

Accessibility & Inclusive design



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1

Introduction to Designing for Accessibility

What is web accessibility?

Designing and developing websites, tools ,and technologies so that people with disabilities can use them.

Web accessibility applies to all disabilities that affect access to the web, including:

- auditory
- cognitive
- neurological
- physical
- speech
- visual

But is that it?



"BUT MY SITE IS ACCESSIBLE. SEE THE LITTLE HANDRAIL ICONS ON IT?"

For whom it is important?

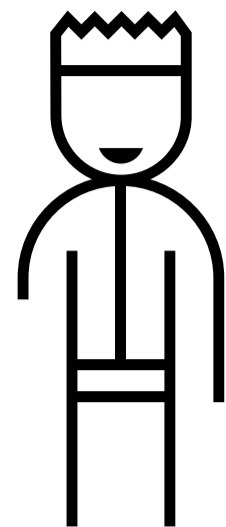
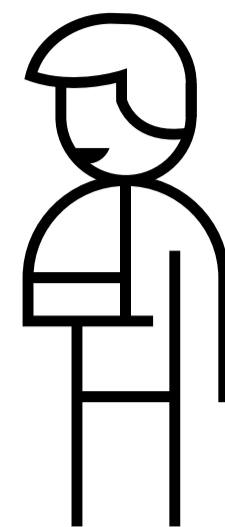
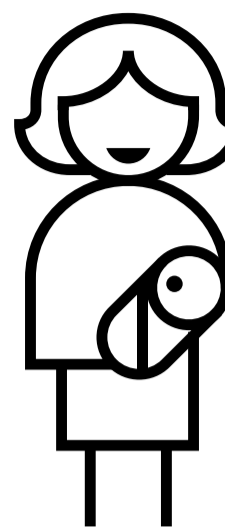
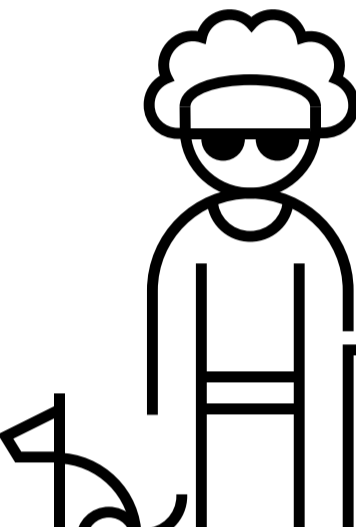
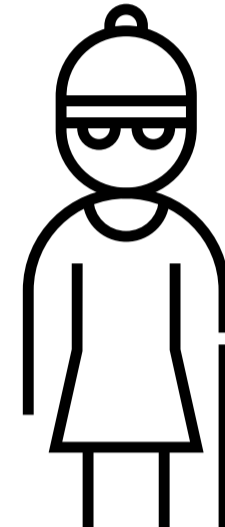

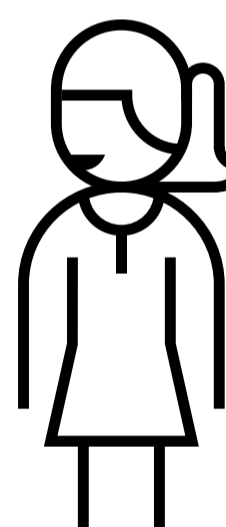
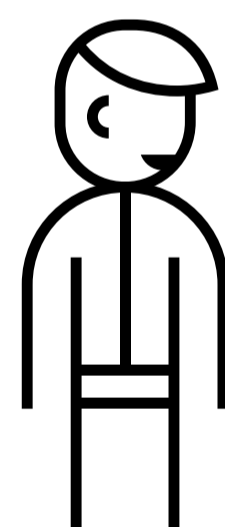
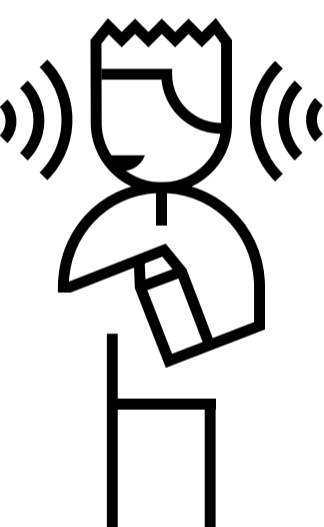
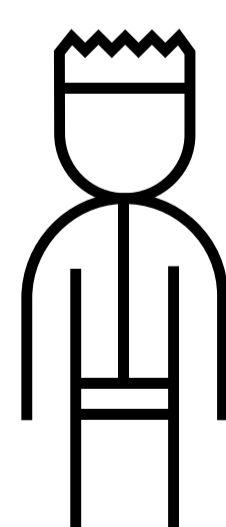
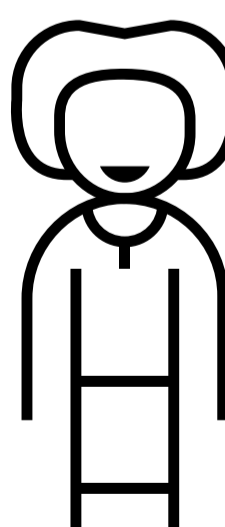
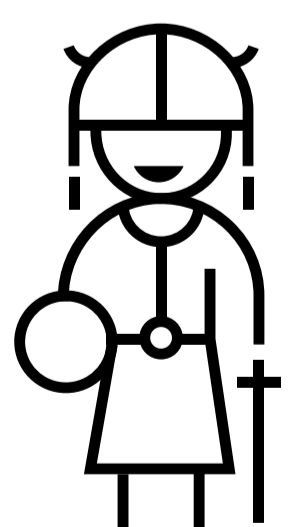
Accessibility is not confined only to a group of users with disabilities.

It extends to anyone who is experiencing any

- Permanent
- Temporary
- Situational disability

For example, having only one arm is a permanent condition, having an injured arm is temporary, and holding a baby in one arm is situational.

In each case the user is able to complete tasks with only one hand.

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

Why accessibility matters

It's the right thing to do for users

- Provides inclusive and equal access for all
- Enables world class usability
- It's also the law

It's the right thing to do for AvidXchange

- Expands customer base
- Enhances our brand reputation
- Increases search visibility

20%

An estimated 20% of users have a disability.



A braille display paired with a standard keyboard.
Photocredit:A11Y Collective

What's the solution?

Steps to define consistent standards of accessibility

1. Research
2. Build awareness
3. Create a team
4. Establish an accessibility policy

What else?

1. Train designers and developers
2. Document activities
3. Test and review
4. Advocate
5. Welcome open communication
6. Practice continuous improvement with checklists and process adjustments

HALFWAY TO ACCESSIBILITY

The First Steps of Building an Accessibility Strategy at Your Organization



DO YOUR RESEARCH

01

The first step is to determine what role accessibility will play at your company.



02 BUILD AWARENESS



When it comes to spreading awareness among coworkers, communication and conversation are key.

03 START A TEAM

It's vital to create a reliable team that drives accessibility initiatives within your company.



04 WRITE AN ACCESSIBILITY POLICY

An accessibility policy is a tangible document that spells out your company's stance on accessibility. Having one makes it easier to centralize an accessibility strategy down the line.



2

History

History

1998: Section 508 amendment adds digital content to government's accessibility requirements.

1999: WCAG 1.0 provides webmasters, developers, designers and other creators with concrete accessibility guidelines.

2003: DOJ publishes notice to promote state and local government website accessibility.

2008: WCAG 2.0 provides more detailed accessible design guidance plus levels of success criteria.

2018: DOJ letter to Congress (sort of) clarifies its stance on websites and the ADA.

2018: WCAG 2.1 updates success criteria for mobile.

2017-2020: 8K+ digital accessibility lawsuits filed in federal courts.

2020: The Online Accessibility Act is introduced to the House of Representatives.

The P.O.U.R. Principles & Compliance levels

overview of
Compliance Level

P.O.U.R Principles:

Perceivable
Operable
Understandable
Robust



Infographic showcasing the three levels of compliance.

The P.O.U.R. Principles & Compliance levels

The W3C Web Content Accessibility Guidelines (WCAG) define four principles.

- 1.Perceivable**- information is presented in different ways.
- 2.Operable**- functionality can be used in different modalities.
- 3.Understandable**- information and functionality are clear.
- 4.Robust** - content can be interpreted reliably by a variety of browsers, media players, and assistive technologies.

overview of
Compliance Level



Infographic showcasing the three levels of compliance.

3

Case Studies

Did you know?

**“Domino’s Pizza Resisted Digital Accessibility
and Lost More Than Just a Customer”**

**“1 in 4 U.S. adults live with some kind of
disability, according to data from the Centers
for Disease Control and Prevention.”**

