

ACCESSIBILITY FIRST IS THE NEW MOBILE-FIRST

Andy Didyk

VP, Sales and Marketing

Ntara

January 16, 2020







Ntara

Our mission

We transform institutions into digital businesses through the strategic application of digital technologies.



Digital capabilities



Strategy

Customer segmentation
Personas
36-month road mapping
Platform selection
Risk assessment
Competitive analysis
Industry review
UX & code audits



Creative

Information architecture (IA)
User experience (UX)
Design
Content creation
Product visualization
Animation



Technical integrations

Custom, cross-platform development
PIM, ERP, DAM, BI, WCMS
Digital ecosystem strategy
Data strategy and governance
GDPR and accessibility compliance
API and web services strategy
Workflow optimization



Websites

Enterprise ecosystems to microsites
B2B, B2C, B2B2C e-commerce
Multilingual/localization
Multi-tier environments
Content Management Systems (CMS)
Intranets
Mobile responsive



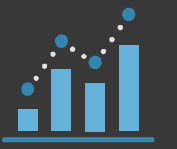
E-commerce

B2B, B2C, B2B2C e-commerce
Pilot programs
International currencies & taxes
Configure, price, quote
Product registration



Sales tools

Dealer portals
Dealer locators
Product tours
Product configurators
3-D product modeling



Integrated marketing & insights

Analytics
SEO
Paid media
Content marketing
Email marketing
Social media management

Clients



About
27 MILLION
Americans are
blind or visually
impaired¹

We will see a
DOUBLING
of blind or visually
impaired
consumers in the
next 30 years²

At least
7.6 MILLION
Americans with a
hearing
impairment are
active online³

In 2019
98%
of the top 1 million
homepages did not
meet accessibility
standards⁴

1. <https://www.cdc.gov/nchs/fastats/disability.htm>
2. <https://nfb.org/fact-sheet-blindness-and-low-vision>

3. <https://mangomattermedia.com/web-design/ensure-accessibility-every-online-audience/>
4. <https://webaim.org/projects/million/>





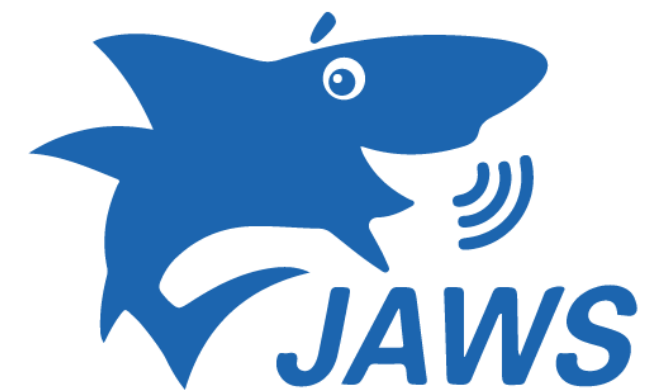
THE NON-VISUAL WEB

Listen to your site.



SCREEN READERS

JAWS and NVDA are the most popular screen reading tools in the world. They provide text-to-speech translation or a Braille display.



EXTRA 15% OFF + FREE SHIPPING. USE CODE: SHACK15 [VIEW DETAILS](#)

PET SHACK

FIND A STORE

Search 

[DOG](#) [CAT](#) [FISH](#) [BIRD](#) [REPTILE](#) [SMALL PET](#) [PHARMACY](#) [SALE](#)

EXTRA 15% OFF SALE

DOG

[SHOP NOW](#)

CAT

[SHOP NOW](#)



FOOD

[SHOP NOW](#)



TREATS

[SHOP NOW](#)



SUPPLIES

[SHOP NOW](#)

DOG

[Food](#)
[Treats](#)
[Supplies](#)

[SEE MORE](#)

CAT

[Food & Treats](#)
[Litter](#)
[Supplies](#)

[SEE MORE](#)

FISH

[Food & Care](#)
[Supplies](#)
[Live Fish](#)

[SEE MORE](#)

BIRD

[Food & Treats](#)
[Supplies](#)
[Live Birds](#)

[SEE MORE](#)

REPTILE

[Habitats & Decor](#)
[Supplies](#)
[Live Reptiles](#)

[SEE MORE](#)

SMALL PET

[Food, Treats & Hay](#)
[Supplies](#)
[Live Small Pets](#)

[SEE MORE](#)



[#MYPETSHACK](#)



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[Life Fish](#)

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PET SHACK

FIND A STORE

Search 

DOG

CAT

FISH

BIRD

REPTILE

SMALL PET

PHARMACY

SALE

EXTRA 15% OFF SALE

SHOP DOGS

SHOP CATS



SHOP FOOD



SHOP TREATS



SHOP SUPPLIES

DOG

Food
Treats
Supplies

[MORE DOG
PRODUCTS](#)

