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Beyond the Tools: Mastering Website Usability & Accessibility

Sandstorm Webinar

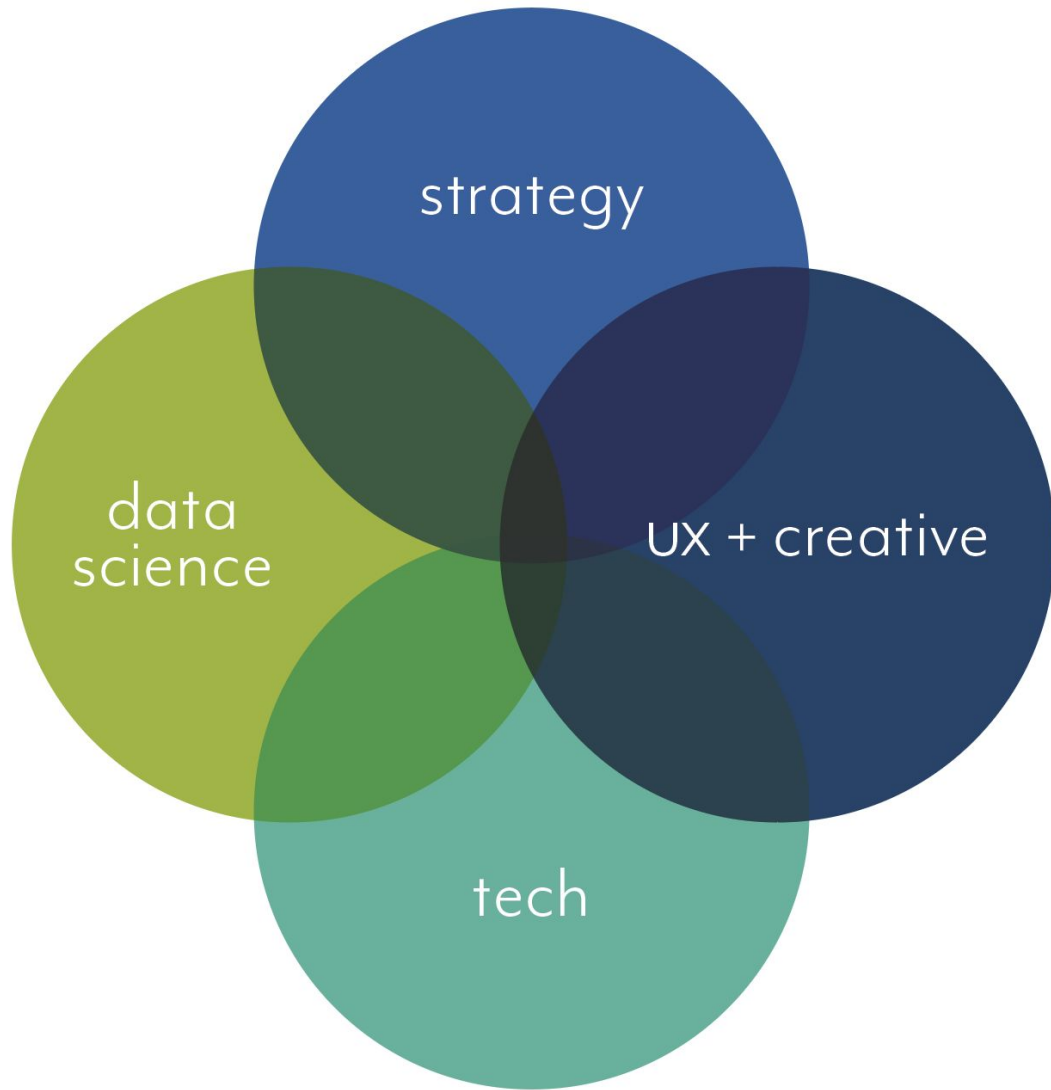# Hi, we're Sandstorm.

Joanna Jackson
UX Specialist
CPACC Certified

she/her

Alma Meshes
Senior UX Architect

she/her

More about Sandstorm.

