>> Hello everyone and welcome to

today' webinar, accessibility anti patterns, it's just gone one o'clock

and if you can take a moment to check your technology, if you joined online

to feel free to drop into the Q&A box.

 We have disabled the chat feature it can cause problems for some using

 screen readers.

 So I will just give a few seconds for more people to join.

 Okay, so hello everyone and welcome to the webinar this afternoon on

accessibility anti patterns, my name is Annie Mannion and I will be running

through a few house keeping points before handing over to Dafydd

Henke-Reed so we have live captions provided from Judith from MyClearText

so we have additional live captions by Streamtext.

net and slides are available on slide share and also on the website at

 www.abilitynet.org.uk/anti-patterns-webinar.

 So if you have any technical issues and you need to leave early don't

worry, you will receive an email with the recording and transcript and

slides and depending on how you joined the webinar you will find a Q&A window

so if you want to ask any questions do drop those in the Q&A area.

 And then we have a feedback page you will be directed to at the end which

invites you to tell us about any future topics you would like us to cover in

the webinars.

 So do let us know, so I am joined by Dafydd Henke-Reed who is principle and

 accessibility and usability consultant.

 Can everyone see the slides on screen?

 If not do raise your hand and my colleague Sarah will be helping to

answer any question queries we have coming through.

 So start withing a poll.

 What issues have you encountered when trying to make accessibility

improvements.

 I will just leave a a bit longer to give more of you a chance to joat.

 vote.

 Just over half voted.

 So if any else wants to add some responses.

 >> The results are very interesting so

far, how very well balanced they are.

 >> Yeah.

 Okay, so the last few seconds for anyone that wants to engage with the

poll and I am going to end the poll and share the results.

 So we can see, 46% have said not knowing the right way to solve issues.

 And then 49% said not knowing whether something is user friendly and then we

have 49% having to retrofit accessibility and another 49 say

keeping on top of accessibility at large scale.

 So Dafydd will be able to give you useful pointers on how to address those issues.

 So I will hand over to Dafydd.

 >> Thank you very much those poll

results are interesting, there is not just one thing, there is a congruence

of issues that have a large impact.

 So my name is Dafydd, it's Welsh for David and I am one of the

accessibility consultants at AbilityNet.

 There is a lot of technical tees to my role by I complain about websites

and Apps and how inaccessible they are and it's my job to liaise with clients

to work out ways to make them more accessible.

 There is core themes that dovetail with questions and answers, so

accessibility ends up getting removed.

 So something is done in the interest of accessibility and later done the

road gets removed for the same reason.

 Accessibility that can create problems, such as localize aition

ation problems, so we often come across problems that might be okay at a small

scale but then things balloon out into hundreds and thousands of pages,

 or pages with languages, so if there is one way of defining accessibility

it's about including people rather than excluding people.

 Now, to start with, probably the most common, harmless issue we come across

is a kitchen sink accessibility.

 So things like decorative, descriptive alt attributes on

decorative images, so it's good practice to have multiple ways to

understand content so you have text that tells the same story that's good

 from a cognitive point of view.

 To give you an example if I move to an AXA website there are several

different articles and home tips and guides.

 From the mouse user perspective the cards are one single object that's a

combined object of an image and heading text so it's all one link.

 If I run a book mark it's going to tell me the accessible name of some of

these images but there is more text underneath here for

 assistive technology users, so another image here that has bungalow

with elderly man.

 Does that text add anything to the page?

 If the images were invisible would anything be lost?

 And in this case the answer would probably be no and you can imagine one

or two cases but at scale this can get problematic.

 So for example a screen reader user would be navigating through a

descriptive image so it's multiple objects, even though it's something

that's exposed through to have been.

 assistive technology.

 So thinking about the user experience and whether or not you need to expose

all content to all users or whether or not it's decorative for visual fluff.

 What is also quite common and is pretty bad is poor use of ARIA.