CAT

Food & Treats
Litter
Supplies

[MORE CAT
PRODUCTS](#)

FISH

Food & Care
Supplies
Live Fish

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PRODUCTS](#)

BIRD

Food & Treats
Supplies
Live Birds

[MORE BIRD
PRODUCTS](#)

REPTILE

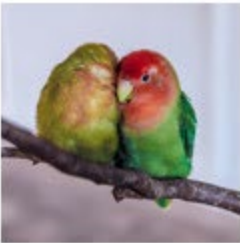
Habitats & Decor
Supplies
Live Reptiles

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PRODUCTS](#)

SMALL PET

Food, Treats & Hay
Supplies
Live Small Pets

[MORE SMALL
PET PRODUCTS](#)



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1.0 UTILITY

[Sign In](#) [Cart](#) [Find a Store](#) [Search](#)

2.0 PROMOTIONS

[Free Shipping](#) [Promo Details](#)

3.0 MAIN NAVIGATION

[Dog](#) [Cat](#) [Fish](#) [Bird](#) [Reptile](#) [Small Pet](#) [Pharmacy](#) [Sale](#)

4.0 BANNERS

[Shop Dogs](#) [Shop Cats](#) [Shop Food](#) [Shop Treats](#) [Shop Supplies](#)

5.0 CATEGORIES

5.1 DOG

[Food](#) [Treats](#) [Supplies](#) [More Dog Products](#)

5.2 CAT

[Food & Treats](#) [Litter](#) [Supplies](#) [More Cat Products](#)

5.3 FISH

[Food & Care](#) [Supplies](#) [Live Fish](#) [More Fish Products](#)

5.4 BIRD

[Food & Treats](#) [Supplies](#) [Live Birds](#) [More Bird Products](#)

5.5 REPTILE

[Food & Care](#) [Supplies](#) [Live Fish](#) [More Fish Products](#)

5.6 SMALL PET

[Food & Treats](#) [Supplies](#) [Live Birds](#) [More Small Pet Products](#)

6.0 FOOTER

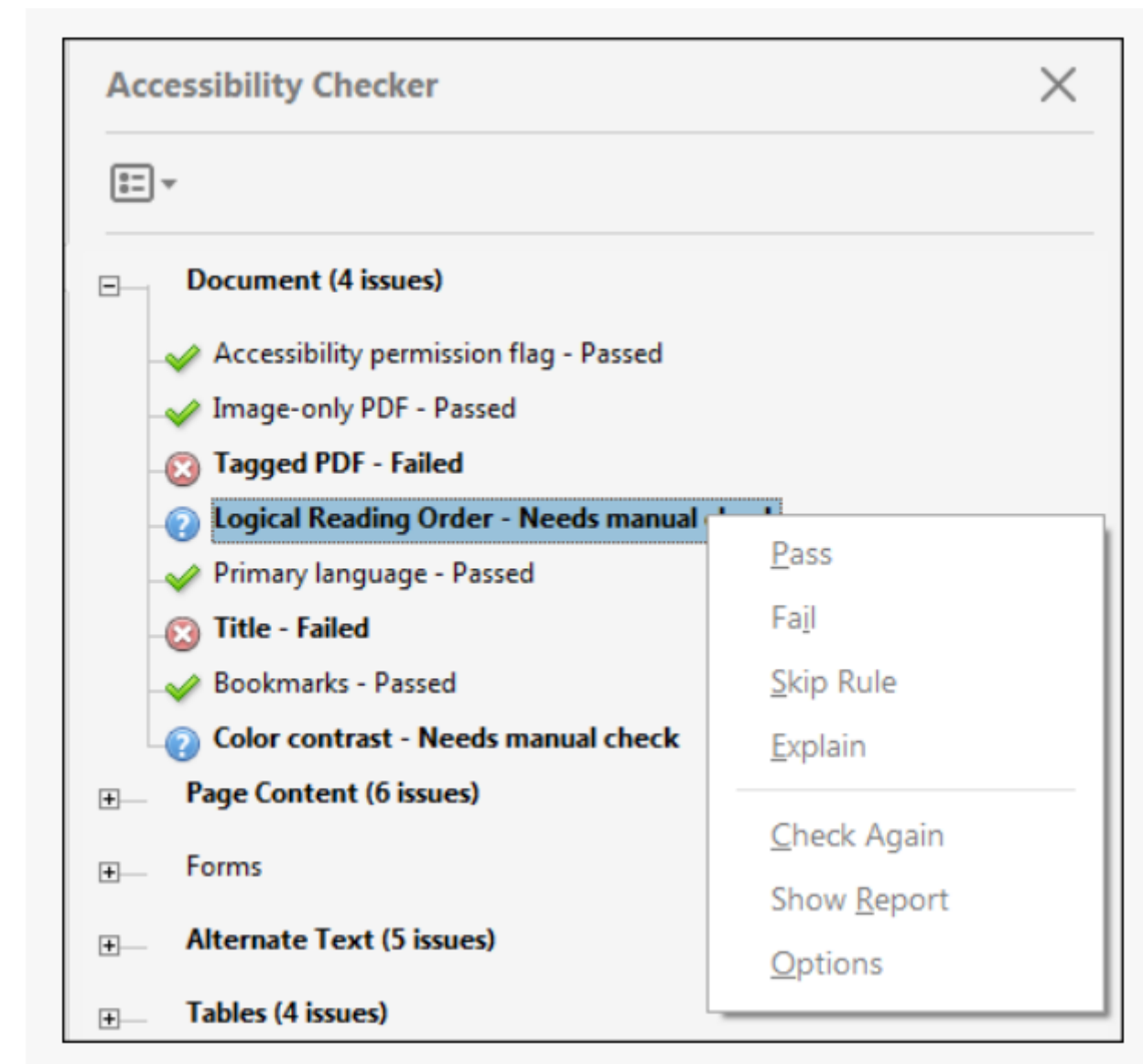
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[Store Locator](#) [Site Map](#) [Privacy Policy](#) [Terms of Use](#)

