



# Walk Through WAI Resources



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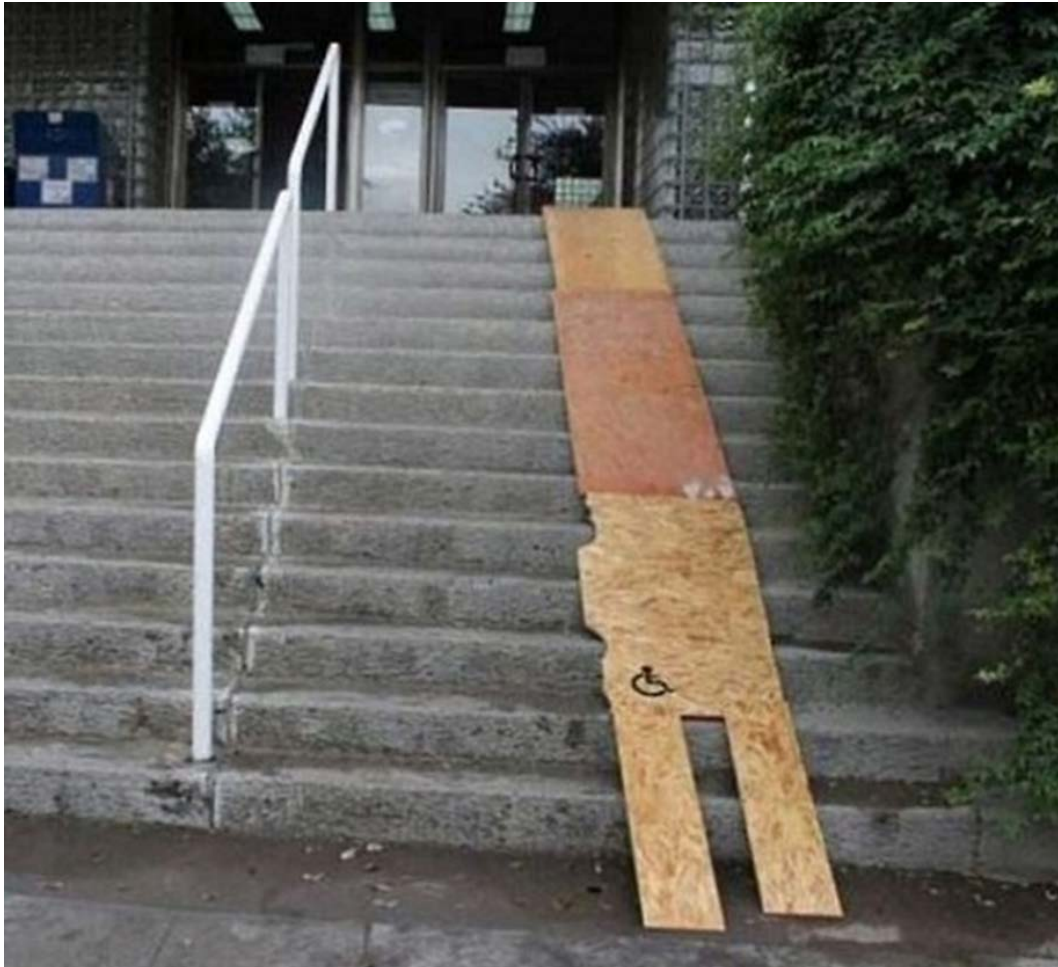
# Accessibility

There are many ways to approach accessibility.



