Beyond Compliance: Testing for a more Accessible Web

Agenda

Digital Accessibility 101
Making a Case for Web Accessibility
Most Common Issues & How to find them 🐉

Accessibility Testing & Tooling
Cultural Shift
Lot’s of cat memes 🐱

Guten Tag ✌️

CPACC, Accessibility Engineer
GDE Web Tech, WTM & GirlCode Ambassador

Podcast Host | As Any 🎙️
Aerial Dance Teacher & Cat Mom
Always Curious.

Introverted? Me too. 🙈

Ask your questions in the end or get in touch:

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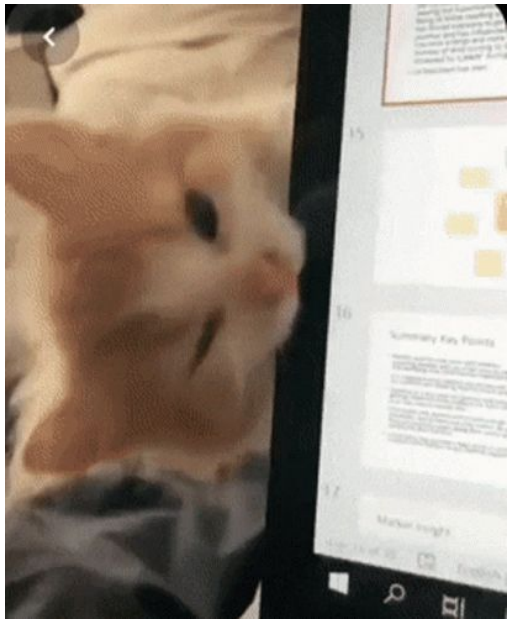

Web Accessibility - What is our goal?

Comply with **Web Standards**.

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~~Eliminate~~ Reduce barriers 🚧

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~~Eliminate~~ Reduce barriers 🚧
Not create new ones...

There are many good reasons to care about Web Accessibility.

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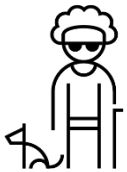
Unfortunately, that usually isn’t enough.

“Access to information and communications technologies, including the Web, is defined as a basic human right.”

— UN Convention on the Rights of Persons with Disabilities

So what *really* convinces people to care about Web Accessibility?

Money.

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	 Blind	Cataract	Distracted driver

	Permanent	Temporary	Situational
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

from the Inclusive toolkit manual by Microsoft

Web Accessibility means more customers.

15% of the global population

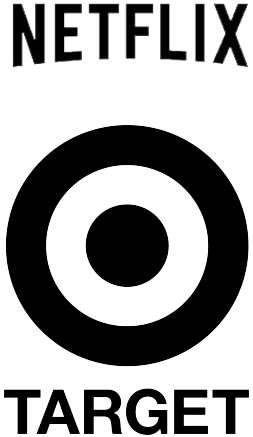
are experiencing a form of disability
during their lifetime.

Web Accessibility means more customers.

.... so you might want to start collecting data on lost opportunities.

Web Accessibility is regulated.

They got sued due to Accessibility violations.



Web Accessibility is regulated.

Section 508 🇺🇸
Americans with Disabilities Act (ADA) 🇺🇸

Accessible Canada Act 🇨🇦
Accessibility for Ontarians with Disabilities Act (AODA)🇨🇦

Equality Act 🇬🇧

Norwegian Anti-Discrimination and Accessibility Act 🇳🇴

European Accessibility Act

Landmark EU law to make everyday products & services accessible.

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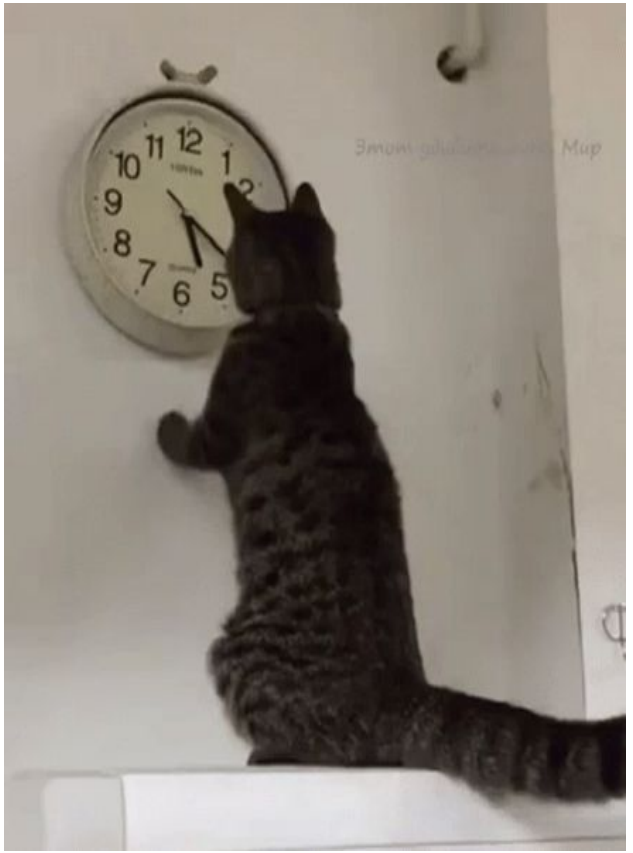
Applicable to **banking, communication devices, e-commerce & transportation services** [...]
Implementation & penalties are **similar across EU states.**

