



What do I know *now*?

Why accessible content matters

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Why you should care about accessible content now

- ▶ You're leaving \$13 trillion on the table.
- ▶ Over 1.8 billion people are estimated to have a disability of some type. (Bigger than the population of China).
- ▶ People with disability report 75+% of their customer experiences are a fail.
- ▶ If they fail, they're not emailing customer service. They move on to your competitor.

- ▶ Source: 'Design Delight From Disability', [The Global Economics of Disability Report](#) (PDF 540kb) – Rich Donovan, Return on Disability



Accessible content matters as much as an accessible platform



Keyboard navigation
– Tick



Focus

Focus Indicator
– Tick



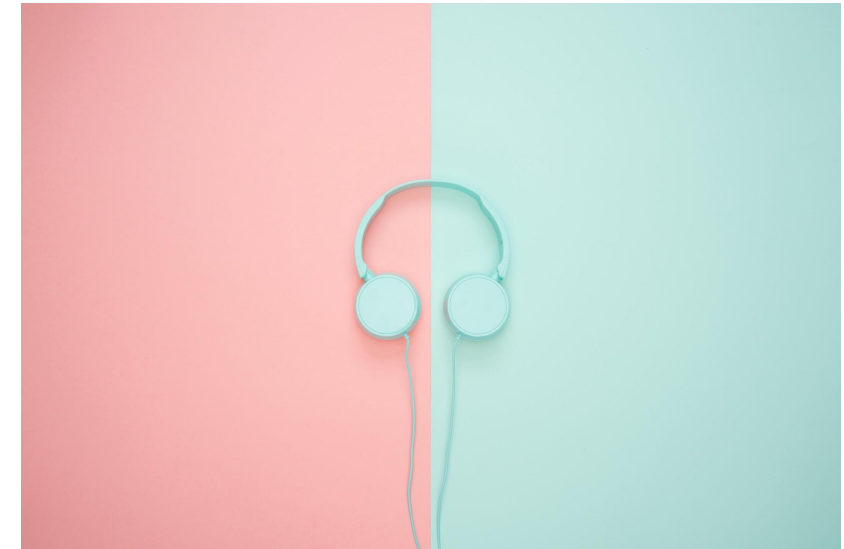
But now your content designer has used dark grey text on a black background and I still can't figure out how to buy your product



(Use WebAIM's contrast checking tool to check colour contrast!)

Accessible content is for everyone

- ▶ Verizon Media 2019:
 - ▶ ~70% of video views in public places (think train, bus, open plan office, for example) happen without the sound on.
 - ▶ 80% of consumers are more likely to watch an entire video if it has useful captions
- ▶ Most videos REQUIRE sound or captions to be understood
- ▶ Are you ready to lose that much of your audience?



Don't rely only on colour for meaning

No:

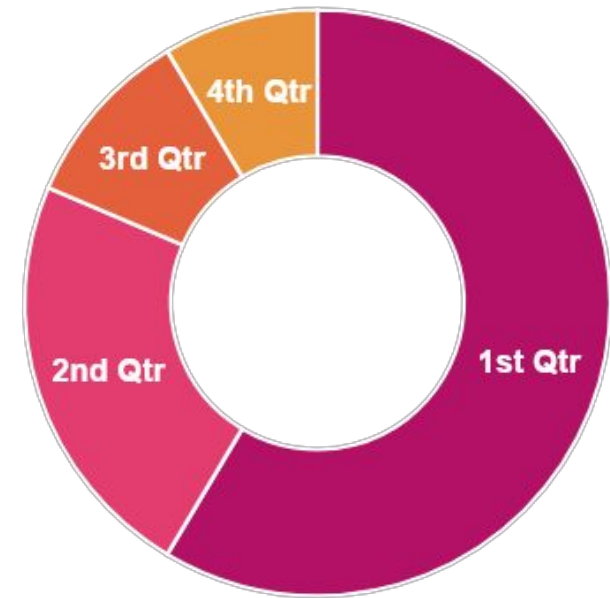
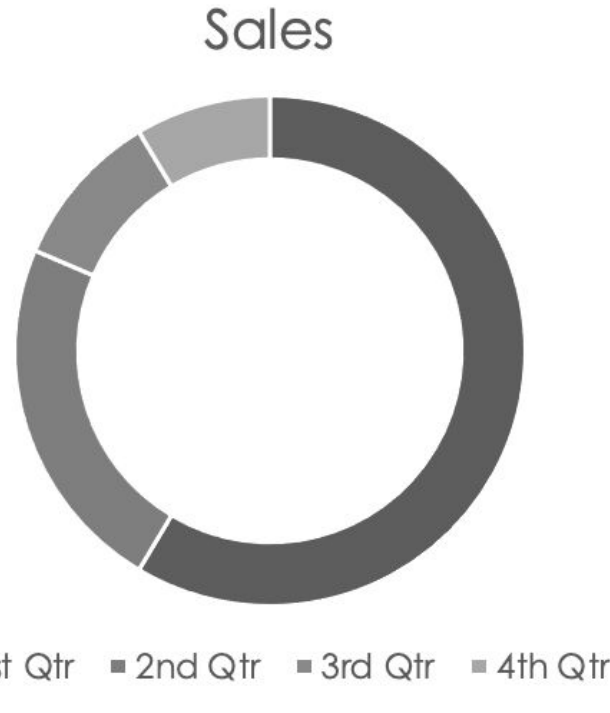
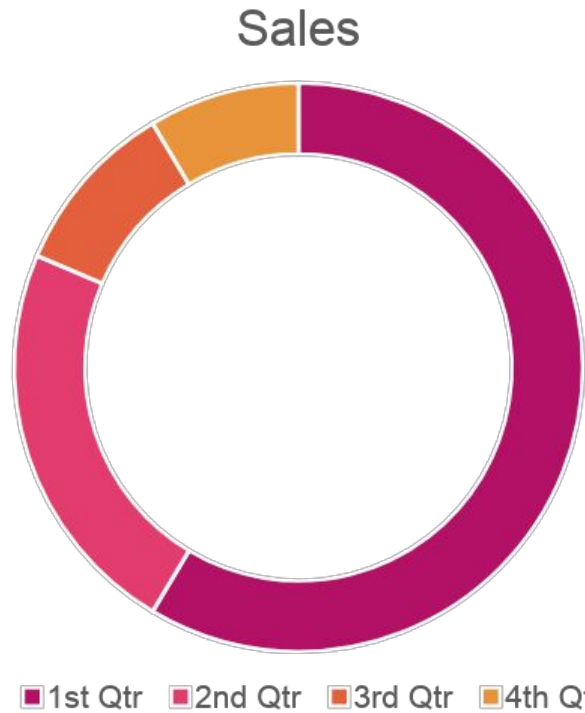
Better:

No:

36.5 Q1
24.2 Q2

Better:

+36.5 Q1
-24.2 Q2



'Click here' is a relic

- ▶ No more 'click here', 'learn more', etc.
- ▶ Use link text that spells out where people are going if they click that link, e.g. '[Book a table.](#)'