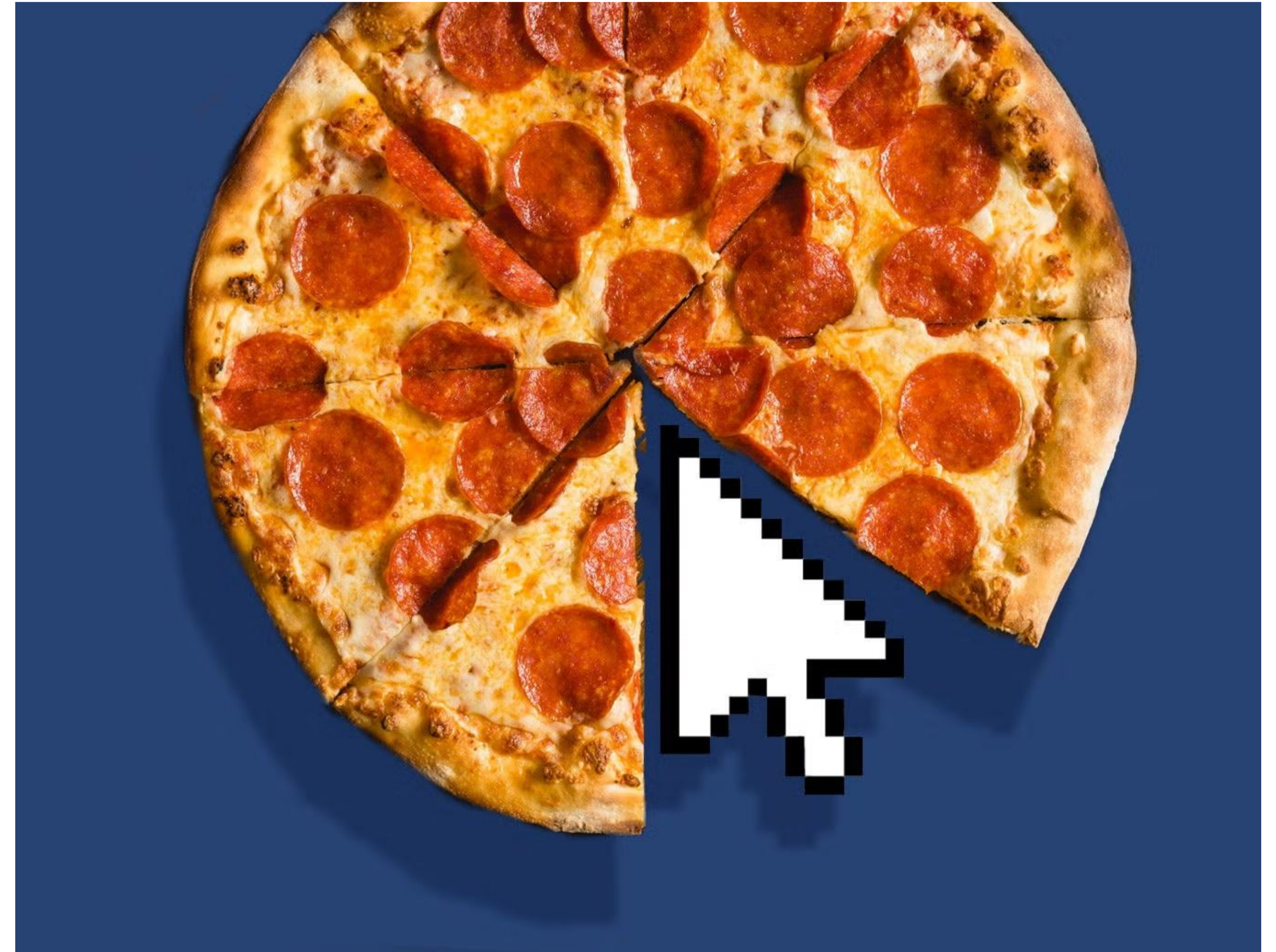
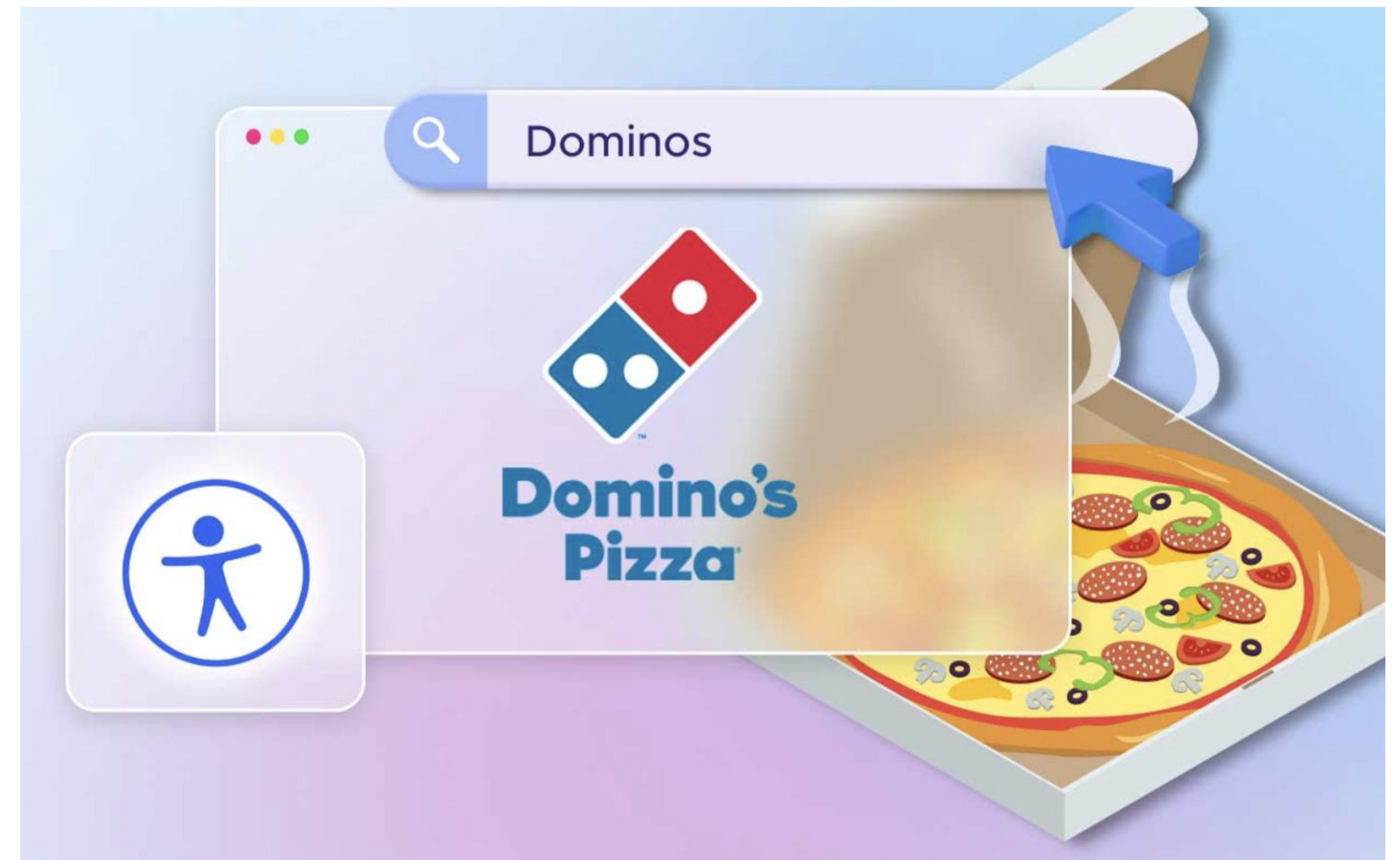


Photo illustration by Slate. Photos by Thinkstock and Arx0nt/iStock/Getty Images Plus.

Dominos accessibility

- Claimed 24/7 hotlines as the accessible alternative.
- Prioritized expensive legal defense over cheaper accessibility fixes.
- Continued the exorbitantly expensive appeal process.



Takeaways for companies

- **Fighting against ADA compliance isn't great for business.**
- **WCAG remains a key standard for ADA compliance.**
- **The Americans with Disabilities Act applies to websites and mobile apps.**



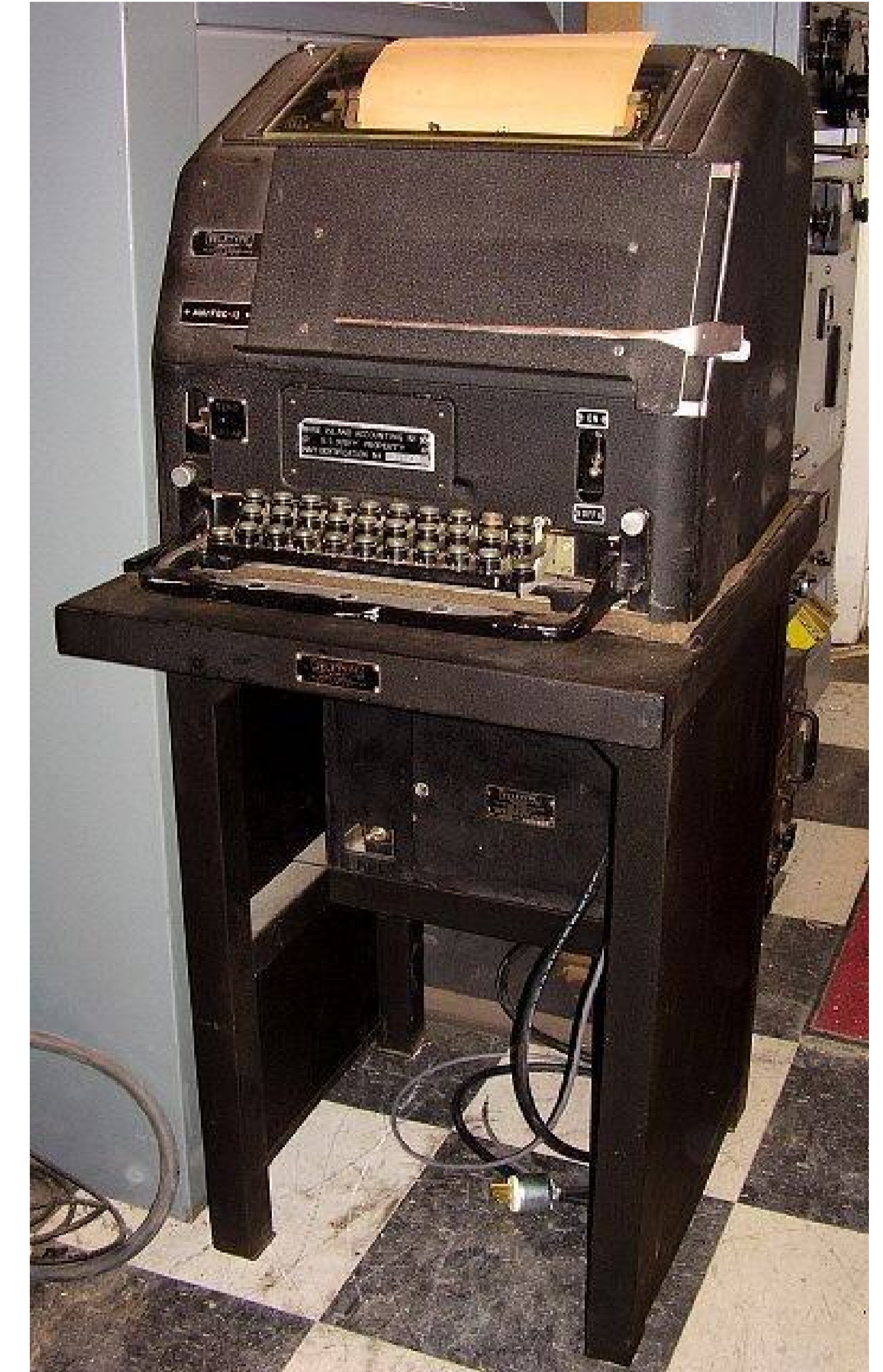
Takeaways for designers

- Focus on real users' needs.
- If someone finds an accessibility problem, offer a solution.
- Invest up front.
- Establish a pro-accessibility stance.
- Go where the future is going.



Did you know?

Deafness influenced
the phone, internet,
& SMS text
capabilities



Did You Know?

Inventor Robert Weitbrecht's acoustic coupler (A modem which allowed the deaf people to use transmission and decoding of electronic signals sent over the telephone lines.) allowed the deaf to use the phone. -

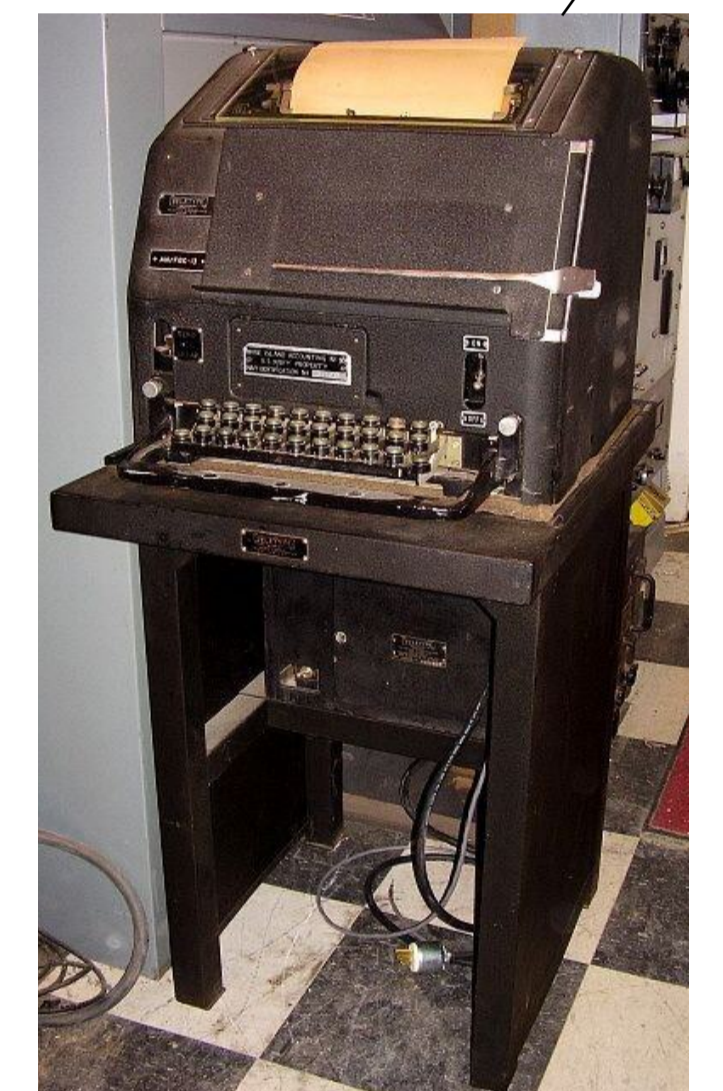
He used abbreviations and grammatical deletions to save time.

Acoustic coupler



Common TTY Abbreviations	
AM.....	morning
ANS	answer
CD or CUD	could
CUZ	because
GA.....	go ahead
HD or HLD	hold
INFO	information
LTR	letter
MIN.....	minute
MSG	message
MTG	meeting
NBR.....	number
OK	okay
PLS	please
PM.....	afternoon/evening
Q GA.....	question to go ahead
R	are
RPT	repeat
SHD or SHUD	should
SK.....	stop keying
THRU	through
TMW	tomorrow
U	you
UR.....	your
WD or WUD	would
XXX.....	mistake

TTY Abbreviation



Teletypewriter

Did you know?