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# “Band-Aid” approach



# “Great design, but not functional” approach



“Hey, we added it,  
you go ahead and try it” approach



“We say it is,  
but it’s really not” approach





# “Solution that works but ends up being worse” approach



“There are still some bugs  
to be worked out” approach





# “We don’t really understand the users’ needs” approach



# “Over thought and complicated” approach

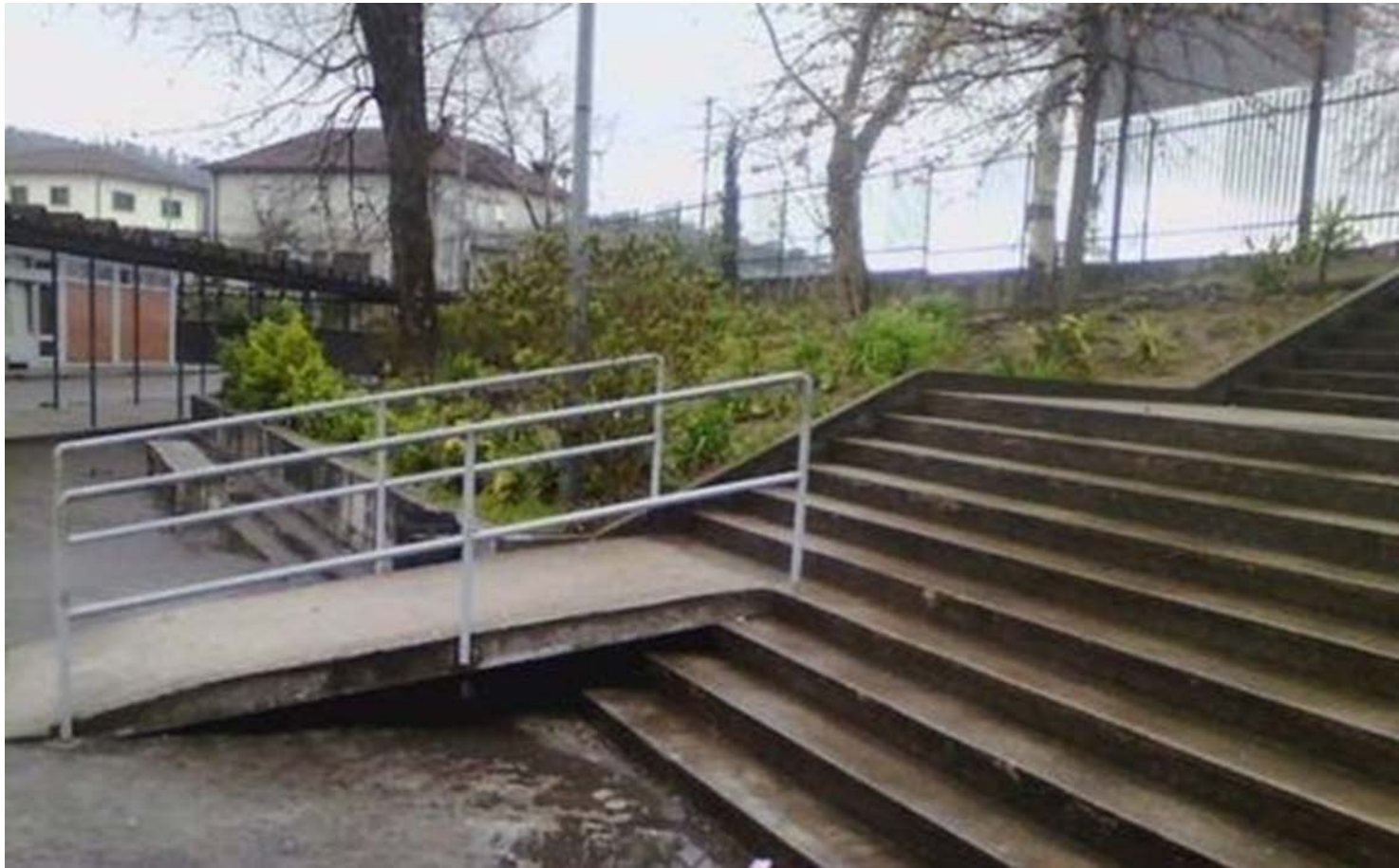


# “We’re just meeting conformance” approach





# “We didn’t plan it all the way through” approach



# “We had it working but forgot to maintain it” approach





# “We did it right, but we still did it after the fact” approach



# The Well planned practical approach



# Accessibility

There are many ways to approach accessibility.

The best approach will include a lot of thought,  
from the start, done right, and maintained.