 It's a tool you can use to build custom components.

 So things become more complicated if you wants to build a custom

component.

 So here we have an example of a tool bar, and if we visually scan it

briefly we can get the sense of okay, so it's got some buttons, it's a row

of buttons and it's contained within a bar.

 And if I was to navigated it with a screen reader, (accessibility

options,) I am going to briefly try it with a screen reader.

 We're going to see, how logical it seems when I am using a screen reader.

 screen reader.

 So this is a tool I can use when I can't see the screen, so let's see

what the screen reader is telling me.

 Okay it's text formatting, it's tool bar.

 Okay so I am in some formatting tool bar and there is 12 item ins it and I

am on bold on a button.

 So I can switch is it on and off and it will allow me to make text bold or

not bold.

 So I can navigate throughs these buttons and in this case I am being

told it's a radio button.

 So I can only select one of them, I can't have text simultaneously

aligned in multiple direction.

 So if I look at the screen I have align

left and centre right.

 So here's a case where ARIA is being used in a way and allows custom

component to be made more accessible but if I go to this other example.

 So here we have a carousel pattern and it's one where I can hit left and

right arrows to paginate content.

 I am just going to quickly jump to the page and to this carousel item.

 We can see what voice over says and whether or not I can make the same

logical deductions.

 Okay, it's a tool bar.

 Is that right?

 Is it like a set of buttons I can press?

 Four, five, that seems a bit strange.

 Tool bar, I will enter tool bar.

 One, 1, clickable.

 Next button, but the 1.

 So what we are very quickly see is that here's two examples of custom

components.

 Both of which someone has tried to make more accessible using ARIAa it's

not master class in how to perform ARIA.

 It can be used to make something more accessible but it can be used to make

something more complicated.

 If it's two buttons and an image it can be less confusing so, that made

it more confusing, the next thing we often see getting pulled out of

websites is accessibility plug ins and side bars.

 They are a lot more rare and there are a lot of them out there and a lot

of them positioning main claim they will protect businesses from lawsuits.

 So accessible user 1st and user way.

 I am an accessibility professional so I am biased against any plug in that

will automatically solve accessibility problems.

 However, there are some that are better and worse, some really are

 snake oil.

 So in some cases you will see some that create accessibility problems

rather than solving them.

 And here I have some articles in the slides if people want to find more

evidence about these.

 So I need to back that up to explain what I mean by these plug ins causing

problems, so I am going to move on to the

BBC website.

 Now what I want people to do if you can see the screen is play a game

along with me.

 I am going to try and navigate the BBC website using just the keyboard

and I am going to start hitting tab and use the tab button to go element by

element on the page.

 So I can see I have hit tab and moved through the interactive items in the

navigation and I am currently on sounds, if I hit tab again where do we

think I am going to do.

 If I hit tab where am I going to go?

 CBBC.

 If I hit tab again where am I going to go?

 I will say to myself I am 100% certain that I will going on to CBBs.

 Exactly and that is what happened.

 If I carry on can I tab through the page and I can access all of the

interactive items.

 If I tab back on to news headlines I am certain if I hit enter I am going

to go on to a news headlines page and that's exactly what happened.

 That's the standard interaction of keyboard navigation that you will see

across the web.

 It's a solved problem of using standard components to allow

users to go tab, tab, through interactive items and using arrow keys.

 So if I go on to that example where we have accessibility plug in

available, and one thing you often see with these plug in ises arguments that

you don't need to make any changes to your code.

 Instead they will flip a magic stwich.

 switch.

 So I tab across the page and press enter for keyboard navigation.

 So this is raising warning signs for me because I shouldn't need a special

mode to navigate the website.

 I should be able to go tab through the website and here I can, I can see

where I am on the page.

 It's taking longer than it should because I am having to tab through all

the single options.

 It gets a bit fishy later on on the page because I can't see where I am

any more.

 So on the BBC website I could see where I was on the page but now I down

know.

