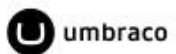


UMBRACOSPARK #SPARKQA

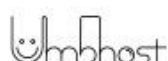
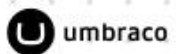
Building better editor experiences: Empowering our authors to make accessible content

BY DANNY LANCASTER





Accessibility will impact us all at
some stage of our lives.



#SPARKQA



Barriers are created by society.

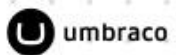
<https://www.sense.org.uk/about-us/the-social-model-of-disability/>



#SPARKQA



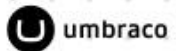
My experience of barriers.



#SPARKQA



Society is excluding users.

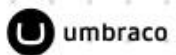


#SPARKQA



15% of the population is
registered to have a disability or
impairment.

<https://www.who.int/>

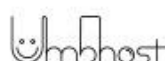
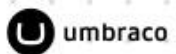


#SPARKQA



The Purple pound is estimated at £249 billion.

<https://wearepurple.org.uk/the-purple-pound-infographic/>

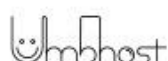
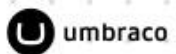


#SPARKQA



Businesses lose £2 billion a month by ignoring accessibility.

<https://wearepurple.org.uk/the-purple-pound-infographic/>

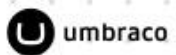


#SPARKQA



2/3 transactions are abandoned
by people who are blind, when
attempting to buy online.

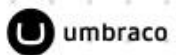
<https://www.deque.com/blog/research-shows-internet-is-unavailable-to-blind-users/>



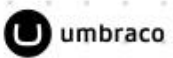
#SPARKQA



It is the **right** thing to do.



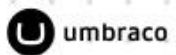
#SPARKQA



#SPARKQA



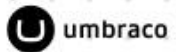
The current digital landscape for accessibility.



#SPARKQA



Spoiler...



#SPARKQA

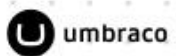


WebAIM

web accessibility in mind



<https://webaim.org/>



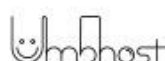
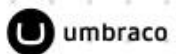
#SPARKQA



Top one million home pages...

50,829,406 distinct accessibility errors were detected.

<https://webaim.org/projects/million/>

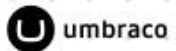


#SPARKQA



50 errors
per homepage on average.