ACCESSIBLE DOCUMENTS

PDF tags provide a hidden, structured representation of the PDF content that is presented to screen readers.



Etc.



WHAT DOES THIS MEAN FOR YOU?



ACCESSIBILITY CAN BE PROFITABLE



£13 MILLION

annual ROI



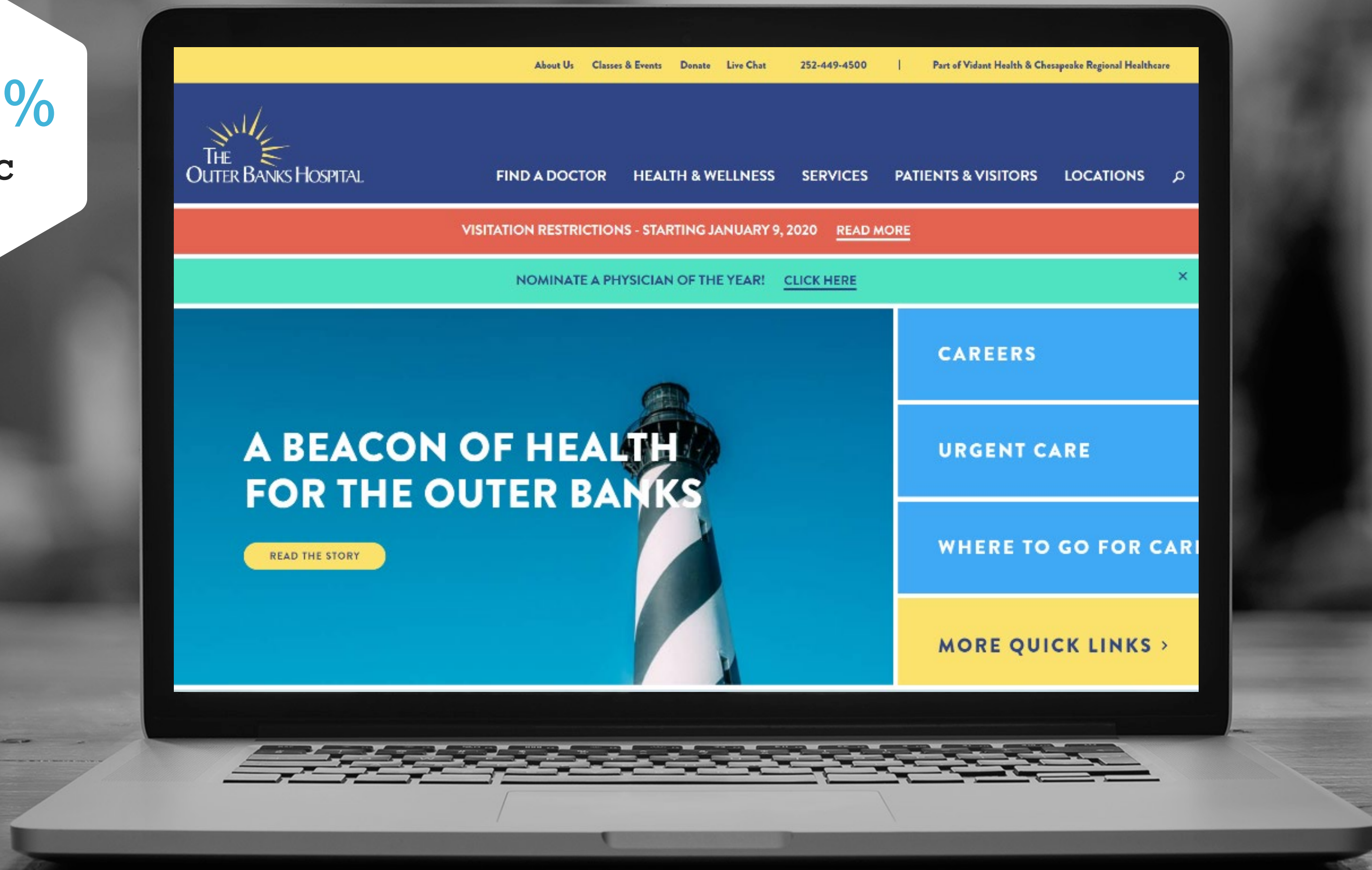