 Whether or not I am on the best plan for any brand link and if I tab

forward and back a few times I am not concern.

 certain.

 I do not know, my certainty levels have gone to 50/ 50.

 I am not sure.

 Let's see if it's improved.

 So I have turned on a keyboard mode for navigating with web sielt.

 website.

 So I am going to start hitting cab.

 So press control and F9?

 I don't want to do that.

 I want to navigate in a navigation bar, so I must have skipped over it, I

am by passing it, maybe the main menu is the navigation and there we go and

I will hit tab to go through them.

 That didn't work.

 That's fine I will just try going through the page.

 So I will go to main content and navigate through.

 So I have tabbed and now I am using tab and on pch supported.

 platform supported.

 So that's strange it doesn't.

 So in this case what this plug in has done has actually changed the standard

 paradigm of keyboard navigation.

 So I want to stress this is not a kind of webinar really, to

poo poo the idea of using tools to make things more accessible only that the

idea there is one thing that's magically going to solve your

accessibility challenges is simply not true.

 And one thing we see happening is the removal of plug ins that try to solve

to many problems.

 What we also see is problematic accessibility.

 So accessibility that's done that later town the road could cause some

challenges.

 We often see this with something call an ARIA label.

 Every single element that exists on a website can have this thing called an

ARIA label.

 It's just a behind the scenes name an element can.

 In this case we have a example of button cooky settings but we can see

it has this name and it's duplicated.

 Now the problem that we get is that people struggle to maintain patterns

when you have something visually on the page but also something that's done in

the back end of the page.

 So as an example we commonly see is generic links meant

to be more accessible with hidden text so read more and in the background

something is done to make it more explicit.

 So if I go on to CSS tricks, one thing they have done it's a nice thing.

 They have multiple of that's real article links all over the page.

 However if I inspect one of them what I can see in the background is that

each one of them has a screen reader text and it gives more context to the

link and you might say what is problematic about that, what we see at

scale is people often forget them.

 You end up with people having to very, very manually fill those out for

every single page and forgetting to local eyes them.

 localize them.

 So an example here, I think have it in the Welsh language and if I look

through the page visually it looks like that localization effort is done

 successfully.

 If they have a name in the background I can see there is some English

left here.

 So English that's been left in for accessibility purposes so we forgot to

local eyes.

 localize.

 The solution here is to leverage use of ARIA that does rely on hard coding

strings and does rely on having to very manually go through and on every

single page, filling out individual strins.

 strings.

 So we'll do an audit for someone and they fix very local issues on very

individual pages but potentially miss out on this bigger picture about how

the patterns scale well can accessibility.

 So an example here.

 The idea that that read more button can actually be described or labeled

by the heading of the card.

 So that there is no strings, that are secretly put in the background and

 instead wiring up what is on the page to make more sense to users and what I

lastly want to talk about is exclusion accessibility.

 So where it pushes people away.

 The most common instance we see is when user research is not used

affectively and accessibility absolutely to be part of user research.

 If you are not considering accessibility you are not considering

a healthy and inclusive user group to include.

 At the same time it must not be glorified bug testing.

 So you do not want to include a screen user, keyboard user, voice

recognition software as part of your research.

 So I was navigating the BBC website.

 If you imagine a world would I couldn't tab on to any of these links

and I was entirely inoperable with a keyboard that would not be the

suitable time to involve diverse users in that testing session.

 If you are involving members of the public and presenting them it

something that's functionally broken.

 You probably wouldn't run user testing session with a website that

you didn't use a mouse.

 So make sure that you are including accessibility in your user research

 when you have done some foundational internal testing.

 So you know it's good enough to get valuable inte actions

out of.

 Another point is important that you be vocal about your commitment to

accessibility but it's different between vocal about your commitment to

accessibility and how accessible you are.

 For your users your accessibility is only as good as your awareness of your

 accessibility.