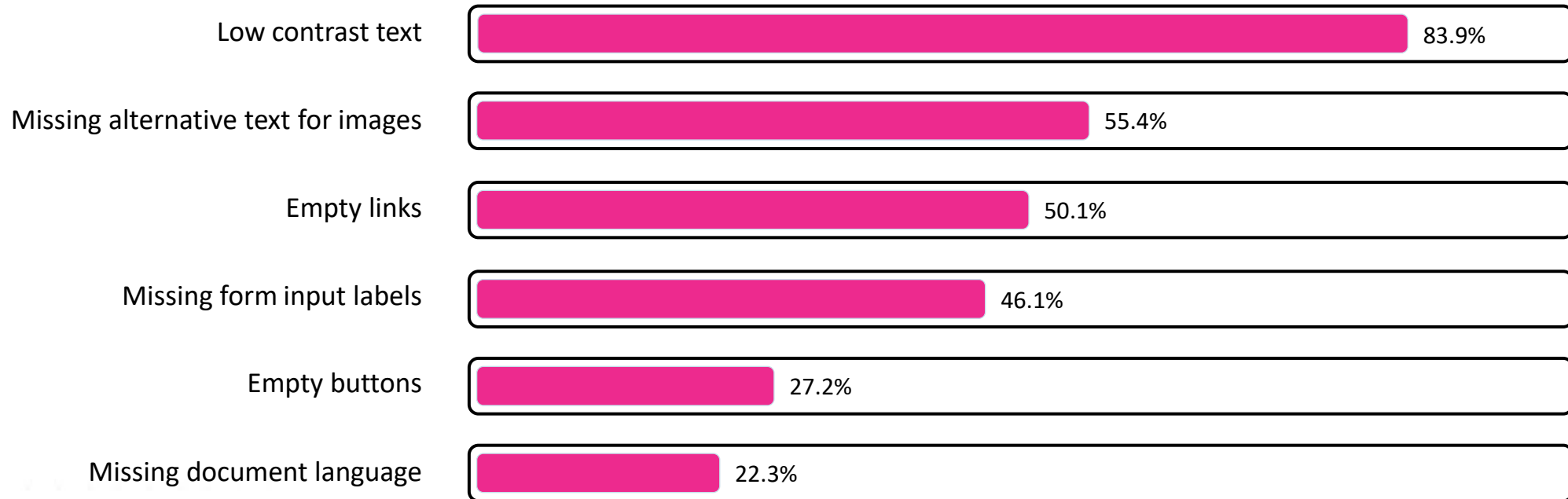
<https://webaim.org/projects/million/>



#SPARKQA



Most common WCAG failures across the top million websites 2022.



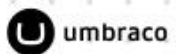
<https://webaim.org/projects/million/>



96.5%

of all errors detected fall into
those six categories.

<https://webaim.org/projects/million/>

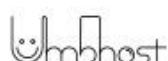
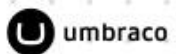


#SPARKQA



These have been the same
issues for the last
4 years.

<https://webaim.org/projects/million/>

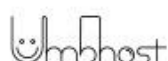
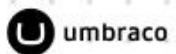


#SPARKQA



WAVE[®] is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities.

<https://wave.webaim.org/>
Also available as a Chrome extension.

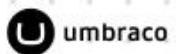


#SPARKQA



However, you will also find...

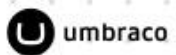
1. Different errors, alerts and features to review.
2. Processes and requirements are missing.
3. It would take a lot of time and effort to run on our live sites.



#SPARKQA



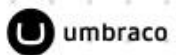
Fixing accessibility barriers
once live, is not going to be
efficient.



#SPARKQA



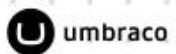
We need to be **educating,**
embedding and having
processes in place for
accessibility.



#SPARKQA



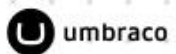
Umbraco can play a key role.



#SPARKQA



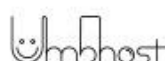
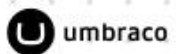
We need **responsible** software
that helps share **responsibility**.



#SPARKQA



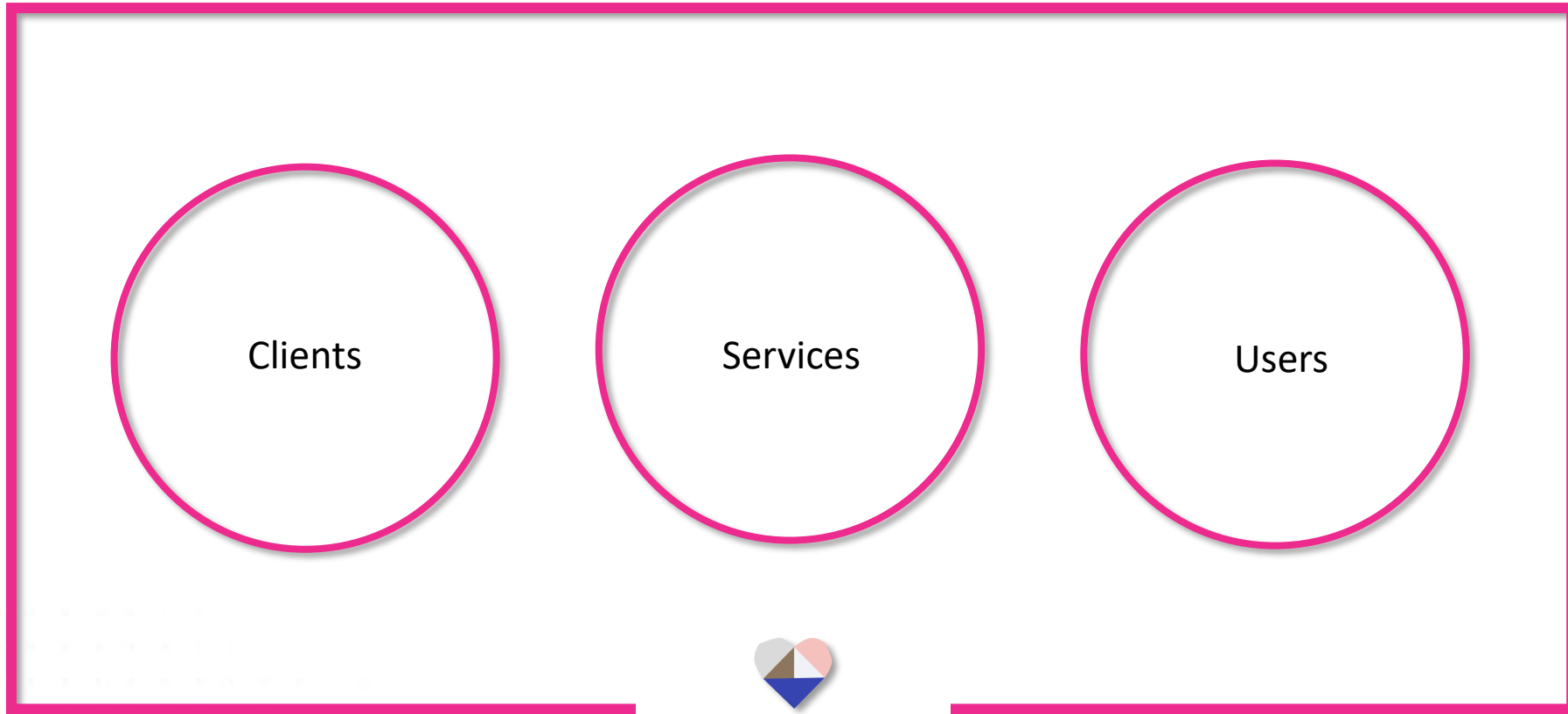
Because accessibility is
everyone's responsibility.



