

accessibility

# your site must be accessible !

The screenshot shows a web browser window with the URL 'Audio 2 Go | Audio Books'. The page has a navigation bar with 'HOME', 'BOOKS', and 'ABOUT' links. The main content area is divided into a left sidebar and a right main section. The sidebar contains three sections: 'Sign Up', 'Download', and 'Listen'. The main section is titled 'Featured Books' and displays six book covers in a 2x3 grid. Each cover has a yellow star icon below it. The books are: 'Elements of Cooking' (orange cover), 'State of Denial' (red cover), 'Google' (white cover with a magnifying glass), 'Mary Poppins Comes Back' (brown cover with a woman), 'Business Stop' (yellow cover), and 'Designing Web Usability' (blue and green cover). On the right side of the page, there is a handwritten note in blue ink that says 'These books are available in audio form for the visually impaired.' Two hand-drawn arrows point from this note to the 'Google' and 'Designing Web Usability' book covers. At the bottom of the page, there is a copyright notice: 'Copyright © Audio 2 Go, Inc., all rights reserved.'

**Sign Up**  
Create an account with **Audio-2-Go** and begin downloading books immediately. All you need is your email address and a credit card to get started and there is no contract to sign. Cancel anytime you wish.

**Download**  
Once you create your account you can download our **high-quality** audio files for use in your iPod or other MP3-compatible audio player. Audio-2-Go also tracks your purchases so you can download your books at any time.

**Listen**  
All of our books are narrated by the author or professional voice actors, recorded in **high-definition** audio formats in professional studios and meticulously edited in post-production. Hands down, Audio-2-Go offers the best selection of audio books anywhere at the highest possible quality.

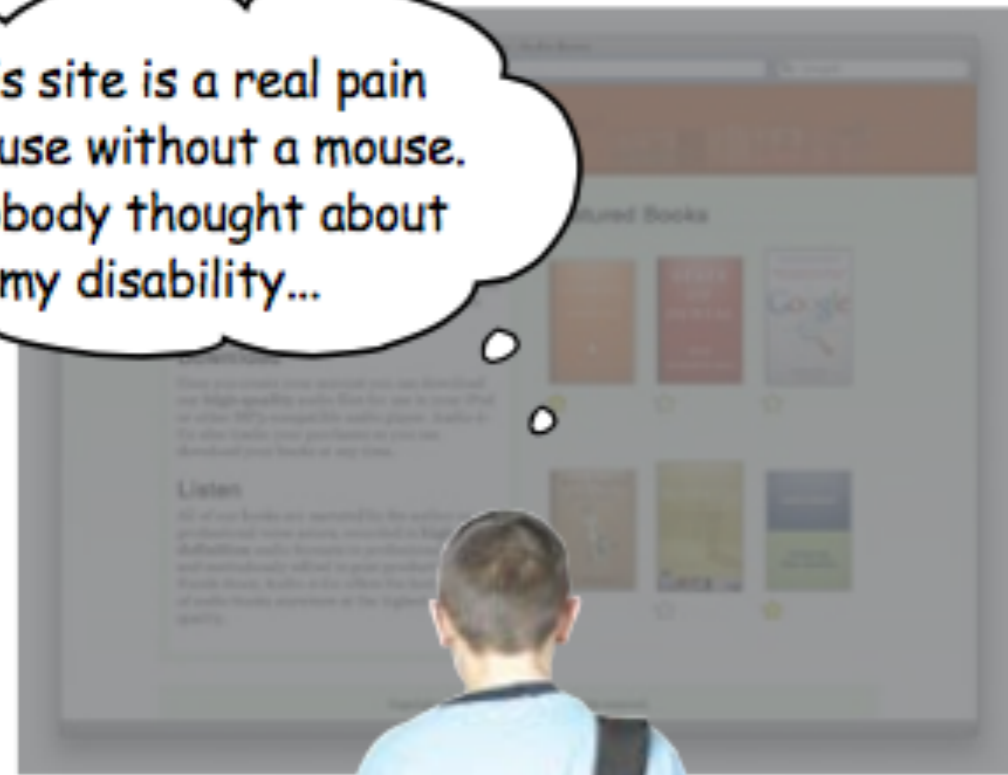
**Featured Books**

- Elements of Cooking
- State of Denial
- Google
- Mary Poppins Comes Back
- Business Stop
- Designing Web Usability

These books are available in audio form for the visually impaired.