European Accessibility Act

EN 301 549: Accessibility Requirements for ICT products & services (European norm for digital accessibility)

June 28th, 2025



So what can we do?

Most Common Issues according to WebAIM

Insufficient Color Contrast | **83.6%**

Missing Alternative Text | **58.2%**

Missing Form Input Labels | **45.9%**

Empty Links & Buttons | **50.1% / 27.5%**

Missing Document Language | **18.6%**

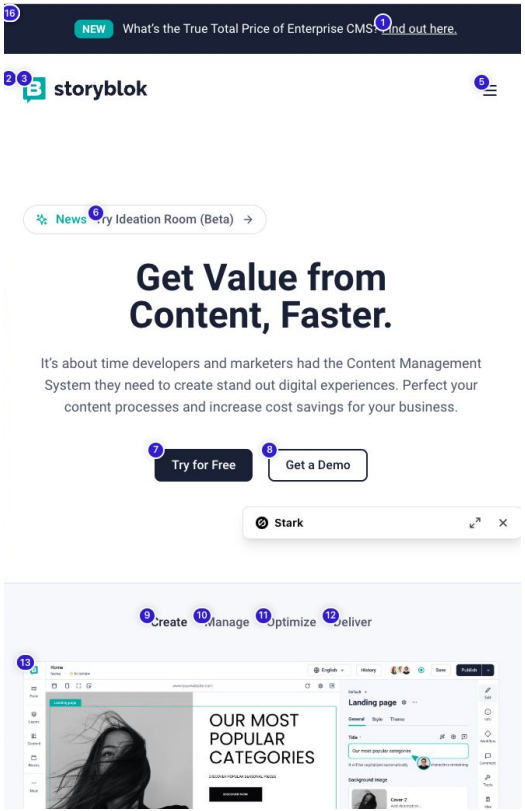
Actually, only

3% of web pages are accessible.