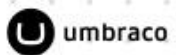
#SPARKQA



Umbraco can help embed accessibility, and benefit our:



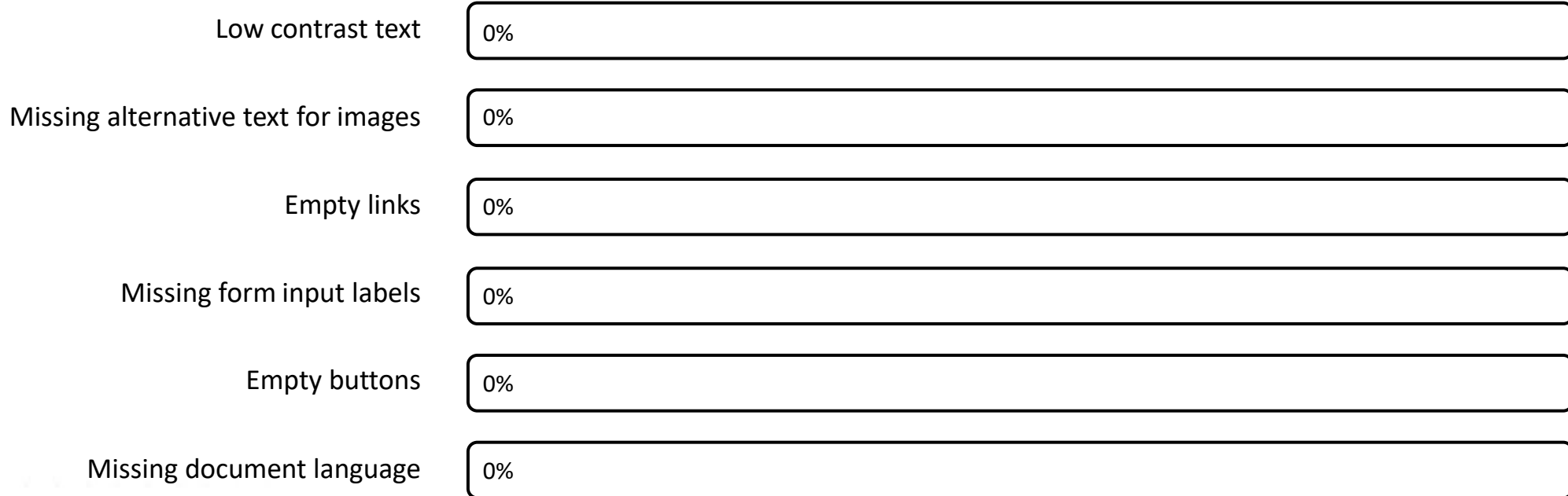
Umbraco



#SPARKQA

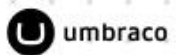


Which of the most common WCAG failures across the One Million Analysis could be addressed using Umbraco?





