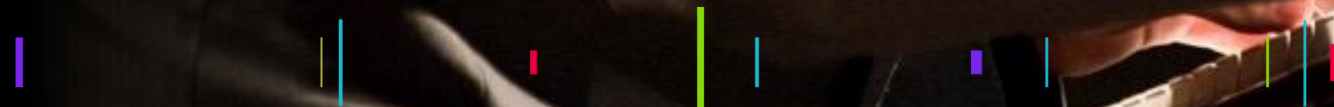




ACCESSIBILITY DISCUSSION

Ed Gray



ED GRAY

Director, Partnering Programs & Accessibility, Avid



BUSINESS CASE FOR EXCELLENCE IN ACCESSIBILITY

- Reach 2-4% more students & customers directly
- Insulate us from legal risk/harassment
- Fortify “brand” with accessibility sub-narrative
- Builds reputation for inclusiveness and social responsibility
- Happy disabled users are among our most vocal apostles
- Accessible design thinking helps all users
- Subset of usability



ACCESSIBILITY DEVELOPMENT DIRECTIONS

- Universal Design
- Disabled Beta Tester Driven
- Agile Process
- Robust VoiceOver
- Legal, Regulatory and Procurement Driven
- Mood Detection

“Everything needs to be accessible to everyone.”

Stevie Wonder,
2017 GRAMMY® Awards



WEB ACCESSIBILITY UX AUDIT

- Website experience for disabled users does not rise to [WCAG 2.1 Level AA standards](#) for perceivability, operability, understandability and robustness. The implication is that visitors with vision and hearing impairments will not be able to independently consume certain and sometimes significant features of the website without sighted or hearing-enabled assistance.
- For most pages tested, practically all elements are accessible using a keyboard. This is essential because visually impaired users can't rely on the mouse or trackpads and because most adaptive tools for motor disabilities are based on key board interfaces. The copy is almost always delivered in digital text that can be read aloud by screen readers on macOS, Windows and iOS
- Other evaluation areas yielded mixed results, with these being the key observations:
 - Tab ordering is not always intuitive, for example, the user needs to tab through most items on the sidebar before arriving at the main content on many pages.
 - Links are misrepresented in utilities designed to guide the user on page hierarchy and links
 - There are many links spoken by screen readers that lack explicit descriptions, e.g., “buy” instead of “buy Product X,” or “link” or “learn more.” Blind users who navigate to these links may not know where the links direct them.
 - Color contrast (key for low vision and color blind users) is generally very good. We use an orange button with white text that should be modified.
 - Videos are subject to “keyboard traps” (in which blind users can navigate in but not out).
 - Non-US websites are not encoded for their native languages, so they sound like heavily accented English,
 - There is a modal floating “contact” dialog that does not work well with voiceover.
 - Videos generally lack audio descriptions.
 - There are neither on-screen captions nor transcripts for the hearing impaired.
 - Tables need to have both columns and rows spoken to prevent disorientation
 - Some reading passages score low in readability



SOME COOL RESOURCES

- [International Association of Accessibility Professionals](#)
- [Apple Accessibility](#)
- [Microsoft Accessibility](#)
- [Web Accessibility Guidance](#)
- [Dartmouth Student Accessibility Services](#)
- [WebAIM \(Accessibility in Mind\)](#)
- [Level Access](#)
- [San Francisco Lighthouse for the Blind](#)
- [Audio Developer Conference accessibility Panel](#)
- [Universal Design at U. Illinois Urbana-Champaign](#)
- [Coursera Course on Accessibility & Inclusive Design](#)



FREE ACCESSIBILITY TAKEAWAYS

- **Not just a blind thing**
- Not all people with disabilities can readily get help
- Accommodations bring mental relief
- Drive accessible design early into delivery process
- Involve the clients (e.g., blind beta testers)
- Pursue Universal Design
- Avoid ‘inspiration porn’ ([TED Talk on Inspiration Porn](#))
- Assistive Tech is **beautiful and moving fast!**

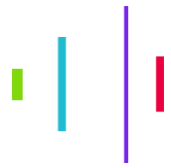


JASON DASENT

AAX Plugin Spotlight:

Native Instruments - Vintage Organs

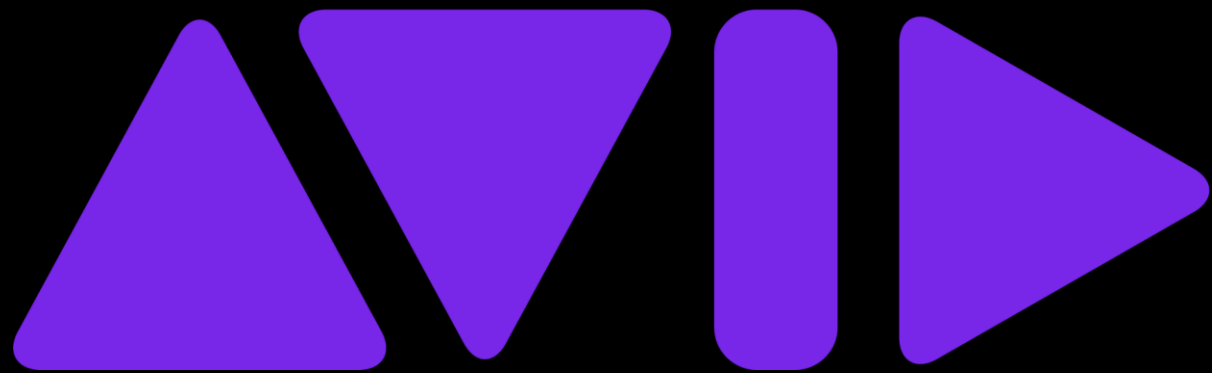




THANK
YOU!

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GREATER
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