

# Intro to accessibility and content

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# Topics

- How content strategy intersects with digital accessibility
- Common disabilities impacted by content
- How popular assistive technologies interact with content on the web

# Digital accessibility

is about creating digital  
experiences that **everyone**  
can access.



# Digital accessibility

helps everyone, but is a  
**dealbreaker** for people with  
disabilities.



Accessibility is  
not a **technical**  
problem.

Accessibility is a  
**communication**  
and **interaction**  
problem.



# Impacted by content

- Cognitive issues and neurodiversity
- Vision
- Dexterity and mobility
- Speech and hearing

# Cognitive issues and neurodiversity

- Affects memory, attention, learning, communication, sensory processing
- **1 in 5 adults** has a mental illness
- **19% of adults** have an anxiety disorder
- **8% of adults** have ADHD

# Vision

- Blindness
- Low vision
- Photosensitivity
- Color blindness
- **Nearly 5%** of adults have serious vision issues



# Dexterity and mobility

- Muscular issues
- Pain
- Numbness
- Paralysis
- **14%** of adults have mobility issues

# Speech and hearing

- Speech and language disorders
- Deafness and hard of hearing
- Non-verbal
- **6% of adults** have hearing issues
- More than **42% of children with a disability** have issues with speech

# Digital content impacts

- Reading level
- Content hierarchy
- Control and link text
- Form labels
- Alternative text for images
- Captions and transcripts

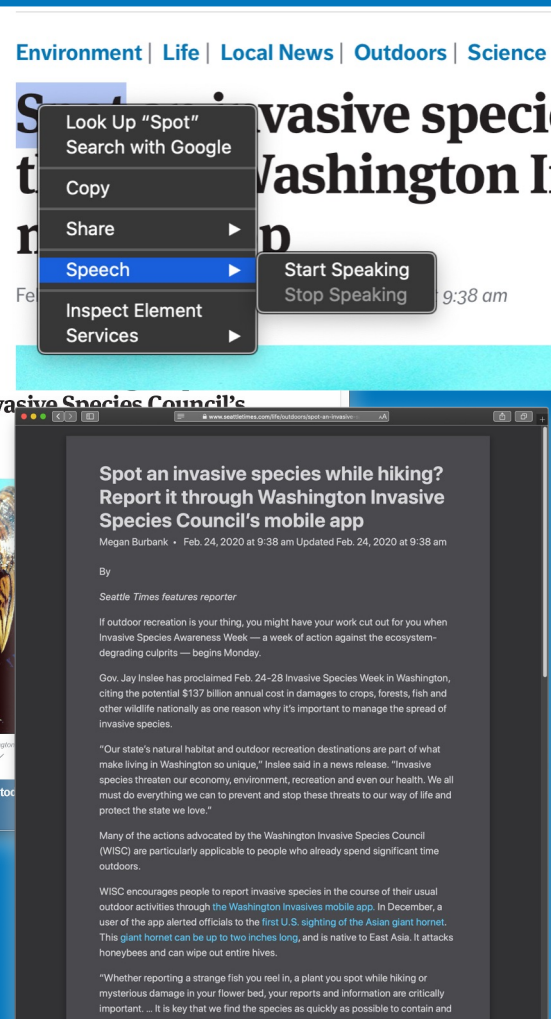
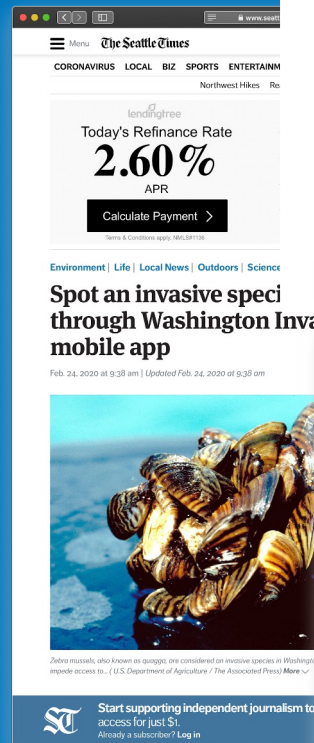
# Assistive technology

is any **hardware or software** that helps people with disabilities access digital experiences.