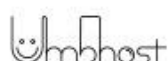
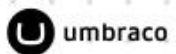
We can **empower** our
clients and authors through
Umbraco.



#SPARKQA



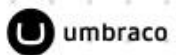
The Accessible and Friendly CMS



#SPARKQA



How do we get there?



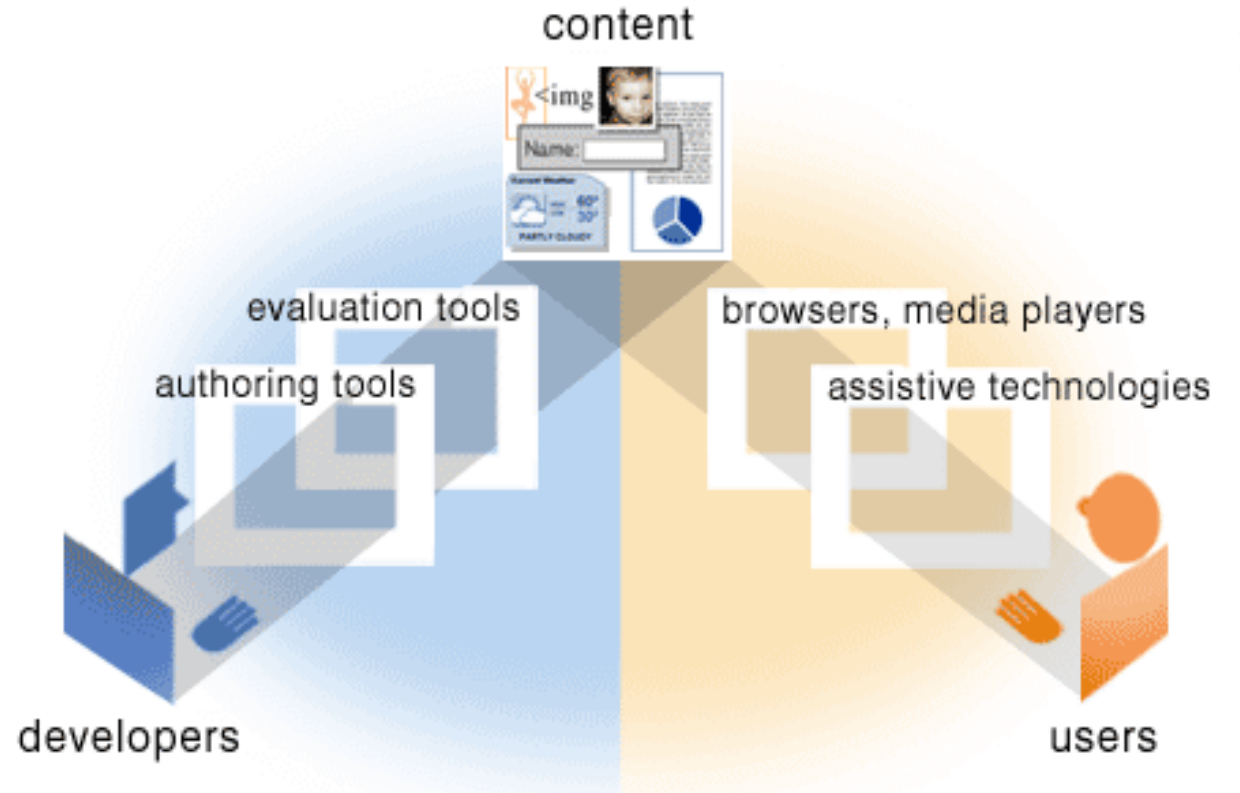
#SPARKQA



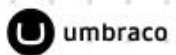
How the Components Relate

Authors (“developers”) usually use authoring tools and evaluation tools to create web content.

People (“users”) use web browsers, media players, assistive technologies, or other “user agents” to get and interact with the content.