Copyright © Audio 2 Go, Inc., all rights reserved.

This site is a real pain to use without a mouse. Nobody thought about my disability...



It sure seems like nobody considered I'd be using a screen reader for this site...



Both these users are having problems using the Audio-2-Go site.

Poor motor skills in his hands

Legally blind



# How does your site read?

Regardless of the product, a screen reader literally reads your page out loud.

A screen reader reads text on a web page based on the HTML markup.

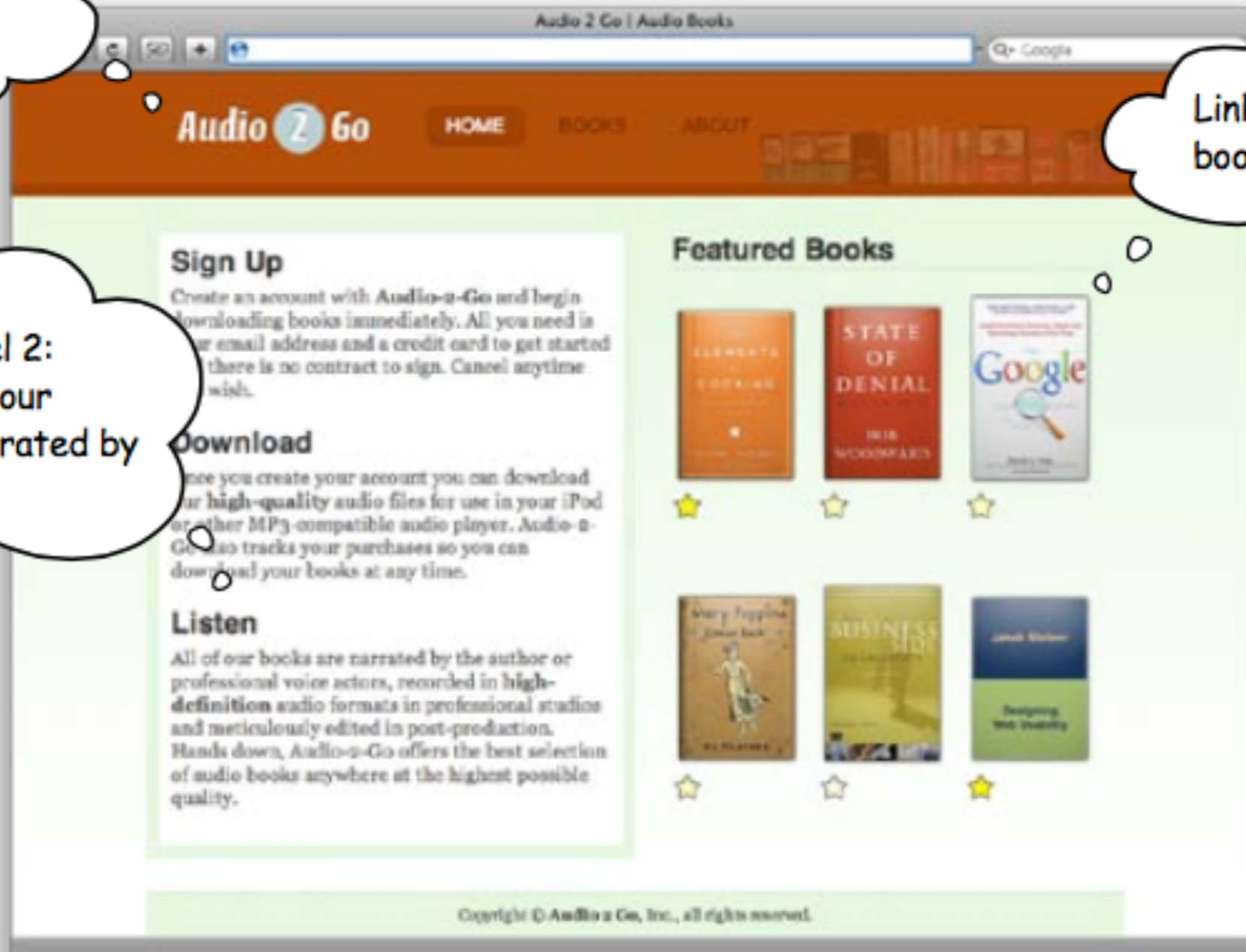
Link: a2g header logo dot jpeg...

