Tennis.

Humans + Design + Technology

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Uniting humans and technology through design.

Marcello Gortana

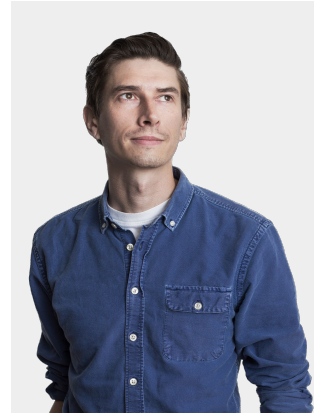Executive Director, Co-founder, MBA

Marcello has close to 10 years of experience in the technology and delivery space in software and hardware implementation, UX strategy, process implementation.

Symon Oliver

Design Director, Co-founder

Over the last 6 years at Tennis, Symon has helped to lead various digital projects that extend brand engagement, and drive organizational change.

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Accessibility has always been part of our DNA. Today, it's flourishing.

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Ten years later, and a mass migration online, accessibility is more important than ever.

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Our philosophy: Ethically and morally; designing universally is paramount.

What do the stats say about accessibility?

1 in 5

Canadians (6.2M Canadians 15+) have at least one disability that limits their daily activities including the use of the web.

$55BN

This group represents approx 55bn in purchasing power annually and is expected to represent about 40% of Canadians by 2035.

71%

of customers with disabilities will leave a website if it is too difficult for them to navigate and the majority are willing to pay more for the same product from an org that offers a pleasing and accessible web experience.

01

StatsCan and LevelAccess that really illustrate the importance of accessibility design

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Article:

https://obj.ca/article/OPIN-Software-untapped-multibillion-dollar-web-accessibility-market

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Businesses with top quartile McKinsey Design Index scores outperformed competitors by two-fold.

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Building an inclusive design process can be a key differentiator. In the end, all users benefit from accessible design.

Accessibility in Practice

Some brief examples of accessibility

WCAG 2.0 — A, AA, AAA

Guideline 1.1 Provide text alternatives for all non-text content

Guideline 1.2 Provide synchronized alternatives for multimedia

Guideline 1.3 Ensure that information and structure can be separated from presentation

Guideline 1.4 Make it easy to distinguish foreground information from its background

Guideline 2.1 Make all functionality operable via a keyboard interface

Guideline 2.2 Allow users to control time limits on their reading or interaction

Guideline 2.3 Allow users to avoid content that could cause seizures due to photosensitivity

Guideline 2.4 Provide mechanisms to help users find content, orient themselves within it, and navigate through it

Guideline 2.5 Help users avoid mistakes and make it easy to correct mistakes that do occur

Guideline 3.1 Make text content readable and understandable

Guideline 3.2 Make the placement and functionality of content predictable

Guideline 4.1 Support compatibility with current and future user agents (including assistive technologies)

Guideline 4.2 Ensure that content is accessible or provide an accessible alternative

CAAT Pension

ACCESSIBILITY IN PRACTICE

Guideline 1.1

Provide text alternatives for all non-text content

Guideline 1.2

Provide synchronized alternatives for multimedia

ACCESSIBILITY IN PRACTICE

Guideline 3.1

Make text content readable and understandable

ACCESSIBILITY IN PRACTICE

Guideline 1.3

Ensure that information and structure can be separated from presentation

Semantic hierarchy is key

Heading 1   `<h1>Content</h1>`

Heading 2   `<h2>Content</h2>`

Heading 3   `<h3>Content</h3>`

Heading 4   `<h4>Content</h4>`

Heading 5   `<h5>Content</h5>`

ENGINESS

Anticipate change by
staying fluid ahead of
new digital
disruptions

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cessibility

Guideline 2.3

Allow users to avoid content that could cause seizures due to photosensitivity

Ontario Association of Architects

Guideline 3.2

Make the placement and functionality of content predictable

Brookfield Institute: Inclusive Innovation Monitor

Guideline 1.4

Make it easy to distinguish foreground
information from its background

Test early, test often

Aa

Playfair Display
Black

Aa

Roboto
Regular

#FDFCFF | 20.58:1
Foreground Surface

Data Colours

#EFE9FB | 17.73:1
Background Surface

#5F53E8 | 5.41:1
Contrast 1

#F23254 | 5.36:1
Contrast 2

Combining font size and contrast

Aa

Aa

Aa

4.5:1 — **Pass**

4.5:1 — **Pass**

4.5:1 — **Fail**

Guideline 4.2

Ensure that content is accessible or provide
an accessible alternative

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Guideline 2.1

Make all functionality operable via a
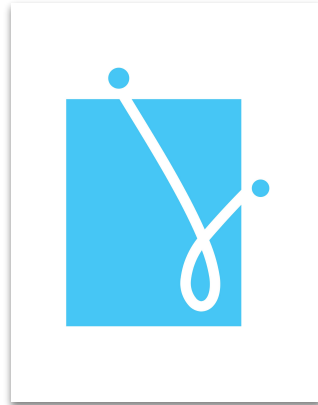keyboard interface

Guideline 2.5

Help users avoid mistakes and make it easy
to correct mistakes that do occur

Investing in workflows and ongoing monitoring that continuously supports accessibility initiatives is important.
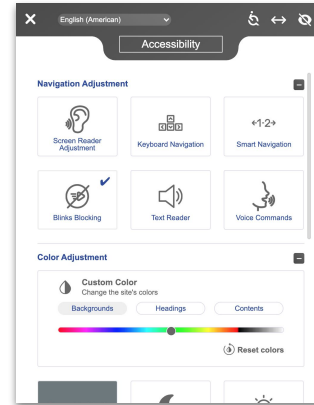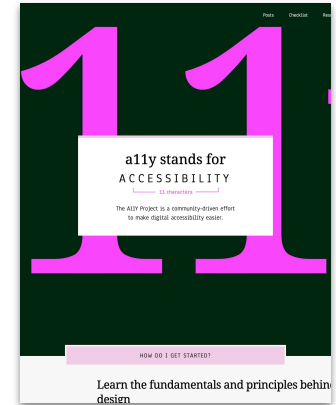
Helpful Resources & Tools

[Enginess: Accessibility eBook](#)

[Inclusive Design Research Centre (IDRC)](#)

[Advantage AMP Solution](#)

[The A11y Project](#)

bit.ly/DemystifyingAccess

FREE

Free Accessibility Widget

Free accessibility widget with 12 amazing features.

Text reader, Color Adjustment,
Content Adjustment, Cursor Adjustment,
Highlight links and headers, Magnifier,
Readable font, Image descriptions, and more...

GET YOUR FREE CODE

COMPARE PLANS

ANALYSIS

Free Accessibility Analysis

Not sure if your website is ADA compliant?

Are you worried you might be at risk? Submit your request and
we'll analyze your website and send you the results, providing a
complete picture as to the regulatory accessibility and
compliance of your digital assets.

GET YOUR FREE ANALYSIS

COMPARE PLANS

We appreciate your time and attention, and wish you the best with your future accessibility initiatives.