<https://www.w3.org/WAI/fundamentals/components/>

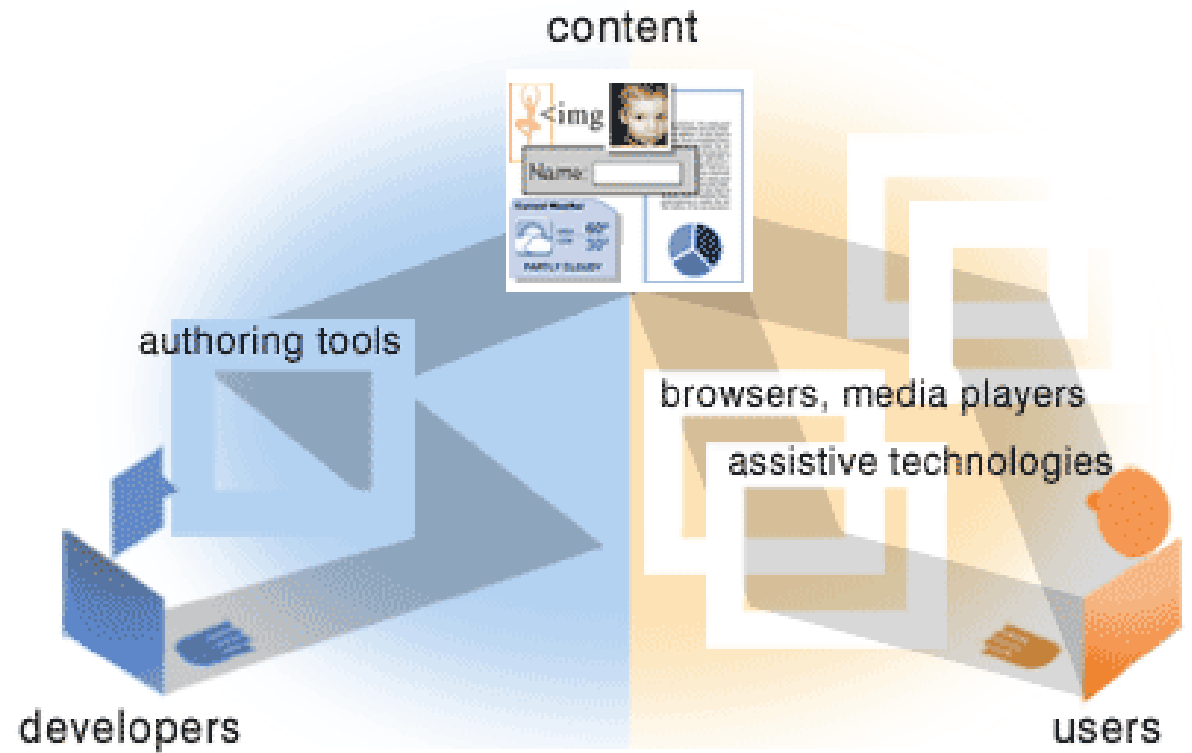


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When one component is weak

If an accessibility feature is not implemented in one component, there is little motivation for the other components to implement it when it does not result in an accessible user experience.