Link: Google Search book cover dot jpeg...

Heading level 2: Listen. All of our books are narrated by the author...

Links and images are read as image names... not so great for the disabled.

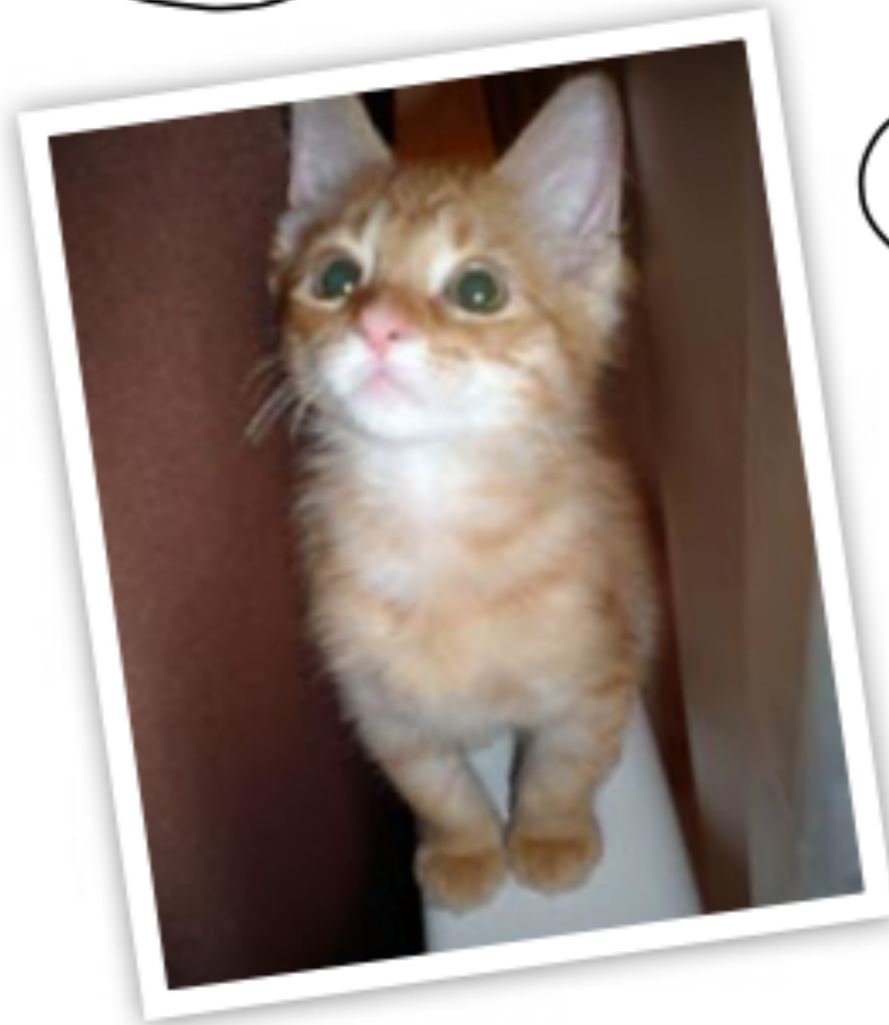
Screen readers tell you what the heading level is before it reads the text.



# but... computers are stupid!

A human can look at a picture and describe what they see in clear descriptive terms.

Awww... It's a cute orange kitten with big eyes.



DCS1243.jpg...

Without any other information, all a computer sees is a filename and an extension.