+ **25+ yr old** digital experience design agency

+ 15+ yrs building **digital experiences for associations, nonprofits & healthcare organizations**

+ **4,600+ hrs** of usability & UX research

+ **CPACC** (Accessibility) certified

+ **DEIB Specialist** (Diversity, Equity, Inclusion, and Belonging)

+ **WBENC certified** (women-owned)

FUN FACT

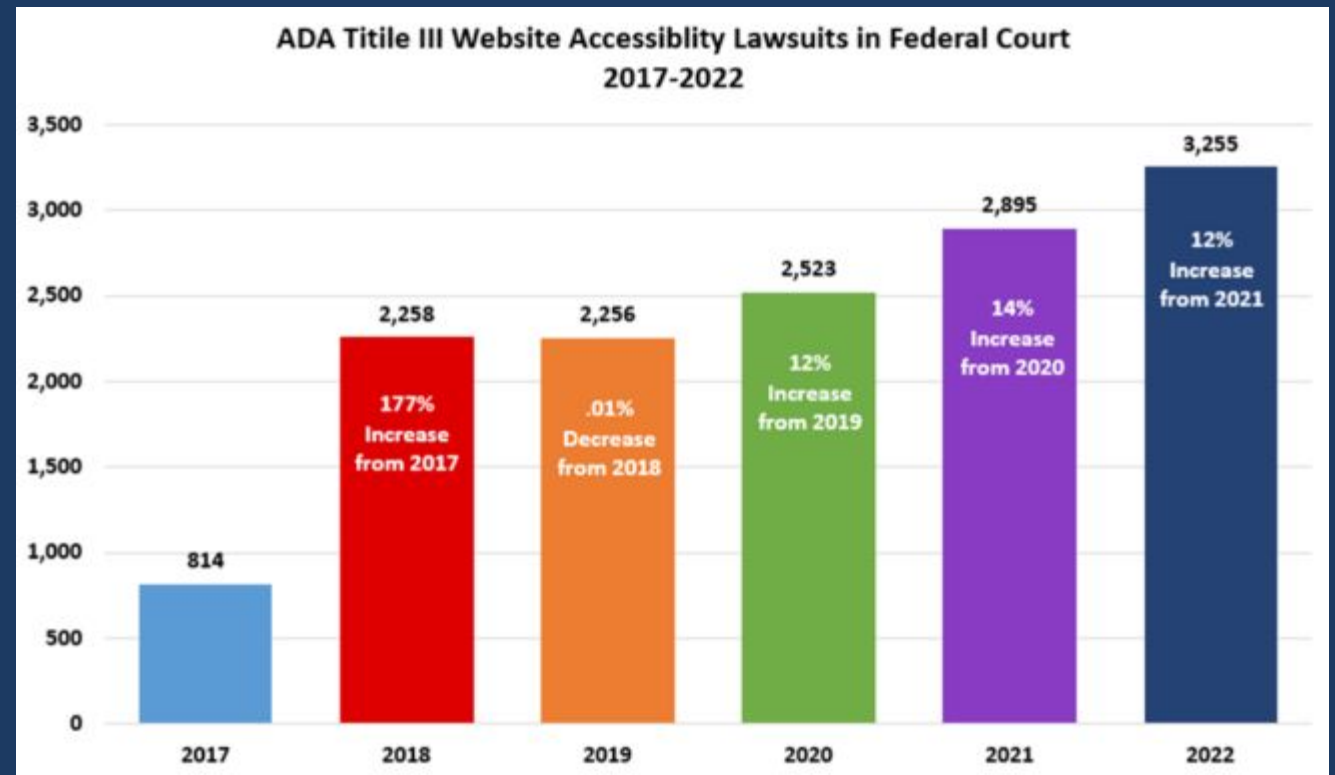1 in 4 US adults, or
27% of the US population,
have a disability.

NOT-SO FUN FACT

Only 2% of all websites meet accessibility standards.

Almost 300% increase in website accessibility lawsuits since 2017.