<https://www.w3.org/WAI/fundamentals/components/>



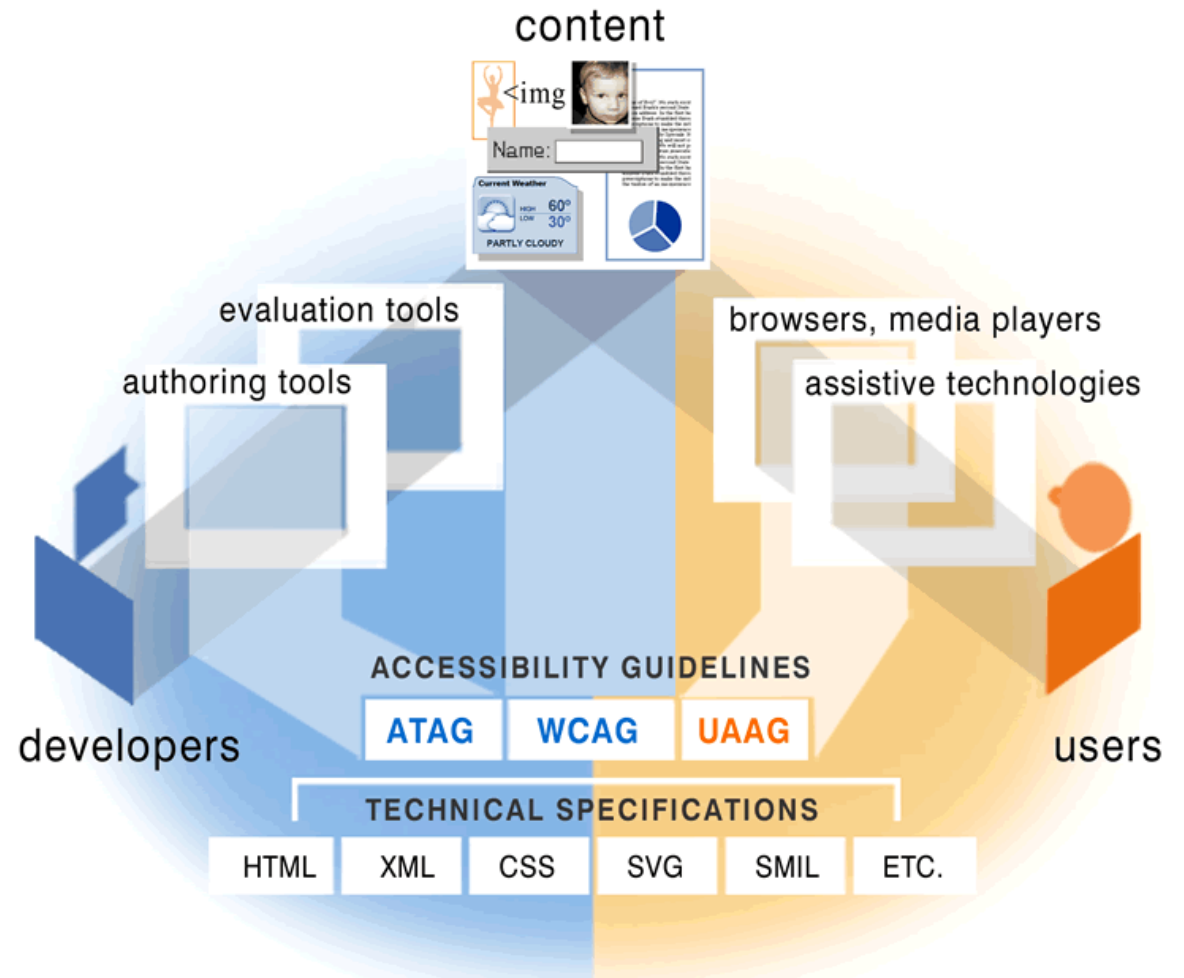
Accessibility Guidelines

Developed by the W3C.

Built on top of the technical specifications of the web.

- Authoring Tools Accessibility Guidelines (ATAG)
- Web Content Accessibility Guidelines (WCAG)
- User Agent Accessibility Guidelines (UAAG)

