


# Accessibility Testing and why you should be doing it



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# Scenario 1

Click the red button to cancel your checkout



Problem : Your client is colour blind and cannot distinguish colours.

## Scenario 2

Click the go button once you hear the tone



Problem : Your client is deaf and cannot hear the tone

## Scenario 3

Selecting a product during online shopping

Problem : Your client uses screen reader and the product doesn't have alt text.

# Why ? – Facts and Laws

## Key Statistics :

- Over 4 million Australians have a disability (equates to 1 in 5 people). Source : Australian Network of Disability
- 54% of people with disability participate in labour force. Source : Australian Network of Disability
- 357,000 people are visually impaired or have low vision. Source : Vision Australia



## Other facts

- The provision of information and online services through the web is a service covered by the DDA. Equal access for people with a disability in this area is required by the DDA where it can reasonably be provided. This requirement applies to any ... organisation developing a website or other web resource in Australia... This includes web pages and other resources ... related to ... provision of services including **professional services, banking, insurance or financial services...**

**Source : The Disability Discrimination Act (Cth, 1992) (DDA)**

- UN Convention on the Rights of Persons with Disabilities recognizes access to information and communications technologies, including the Web, as a **basic human right**

**Source : W3C**

- Case studies show that accessible websites have better search results, reduced maintenance costs, and increased audience reach, among other benefits.

**Source : W3C**

***Above all, it is our responsibility to be inclusive in the society and provide equal opportunities to people with disabilities***

# Why ? – Real stories



**Major retailer settled its class action lawsuit with the National Federation of the Blind (a suit that was originally launched back in early 2006). In the settlement, the retailer agreed to pay damages of up to \$6 million to the NFB, which would then be distributed to individuals affected by the fact that the web site was inaccessible. The fact is that this settlement puts accessibility on the agenda for corporations who might otherwise think that ignoring disabled visitors to their web site is acceptable.**

**Australian Supermarket is facing a landmark claim following an allegation their website does not provide adequately for visually impaired shoppers.]**

# How ? – The approach

- Test WCAG2.0 guidelines using POUR [Perceivable, Operable, Understandable, Robust] principles
  - **Perceivable :**
    - Provide Text alternatives for non text content, provide captions or alternative texts to multimedia contents, make it easier to see and hear content...
  - **Operable :**
    - Make all functions available through keyboard, do not use content that cause seizures, give enough time to read and use content
  - **Understandable :**
    - Help user avoid and correct mistakes, make text readable and understandable,
  - **Robust :**
    - Maximize compatibility with current and future tools (e.g. browsers)
- Deploy tools to speed up test findings (WAVE, NVDA, JAWS, Colour Contrast analyser etc.)
- Test Early, Test Often
- If possible, use real users for a UAT

# Benefits of accessible websites

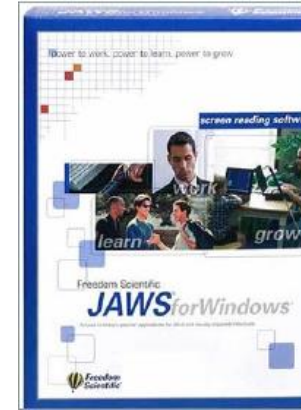
- **Reach** - Extend digital presence to larger user base
- **User Experience** - Proactively manage user experience
- **Legal** - Protect against potential litigation
- **Scalable** - WCAG 2 AA requirements mandated in other countries
- **Traffic** - Improve Search Engine Optimisation results
- **Public Relations** - Good business practice





# Trends

- Enhancing Accessible user experience
- Embedded Assistive Technology
- Multi – Device access solution
- Voice controls/AI
- Crowdsourced testing



THANKS