Planning for accessibility
ICANN - Feb 11th 2016
On-site session
Proposed agenda

1. Introductions
2. Web accessibility best practices
3. Review of accessibility assessment findings
4. Risk prioritization matrix exercise
5. Procurement process recommendations
6. First steps to an ICANN accessibility roadmap
7. Next steps with SA support
1. Introductions
2. Web accessibility best practices

Further educate IT on web accessibility best practices – development and testing of web services provided by ICANN
Testing process

• Ground Zero: Source level validation
• Step 1: Foundational accessibility testing
• Step 2: Intermediate accessibility testing
• Step 3: Comprehensive accessibility testing
KIF testing protocol

- Keyboard access
- Images
- Forms

As a foundation for EVERYTHING ELSE
3. Review of assessment findings

Review of automated and manual accessibility assessment findings
Automated findings

- 2 rounds of testing using the Tenon API
- 504 representative URLs, selected by ICANN
- 34 types of issues

DEC 11, 2015 - 2,774 issues reported
https://basecamp.com/2879731/projects/11310612/messages/52483430

JAN 27, 2016 - 2,832 issues reported
https://basecamp.com/2879731/projects/11310612/messages/53852698
Manual findings

- 25 units tested
- 23 desktop units, 2 mobile units

ICANN website
18 units, 213 issues logged

At-Large website
7 units, 90 issues logged
Overview

- 303 accessibility-related issues were found.
- 78% of the issues relate to Level A guidelines.
- 154 of the issues have a severity score of "high" for users.

Findings by WCAG Principle
Manual report findings

URL: http://reports.simplyaccessible.com/report/ican/
Username: icann
Password: nrWK62BTdznoQrlh
WCAG Principle
Total Issues: 302

- Perceivable: 194
- Operable: 77
- Understandable: 20
- Robust: 11
Findings by WCAG Level

- Level AA: 65 issues
- Level AAA: 0 issues
- Level A: 236 issues
### WCAG SC

**Total Issues: 302**

<table>
<thead>
<tr>
<th>SC Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3.1 Info and Relationships Level A</td>
<td>93</td>
</tr>
<tr>
<td>1.4.3 Contrast (Minimum) Level AA</td>
<td>36</td>
</tr>
<tr>
<td>1.1.1 Non-text Content Level A</td>
<td>35</td>
</tr>
<tr>
<td>2.1.1 Keyboard Level A</td>
<td>30</td>
</tr>
<tr>
<td>2.4.4 Link Purpose (In Context) Level A</td>
<td>16</td>
</tr>
<tr>
<td>4.1.2 Name, Role, Value Level A</td>
<td>11</td>
</tr>
<tr>
<td>2.4.3 Focus Order Level A</td>
<td>10</td>
</tr>
<tr>
<td>2.4.7 Focus Visible Level AA</td>
<td>10</td>
</tr>
<tr>
<td>1.4.1 Use of Color Level A</td>
<td>7</td>
</tr>
<tr>
<td>1.4.3 Contrast (Minimum) Level AA</td>
<td>7</td>
</tr>
<tr>
<td>Other...</td>
<td>47</td>
</tr>
</tbody>
</table>
Findings by Severity Level
Findings by Affected Population Group
Accessibility content types