<https://www.w3.org/WAI/fundamentals/components/>

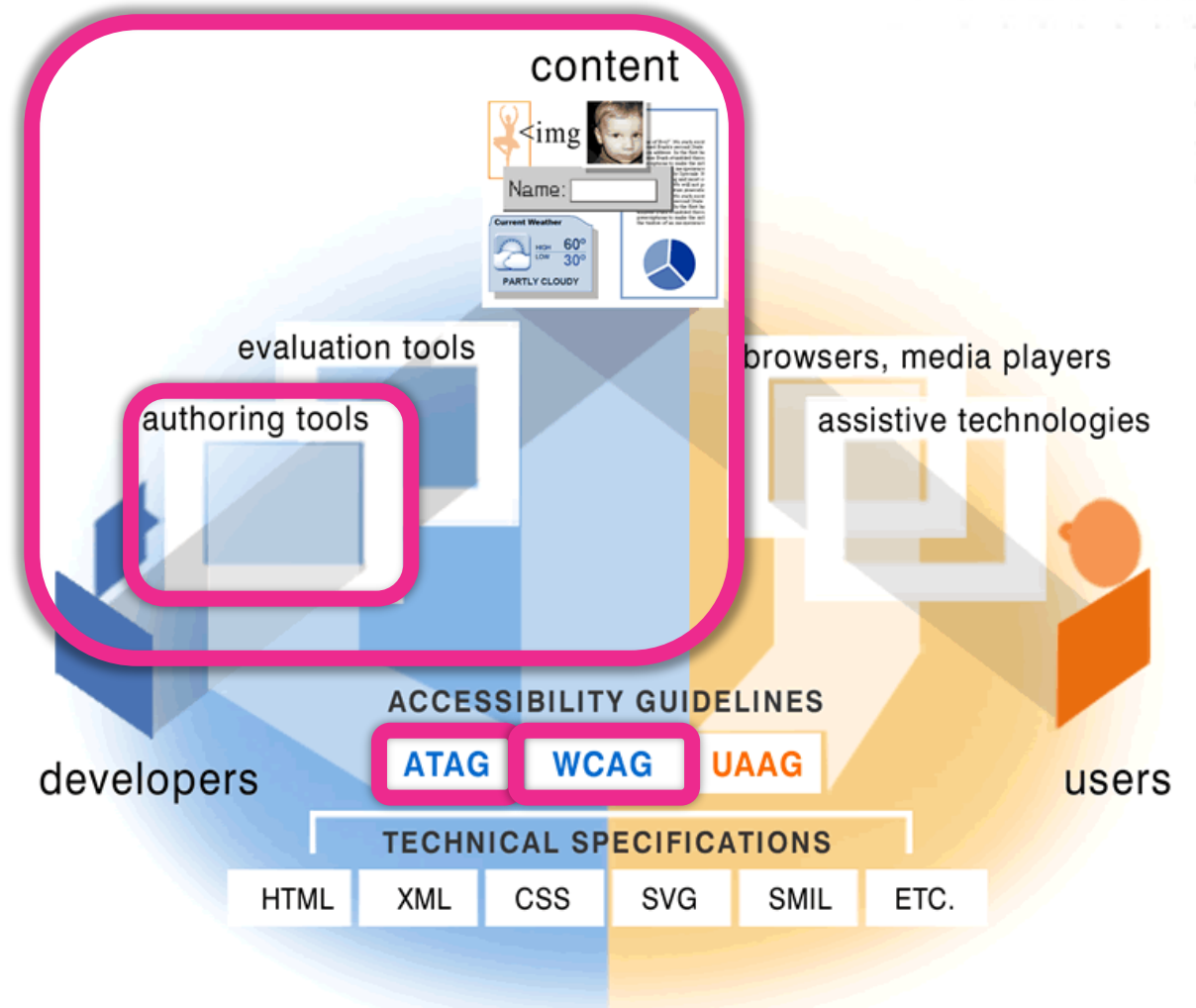




Guidelines for Umbraco

Authoring Tool Accessibility Guidelines (ATAG)

Web Content Accessibility Guidelines (WCAG)



<https://www.w3.org/WAI/fundamentals/components/>

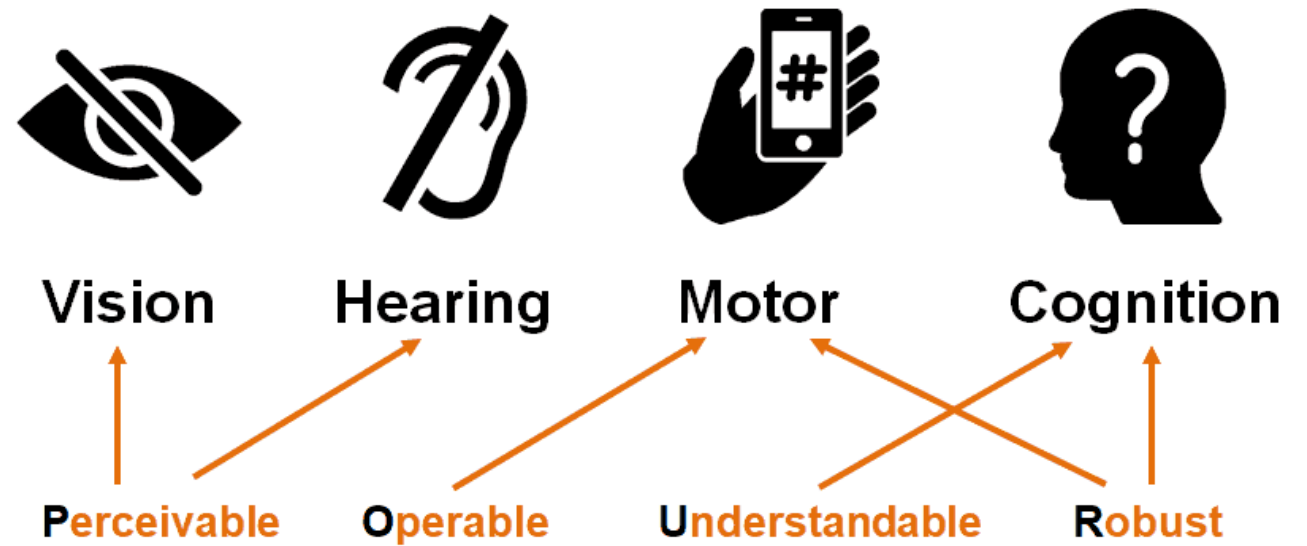


Part A requirements

Is about making the authoring tool itself accessible.