 So shout about how seriously you are taking about but don't make wild

claims because with accessibility trust is paramount.

 So you can say this is the work we're doing and really proud of the work

we're doing, really never try to say we have done accessibility.

 We have finished with accessibility.

 It's 100 percent complete because the reaction to that is going to be

distrust, the reaction to that is going to be a thought of, I am not sure I

believe that.

 To give an example if I go on to the Gov website.

 I am on their accessibility statement and if I start to scroll through the

page one of the things at the top is them admitting

parts of the website are not accessible.

 So they are working hard on it but they are not one hundred percent there

yet and what problem areas should be are aware of?

 I am aware that some of their tables don't have the correct row headers, so

I will double check them for example.

 So this then engenders this awareness and transparency and trust that

wouldn't be there if the communication was simply we're a hundred percent

WCAGG splient.

 compliant.

 So you will really benefit from being open and transparent about that

because it helps users being honest about your inaccessibility is a form

of accessibility itself.

 So end you might say what can we do?

 What can we look at?

. The first thing is having lean content.

 So you draft and draft and cut and cut such that the content you are

ultimately putting on the pages is as slim lined as it can be, you are

giving yourself a head start and a lot of accessibility problems come from

having too much content and you have to find complicated

patterns to overcome, a page that's overflowing with content but also

elegant components, when I take about ARIA one of my favorite quotes is no

. If you want to get the sense of how should a keyboard user enter ablght

 interact with this?

 You can look through these patterns and say I am building an accordion, so

what are some of the suggested ARIA I should be using.

 This is some of the suggested ARIA.

 So inclusive components is a place you can go to if I am building things

and building in a way that's scalable and inclusive of users this is the

place to go.

 Do not just write alt attributes because you feel like you have to add

them in.

 Do not add in hidden text every where and referring to web accessibility

tutorials from the W3C and they can sign post ways to do it that's elegant

and slim line and not falling for things like

accessibilities snake oil.

 If someone says to you they can solve your challenges and they will go away,

you can say we know it's a lot of work and at scale we'll have to potentially

take it in bite sized chunks then you know that anyone that comes to you and

says we will solve all your problems and, you know you can look somewhere

else.

 Being honest about your issues and if users do come across problems on

website they can look at your accessibility page and say they are

aware of this and they are working on it.

 But also then internally building a road map so, things like targets, we

want users to be able to complete the user journeys with a keyboard and all

the core components like navigation for example is one hundred percent working

with a screen reader and picking and choosing battles and including

accessibility in the sprints and thank you very much, I appreciate it was a

bite sized session but just wanting to thank the

people for coming along and listening to me.

 >> Thank you Dafydd.

 >> I will pass over to --- just

quickly check the Q&A and pass back to yourself.

 >> I can see we have quite a few Q&As,

abilitynet.org.

so we'll try to to capture them in a follow up blog and share them with www.

uk/anti-patterns-webinar.

 So we have run out of time to cover them now, unless there is anything

particularly pressing.

 >> I am more than happy to have a look

at anything that comes through afterwards if that's okay with people.

 >> Okay great.

 So just to share that we do also run online training sessions on

accessibility.

 You can find out more about them at/training and you can use a ten

percent discount code for registering this particular webinar which is anti

patterns ten and some of the sources in September include how to begin your

own accessibility testing and understanding accessibility

evaluations and testing results, accessibility for copy writers and

 accessibility testing in mobile Apps and you can sign up to our newsletter

for the latest announcements about digital accessibility and our own

accessibility services at forward slash newsletter and next webinars, the next

is on the 8 of September and that's accessibility insights and then the

higher education and public sector up dates on the 22 of September along

side a case study with open university and then you can also access today's

session and many more in our archive on our You Tube channel.

 And finally we also have a podcast which is/podcast, so just to

say thank you Dafydd and thank you all for your questions and coming along

and we'll be if touch with you soon.

 Bye everybody.