- Keyboard access
- Images
- Forms
- Document structure
- Navigation

- CSS
- Tables
- Text content
- Dynamic content
- Media
Findings by Content Type

- CSS
- Document Structure
- Navigation
- Forms
- Keyboard Accessibility
- Images
- Tables
- Text Content
- Dynamic Content
- Media
<table>
<thead>
<tr>
<th>Issue</th>
<th>Summary</th>
<th>WCAG Level</th>
<th>Severity</th>
<th>Content Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICAN-100</td>
<td>File upload progress screen disappears automatically</td>
<td>Level A</td>
<td>High</td>
<td>Dynamic Content</td>
</tr>
<tr>
<td>ICAN-101</td>
<td>File upload close button is not labelled in text</td>
<td>Level A</td>
<td>High</td>
<td>Navigation</td>
</tr>
<tr>
<td>ICAN-102</td>
<td>File upload confirmation screen is not programmatically conveyed</td>
<td>Level A</td>
<td>Medium</td>
<td>Dynamic Content</td>
</tr>
<tr>
<td>ICAN-103</td>
<td>Insufficient contrast on Back link</td>
<td>Level AA</td>
<td>Low</td>
<td>CSS</td>
</tr>
<tr>
<td>ICAN-104</td>
<td>Insufficient contrast on footer links</td>
<td>Level AA</td>
<td>Medium</td>
<td>CSS</td>
</tr>
<tr>
<td>ICAN-105</td>
<td>Insufficient contrast on copyright text</td>
<td>Level AA</td>
<td>High</td>
<td>CSS</td>
</tr>
<tr>
<td>ICAN-106</td>
<td>Insufficient contrast on copyright links</td>
<td>Level AA</td>
<td>High</td>
<td>CSS</td>
</tr>
<tr>
<td>ICAN-107</td>
<td>Insufficient contrast on Powered by text</td>
<td>Level AA</td>
<td>High</td>
<td>CSS</td>
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<tr>
<td>ICAN-108</td>
<td>Insufficient contrast on attachment icon</td>
<td>Level AA</td>
<td>High</td>
<td>CSS</td>
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</tbody>
</table>
# File upload progress screen disappears automatically

**Issue ICAN-100**

<table>
<thead>
<tr>
<th>Issue number</th>
<th>ICAN-100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity</td>
<td>High</td>
</tr>
<tr>
<td><strong>Web Content Accessibility Guideline (WCAG)</strong></td>
<td>2.2.1 Timing Adjustable Level A</td>
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<tr>
<td><strong>WCAG Principle</strong></td>
<td>Operable</td>
</tr>
<tr>
<td><strong>Affected population(s)</strong></td>
<td>All</td>
</tr>
<tr>
<td><strong>Affected component(s)</strong></td>
<td>ICANN: Manual assessment &amp; peer review (23 desktop units, 2 mobile units), ICANN-0006 Footer and footer menu</td>
</tr>
<tr>
<td><strong>Content Type</strong></td>
<td>Dynamic Content</td>
</tr>
<tr>
<td><strong>Level of Issue Complexity</strong></td>
<td>High</td>
</tr>
<tr>
<td><strong>Individual Level of Effort</strong></td>
<td>High</td>
</tr>
</tbody>
</table>
Approach to manual testing

- Break down a page by components (or units)
- Assess component for issues related to WCAG principles
- Use a combination of tools and tests to find issues
- Begin with thorough testing with the keyboard
- Special focus on images and forms, then everything else
Recommended testing tools

- Your keyboard!
- Web developer toolbar
- FAE accessibility checker
- Snook’s color contrast checker
- Screen reader (eventually!)
- Tenon API (automated scans)
keyboard access

Relates to any situation where users will struggle with using the keyboard to perform certain tasks.
images

Relates to any situation where users will struggle with images used on a site and how well images are being conveyed to assistive technologies.
Relates to any situation where users will struggle with using forms on a site, as well as how form controls are interpreted by assistive technologies.
document structure

Relates to any situation where users will struggle with understanding the semantics conveyed through the HTML code, and how related elements are programmatically associated with one another.
navigation

Relates to any situation where users will struggle with the general navigation throughout the interface, including issues pertaining to consistency and predictability of interactions.
CSS

Relates to any situation where users will struggle with the use of CSS to convey information, such as using stylesheets to integrate content, use of colors or informational images being implemented through background images.
tables

Relates to any situation where users will struggle with the use of data tables, and how each data cell is related to other data cells in a tabular representation of the information.
text content

Relates to any situation where users will struggle with static text content, such as default language indicators, and use of styles to convey emphasis.
dynamic content
Relates to any situation where users will struggle with the use of widgets, as well as dynamic interactions in content, and things like custom form controls, auto-updating content, etc.
media

Relates to any situation where users will struggle with audio and video content, captions, text transcripts, sound and other animations.
Questions left pending?