30%

boost in traffic



+34%

organic
traffic



Visit: TheOuterBanksHospital.com



NON-COMPLIANCE CAN BE LITIGIOUS



TARGET



Reebok



Panera
BREAD®

2016

250+

Lawsuits



NON-COMPLIANCE CAN BE LITIGIOUS



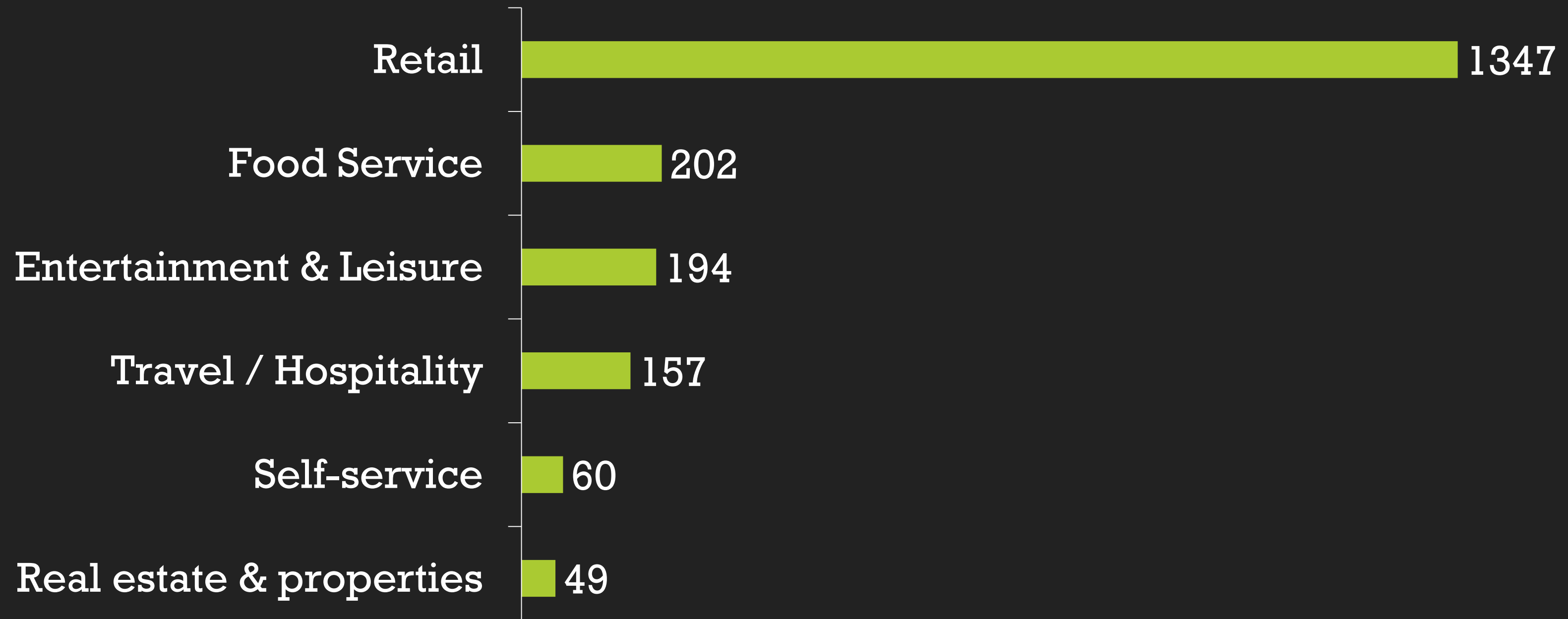
