



Designing for Visual Impairment

9 golden rules to make your website accessible



Heads Up!

All the content of this poster passes the AAA level by at least 25% *.
Do you see how easy it is?



1 Use plain text and HTML code, minimize or avoid including information in images or downloadable files



2 Layout has to be logical and easy to follow. DO NOT spread your content all over the page!



3 Create your page so that users can navigate it with their keyboards. DO NOT rely on the mouse alone!



4 Prepare your page for screen readers. Use "alt" tags for images, titles for links and proper HTML5 markup for each element



*the "no" doesn't pass

5 Use contrasting text and readable font sizes. For AA compliance you need a contrast ratio of 4.5: 1 and 7: 1 for AAA



6 Use proper case. DO NOT underline, capitalize or use capitalized italics.



7 Use a combination of icons, shapes and text for elements. DO NOT rely on color alone.



8 The links and buttons must be descriptive. Avoid using vague descriptions like "Click here".



9 Allow users to zoom your content. When a page is enlarged, it must still maintain its linear structure

Some (worrying) accessibility facts

Despite being mandatory in many countries, near 99% of websites are non-compliant with WCAG

Source: WebAIM (1)

By 2010, 537 million people (near 9% of World's population) was visually impaired.

Source: World Health Organization (2)

There's more visually impaired user in US than the entire population of Canada.

Source: Google Research, CDC (3)

This poster/infographic is explained in depth at www.dorve.com

Sources

1. The WebAIM Million / An accessibility analysis of the top 1,000,000 home pages
<https://webaim.org/projects/million/>
2. GLOBAL DATA ON VISUAL IMPAIRMENTS 2010 - World Health Organization
<https://www.who.int/blindness/GLOBALDATAFINALforweb.pdf>
3. Accessibility Statistics
<https://www.interactiveaccessibility.com/accessibility-statistics>

Accessibility Tools and Resources

- Web Content Accessibility Guidelines - <https://www.w3.org/WAI/standards-guidelines/wcag/>
- W3C Web Accessibility Initiative (WAI) - <https://www.w3.org/WAI/>
- WebAIM - <https://webaim.org/>
- Google Lighthouse - <https://developers.google.com/web/tools/lighthouse>
- Contrast Ratio Easy Calculator - <https://contrast-ratio.com/>
- WAVE checker - <https://wave.webaim.org/>
- UBKAccessibilityKit by UBank for iOS - <https://github.com/NAB/UBKAccessibilityKit>
- Axe is an accessibility testing engine - <https://github.com/dequelabs/axe-core>
- Accessibility in government - <https://accessibility.blog.gov.uk/>