In the 1990s, the Wyndtell pager targeted the deaf community.

Soon after, many switched to the Sidekick that offered more features.

Wyndtell pager



Sidekick

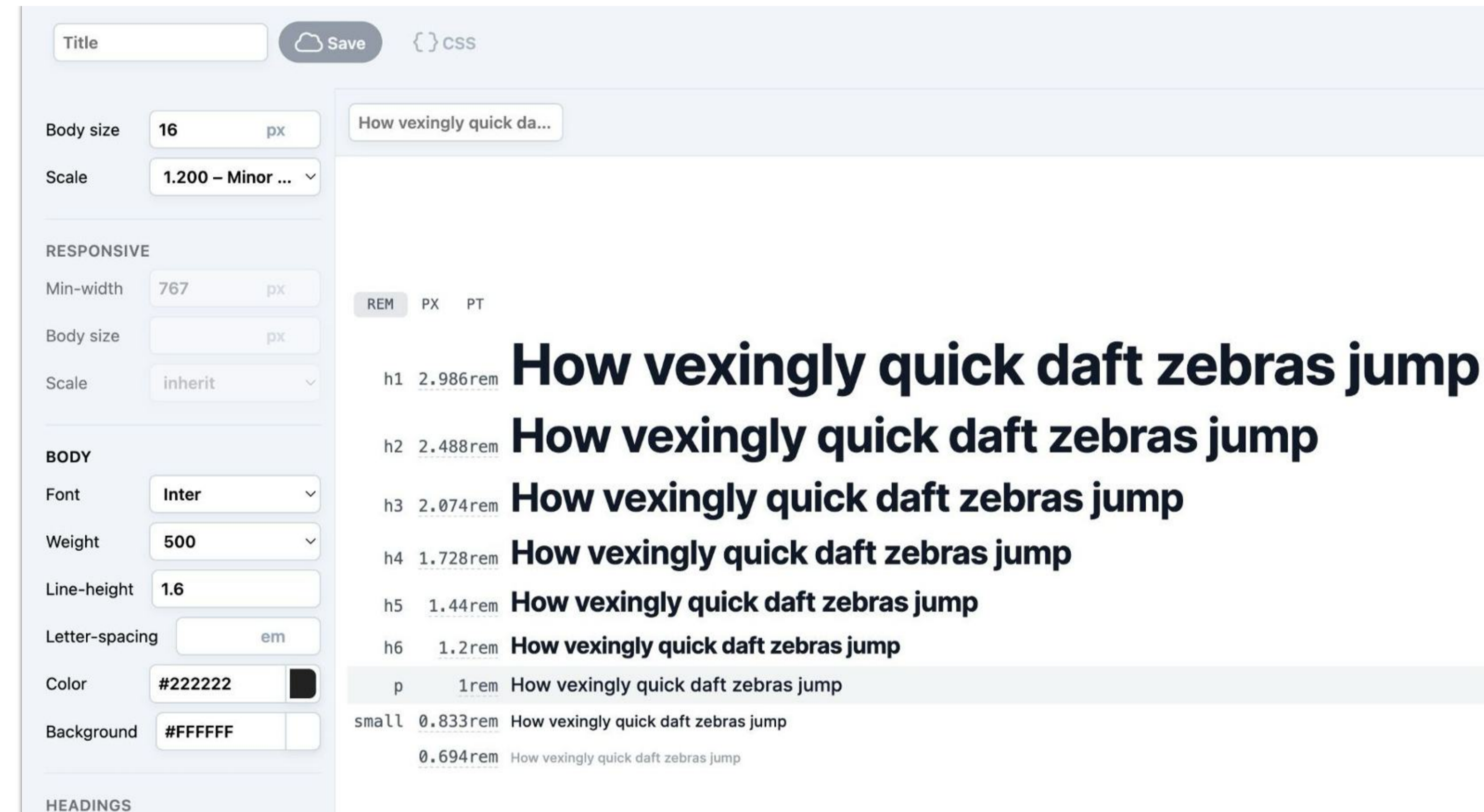
4

Typography

Optimizing typography

Text should be optimized for easy reading by a diverse audience, including individuals with visual impairments such as low vision or reading disability such as dyslexia.

- Font selection
- Size & weight
- Hierarchy & organization
- Responsive scale
- Browser compatibility



A screenshot of an accessible type scale.

5

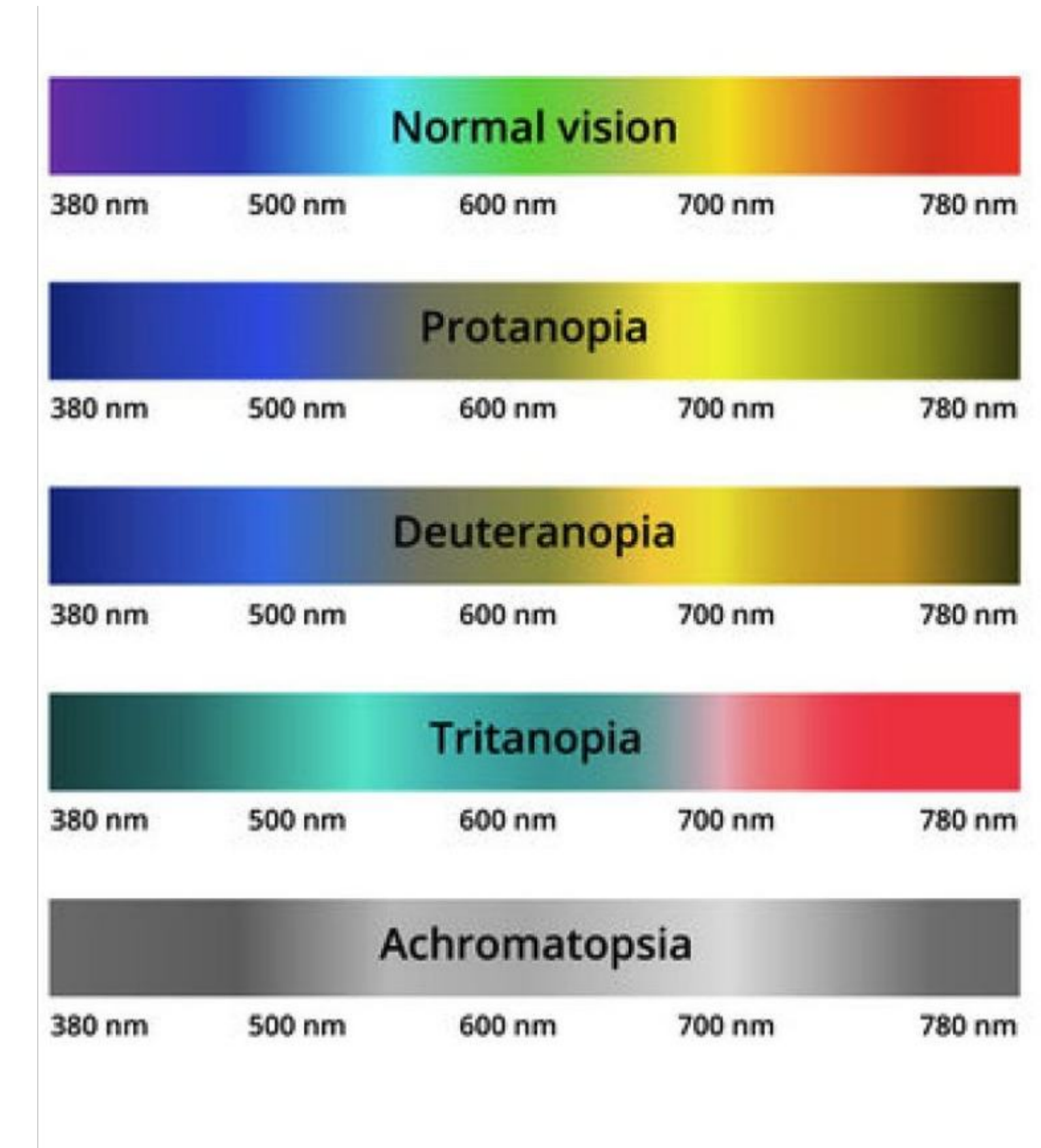
Color

How users perceive color

Color perception varies by user.

Solution: Optimize color palettes to address diverse needs.

- Color contrast
- Color vision deficiencies
- Color luminance
- Color dependence vs. independence



Protanopia / Protanomaly: Missing/malfunctioning L-cone (red).

Deuteranopia / Deuteranomaly: Missing/malfunctioning M-cone (green).

Tritanopia / Tritanomaly: Missing/malfunctioning S-cone (blue).

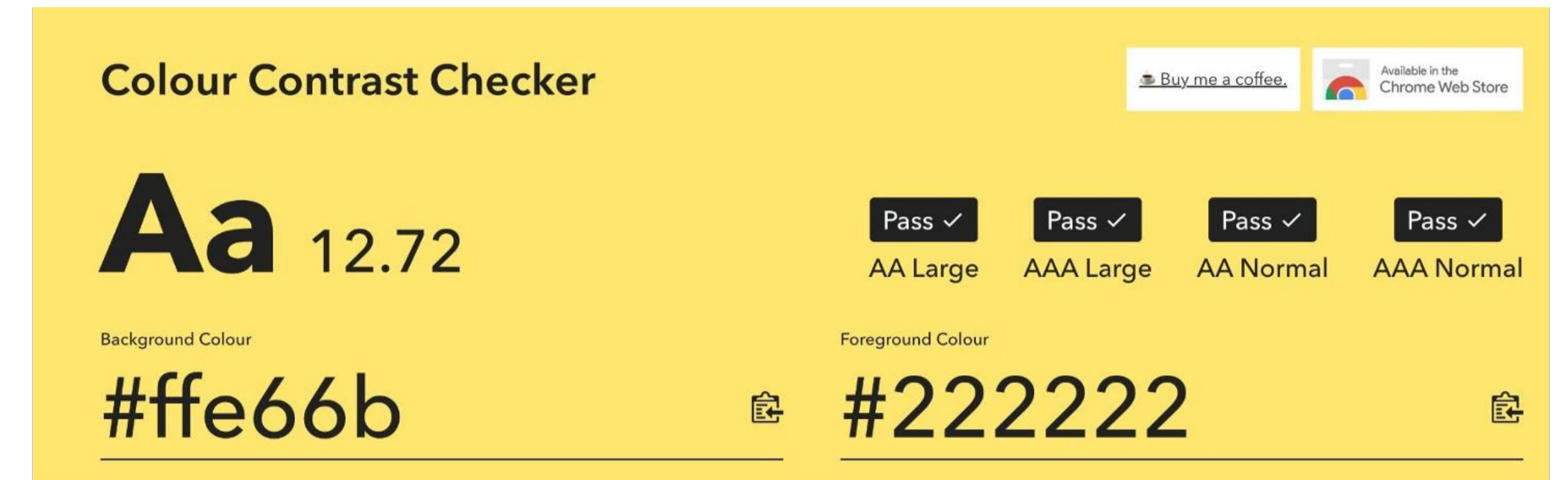
Achromatopsia: Complete color blindness.

Color contrast

Foreground text must have sufficient contrast with background colors. This includes text on images, background gradients, buttons, and other elements.

- The visual presentation of text and images of text has a contrast ratio of at least 4.5:1.
- Use color contrast checkers.

N/A for logos or incidental text (e.g., text in a photo)



A screenshot of a color combination that does not pass any compliance thresholds.

Color vision deficiencies

“Color blindness” means users may struggle to distinguish particular colors or can’t perceive colors at all.

- Types of color vision deficiencies
- Color dependence vs. independence
- Color luminance
- Color-blindness simulator



YOU ARE ALL NINE ARCHETYPES

Everyone has a bit of every Archetype in them – but all in different proportions. These proportions result in you becoming the unique character that you are and affect how you form values, ideas, and relationships. The two most prominently expressed Archetypes form an individual’s Persona. In contrast, an individual’s least pronounced Archetype is the one that is most unconscious and therefore has the least amount of influence on their actions.

Learn more about the nine primary CarnegieChem® Archetypes and their role in the complex web of interpersonal connections below!