NON-COMPLIANCE CAN BE LITIGIOUS



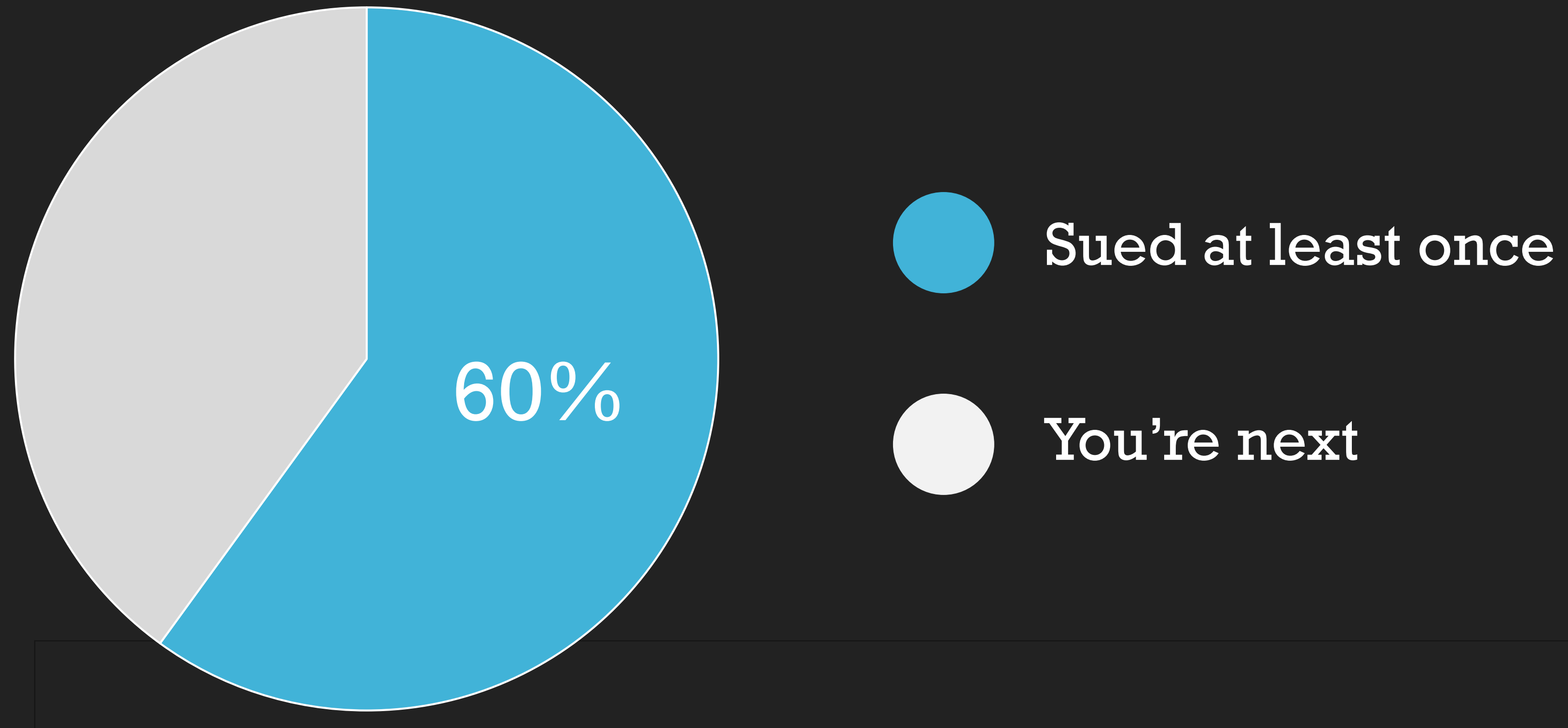
NON-COMPLIANCE CAN BE LITIGIOUS



2019 HOTTEST SITES TO SUE

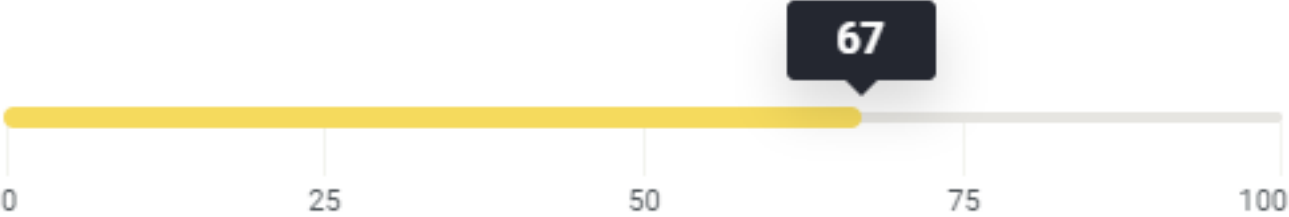


IR TOP 500 AND TOP 100 RESTAURANT CHAINS



ACCESSIBILITY BY INDUSTRY

Average Score ?