A computer will read your image's ALT text

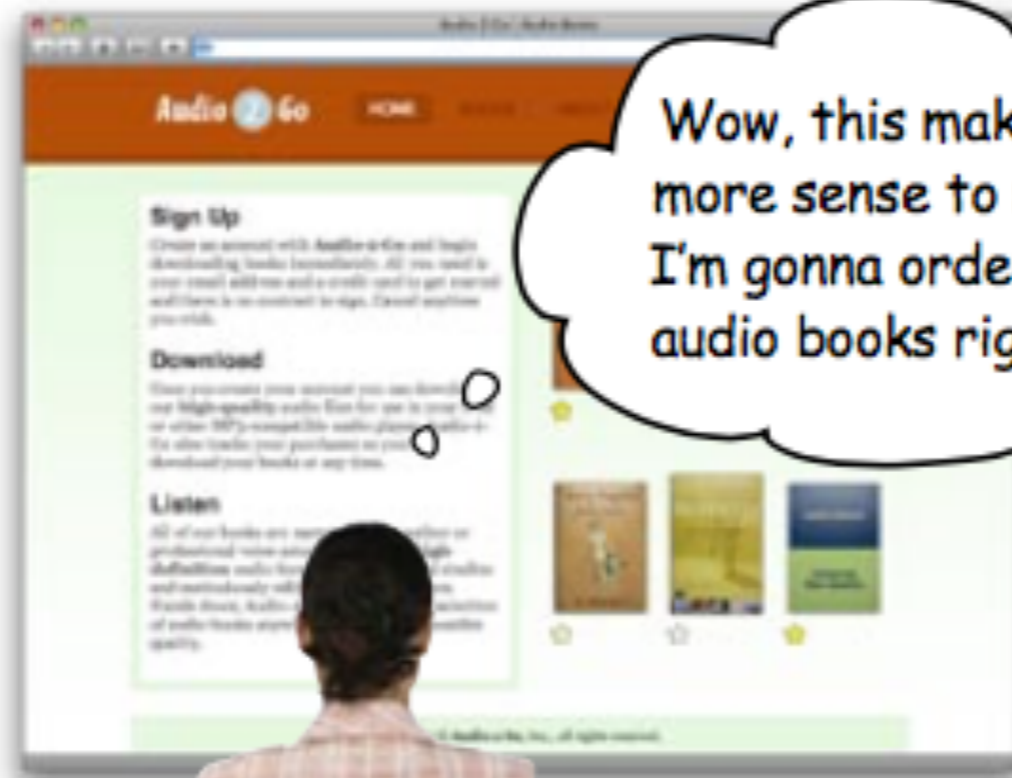
```

```

we can give longer description with **longdesc**

```

```



Wow, this makes more sense to me. I'm gonna order some audio books right now!

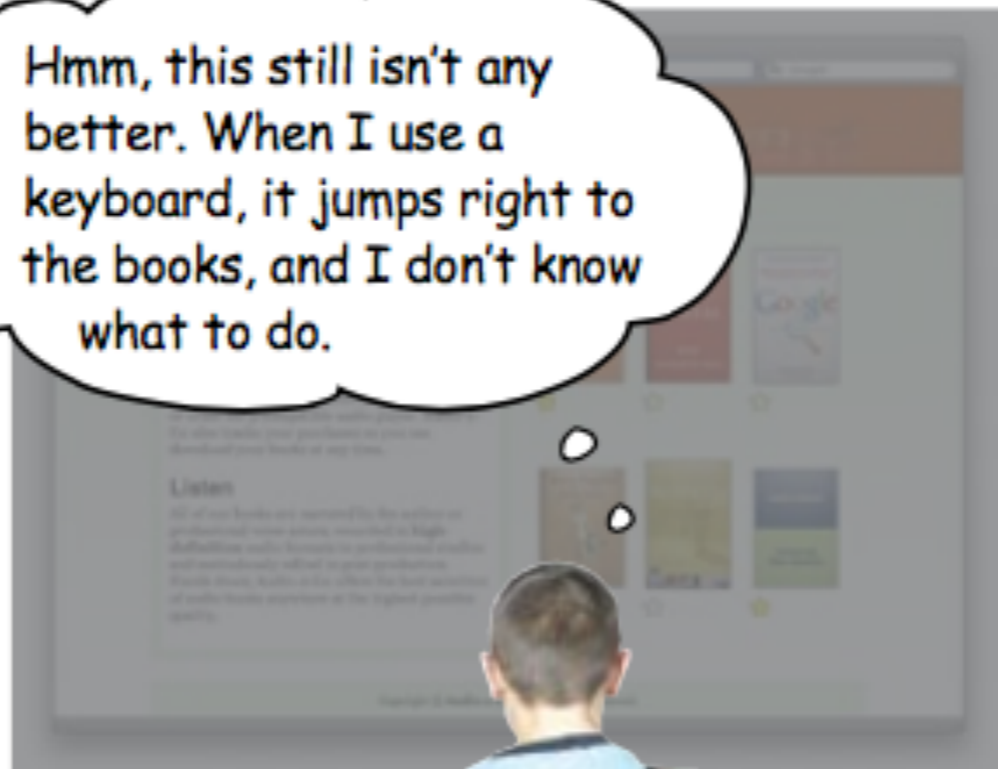


Legally blind





Hmm, this still isn't any better. When I use a keyboard, it jumps right to the books, and I don't know what to do.