▶ THE PURPLE PROVIDER
▶ THE GREEN EXPLORER
▶ THE MAROON COMPETITOR
▶ THE ORANGE CREATOR
▶ THE YELLOW INNOVATOR
▶ THE RED ENTERTAINER
▶ THE BLUE ACHIEVER
▶ THE PINK SOPHISTICATE
▶ THE SILVER REBEL

6

Layout & Spacing

Clear layout & design

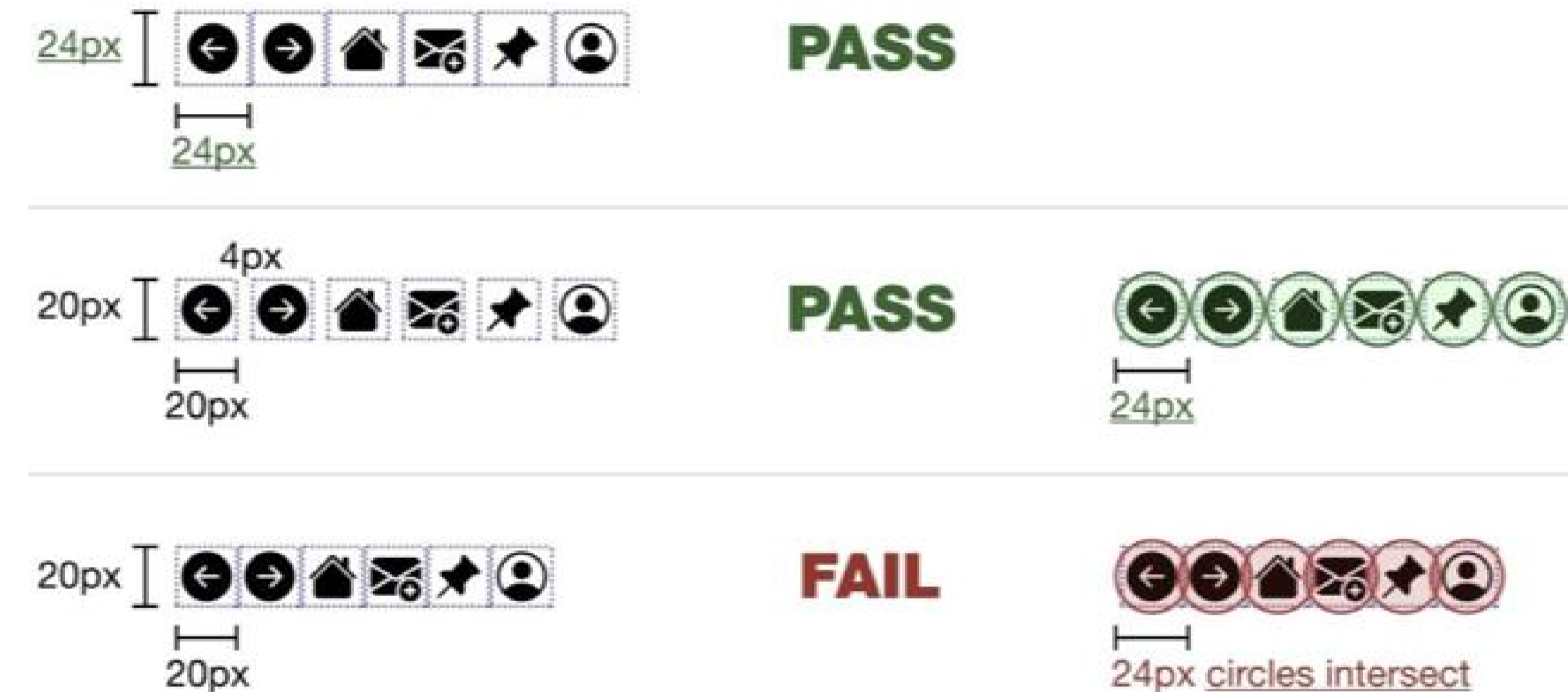
Each web page should have clear & consistent UI, including navigation, links, and text. Labels should match controls so all elements are findable elements.

- Create designs for different view port sizes.
- Provide predictable navigation.
- Optimize order for screen readers and keyboard navigation.
- Ensure user can magnify and scroll without getting disoriented.

Spacing

Ensure targets can be easily activated.

- Proximity
- Multiples of eight
- Target size minimum
 - 44×44 px on touch devices
 - 48×48 px on cursor controlled devices
- Space between buttons
 - Minimum of 24px different view port sizes



An example of icons that pass and fail compliance due to proximity and target size.

7

User Interface Elements

Link styling

Make links consistent with each other and consistent with each other while visually different from non-links
















Inline Link

States

	lg/Text	md/Text	sm/Text
Default	Link text	Link text	Link text
Hover	Link text	Link text	Link text
Pressed	Link text	Link text	Link text
Focus	Link text	Link text	Link text
Disabled	Link text	Link text	Link text

Standalone Link

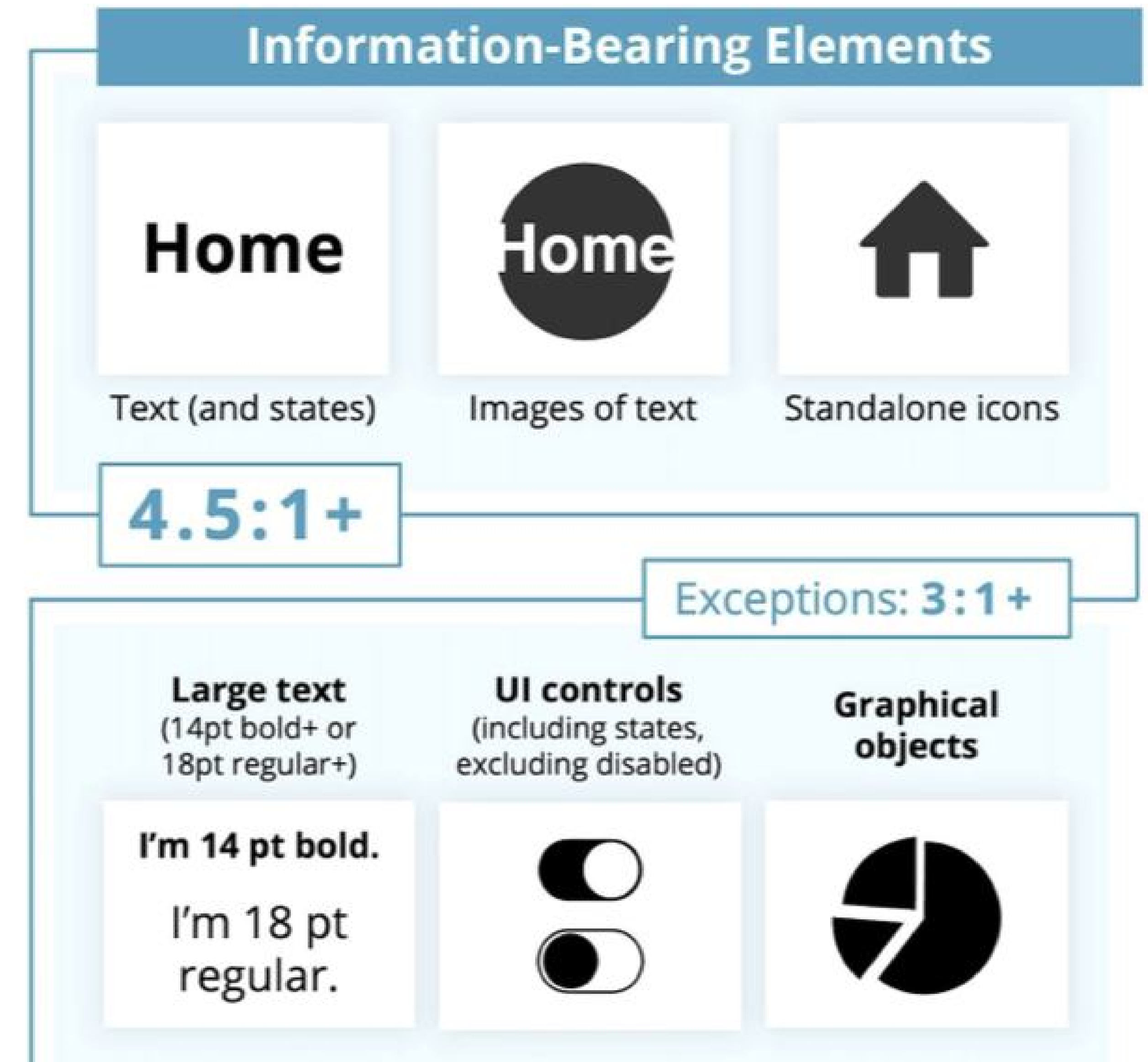
States

	lg/Text	md/Text	sm/Text	lg/Text + Icon	md/Text + Icon	sm/Text + Icon
Default	Link text	Link text	Link text	Link text 	Link text 	Link text 
Hover	Link text	Link text	Link text	Link text 	Link text 	Link text 
Pressed	Link text	Link text	Link text	Link text 	Link text 	Link text 
Focus	Link text	Link text	Link text	Link text 	Link text 	Link text 
Disabled	Link text	Link text	Link text	Link text 	Link text 	Link text 

Information-Bearing

Ensure text, Button with text and icons have a 4.5:1 contrast ratio or higher

Exceptions – Some components and Graphical objects are required to have 3:1 + contrast



A screenshot depicting information-bearing elements from How To Design for Accessibility: for UX Designers (WCAG 2.2)

Decorative

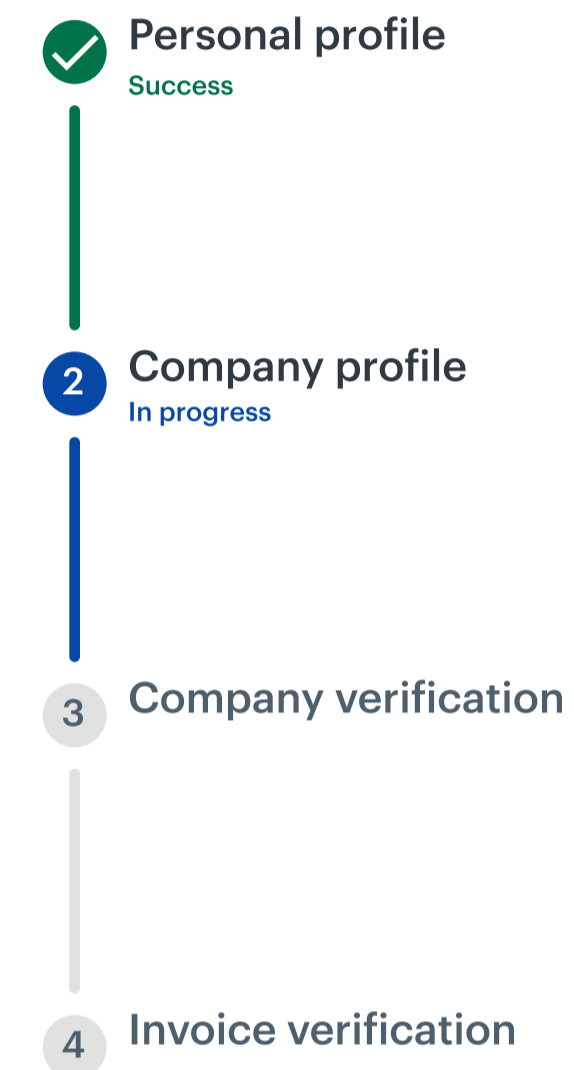
High contrast recommended for -

- Logo marks and type
- Background patterns
- Horizontal lines
- Artistic border
- Graphics and icons
- Decorative image as part of a text link
- Images

Forms

Web forms should be accessible, intuitive and compatible with assistive technologies.

- Add labels to outside of the fields
- Remove placeholder ghost text
- Error messages
- Color independent indicators



Tell us more about your business

* Business name

Business name or commonly known as

* Phone number

xxx-xxx-xxxx

Remittance address

Where do you receive payments?