Industry Scores

Education	69
Financial Services	71
Manufacturing	63
Retail	64
Government	71
Healthcare	63
Tourism and hospitality	68

Healthcare and manufacturing websites on average score the lowest in the United States according to the Accessibility Digital Certainty Index.

<https://www.accessibilityworldmap.org/>



Parkwood Entertainment
was sued in January 2019
for not providing
accommodation for people
with visual impairments.



BEYONCÉ

“Winn-Dixie has presented no evidence to establish that it would be unduly burdensome to make its website accessible to visually impaired individuals. To the contrary, its corporate representative unequivocally testified that modifying the website to make it accessible to the visual impaired was feasible.”

N. Scola, Jr., United States District Judge in *Gil v. Winn-Dixie*



ACCESSIBILITY-FIRST: PRINCIPLES AND GUIDELINES

Making your site accessible means putting the user first.



CURRENT LAW

Americans with Disabilities Act (ADA)

Civil rights legislation that prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in mainstream American life. Applies to companies over 15 people, governments, and public spaces.

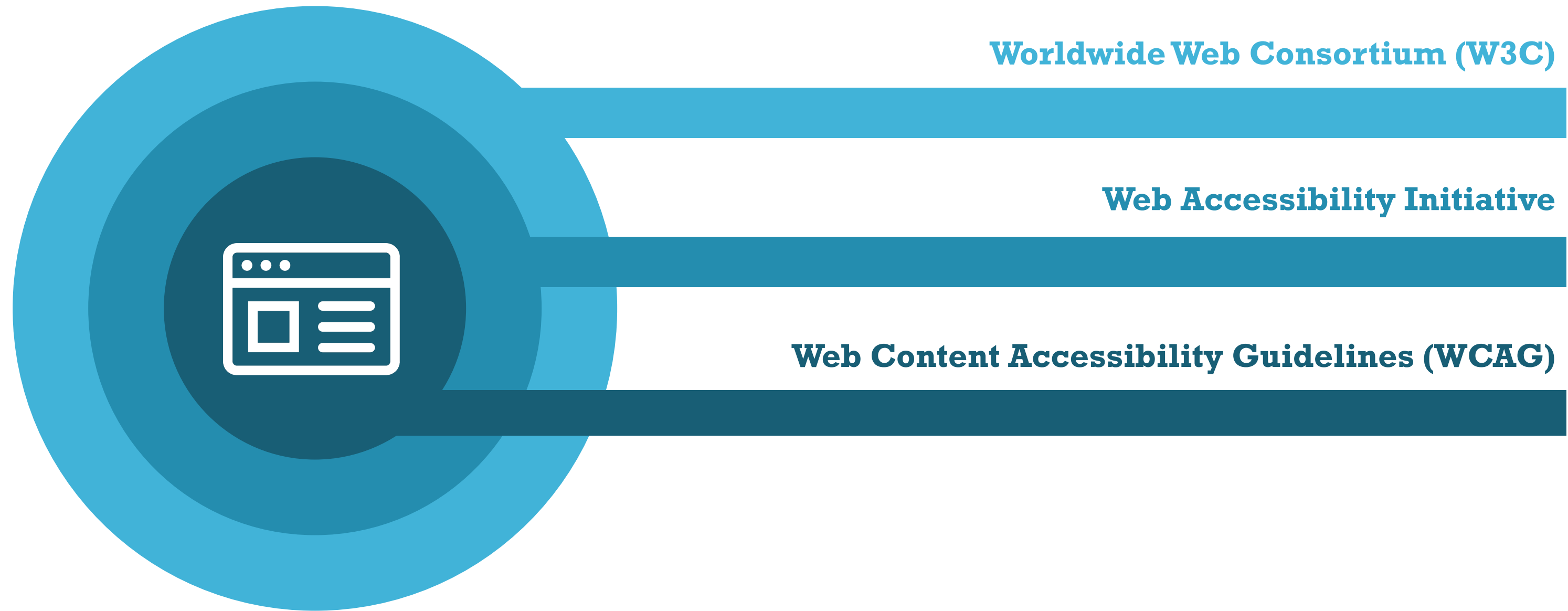


Section 508 of the Rehabilitation Act

Federal agencies must ensure that access to electronic and information technology is accessible to employees and members of the public with disabilities to the extent it does not pose an "undue burden."