Must be:

- Perceivable
- Operable
- Understandable
- Robust

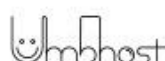
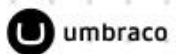




Umbraco Accessibility Initiative

Umbraco Accessibility Team, and the many community contributors.

Take Umbraco from the friendly CMS, to the accessible CMS.



#SPARKQA



Part B requirements

Is about the authoring tool helping authors produce accessible content.

Authors includes anyone working with the authoring tool.

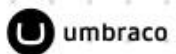




We4Authors cluster

Bringing market leading authoring tools together to improve accessibility by default.

10 x Accessibility features by default in all content management systems.





We4Author cluster features

Tables
creator

Change
language

Text
alternatives

Forms
editor

Video
embed

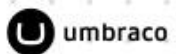
Documentation

Live testing
while
authoring

Testing of
documents

Testing the
content of
pages

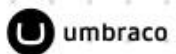
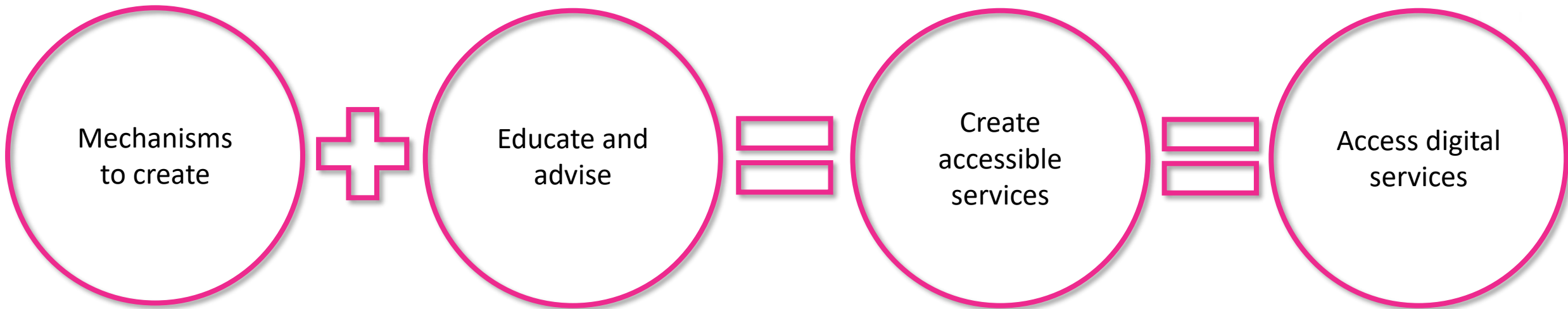
Testing the
whole page



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We4Author cluster features process

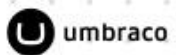


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Not just “nice to haves”.

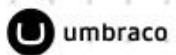
- Make a difference to our users.
- Help during procurement.
- Legislation changes.
- Make our jobs easier and more efficient.



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Let's make Accessibility
a first-class citizen for all,
in all our services.

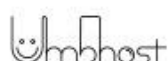
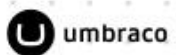


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<https://github.com/umbraco/Umbraco-CMS.Accessibility.Issues>

201+ Accessibility pull requests merged into the core.

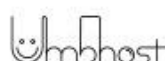
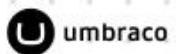


#SPARKQA



So, please...

- **Run WAVE on your services:** <https://wave.webaim.org/>
- **Share accessibility responsibilities within your own teams.**
- **Get involved in the Umbraco Accessibility initiative:**
<https://github.com/umbraco/Umbraco-CMS.Accessibility.Issues>

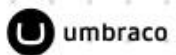


#SPARKQA



We can change
the web using
Umbraco.

@D2Lancaster



#SPARKQA