* Country

Mexico

* Address

Enter street number and name

Address line 2

Suite or unit number

* City

* State

Select one

* Postal code

Aguascalientes

Baja California

Baja California Sur

Campeche

Coahuila

Back

Next →

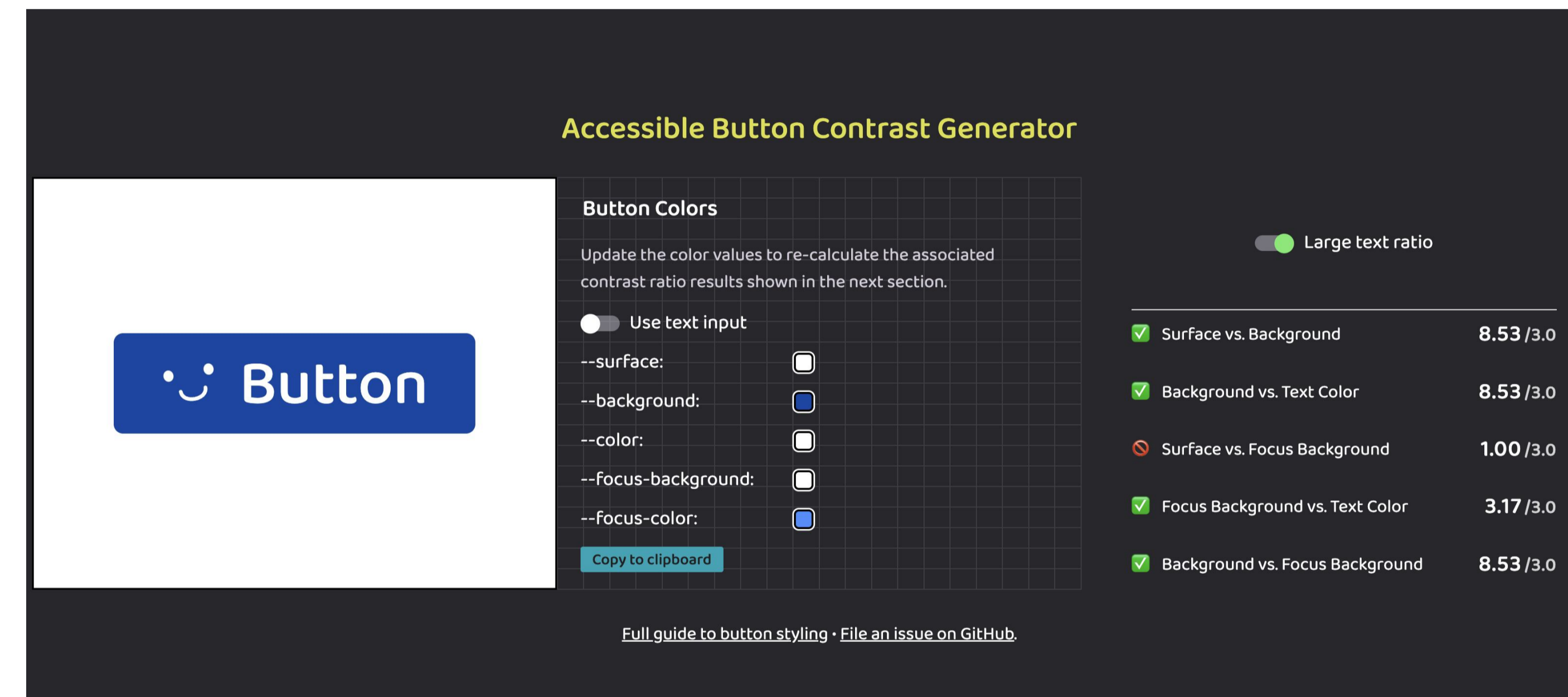
Live Chat

Calls to action - Buttons

Actionable items should be easily identified.

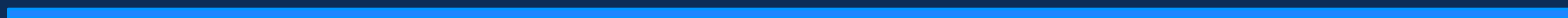
Button styling best practices

- Consistency- Completely matching except with contents helps improve: learnability, users' efficiency, and perceptions of trust worthiness, credibility, and reliability.
- Similarity - Use when the user research or usability testing shows that deviations from the style guide can drive or enhance the goals of the user and/or business.
- Distinctness - Used to differentiate thing OR to draw attention to specific elements (to further the goals of the user experience).



8

Content



Logical Page Structures

- Use headings and subheads
- Apply only 1 <h1> title

The screenshot displays the NIH website's layout. At the top left is the NIH logo with the tagline "National Institutes of Health" and "Turning Discovery Into Health". To the right is a search bar labeled "Search NIH" and links for "NIH Employee Intranet", "Staff Directory", and "En". Below this is a dark blue navigation bar with white text for "Health Information", "Grants & Funding", "News & Events", "Research & Training", "Institutes at NIH", and "About NI".

The main content area features a large blue banner for "Better Hearing and Speech Month". The banner includes the text "Explore hearing, voice, speech, and language with NIDCD resources." and a "Learn more »" button. To the right of the banner is a large image of two young children, one whispering to the other. Below the banner are five small blue circles.

Below the banner is an "In the News" section with four news items, each with a thumbnail image, a title, and a short description:

- Eat, Sleep, Console**: Approach provides more help to infants. (Thumbnail: A woman holding a baby.)
- Chronic Pain**: Adults report high rates of persistent pain. (Thumbnail: A man holding his head in pain.)
- Health Disparities**: Study finds disparities carry huge. (Thumbnail: A doctor talking to a patient.)
- Hypertrophic Cardiomyopathy**: Vigorous exercise not tied to increase r. (Thumbnail: A man running on a path.)

Scannable Copy

- Use active voice and present tense
- Practice chunking

The screenshot shows the MindTools website header with the logo, a search bar, and navigation links. The main content area features a grid of four benefit cards, each with an icon, a title, and a short description. The cards are: 'Unlimited access' (lock icon), 'Learn when it suits you' (mobile phone icon), 'Regular, relevant content' (open book icon), and 'Skill Bites' (pencil icon). A fourth card titled 'Wide' is partially visible on the right side.

MindTools Explore Search something How it works Blog Newsletter

Benefits of Mind Tools

- Unlimited access**
Get full access to more than 3000+ exclusive resources in the Mind Tools Content Library.
- Learn when it suits you**
Whether you like to learn on the go or from the comfort of your own home, our content is designed to fit your learning around you.
- Regular, relevant content**
Our experienced content teams regularly update and create new content to keep you informed of the latest trends and insights in the world of leadership and...
- Skill Bites**
Brand-new bite-sized courses designed to guide and coach you through tips, techniques, and strategies for mastering essential management and career skills.
- Wide**
From thought-researched exclusive c...

Tidy Text

- Write short, simple sentences and phrases
- Front-load important info
- Reconsider jargon and complex terms

The screenshot shows the AvidXchange website. The navigation bar at the top includes the logo, 'Solutions', 'Resources', 'Company', and a 'Book Your Demo' button. The main content area features a headline 'Power your business with invoice automation' and a sub-headline 'Reduce inefficiencies while maintaining control and staying organized thanks to paperless invoices and custom processes.' Below this are three light blue rounded rectangular cards, each with a bold title and a paragraph of text.

avidxchange Solutions Resources Company [Book Your Demo](#)

Power your business with invoice automation

Reduce inefficiencies while maintaining control and staying organized thanks to paperless invoices and custom processes.

Go Paperless

Save time and paper with the ability to receive, track and approve invoices digitally. In addition to reducing the cost of managing paper invoices, an entirely digital platform increases efficiency while reducing fraud and potential errors.

Design Processes and Workflows

Drop your manual processes without missing a step thanks to a custom approval process and workflows designed to suit your business needs.

Your invoices can be automatically coded, assigned to the proper workflow and routed electronically for approval – keeping your finances circulating without interruption.

Gain Anytime Visibility

Keep an eye on your business performance regardless of time or location. Check your performance on the go, anytime, anywhere. Gain visibility and freedom on the go.

Make data-driven decisions with [AvidAnalytics](#), our intelligent solutions.

Meaningful Calls to Action

- Give users descriptive button names
- Be clear about link targets

The image shows two side-by-side 'Write a review' forms. The left form is marked with an orange 'X' icon, indicating it is a bad example. It features a text input field and two buttons: 'Cancel' and 'Submit'. The right form is marked with a green checkmark icon, indicating it is a good example. It features a text input field and two buttons: 'Cancel' and 'Post'.

 **GOOD**

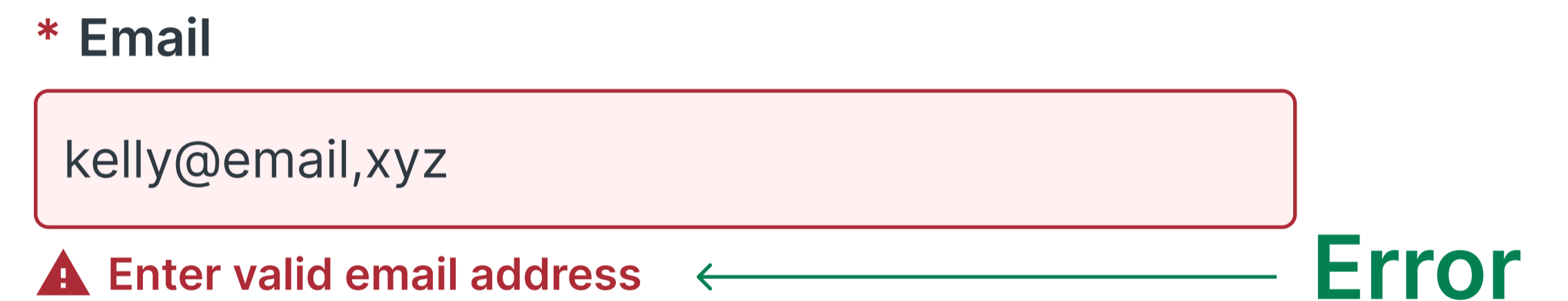
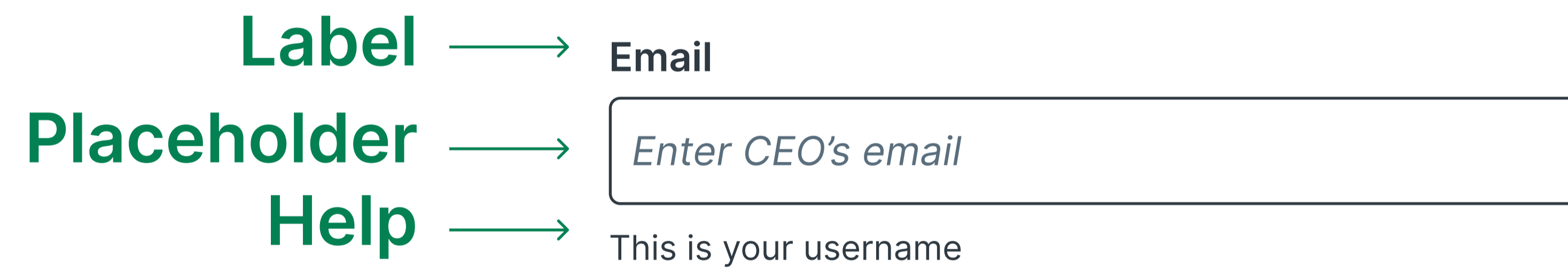
Visit [WebAIM's Link Text article](#) for details.

 **BAD**

[Click Here](#) for details.

The image shows a 'Deactivate user' dialog box. The title is 'Deactivate user' with a close 'X' button. The text says 'Remove access for Kay Smith (ksmith@gmail.com)'. There are two buttons: 'Cancel' and 'Deactivate'.

Happy Input Fields



9

Accessibility Responsibility

Accessibility is everyone's responsibility

Planning for and executing accessibility should happen at all stages work.

- Everyone involved in the experience shares responsibility.
- Involve people sooner than later.
- Consider assigning an accessibility coordinator.



An example of the types of roles that are involved in planning for and executing accessibility on a website. [AccessibilityTipsforTeamsPDF](#)

Design

We all have a unique role to play in creating more accessible experiences.