WEBSITE ACCESSIBILITY



ACCESSIBILITY TOOLS

For training



For identifying issues



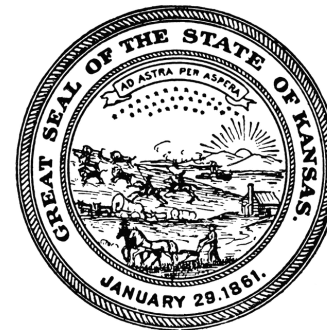
For monitoring



For website visitors



For your legal team



For your developers



PRINCIPLES OF ACCESSIBILITY (P.O.U.R.)

P

Perceivable

Provide text alternatives for non-text content.

Provide captions and other alternatives for multimedia.

Create content that can be presented in different ways, including by assistive technologies, without losing meaning.

Make it easier for users to see and hear content.



PRINCIPLES OF ACCESSIBILITY (P.O.U.R.)



Operable

Make all functionality available from a keyboard.
Give users enough time to read and use content.
Do not use content that causes seizures.
Help users navigate and find content.
Make it easier to use inputs other than keyboard

PRINCIPLES OF ACCESSIBILITY (P.O.U.R.)

A large, bold, blue capital letter 'U' is centered on a dark gray background.

Understandable

Make text readable and understandable.

Make content appear and operate in predictable ways.

Help users avoid and correct mistakes.



PRINCIPLES OF ACCESSIBILITY (P.O.U.R.)

R

Robust

Maximize compatibility with current and future user tools.



WCAG LEVELS OF ACCESSIBILITY

LEVEL A

Websites **MUST** support this tier of accessibility

Content structure that is logical and easy-to-follow by screen readers

Consistent metadata, including alt image tags

Content that tells an easy-to-follow story, free of jargon and unrelated images

Avoid “read more” and “click this link” in favor of more specific, descriptive calls to action



WCAG LEVELS OF ACCESSIBILITY

LEVEL AA

Websites **SHOULD** support this tier of accessibility

No highly visual elements

No carousels/sliders

No auto play video and audio (without subtitles)

No text embedded in images

No features that are initially hidden on a page

No labor-intensive UX



WCAG LEVELS OF ACCESSIBILITY

LEVEL AAA

Websites **MAY** support this tier of accessibility

Custom code written specifically for users who are Blind or Visually Impaired

Captions or voiceovers on videos



HOW DO YOU GET STARTED?





Your Kroger Comments Have Been Received



Kroger <noreply@kroger.com>

Sat 1/4/2020 9:08 AM

You ∨



Dear Valued Customer,

We have received your feedback and our representatives will respond to all emails within 48 hours, unless you have chosen to not be contacted.

Business hours are:

Monday – Friday: 8:00 a.m. – 12:00 a.m. EST

Saturday – Sunday: 10:00 a.m. – 9:30 p.m. EST

Please know that your information will be kept confidential and protected as detailed in our Privacy Policy.

Best Regards,

Kroger Customer Connect
The Kroger Family of Stores





CustomerService@kroger.com

Sat 1/4/2020 1:47 PM

You ∨




Dear Andy,

Thank you for contacting Kroger Customer Connect.

I understand that you would like to have the names of the people involved in the supply chain for our Kroger oatmeal.

Unfortunately, we do not have access to this type of information and all of our suppliers have mandated that their identities be kept confidential.

Please feel free to reply to this email or call us at 1-800-576-4377  and reference case number 32587225 should you have further questions or concerns. We appreciate hearing from our valued customers and will assist in any way possible.

Thank you for shopping with us and have a great day.

Sincerely,

Jonathan

Kroger Customer Connect

The Kroger Family of Stores



In order for Kroger Customer Connect to respond to your reply as soon as possible, it is important that the subject line of this email not be changed. Changing the subject line of this email may result in a delayed response.



Customer Satisfaction Survey



donotreply@kroger.com

Mon 1/6/2020 1:10 AM

You ▾



Dear Andy:

Thank you for contacting Kroger Customer Connect. We very much appreciate your business and are inviting you to take a brief survey about your experience with us. We actively use feedback to constantly improve and provide the best possible service. Please [click here](#) to take the survey.

Thank you,

Jonathan

Kroger Customer Connect

The Kroger Family of Stores





Requires education

Requires organizational commitment

Requires technological expertise

Requires a governance plan

Accessibility

[Take me to the checklist](#)

How accessible is your website?

The Web Content Accessibility Guidelines (WCAG) 2.0 outline three levels of conformance, guided by four principles that digital stewards can use on their journey to create great digital experiences for everyone.

P

Perceivable

Information and user interface components must be presentable to users in ways they can perceive—it can't be invisible to all of their senses.