- **Overview** - testing for blind people’s needs
- **Overview** - performing mobile device testing
- **Demo** - how blind people use mobile devices
- **Overview** - accommodating for screen reader testing
- **Info** - involving real end users in testing
4. Risk prioritization exercise

Prioritizing remediation for the work ahead: risk prioritization matrix exercise
5. Procurement

Procurement process recommendations
Any special content needs?
What support/customer service needs will this bring?
Has this been done before?
What new technology & challenges are there?

Include people with disabilities in more than interviews and focus groups; use observation and walk-throughs.
Include functional needs in personas, user stories and other artifacts.
Find people both in and outside your org to get subject matter expertise and perspective.

Test colours
Test concepts
Test iconography and visual language assets (particularly for low vision user)
Tend to focus on visual design, but we must examine process design.

Test templates
Test functional prototypes and demos
Don’t test with people with disabilities too early (it can be very frustrating and not productive)
Fix technical accessibility issues THEN test with people with disabilities for ease of use

Engage and respond to user feedback
Ensure that as part of roll-out appropriate training is given to CSRs so they can act.
On-going plans for organized learning from project, and documentation/resolution of issues that are raised.
The big, bigger picture
Procurement vs. compliance
The procurement toolkit

- Defining the standards
- Your public policy
- Inventory of vendors
- Request for Proposal language
- Vendor self-assessment
- Vendor interviews
- Establishing compliance time lines
- Contract language
The procurement toolkit

Define your standards
Web accessibility public policy

Web Accessibility

Starbucks is committed to diversity, inclusion and accessibility in everything we do. These core values are fundamental to the way we do business and come through in the experiences we design for people – both in our coffeehouses and on the web.

With this in mind, we are continuously taking steps to improve Starbucks.com and ensure it complies with the best practices and standards defined by Section 508 of the U.S. Rehabilitation Act and the Web Content Accessibility Guidelines of the World Wide Web Consortium.

Our website is monitored and tested regularly by internal and third-party accessibility consultants. These people help us identify usability issues and discover new solutions to further improve the accessibility of our site.

Our Current Accessibility Features

- Alternative text detail for appropriate images and other non-text elements.
- Title attributes for additional information about links and indication of new browser windows.
- Structural markup to indicate headings and lists to aid in page comprehension.
- Association of forms with labels.
Trouble using our websites?

Let us know
We are working to discover new solutions to improve Humana’s online user experience and further improve the accessibility of our websites.

To help Humana diagnose and fix the accessibility barrier you encounter, please describe:

- What the problem was
- What you were trying to do
- What computer and software you are using
- Where the problem occurred

If you have trouble accessing information or services on these pages, please contact us by email.

accessibility@humana.com
QUESTION

PLATFORMS vs. SERVICES vs. AGENCIES

How many third-party do you use?
Procurement process

1. Full list of standards with reference links
2. Completed self assessment
3. Live interviews for selected finalists
4. Testing by accessibility team
5. Compliance milestones
6. Consequences
Vendor self assessment and interviews
Live interviews

Sample questions

Please describe your understanding of web standards and progressive enhancement.

What does POUR mean to you?

Please describe your testing process, including any testing with users with disabilities, third-party accessibility consultants, and any automated tools used.

How customizable is your solution/platform and how separated is presentation from behavior?

If accessibility deficiencies are found in your product after engagement with us, who will pay for those issues to be resolved?
Compliance timelines and consequences
Discussion &
Q&A
6. Roadmap

First steps to creating an ICANN accessibility roadmap
7. Next steps
Questions?
Thank you! :)