Poor motor skills in his hands

Mouseless users are still having lots of trouble getting around Audio-2-Go. There's still work to do on the site.



# Accessibility is not just about screen readers

Open up the Audio-2-Go site in your browser and getting around on the page just using your keyboard.

Tabbing through a page should be ORDERLY

```
<a href="books/1" tabindex="7">...</a>
```

The sequence should then jump to the page instructions (so users know what the site's about).



Finally, the tab sequence should step through each of these books.

You've turned a blurry, confusing site into a usable, clear business front-end.



The site seems more organized now that I can properly move through the site without a mouse.



Wow, this makes more sense to me. I can finally tell what books I'm clicking on.

Poor motor skills in his hands

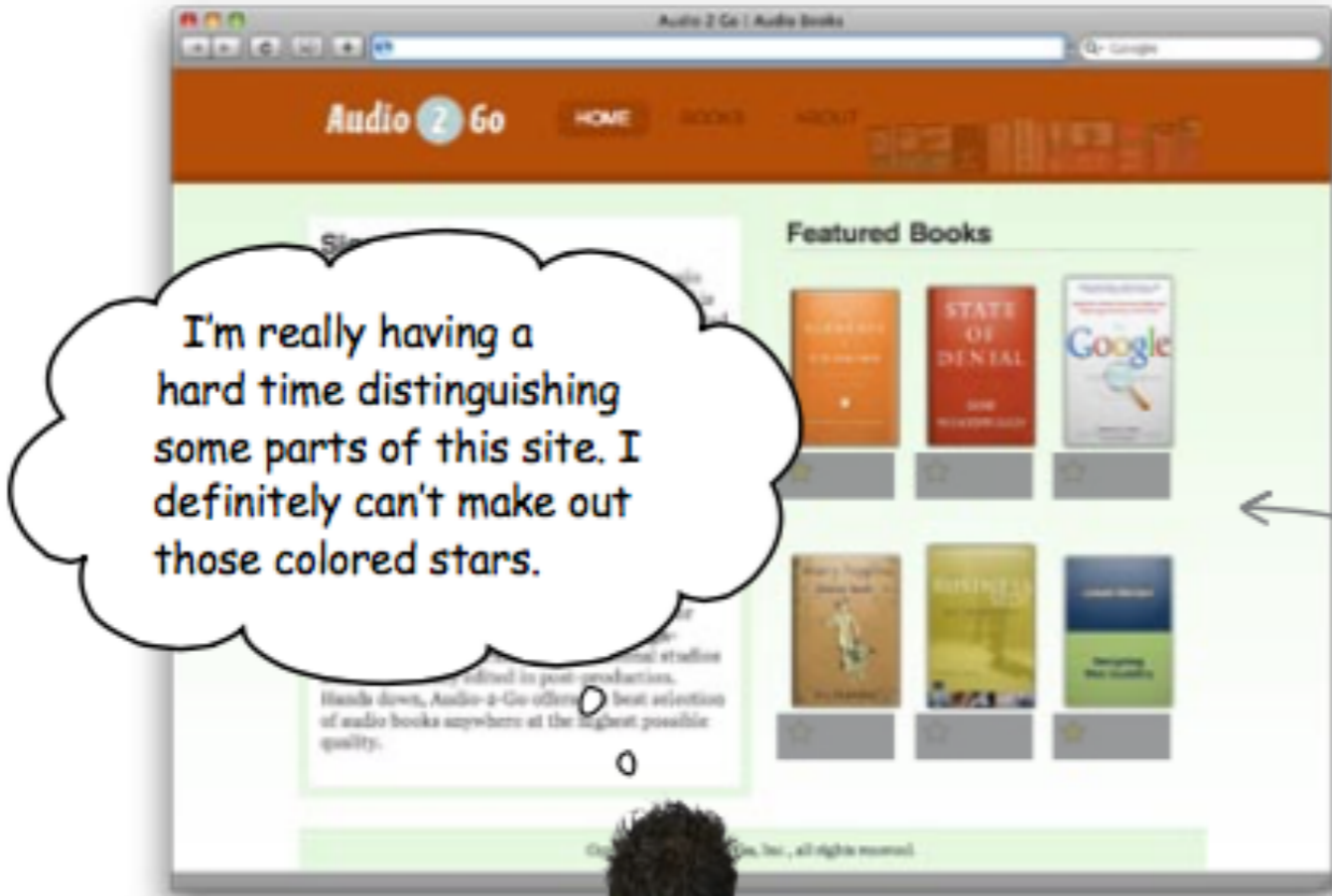


Legally blind



With just a few easy changes to our markup, a large segment of our audience can now access and navigate Audio-2-Go.

# Color shouldn't be your only form of communication



I'm really having a hard time distinguishing some parts of this site. I definitely can't make out those colored stars.

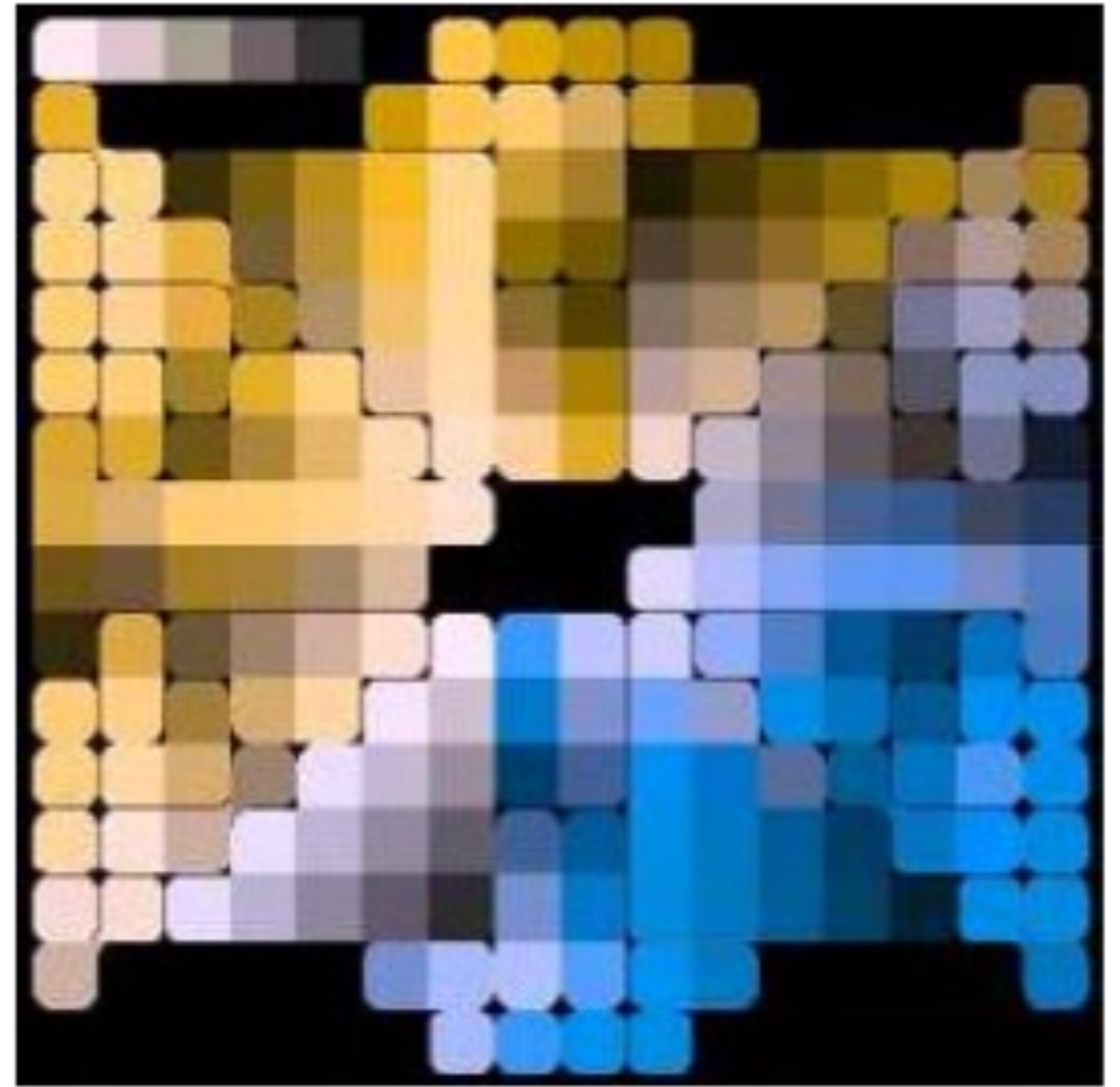
The rating stars for each book are colored based on the rating. Color is the only means of getting that meaning, which violates WCA6.



