

# Innovate And Improve Brand By Embracing Web Accessibility



# Andrea Bocelli



“I am firmly convinced that in order to sing well, you must love your neighbor and be passionate about life.”



**Chris O'Brien**

UX Team Lead & Senior Designer

**Jenzabar**

With higher education software company Jenzabar since 2001, serving as an application architect, product manager, UX/UI designer, and now as the UX team founder and lead.

User-centered approach drives my work with web accessibility and design systems.

# Why Should We Care About Web Accessibility?

# Let Me Tell You Through Persona & User Story



- Meet Winona
- 72 years old
- Computer at home, no mobile phone
- Enjoys keeping up with friends and her grandchildren on Facebook
- Early signs of macular degeneration so has trouble reading websites with small font and low contrast

# Web Accessibility Foundation

# What is Web Accessibility (A11y)?



Source: <https://www.outsystems.com/blog/posts/building-web-accessibility-barriers-guidelines-standards/>

The idea that everyone with or without disabilities can access content on the web and that we remove any barriers people might have.

# What Standards Exist?

## Web Content Accessibility Guidelines (WCAG)

- Defined by the **World Wide Web Consortium** (W3C)
- Sets the **how**
- Has conformance levels **A, AA, AAA**
- Current standard **WCAG 2.1** (released June 2018)
- **WCAG 2.0** more commonly adopted (released December 2008)



# What Laws Relate To Web Accessibility in US?

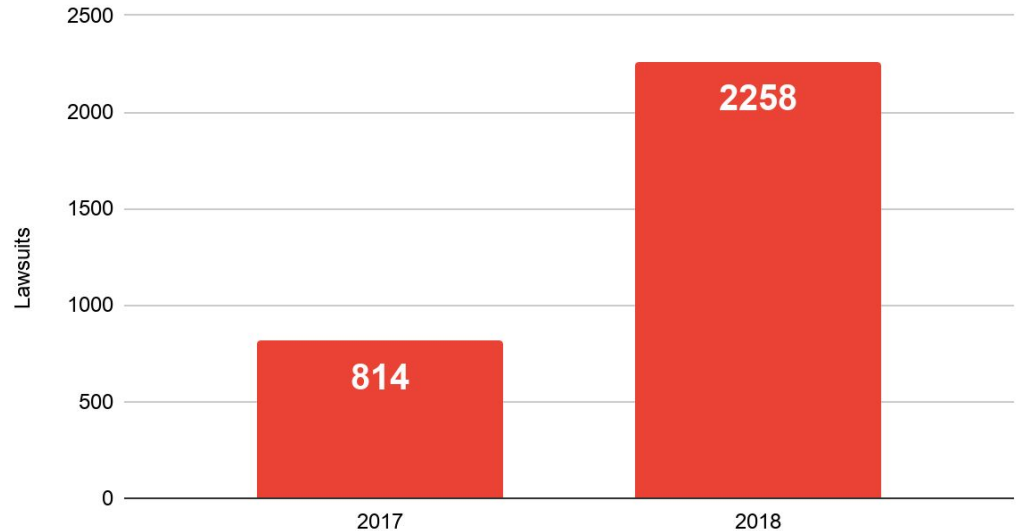
- The Rehabilitation Act
- The Americans with Disabilities Act (ADA)



# Web Accessibility Lawsuits On the Rise

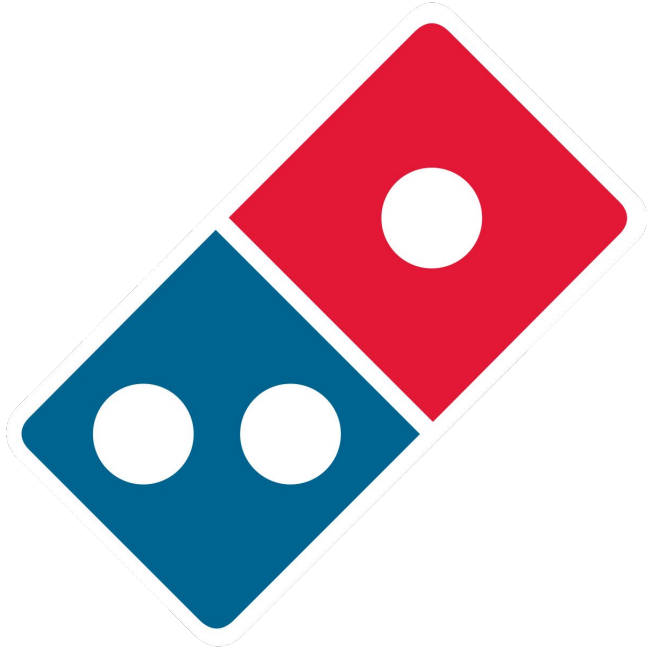
- 177% increase of ADA Title III Lawsuits
- Lawsuits are expensive

Accessibility ADA Title III Lawsuits in Federal Court



Source: <https://www.adatitleiii.com/2019/01/number-of-federal-website-accessibility-lawsuits-nearly-triple-exceeding-2250-in-2018/>

# Domino's Pizza Lawsuit Status



- Guillermo Robles, who is blind, claimed that the pizza maker violated the federal disability requirements because the website didn't work with his screen-reader software
- In January, the 9th U.S. Circuit Court of Appeals ruled that Domino's and other retailers must make its online services accessible
- **October 2019 Supreme Court announced it won't take case**

# Embracing Accessibility Helps Everyone

# Who Are We Helping?



- People with injuries like military veterans, athletes, working parents, students
- Children born premature
- Our increasingly large aging population
- Really everyone!

