

Google™ Web Accessibility Standards



Loretta Guarino Reid
Google Accessibility Engineering
WCAG 2.0 CoChair

Web Accessibility



What is Web Accessibility?



Access to the Web by everyone, regardless of disability.

Web accessibility includes:

- Web sites and applications
- Web browsers and media players
- Web authoring tools

Why is Web Accessibility an Issue?



- Use of the Web has spread into all areas of society
 - Education, employment, information, commerce, health, recreation, civic participation, social networking
 - Displacing traditional sources of information and interaction
- Millions of people have disabilities that affect access to the Web
 - At least 10% of the population in most countries has disabilities (visual, auditory, physical, speech, cognitive, and/or neurological)
 - Average age of population is increasing (vision & hearing changes, changes in dexterity & memory)
- An accessible Web means unprecedented access to information for people with disabilities.

W3C and WAI

W3C Hosts the Web Accessibility Initiative (WAI)



- Ensures that Web technologies support accessibility
- Develops guidelines for accessibility
- Improves tools to evaluate and repair Web accessibility
- Develops materials for education and outreach
- Coordinates with research and development

- W3C/WAI specification, under development
- Makes dynamic Web content, Web applications, and advanced user interface controls accessible
 - Enables accessibility of Ajax, DHTML, Javascript
 - Enables accessible tree controls for navigation, drag-and-drop functionality, access to updates in page content, etc...
- Browser support in development
 - Firefox 3, Internet Explorer 8, Opera 9, Webkit (Safari, Chrome)

Why do we need Harmonization?



- We live in a global economy.
 - Companies build products that are sold worldwide.
 - Don't want to write different versions of the code
- The Internet has no country boundaries, so which standard applies?
 - Where the Web servers are physically located?
 - Where the company is incorporated?
 - Based on domain name?
 - Where the user is?
- It creates a unified market
 - Authoring tools that produce conformant content
 - Tools to evaluate Web content accessibility
 - Training and technical assistance resources for Web accessibility
 - Browsers and media players
 - Better interoperability with assistive technologies

- WCAG 1.0 the most broadly adopted Web accessibility standard internationally
- Many countries develop their own versions of technical guidelines
- Sometimes within the same country:
 - one version of a guideline or standard at the national level
 - different versions at the provincial or state level
 - yet different versions adopted by commercial, educational, and non-governmental organizations

WCAG 2.0

Google

- **Improvements**

- More testable
- Technology-neutral
- Path for new technologies, changes in user agents
- Accessibility supported

- **Structure**

- 4 principles, 12 guidelines
- ~60 success criteria
- 3 levels

- Understanding WCAG 2.0

- Intent, examples, resources, techniques, key terms

- Techniques for WCAG 2.0

- Sufficient, additional, common failures, test procedures

- How to Meet WCAG 2.0

- Customizable reference

- Advanced to Proposed Recommendation on Nov 3, 2008
- Hope to advance to W3C Recommendation in December
- Implementation Report demonstrates implementation experience
 - Hauptbahnhof Wien
 - Accessible Video (Flash)
 - Law Office of Lainey Feingold (Level AAA Conforming)

Thank You!

Q&A