8% of males in the United States have some type of color blindness. The disability is far more common in men than in women.



# color blind view



original



# Deutanopia (no green cones)

**Audio 2 Go** HOME BOOKS ABOUT

## Sign Up.

Create an account with **Audio-2-Go** and begin downloading books immediately. All you need is your email address and a credit card to get started and there is no contract to sign. Cancel anytime you wish.

## Download.

Once you create your account you can download our **high-quality audio files** for use in your iPod or other MP3-compatible audio player. **Audio-2-Go** also tracks your purchases so you can download your books at any time.

## Listen.

All of our books are narrated by the author or professional voice actors, recorded in **high-definition audio** formats in professional studios and meticulously edited in post-production. Hands down, **Audio-2-Go** offers the best selection of audio books anywhere at the highest possible quality.

## Featured Books

- The Elements of Style
- Cave of Denial
- Google
- Mary Poppins
- Business
- The Power of Positive Thinking



# Tritanopia (no blue cones)

**Audio 2 Go** HOME BOOKS ABOUT

SEARCH

## Sign Up.

Create an account with Audio 2 Go and begin downloading books immediately. All you need is your email address and a credit card to get started and there is no contract to sign. Cancel anytime you wish.

## Download.

Once you create your account you can download our high-quality audio files for use in your iPad or other MP3-compatible audio player. Audio 2 Go also tracks your purchases so you can download your books at any time.

## Listen.

All of our books are narrated by the author or professional voice actors, recorded in high-definition audio formats in professional studios and meticulously edited in post-production. Hands down, Audio 2 Go offers the best selection of audio books anywhere at the highest possible quality.

## Featured Books

- The Secret Garden
- STATE OF DENIAL
- Google
- Mary Poppins
- BUSINESS BASICS
- The Power of Habit



# Protanopia (no red cones)

**Audio 2 Go** HOME BOOKS ABOUT

## Sign Up.

Create an account with Audio 2 Go and begin downloading books immediately. All you need is your email address and a credit card to get started and there is no contract to sign. Cancel anytime you wish.

## Download.

Once you create your account you can download our high-quality audio files for use in your iPad or other MP3-compatible audio player. Audio 2 Go also tracks your purchases so you can download your books at any time.