- Layout & spacing
- Typography
- Color
- Icons & graphics
- Media
- Annotations
- Interactions
- Responsiveness
- Flexibility

Accessibility. Tips for teams Designers

20% of users have a disability. Consider their needs and make better products for everyone. When designing your products use clear flexible designs, simple interactions, and don't assume everyone sees colour the same way.

Visit abc.net.au/accessibility

Version 2.0 - © ABC - July 2019

Readable text
Is typography clear and legible?

Downstream considerations
Have you conveyed content structure, sequence and states to developers?

Flexible presentation
Is content size and orientation flexible?

Obvious icons
Is the meaning of your icon clear?
Does it need a text label?
Have you used consistent alt text?

Clear functionality
Is usage obvious, or are instructions and helpful messaging provided?

Focus feedback & order
Is mouse and keyboard focus easy to see?
Have you outlined logical focus order for keyboard and screen reader users?

Labelled interactions
Are form fields, buttons, links and other interactions clearly and unambiguously labelled?

Explicit state changes
Is the state of dynamic interactions obvious?

Generous tap targets
Are interactions sufficiently sized and spaced?

Media alternatives
Do videos have legible, noncompetitive captions?
Is a text transcript placed close to the media player?

Considered colour
Have you provided alternatives for colour?
Used strong colour contrast?

KEY

- Reduced hearing
- Limited mobility
- Cognitive impairment
- Low vision
- Blind

An example of the types of roles that are involved in planning for and executing accessibility on a website. [AccessibilityTipsforTeamsPDF](#)

Development



Accessibility. Tips for teams Developers

20% of users have a disability. Always use native code where possible. Where this is not possible, replicate semantic labels, roles, states, functionality and interaction patterns so that content is usable and understandable for everyone.


















Visit
abc.net.au/accessibility

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We all have a unique role to play in creating more accessible experiences.

- Structured elements
- Keyboard navigation
- Focus order
- Keyboard accessibility
- Aria roles, labels & states

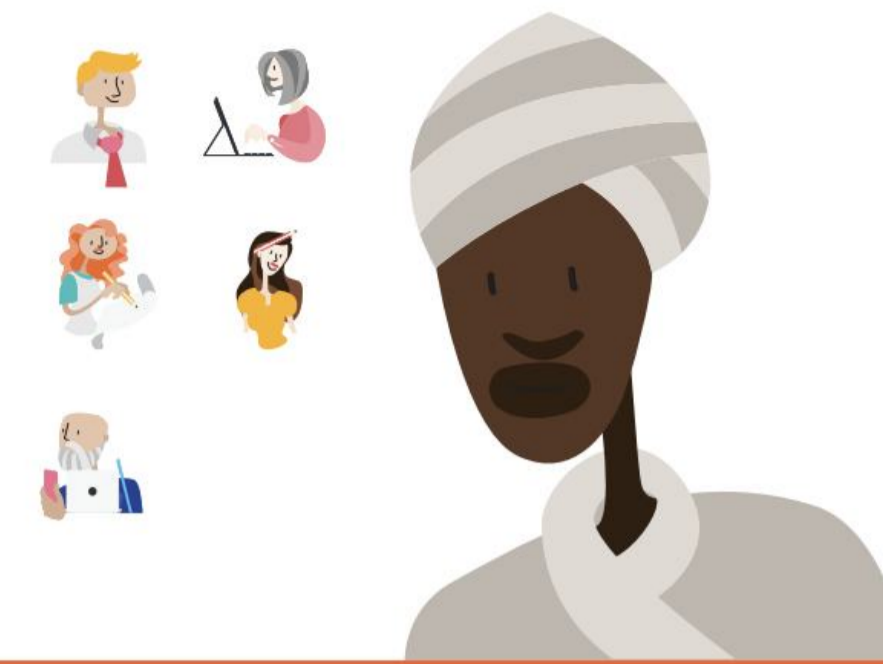
Structural composition Are structural elements like headings, lists & tables marked up correctly <h1> <h2> etc? 	Identify elements Is the name, role and state of all elements correctly and clearly defined? 	Keyboard accessible Are all interactions, and only interactions, visible and predictably usable? 
Logical TAB order Are all interactions reachable in logical TAB sequence using a keyboard? 	Intuitive interaction Is interaction use either obvious or clearly explained 	Validation Does the page pass automated accessibility checks? 
Image 'alt' Do image elements have an 'alt' attribute? Does it substitute for the image when it can't be seen? 	Input correction Are input mistakes easy to find and fix? 	KEY  Reduced hearing  Limited mobility  Cognitive impairment  Low vision  Blind
Hide decorative images Are decorative images hidden from screen reader users? 	Prefer HTML Use native HTML where possible. Sparingly supplement with ARIA that reflects W3C ARIA Authoring Practices 	

An example of the types of roles that are involved in planning for and executing accessibility on a website. [AccessibilityTipsforTeamsPDF](#)

Content

We all have a unique role to play in creating more accessible experiences.

- Structured content
- Clear, concise, and descriptive text
- Content with associated image or element
- Captions
- Transcripts
























Accessibility. Tips for teams Content Maker

20% of users have a disability. For example, not everyone can see your pictures or watch your videos. Providing text alternatives helps more people read, use and understand your content, and boosts reach through improved search engine findability.



Visit abc.net.au/accessibility

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Headings separate content Is all content separated with informative headings?   	Avoid text in images Does all text scale without becoming blurry or pixelated? 	Media has text transcript Have you added a text transcript for media that includes all dialogue, and identifies speakers, important sounds and key visuals (like screen text)?  
Avoid jargon Write to be understood by your audience 	Complex images explained Are complex maps, graphs and other complex images described in text or tables?  	Strong colour contrast Have you chosen colours that contrast well against each other?  
Organise content Are all structural elements such as headings, lists and pull quotes chosen from CMS options? 	Descriptive link text Does link text succinctly describe link purpose, and have you avoided generic link text like "click here" and "watch the video"?  	KEY  Reduced hearing  Limited mobility  Cognitive impairment  Low vision  Blind
Images have alt text Do informative images have an equivalent text alternative? 	Video has captions Have you provided video captions that identify speakers, with all dialogue and important sounds? 	

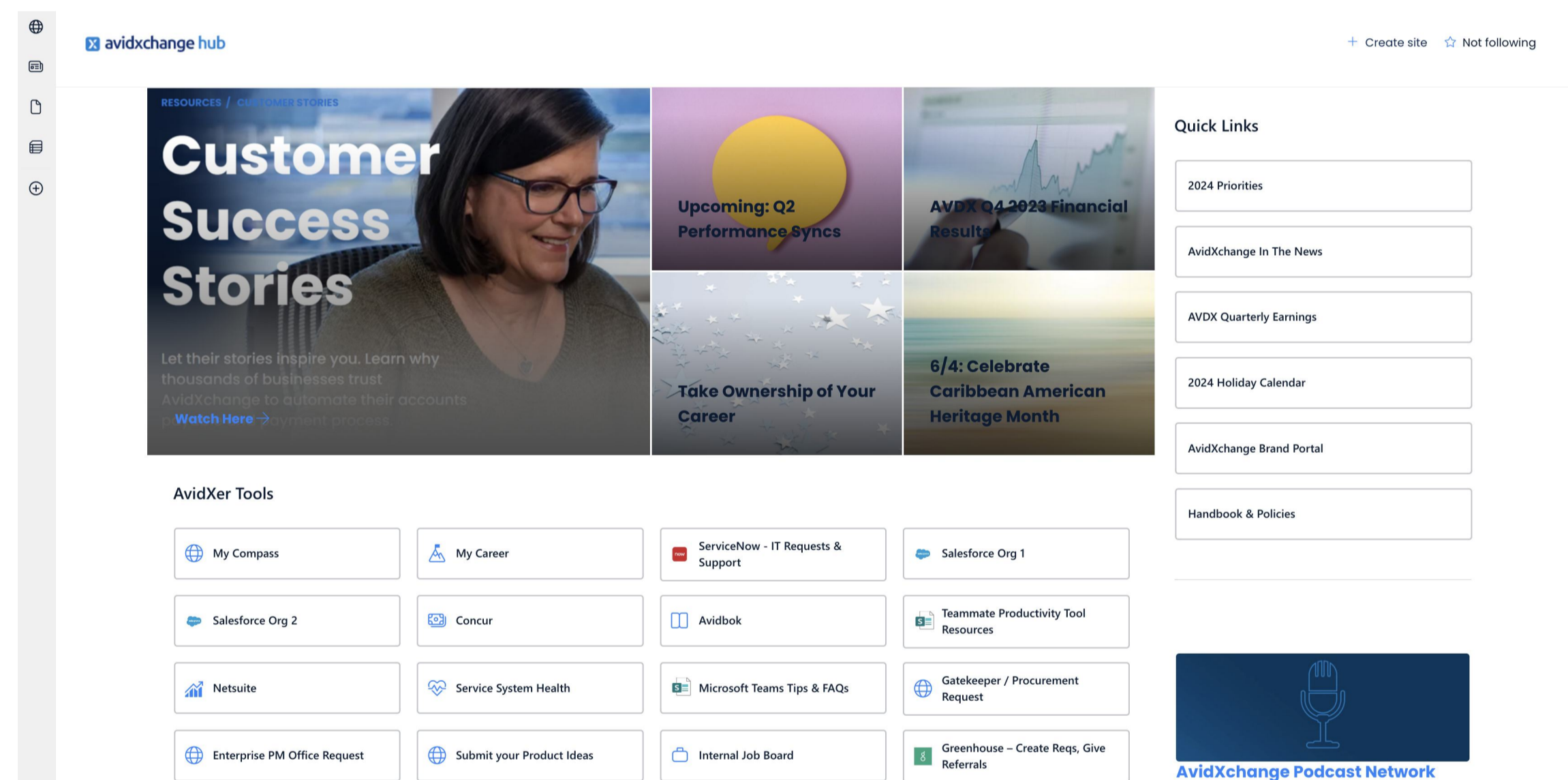
An example of the types of roles that are involved in planning for and executing accessibility on a website. [AccessibilityTipsforTeamsPDF](#)