# Show Me the WAI

## Web Accessibility Initiative (WAI)

- Provide Pointers
- Promote Understanding
- Provide Direction and Guidance
- Provide Resources and Tools
- Invitation to Join and/or Contribute



# Who is the W3C?

The World Wide Web Consortium (W3C) is an international community where Member organizations, a full-time staff, and the public work together to develop Web standards.

W3C develops these technical specifications and guidelines through a process designed to maximize consensus about the content of a technical report, to ensure high technical and editorial quality, and to earn endorsement by W3C and the broader community.

Link to the W3C Standards: <<https://www.w3.org/standards/>>





# What is WCAG?

**Web Content Accessibility Guidelines** (WCAG) is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

The WCAG documents explain how to make web content more accessible to people with disabilities. Web "content" generally refers to the information in a web page or web application, including:

- natural information such as text, images, and sounds
- code or markup that defines structure, presentation, etc.



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# WAI Website Redesign

The image displays a side-by-side comparison of the W3C Web Accessibility Initiative (WAI) website, illustrating a significant redesign. A large blue arrow points from the older version on the left to the newer version on the right.

**Old Version (Left):**

- Header:** W3C Web Accessibility Initiative. WAI: Strategies, guidelines, resources to make the Web accessible.
- Navigation:** A vertical sidebar on the left contains links: Web Accessibility Initiative (WAI) Home, Getting Started, Designing for Inclusion, Guidelines & Techniques, Planning & Implementing, Evaluating Accessibility, Tutorials and Presentations, and Getting Involved with WAI.
- Main Content:** Features a "Highlights" section with a red dashed line, followed by a section titled "Accessibility Conformance Testing (ACT) Rules Format 1.0 First Public Working Draft".
- Footer:** Includes a quote: "The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

**New Version (Right):**

- Header:** W3C Web Accessibility Initiative WAI. Strategies, standards, resources to make the Web accessible to people with disabilities. Includes links for "Skip to Content" and "Change Text Size or Colors".
- Navigation:** A horizontal menu bar with links: Accessibility Fundamentals, Planning & Policies, Design & Develop, Test & Evaluate, Teach & Advocate, and Standards/Guidelines.
- Main Content:** Features a large section titled "Making the Web Accessible" with the subtitle "Strategies, standards, and supporting resources to help you make the Web more accessible to people with disabilities." Below this are three columns: W3C (The World Wide Web Consortium), WAI (The W3C Web Accessibility Initiative), and You (You can use W3C WAI resources to make your websites, applications, and other digital creations more accessible and usable to everyone).
- Footer:** Includes a "News" section titled "W3C WAI Website and Resources Redesigned" and a "Get Resources for..." section with links for Content Writers, Designers, Developers, Evaluators, Testers, Managers, Policy Makers, Trainers, Educators, Web Users, People with Disabilities, and Advocates.



# WAI Website Redesign

The WAI web site has recently undergone a redesign led by the Education & Outreach Working Group. Redesign efforts focused on four major changes to the WAI site:

- **Visual Design** → (modern looking site that is visually appealing)
- **Information Architecture** → (intuitive navigation and organization)
- **Updating and improving resource** → (more relevant and concise)
- **Retiring older resources** → (removing outdated material)



# WAI Website Redesign

The redesign continues, and is using an agile development approach. Future enhancements will be incorporated as feedback to the redesigned site is gathered.

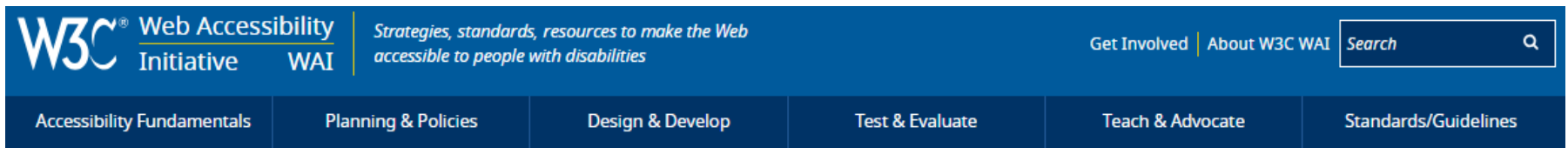
For:

- Planned Changes and Known Issues
- Acknowledgements
- How to Comment

Visit: <<https://github.com/w3c/wai-website/wiki/W3C-WAI-Website-Redesign-Information>>

# WAI Website Structure

The WAI site is structured to help users intuitively find the resources that match their role or specific categories of topics they are looking for

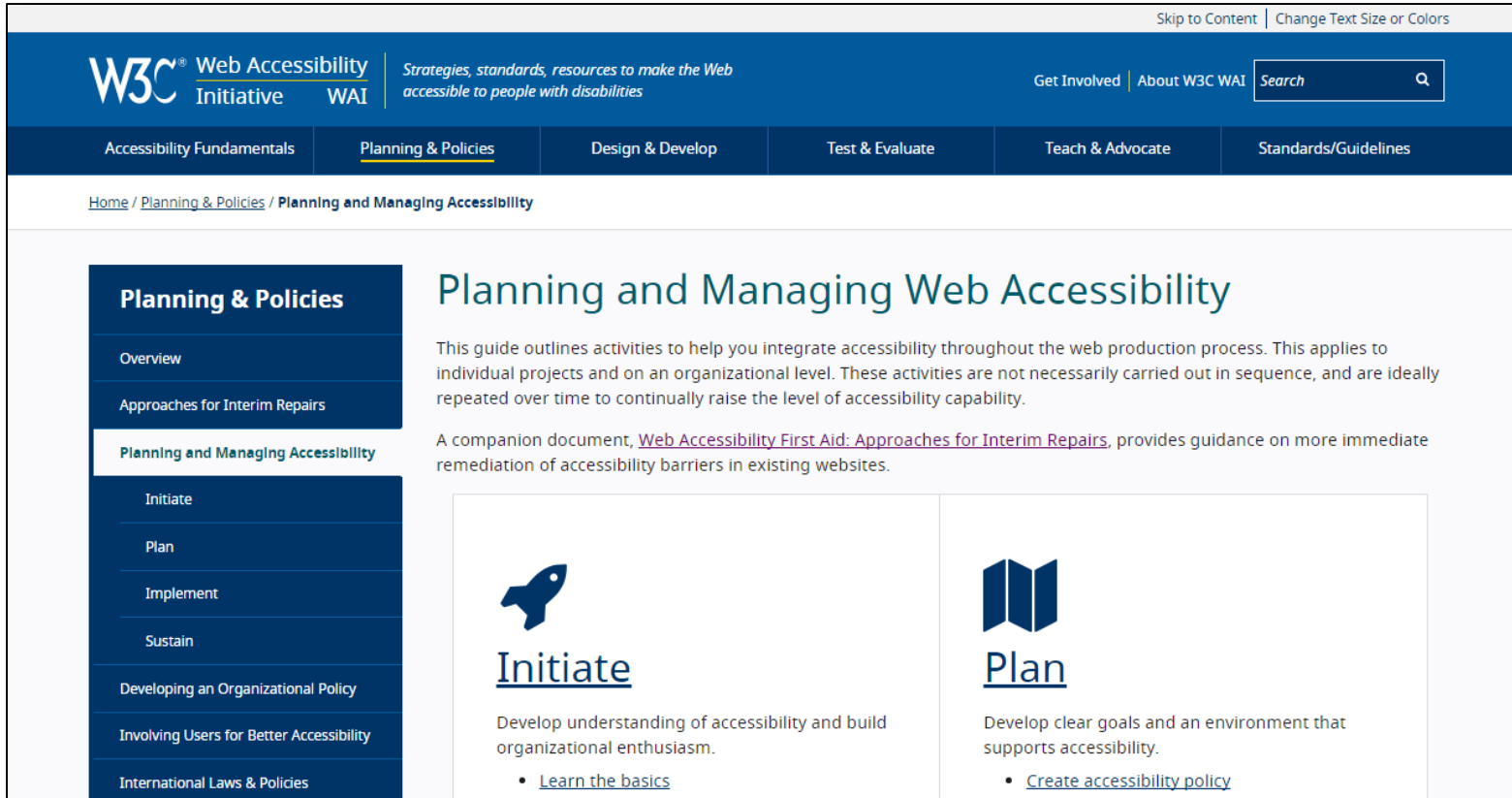


- **Accessibility Fundamentals**
- **Planning & Policies**
- **Design & Develop**
- **Test & Evaluate**
- **Teach & Advocate**
- **Standards / Guidelines**