# How Are We Helping Everyone?



Source: <https://knowledgeone.ca/universal-design-for-learning/>

- Person reading phone in bright light
- Person using keyboard to finish work more quickly
- Person with broken arm using the keyboard instead of the mouse

Embracing Accessibility Is Great Brand Experience

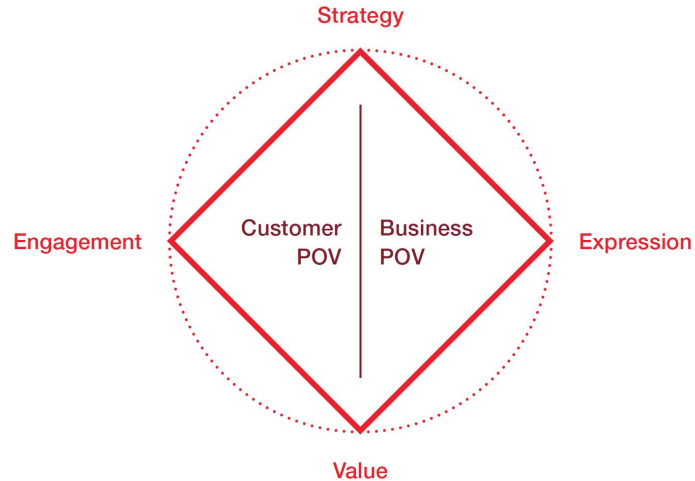
# What Brand Experience **Is Not**

- Not a tv commercial or an advertisement in a magazine.
- More than a style guide and a logo.





# Brand Experience - An Integrated Marketing Approach



(Newberry, Farnham, 2013)

## Includes

- Strategy
- Value
- Expression
- Engagement

# Brand History (BC - early 1900's)

## Brand as Product & Maker

- Aesthetic and cultural choices of the maker are the brand
- The maker's mark is on the product and it is impossible to separate the maker or designer from the brand



Petrus Christus, *The Goldsmith*, 1449, New York, The Metropolitan Museum of Art.

# Brand History (early 1900's-2000's)



AMC's Mad Men.

## Brand as Advertising

- Brand shifts from being about the products pragmatic practical value and the maker
- Brand becomes increasingly about the aspirational value it provides customers

# Brand History (2000's-present)

## Brand as Experience

- Brand is no longer defined by one way communication from the business
- The web and mobile create two way engaging experiences between customers and brand
- Brand is defined as much by the customer and context as it is by the business



source:<https://keap.com/business-success-blog/customer-service/customer-experience/improving-customer-experience>

# Improve User Experience & Improve Brand



When we improve our web sites and web products we improve user experience and improve brand experience as a result

# Embracing Accessibility Leads to Innovation

# Stevie Wonder



“We need to make every single thing accessible to every single person...”

# Eye Tracking

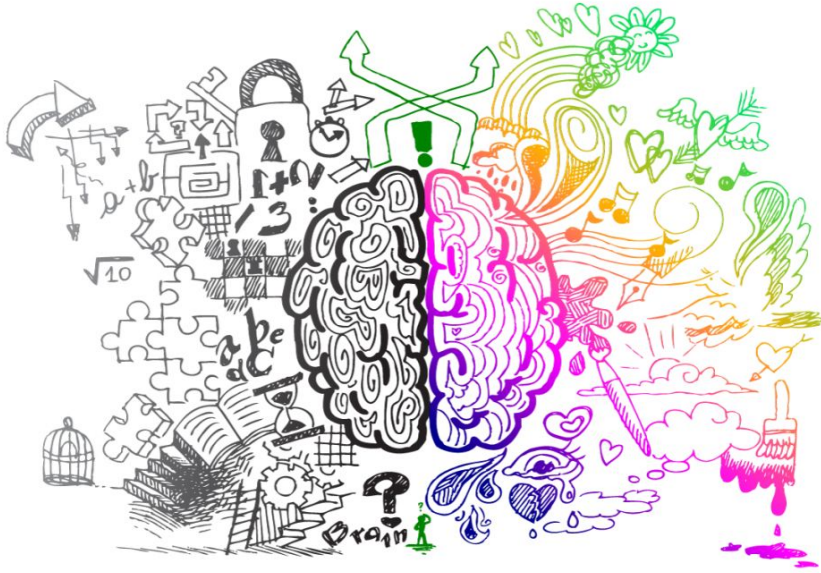
- Companies like Tobii Dynavox are innovating by allowing users to control a computer with their eyes instead of with a mouse or keyboard
- This innovation is helping others
  - UX people do better research on how all users interact with a website
  - Has applications in gaming & marketing
  - Is a foundation for immersive augmented reality

[Learn more](#)





# Neurotech



Companies like Emotiv are creating wireless EEG headsets that have helped people play games, conduct music and even drive a race car without the use of their arms or legs but instead only with their minds.

Source: <https://www.emotiv.com/blog/emotiv-and-varkey-foundation-team-up-to-provide-worlds-first-neurotech-ed-stem-solution/>

[Learn more](#)

# Responsive Design Could Have Come Sooner



If we had been designing for people with low vision we could have discovered responsive design much sooner.

# Wrapping Up

# Embracing Web Accessibility Is Good For...



- Brand
- Innovation
- And well, everyone

# Resources

## Accessibility Law

[History of accessibility law in United States](#)

[Rehabilitation Act of 1973](#)

[Southeastern College Versus Davis](#)

[Americans With Disabilities Act \(ADA\)](#)

## Compliance Standards

[WCAG 2.0](#)

[WCAG 2.1](#)

## Brand Experience

[Experience Design: A Framework for  
Integrating Brand, Experience, and Value](#)

## Tools & Other Resources

[Accessibility based personas](#)

[WAVE testing tool](#)

[Axe testing tool](#)

[JAWS screen reader](#)

[HTML validator](#)

[General Information](#)