O

Operable

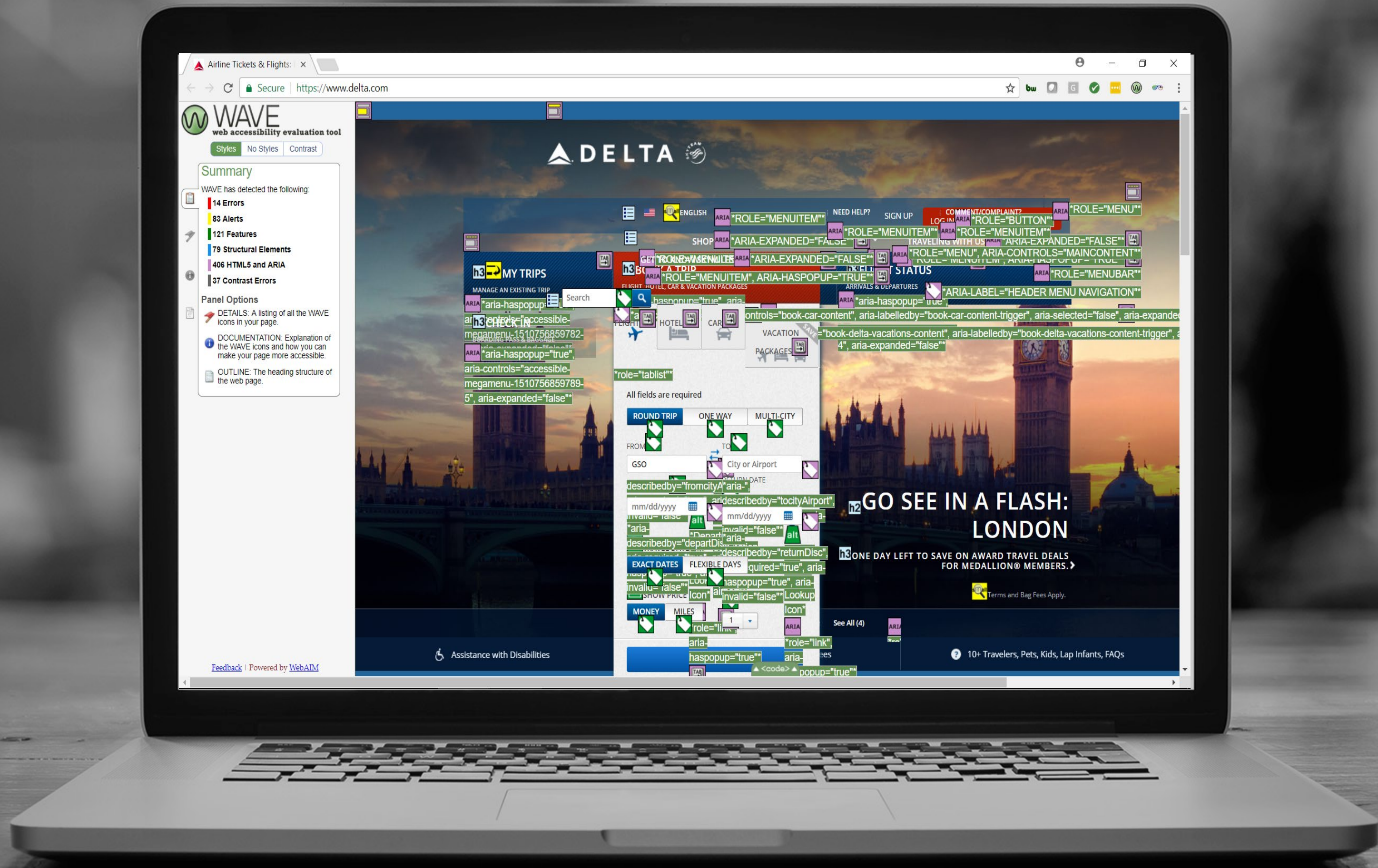
User interface components and navigation must be operable—the interface cannot require interaction that a user cannot perform.

U

Understandable

Get Started: Ntara.com/Accessibility





Get Started: WAVE Plugin for Chrome



≡ MENU

ENVISION™ Defy Expectations.

DONATE

How You Can Help

Where Your Money Goes

Donate

Signature Events

Volunteer Opportunities

Everyday Heroes

WE'RE
HONORED YOU
CHOSE US.

We make it easy to give to Envision. You can use this secure online form, mail in your contribution, or have your donation automatically withdrawn from an account. No matter how you choose to give, **we put 100 percent of your donation directly into services and programs** that are crucial to quality of life for those who are blind or visually impaired.

Visit: EnvisionUS.com





Thank you.