10

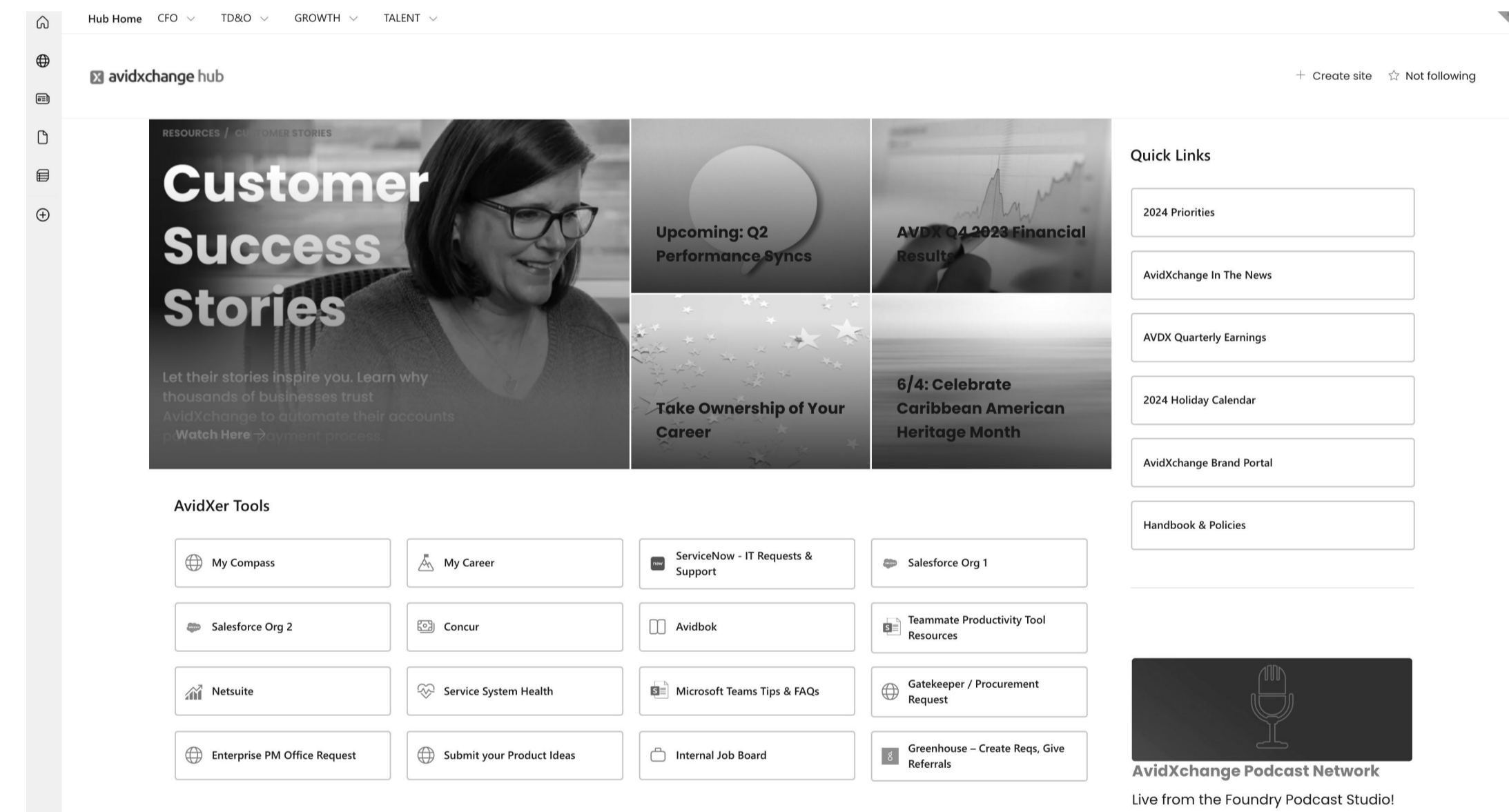
Accessibility Audit

How to do an accessibility check

1. Add Greyscale the web extension.
2. Translate your art boards to black and white and ask *Is there anything that you can't identify or tell the difference between?*



Normal vision



Greyscale vision

How to do an accessibility check

Input field component - Grey scale test

1. Add Greyscale the web extension.
2. Translate your art boards to black and white and ask

Is there anything that you can't identify or tell the difference between?



Input label

 
 Error text

Input label

 
 Error text

Input label

 
Error text

Input label

 
Error text

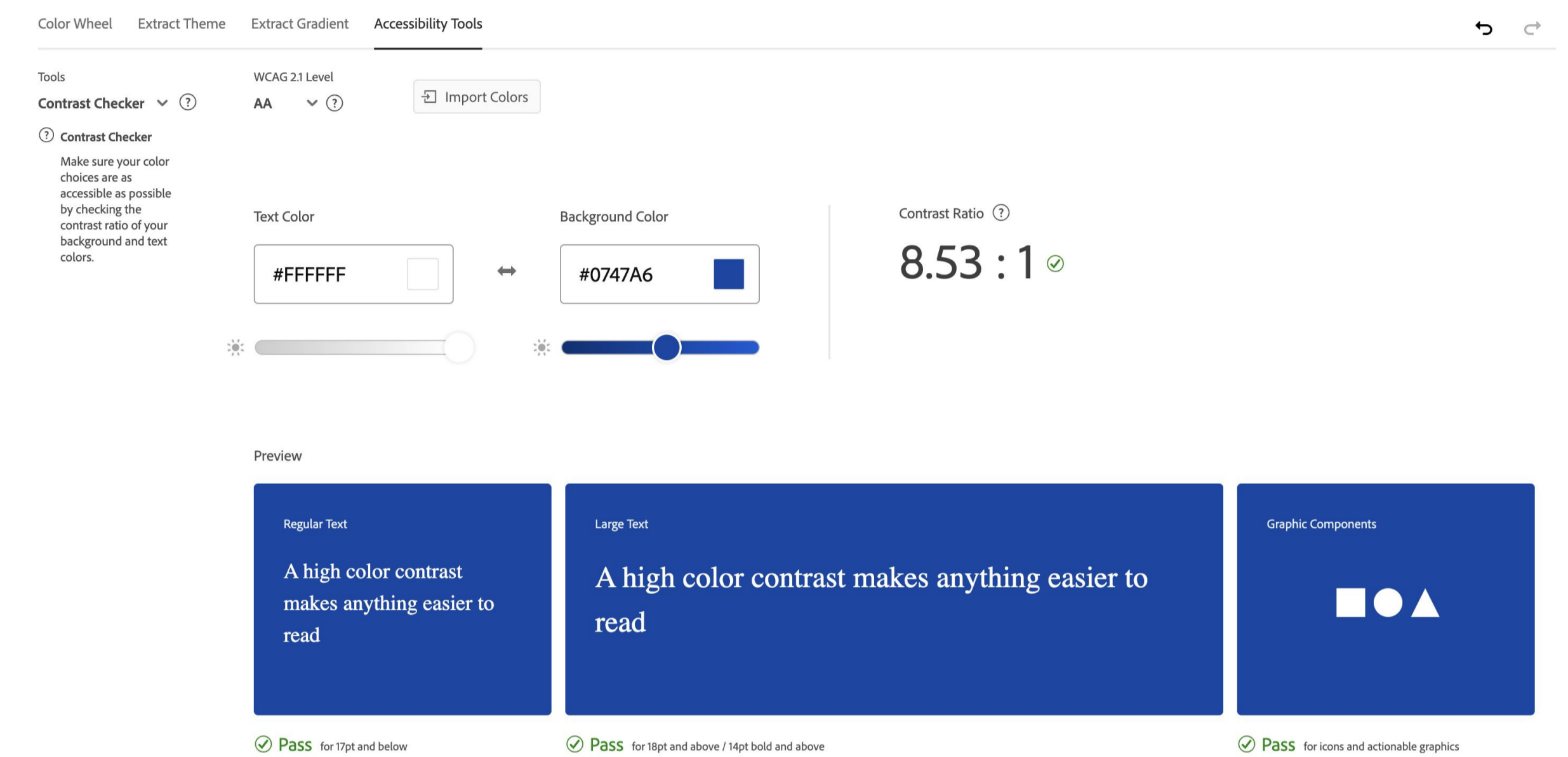
Normal vision

Greyscale vision

How to do an Accessibility Check

Button component - Color contrast test

Use a color contrast checker - [Adobe color contrast checker](#) or [WebAIM](#) to ensure elements fulfill the 3:1 contrast of the item and its background.



Color Wheel Extract Theme Extract Gradient Accessibility Tools

Tools
Contrast Checker ? ? Import Colors

WCAG 2.1 Level
AA ?

Contrast Checker
Make sure your color choices are as accessible as possible by checking the contrast ratio of your background and text colors.

Text Color
#FFFFFF

Background Color
#0747A6

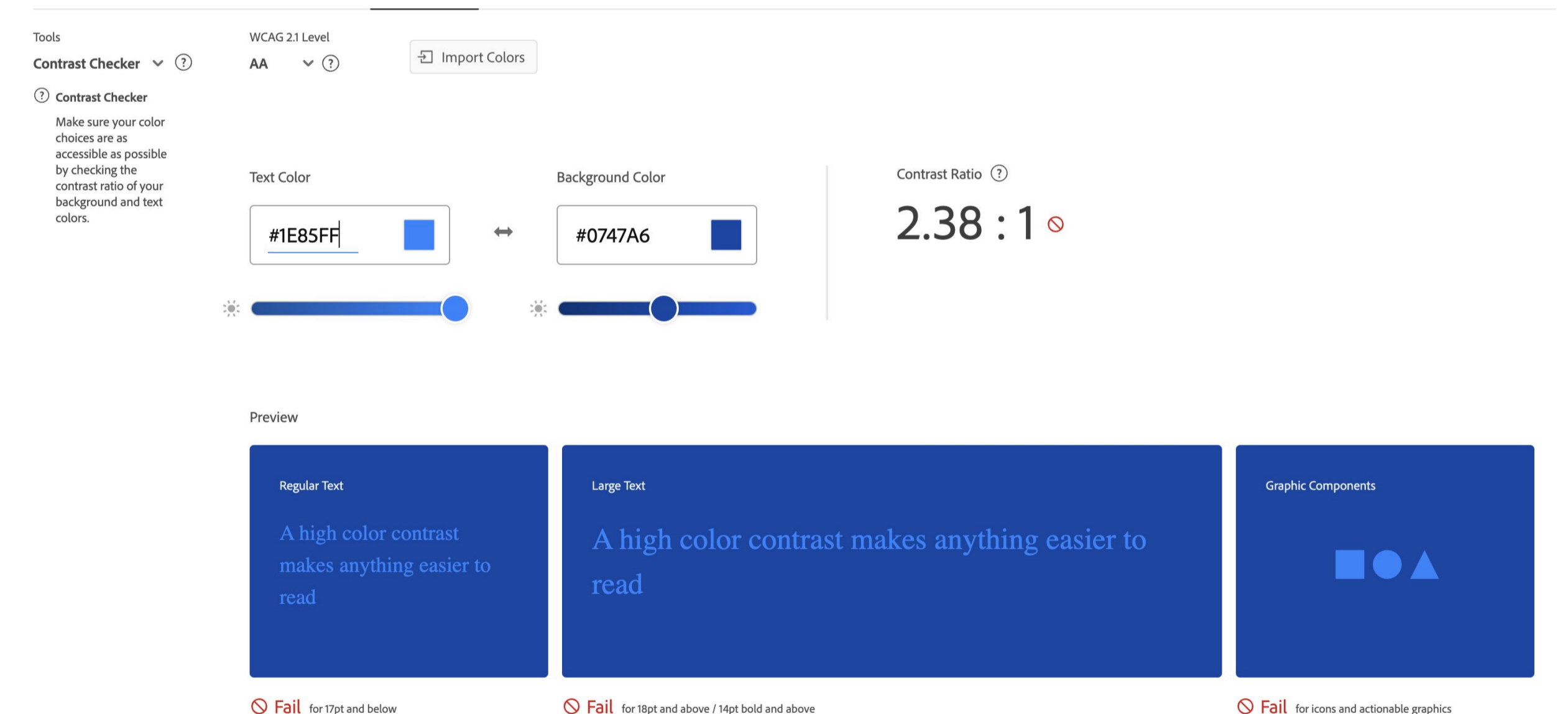
Contrast Ratio ?
8.53 : 1 ✓

Preview

Regular Text
A high color contrast makes anything easier to read
✓ Pass for 17pt and below

Large Text
A high color contrast makes anything easier to read
✓ Pass for 18pt and above / 14pt bold and above

Graphic Components
✓ Pass for icons and actionable graphics



Tools
Contrast Checker ? ? Import Colors

WCAG 2.1 Level
AA ?

Contrast Checker
Make sure your color choices are as accessible as possible by checking the contrast ratio of your background and text colors.

Text Color
#1E85FF

Background Color
#0747A6

Contrast Ratio ?
2.38 : 1 ✗

Preview

Regular Text
A high color contrast makes anything easier to read
✗ Fail for 17pt and below

Large Text
A high color contrast makes anything easier to read
✗ Fail for 18pt and above / 14pt bold and above

Graphic Components
✗ Fail for icons and actionable graphics

How to do an accessibility check

Typography

- Text no smaller than 14pt.
- Don't use hairline or thin fonts smaller than 18pt.
- Every letter has 1 row of pixels at 100% opacity.