Accessibility Testing in Practise

Accessibility Testing

Keyboard Accessibility & Navigation

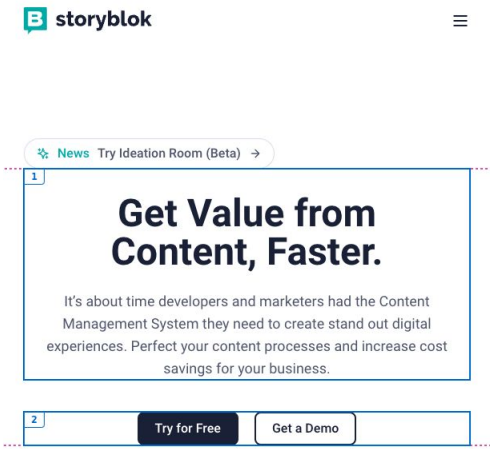


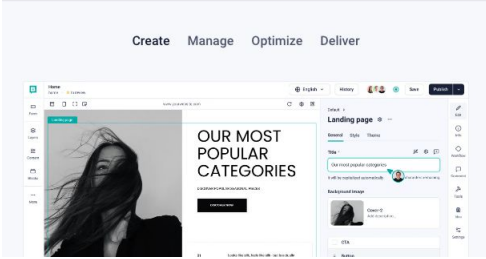
Focus Order | Stark

Accessibility Testing

Keyboard Accessibility & Navigation

- Visualize Tab Order
- Logical Tab Flow
- Try user Journey Manually

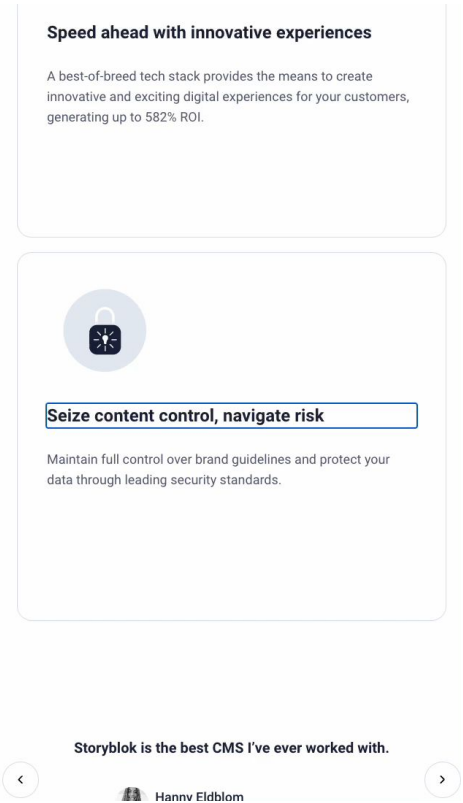




Accessibility Testing

Keyboard Accessibility & Navigation

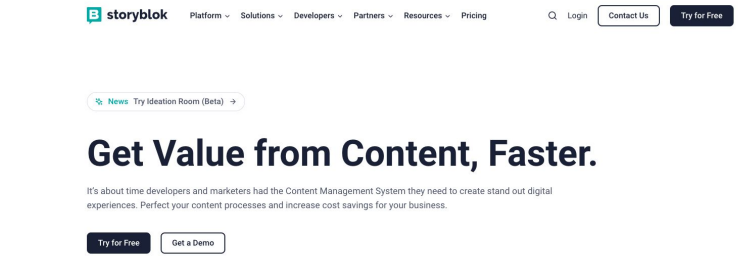
- Visualize Tab Order
- Logical Tab Flow
- Try user Journey Manually
- Check Focus Visibility
- Check for Focus Traps
- Check Hover Functionality



Focus Order | Chrome

Accessibility Testing

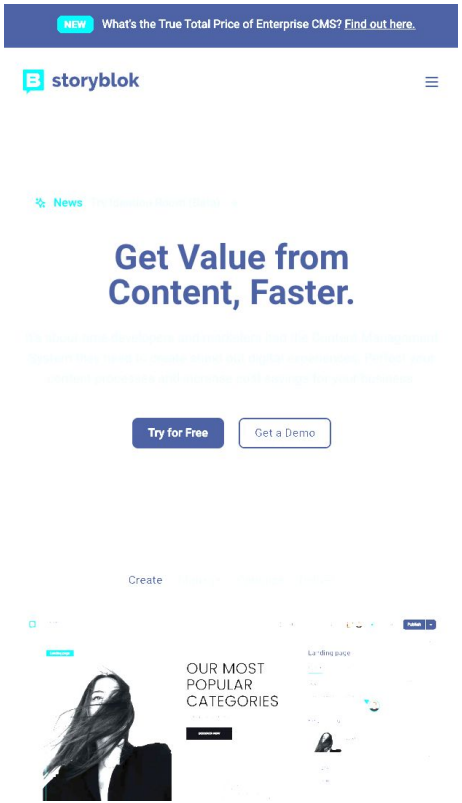
Color Contrast



Accessibility Testing

Color Contrast

- Use Color Contrast Checker
- Visual Simulator



Accessibility Testing

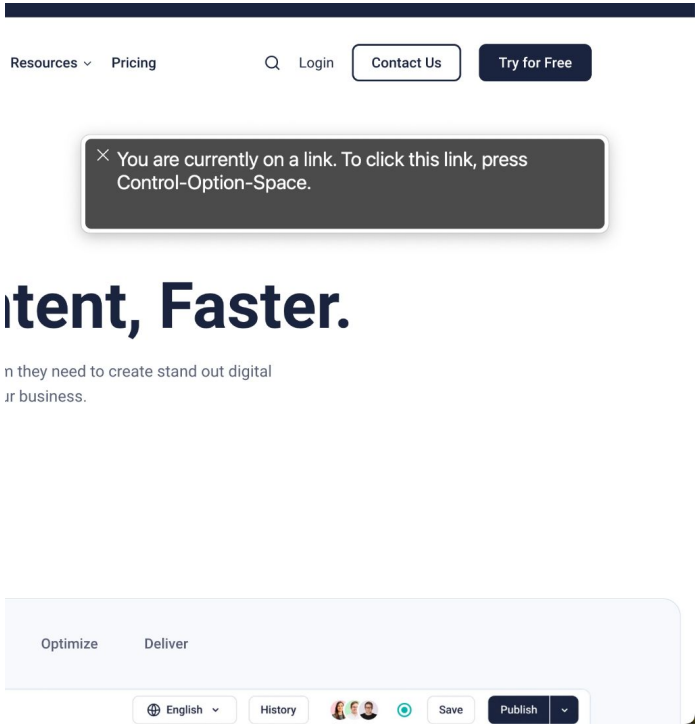
Color Contrast

- Use Color Contrast Checker
- Visual Simulator
- Check and Define Color Combination & Usage