# What Resources are Available for Me?

WAI Web Site: [www.w3.org/WAI](http://www.w3.org/WAI)



The screenshot shows the W3C Web Accessibility Initiative (WAI) website. The header includes the W3C logo, the text "Web Accessibility Initiative WAI", and a tagline: "Strategies, standards, resources to make the Web accessible to people with disabilities". There are links for "Get Involved" and "About W3C WAI", and a search bar. A navigation bar lists: "Accessibility Fundamentals", "Planning & Policies" (highlighted), "Design & Develop", "Test & Evaluate", "Teach & Advocate", and "Standards/Guidelines". Below the navigation bar is a breadcrumb trail: "Home / Planning & Policies / Planning and Managing Accessibility". The main content area is titled "Planning and Managing Web Accessibility". It contains a paragraph: "This guide outlines activities to help you integrate accessibility throughout the web production process. This applies to individual projects and on an organizational level. These activities are not necessarily carried out in sequence, and are ideally repeated over time to continually raise the level of accessibility capability." and another paragraph: "A companion document, [Web Accessibility First Aid: Approaches for Interim Repairs](#), provides guidance on more immediate remediation of accessibility barriers in existing websites." Below this are two columns. The left column is titled "Initiate" with a rocket icon and the text "Develop understanding of accessibility and build organizational enthusiasm." with a link "Learn the basics". The right column is titled "Plan" with a book icon and the text "Develop clear goals and an environment that supports accessibility." with a link "Create accessibility policy". A sidebar on the left lists: "Planning & Policies", "Overview", "Approaches for Interim Repairs", "Planning and Managing Accessibility" (highlighted), "Initiate", "Plan", "Implement", "Sustain", "Developing an Organizational Policy", "Involving Users for Better Accessibility", and "International Laws & Policies".

Skip to Content | Change Text Size or Colors

W3C® Web Accessibility Initiative WAI Strategies, standards, resources to make the Web accessible to people with disabilities

Get Involved | About W3C WAI Search


Accessibility Fundamentals Planning & Policies Design & Develop Test & Evaluate Teach & Advocate Standards/Guidelines

Home / Planning & Policies / Planning and Managing Accessibility

## Planning and Managing Web Accessibility

This guide outlines activities to help you integrate accessibility throughout the web production process. This applies to individual projects and on an organizational level. These activities are not necessarily carried out in sequence, and are ideally repeated over time to continually raise the level of accessibility capability.


A companion document, [Web Accessibility First Aid: Approaches for Interim Repairs](#), provides guidance on more immediate remediation of accessibility barriers in existing websites.



### Initiate

Develop understanding of accessibility and build organizational enthusiasm.

- [Learn the basics](#)



### Plan

Develop clear goals and an environment that supports accessibility.

- [Create accessibility policy](#)

Planning & Policies

Overview

Approaches for Interim Repairs

Planning and Managing Accessibility

Initiate

Plan

Implement

Sustain

Developing an Organizational Policy

Involving Users for Better Accessibility

International Laws & Policies



# Get Involved with WAI

- Be part of community that develops guidelines
- Stay in tune with evolving standards:
  - WCAG 2
    - WCAG 2.1
      - Silver
- Ensure accessibility remains priority



# Join In!

## Getting WAI Announcements

- Mailing list: [www.w3.org/WAI/IG/](http://www.w3.org/WAI/IG/)
- Twitter: [w3c\\_wai](https://twitter.com/w3c_wai)
- RSS feed

## WAI Interest Group (IG)

## GitHub

# Thank You



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