a keyboard user needs to tab through approximately 40 links to reach the main story. The screen reader user has to listen to 200 words, and the screen reader user must search around for the location of the main body.

**Related Resources**

- Resources are for information purposes only, no endorsement implied.
- Quick list for accessibility headings

**Techniques and Failures for Success Criterion 2.4.1 - Bypass Blocks**

Each numbered item in this section represents a technique or combination of techniques that the W3C Working Group deems sufficient for meeting the Success Criterion. (Other changes are not.) It is not necessary to use all of these techniques. For information on using other techniques, see
BARRIER #2:
Disability means blind
Cognitive Port

When we create harmonic patterns, it leads to greater understanding by all.

Audio Alternatives

4 Related Posts

Non-text content is provided in an alternative text format so that it can be modified to users' needs (e.g., large print, braille, speech).
BARRIER #3:
Accessibility and creativity
BARRIER #4: Amateur versus expert
ACCESSIBLE FIRST DESIGN
Better experience for all
Redesigned in the past year.
55 MILLION SOLUTIONS

NewsA11y
DEMO