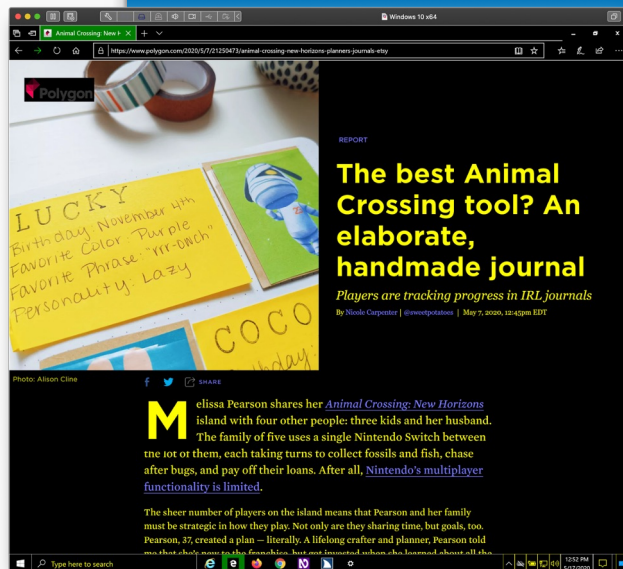
# AT for cognitive issues

- Read content aloud
- Adjust layout and style to support users with dyslexia, attention issues, and others



# AT for vision issues

- Magnifiers
- High contrast
- Screen readers



ns Matter. Here's Why.

measurements, and instructions, but it's not just a formula. Often, it's a memory—of that week you were in Florence, or of your mom baking cookies, or of your homeland across the world. Which is to say: Often, it's personal.

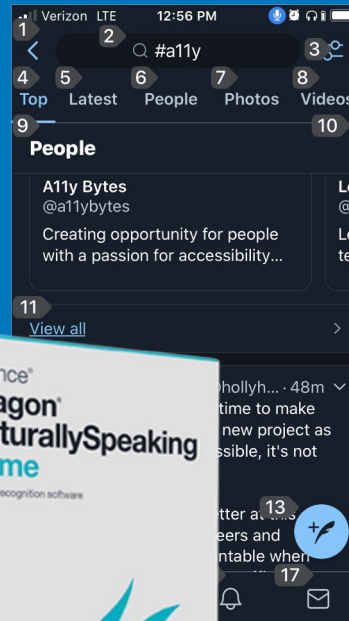
A headnote—that blurb at the top before the ingredients—best headnotes not only give you a sense of the recipe's history or challenging or different from all the rest," Food52's headnotes also give you a sense of the author and the time in my kitchen with a voiceless formula telling you how to make six paragraphs, this introduction is where you can find the reason behind the recipe.

But it hasn't always been this way. If you scan through old recipes, a lot of them have microsc

"Before World War II, the most-read American cookbooks, like *Fannie Farmer* and *The Joy of Cooking*, were full of recipes that

# AT for dexterity

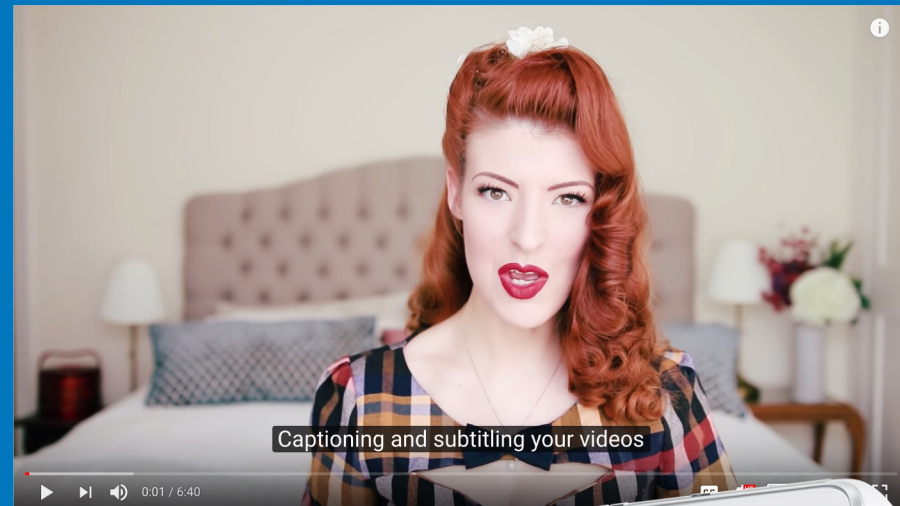
- Voice control
- Eye tracking
- Switch
- Keyboard alone





# AT for speech and hearing

- Synthesized text and speech
- Captions
- Transcripts



## Transcript

**Nic:** You're listening to the Accessibility Rules podcast. I'm Steenhout and I talk with people involved in one way or another with web accessibility. This is a special episode. Today is the Global Awareness Accessibility day. The transcript for the episode is available on the podcast website at <https://a11yrules.com> to Twilio for sponsoring the transcript for this episode. To connect the world with the leading platform for voice, video, Twilio.com.

Last year GAAD's special episode was very well received using the same format. I have 4 guests with me and we had a panel discussion about ... well, accessibility of course. They briefly introduce themselves before we dive into the discussion.

Hi everyone.





The Web Content Accessibility Guidelines (WCAG) are very dev and design focused (unfortunately).

But: there are many best practices to help you provide an accessible experience through content.

Thanks!