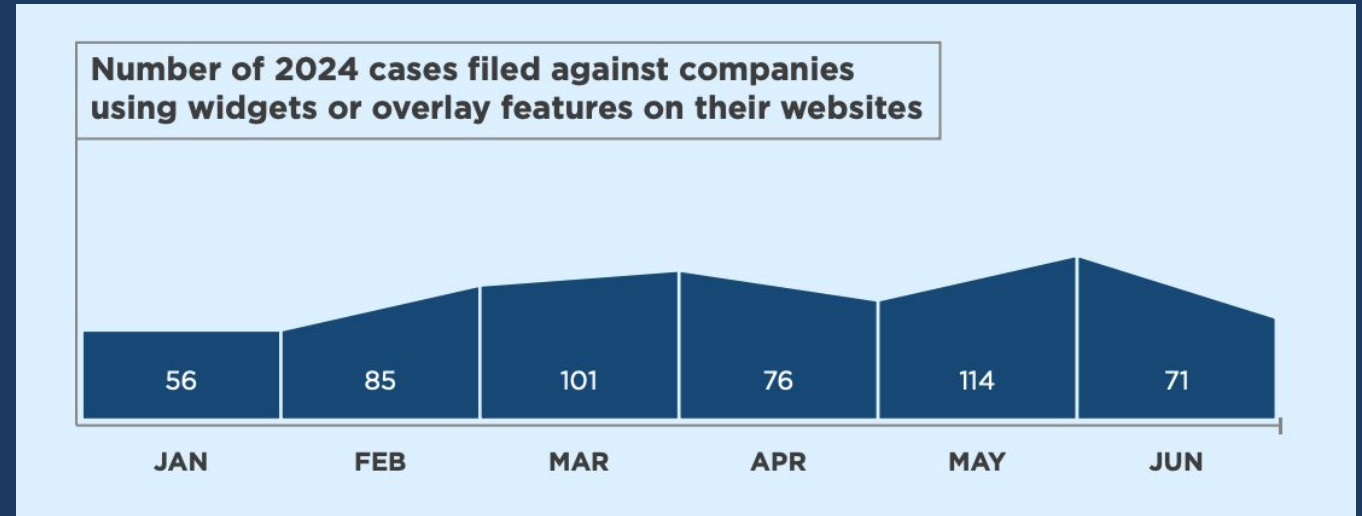Those are the ones that go to court. Cases that settle are even more.

ADA Titile III Website Accessiblity Lawsuits in Federal Court 2017-2022

Year	Count	Change
2017	814	
2018	2,258	177% Increase from 2017
2019	2,256	.01% Decrease from 2018
2020	2,523	12% Increase from 2019
2021	2,895	14% Increase from 2020
2022	3,255	12% Increase from 2021

https://www.adatitleiii.com/2023/01/plaintiffs-set-a-new-record-for-website-accessibility-lawsuit-filings-in-2022/

NOT-SO FUN FACT

Over 20% of lawsuits are sites using widgets in 2024.

As of July 2024, 503 lawsuits against websites with active widgets, compared to 449 suits in 2023.

Number of 2024 cases filed against companies using widgets or overlay features on their websites

JAN	FEB	MAR	APR	MAY	JUN
56	85	101	76	114	71

https://3280432.fs1.hubspotusercontent-na1.net/hubfs/3280432/Remediated%20-%202024-Midyear-Report-1.pdf

Building, testing and updating your website following WCAG guidelines
will remove the need for overlays and help reduce the risk of legal action.

Mixture of automated tools and human testing to get the best results.

How we test accessibility

Automated Tools

Code level review with pass/fail

DevTools
axe-core 4.10.2

Pa11y

WAVE
web accessibility evaluation tool

Human Testing

Manual review of the site's:

- Visuals
- Content
- Navigation
- Functionality

There are three primary kinds of alt text

Standard Alt Text

- **Less than 250 characters**
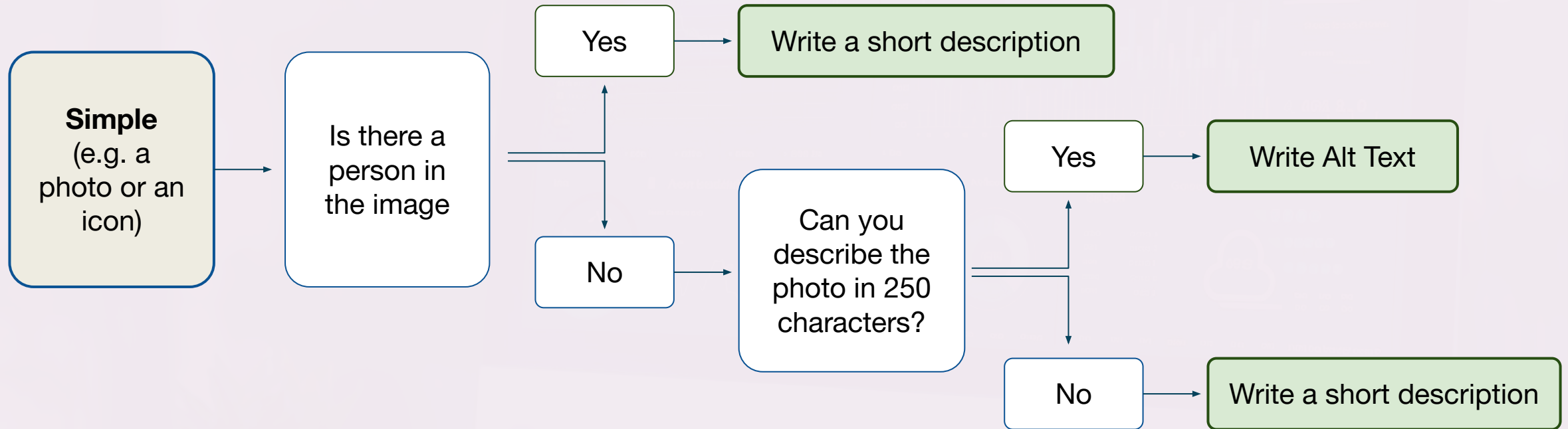- Conveys the purpose of an image (e.g. "Search" vs "Magnifying Glass")

Short Description

- **More than 250 characters**
- Conveys the purpose of an image
- Image is more complex
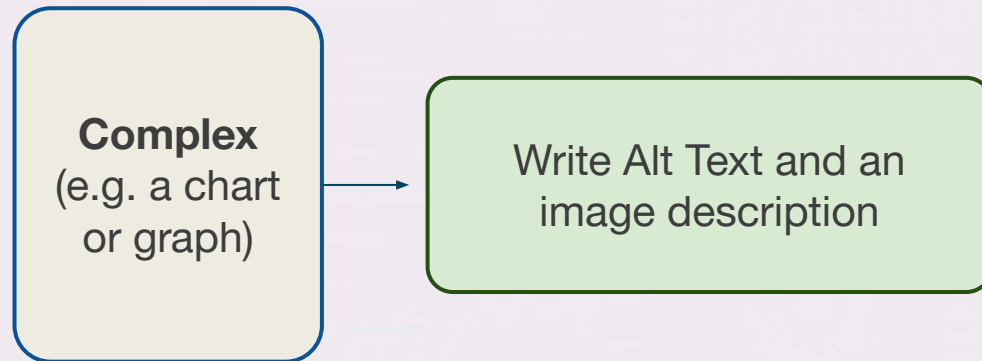- Might involve a person or a group of people

Long Description

- **Can be as long as you need**
- Used for complicated images (e.g. infographics) or charts
- Need an HTML equivalent
- Also requires alt text

For Simple Images:

For Complex Images:

Complex
(e.g. a chart
or graph) → Write Alt Text and an
image description

5 TAKEAWAYS

1. Tab through the website to test if users can access the content
2. Buttons need more than color to be clickable
3. Test all your colors to make sure they pass contrast
4. Make sure rotators are user activated and the controls are easy to use
5. Break up copy with scannable headlines, subheads, bullets, and other visual assets and make PDFs HTML pages

* BONUS TIP

All images need to have alt text even infographics

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Let's connect!

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Learn about Sandstorm
**accessible design
capabilities:**

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