Accessibility Testing

Screen Reader Testing

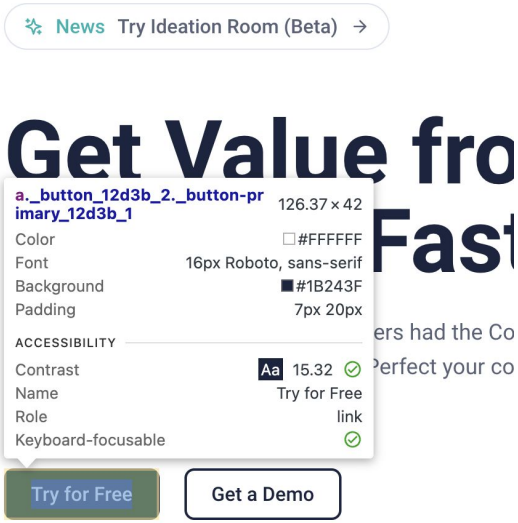
- VoiceOver (Mac)
- Narrator (Windows)
- Jaws
- NVDA
- TalkBack
- [...]



Accessibility Testing

Semantic HTML

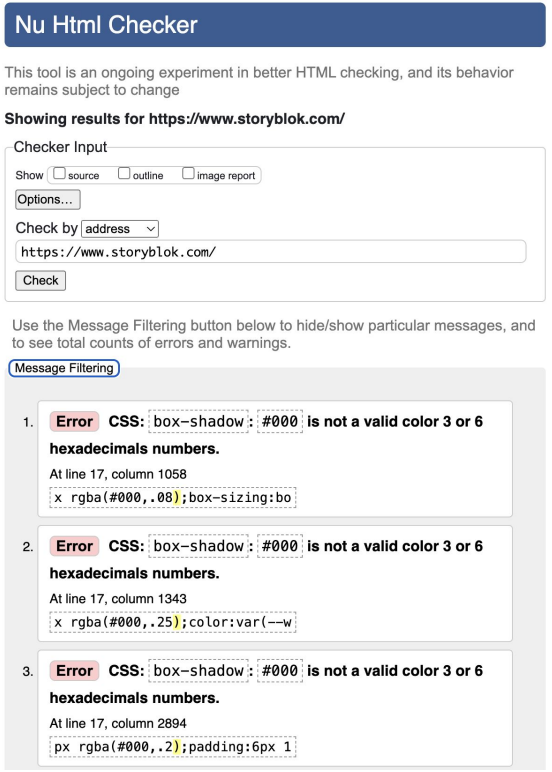
Manual Inspection



Accessibility Testing

Semantic HTML

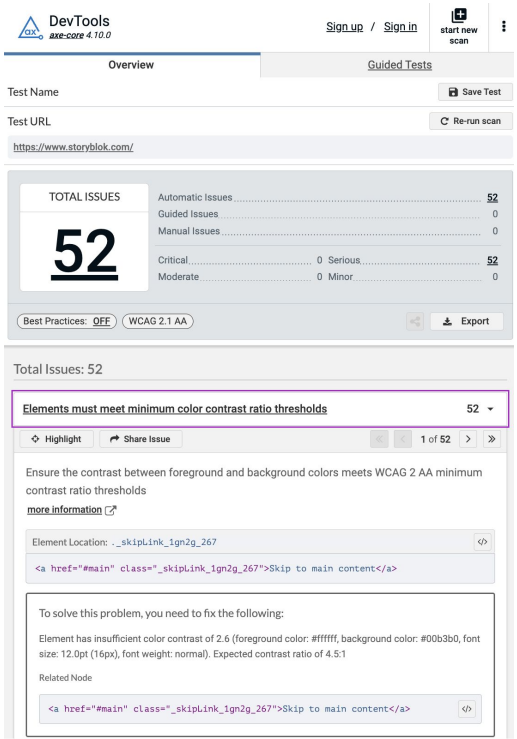
- Manual Inspection
- HTML Validation



Accessibility Testing

Automated Audits

- axeDev Tools
- Chrome Lighthouse



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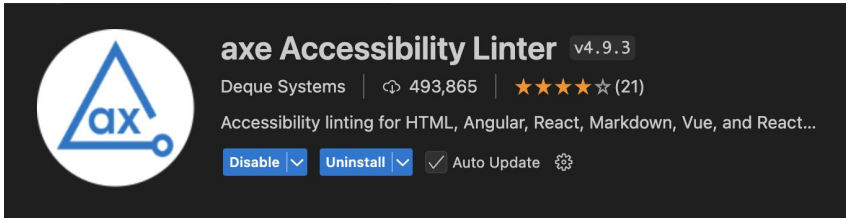
Linters & Automated Tests



Where to get started?

Accessibility right from the start.

Accessibility Audit.

Define Goals & Resources

Quick wins & Low hanging Fruit

Most common user journey.

Takeaways & Resources

Digital Accessibility concerns all of us.

Small steps, one step at a time.

Consider your users & their needs.

https://linktr.ee/josefinesch