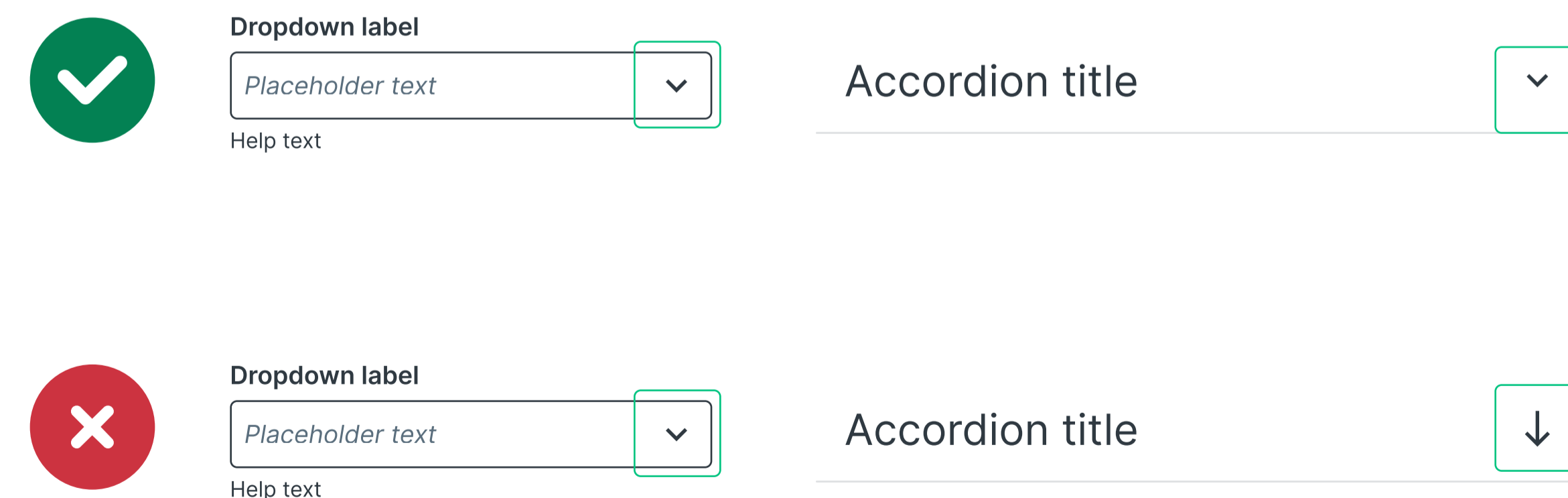
Icons

- Icons used across different pages must share the same meaning and have the same functionality.
- If we use an icon to initiate an action, use it the same way throughout. (e.g., down arrow)

Typography example of Inter font



Dropdown icon in the component



How to do an accessibility check

Interactive elements should be consistent and have 1 technique to signify clickability.

Use of different style of buttons in a Non- Modal component



Overline ×

Dialog title

Put the dialog content here. Use clear and concise language to ensure the reader understands the purpose of the dialog and what action (if any) to take.



Overline ×

Dialog title

Put the dialog content here. Use clear and concise language to ensure the reader understands the purpose of the dialog and what action (if any) to take.

Use of different style of buttons in a Non- Modal component



Overline

Selectable card title

Put the card content here. Use clear and concise language to ensure the reader understands the purpose of the card and what action to take.

Overline

Selectable card title

Put the card content here. Use clear and concise language to ensure the reader understands the purpose of the card and what action to take.

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Overline

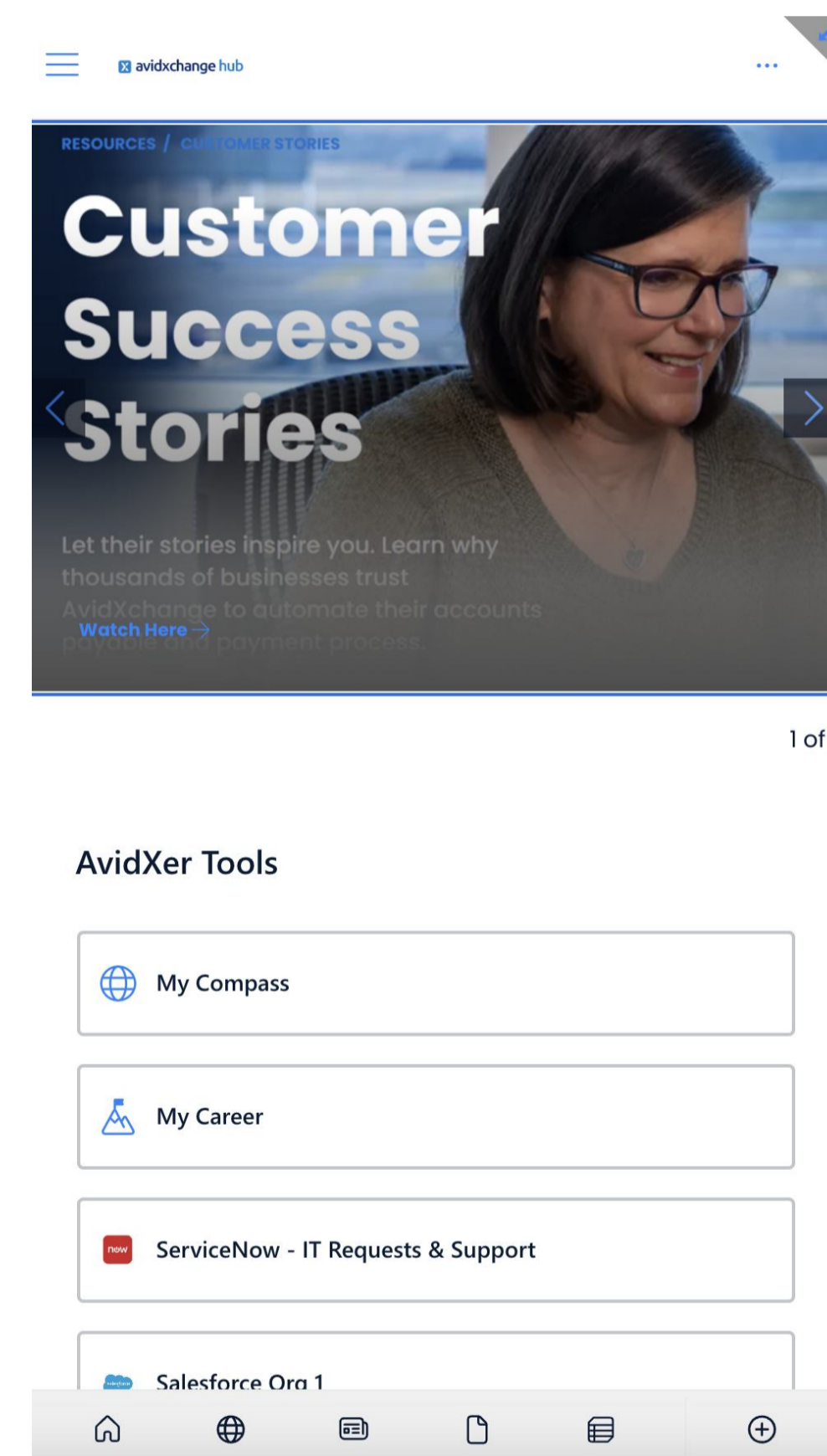
Selectable card title

Put the card content here. Use clear and concise language to ensure the reader understands the purpose of the card and what action to take.

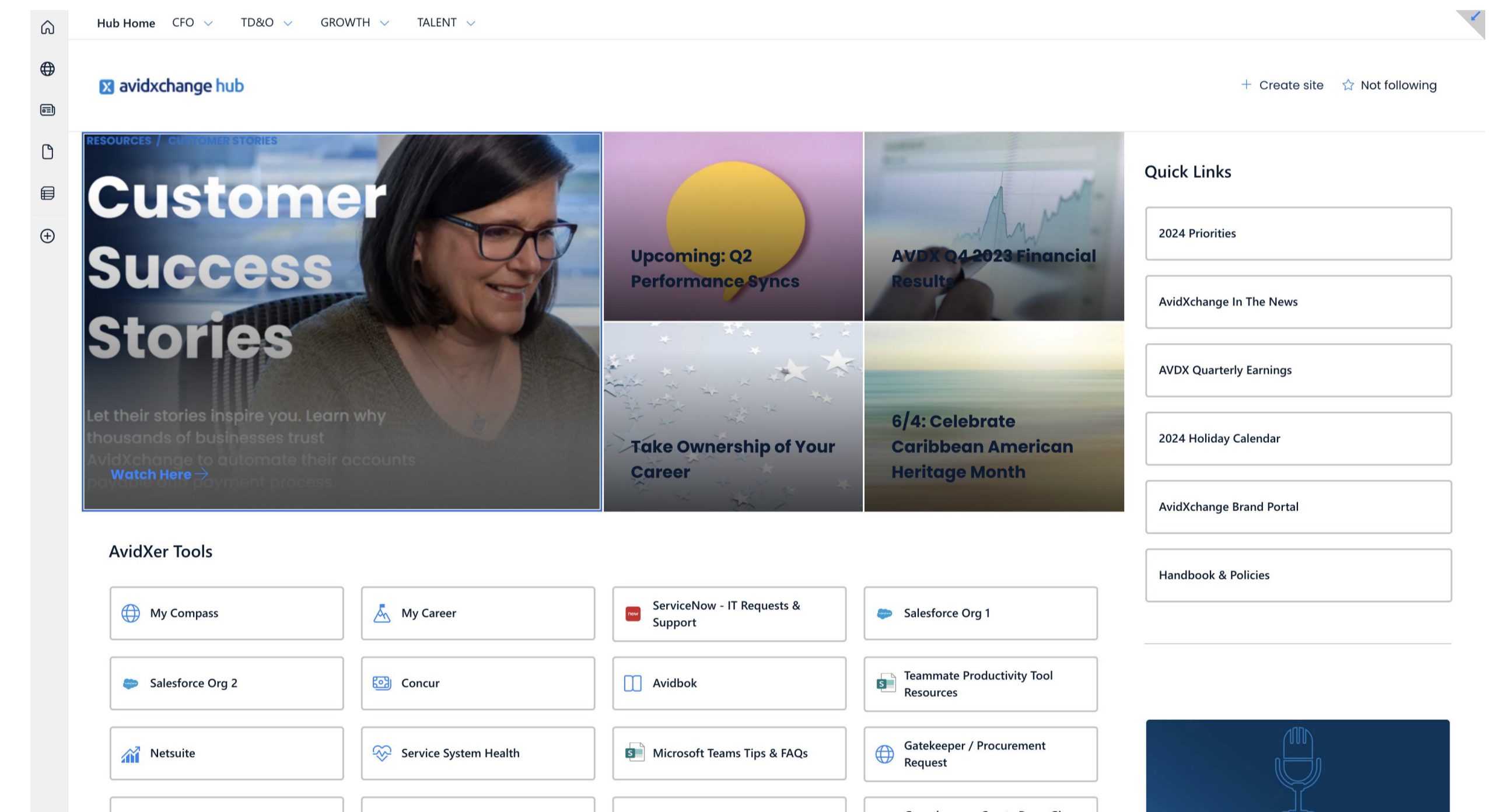
How to do an accessibility check

Responsive design for desktop and mobile.

Test each viewport size (Mobile + Tablet)



Snapshot of The various viewport of the AvidXchange Sharepoint website in



How to do an accessibility check

Forms

- Form labels and instructions are in close immediate proximity to their form element.
- Some type of “submit” button is enabled.

Header & titles present a logical hierarchy with only 1 H1 page title.

Navigation on more than 1 page must have consistent labeling.

Tables should consistently stack and scroll as per the devices.

Images/ Videos/Dynamic content

- Avoid text over an image until you’ve explored all design possibilities.
- Provide controls (e.g., pause buttons, arrows) for content that starts automatically such as for carousels, image sliders, and background videos.

How to do an accessibility check

Ensure content works with design elements to guide and inform the user

Header & Titles summarize and logically organize information

Links & buttons provide informative, descriptive, and specific guidance

Labels briefly describe the purpose or meaning

Help text & error messaging assist the user in form completion.

All text

- is simple, descriptive, and actionable
- has a meaningful purpose; remove jargon and vague terms
- follows grammar and spelling guidelines

Accessibility Exercise

1. Open [AvidXchange.com](https://avidxchange.com)
2. Use the checklist provided
3. Use the tools - [Greyscale the web](#) extension & [Adobe color contrast checker](#)
4. Evaluate accessibility.
5. Share the key areas for improvement

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Resources

Resources

- **Color Contrast Checker**
Adobe color contrast checker
WebAIM
- Wave Tool
- Designing For Web Accessibility
- Accessibility checklist
- Figma Plugins
- ColorDeficiencySimulator
- VoiceOver (OS X) / Safari
- Accessibility Principles
- Introduction To Accessibility
- Button Buddy

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Q&A
