

Evaluating Web Accessibility When Time is Scarce



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Existentialism, scoping, evaluating

LET'S GET INTO IT

Existentialism in Evaluation



- What is the purpose?
 - Help fix problems?
 - Recommend fixes?
 - Evaluate third party stuff?
 - Only identify barriers?

Who is the Audience?

- Role(s)?
 - Leadership: executive summary
 - Project team: details
 - Content manager: subset of full details
- Facing deadlines?
- Accessibility skills?
- Technical toolkit?
- Internal or external?

Tension: Expectations vs. Reality

- What are they expected to do?
- What can they do?
- How are they supported?



Lower Tension: Include Site Owners, Devs



- Learn lots
 - Answer previous questions
- Inform lots
 - Scope, scale, etc.

Include Leadership

- Systems create and select web properties
- Systems need to support people
 - People need time to fix stuff
 - People need time to learn to stop breaking stuff
 - You need tie breakers
- Can really lower the tension

Moving on

SCOPE AND SAMPLE

Multiple Web Properties and Content

- Set priority
 - Which are most Mission-critical?
 - What do you have direct access to?
 - What can others realistically fit into their schedules?
 - What is high traffic?
 - What is going away soon?
 - What is critical for your audience?
 - Who is the audience?
 - What creates risk to users (and therefore us)?
 - [University of Michigan risk assessment](#)

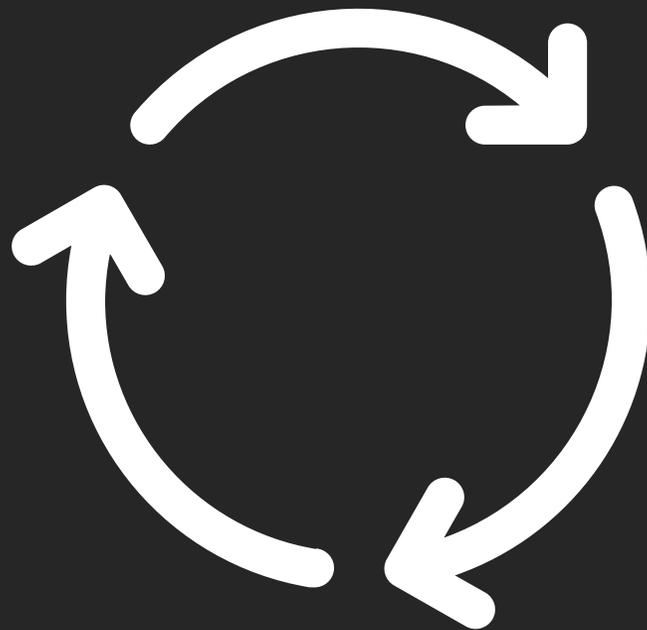
Within Properties: Identify a Representative Sample

- Each template/layout
- An instance of each plugin/pattern/widget
 - Calendar
 - Accordion menu
 - Tab panel
 - Date picker
 - File viewer, etc.
- Critical user journeys

Groups and Interactions

- Chunk the work
 - Header
 - Footer
 - Mobile menu

Iterate Towards Efficiency



Doing the Work

ACTUAL EVALUATION

Tools

- [WebAIM Evaluation Guide](#)
- [WebAIM Evaluation Quick Reference](#)
- [WebAIM WCAG 2 Checklist](#)
- [WebAIM Contrast Checker](#)
- Keyboard
- [WAVE](#)
- Developer Tools
- Assistive technology

Humans



Screen Reader Testing

- Don't try to be an "expert."
 - 10 shortcuts to get started, 20 is about all you'll ever need.
- Screen readers read things differently and can misbehave.
- Verbosity settings impact the content that is read.
 - Keep default settings.
- Focus on document structure, navigation, forms, and dynamic content.

Recommended screen readers for testing

Desktop

- Windows
 - [JAWS](#) – 40.5%, \$1000+
 - [NVDA](#) – 37.7%, Community supported
- [VoiceOver for Mac](#) – 9.7%

Mobile

- [VoiceOver for iOS](#) – 70.6%
- [Talkback for Android](#) – 34.7%

Use WebAIM tutorials to learn commands and practice common tasks

Enterprise Tools

- Breadth: sitewide
- Repeatability: track issues over time
- Informative: identify where people and teams struggle

Stumped and Need to Phone a Friend

- [ARIA Authoring Practices Guide](#)
- [MDN Web Docs](#) (or, search for the thing, it'll probably take you there)
 - IE, search “role=presentation” or “aria-labelledby” and you'll find the MDN article on that

Thank You!

webaim.org

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