

Change Requests

Useful Accessibility Information

Accesible designs allow for users of all abilities to understand, navigate and interact with your page/product. Accessibility is about ability, not disability. Accessibility takes into account all types of users, including those with hearing, cognitive, motor and visual impairments.

Q4 has an Accessibility program which you can subscribe to that begins with an initial scan for deficiencies against several of the ADA criteria. Those deficiencies would be remediated as part of the subscription and semi-annual scanning would occur providing you with future deficiencies that you could engage us on a service basis to remediate (for a service fee).

You control your level of ADA compliance by your content and everything you do on your site. Q4 recommends that you seek to establish internal expertise on the subject.

4 Principles of WCAG guidelines: POUR



Percieve

- Ensure information and user interface components are presented in ways the user can perceive. If they can't be perceived, they do not exist. If the user doesn't know it is there, they will not be able to access it.



Operable

- Ensure all user interface component navigation is operable. Not everyone uses a mouse or keyboard.
- Make sure it is accessible for users with other types of input devices.
- Users should have access to all of the content, be able to navigate in it, within it, through it and out again.



Understandable

- Meaning of the content and functionality of the site must be understandable.
- Content must be clear, must be predictable and when interactive, it must provide the user with sufficient information so the user can take proper action.
- Can I read it? Do I understand it? Can I predict how it will behave?



Robust

- Ensure content is created in a way that communicates with all technology a user uses.
- Try to maximize technological compatibility to future proof your product.

Structure, Hierarchy & CTAs

Creating and maintaining a consistent hierarchy in your site will help users leveraging keyboard navigation to access your content. These users require headers and links to navigate webpages. Use clear and descriptive headings and titles, so users can understand the structure and how the content relates to one another.

Call to action (CTAs) should not be buried and need to be big, bold, powerful, and clearly stand out as the action your visitors should take next. Only 47% of websites have a CTA button that can be spotted in less than three seconds. So there's a coin flip chance that you fall into the group that takes longer. That's not the category you want to be in. You can't properly drive users without an effective CTA button.

CONSISTENT HEADING HIERARCHY

H1 Heading

H2 Heading

H3 Heading

H4 Heading

INFORMATIVE CTA

View All News

HEADINGS OUT OF ORDER

H2 Heading

H1 Heading

H4 Heading

H3 Heading

GENERIC CTA

Learn More

Color Contrast

Use contrasting colors: People with visual impairments find it difficult to discern text from a background colour if there isn't enough contrast.

Use more than color to communicate visual cues: You can use text labels or patterns so those with visual challenges can discern information. Other visual cues, like bold or underlined text or using shapes and different sizes, can also be effective ways to deliver your content.

Use contrasting Images: An image MUST NOT include informative text if an equivalent visual presentation of the text can be rendered using real text (unless the text is essential — such as a logo — or the font, size, color, and background are customizable.) Please make sure your background images provide high enough contrast if text will be overlayed on top.

READABILITY

Button

Button

PASSES

Contrast Ratio: 5:11

WCAG AA Required Ratio: 4.5

FAILS

Contrast Ratio: 1:8

WCAG AA Required Ratio: 4.5

COLOR CONTRAST FOR BLINDNESS

Normal Vision

Button

Button

Green

Red

Color Blind

Button

Button

Green

Red

Levels of Conformance

- A

If your digital product doesn't meet single A Level of conformance, you are excluding users with disabilities from accessing your content. They are effectively blocked.
- AA

If AA Level is not met, users will likely experience frustration, difficulty or inefficiency accessing your content.
- AAA

Level AAA conformance tends to be for specialist websites due to strict criteria. Although specific to these types of sites, meeting AAA level conformance is still recommended and helpful to companies who understand the requirements.