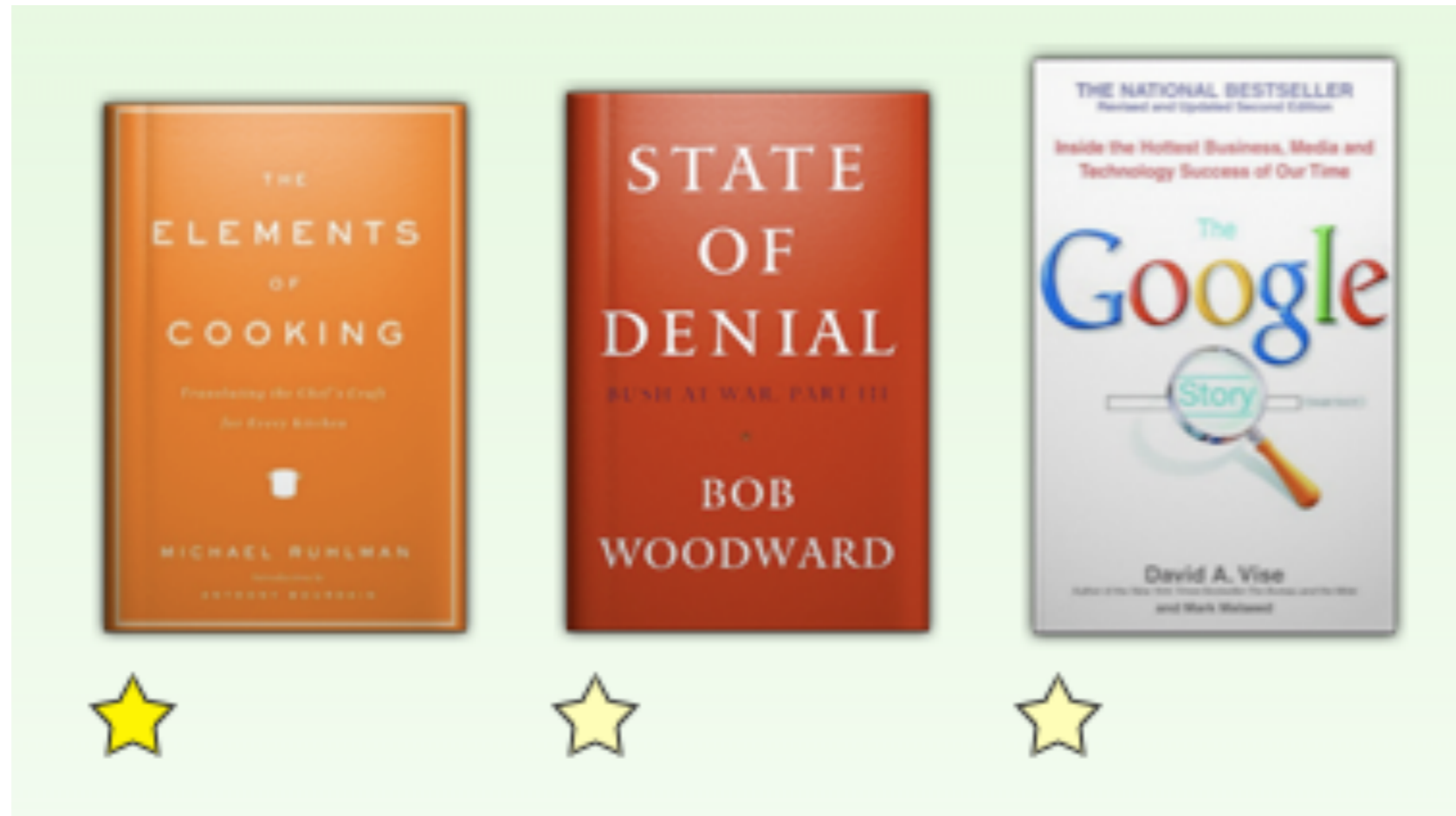
## Listen.

All of our books are narrated by the author or professional voice actors, recorded in high-definition audio formats in professional studios and meticulously edited in post-production. Hands down, Audio 2 Go offers the best selection of audio books anywhere at the highest possible quality.

## Featured Books

- The Hobbit
- STATE OF DENIAL
- Google
- The Hobbit
- The Hobbit
- The Hobbit

Those stars are a real problem

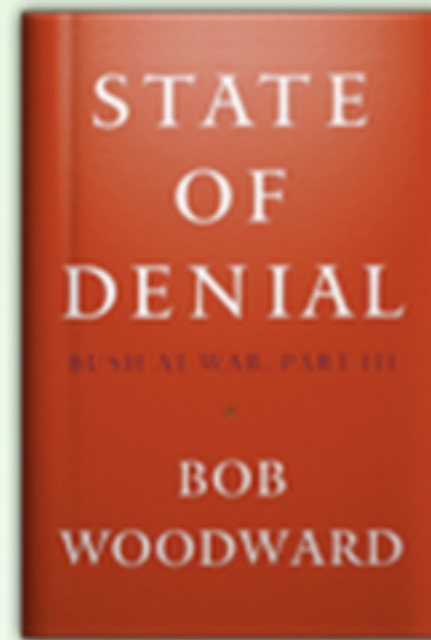


it's bad that they only convey information through color

Add text!



★ RATING: 8



★ RATING: 5



★ RATING: 6

# Accessibility is *ALWAYS* worth the extra time

1. The law requires you to be accessible
2. Everyone benefits from accessibility
3. Accessibility can help your business
4. Accessibility is the right thing to do