



WEBSITE ACCESSIBILITY 101

By John Walker



Today's Topics

1. What *is* web accessibility?
2. Who's affected? How can we service all our customers?
3. How does accessibility impact our business & brand?
4. How can we enhance accessibility?



WHAT IS WEB ACCESSIBILITY?



“

The power of the Web is in its universality. **Access by everyone regardless of ability** is essential

”

– Tim Berners-Lee,
inventor of the World
Wide Web



“

Accessibility means thinking in a **bolder, wider, more radical way**

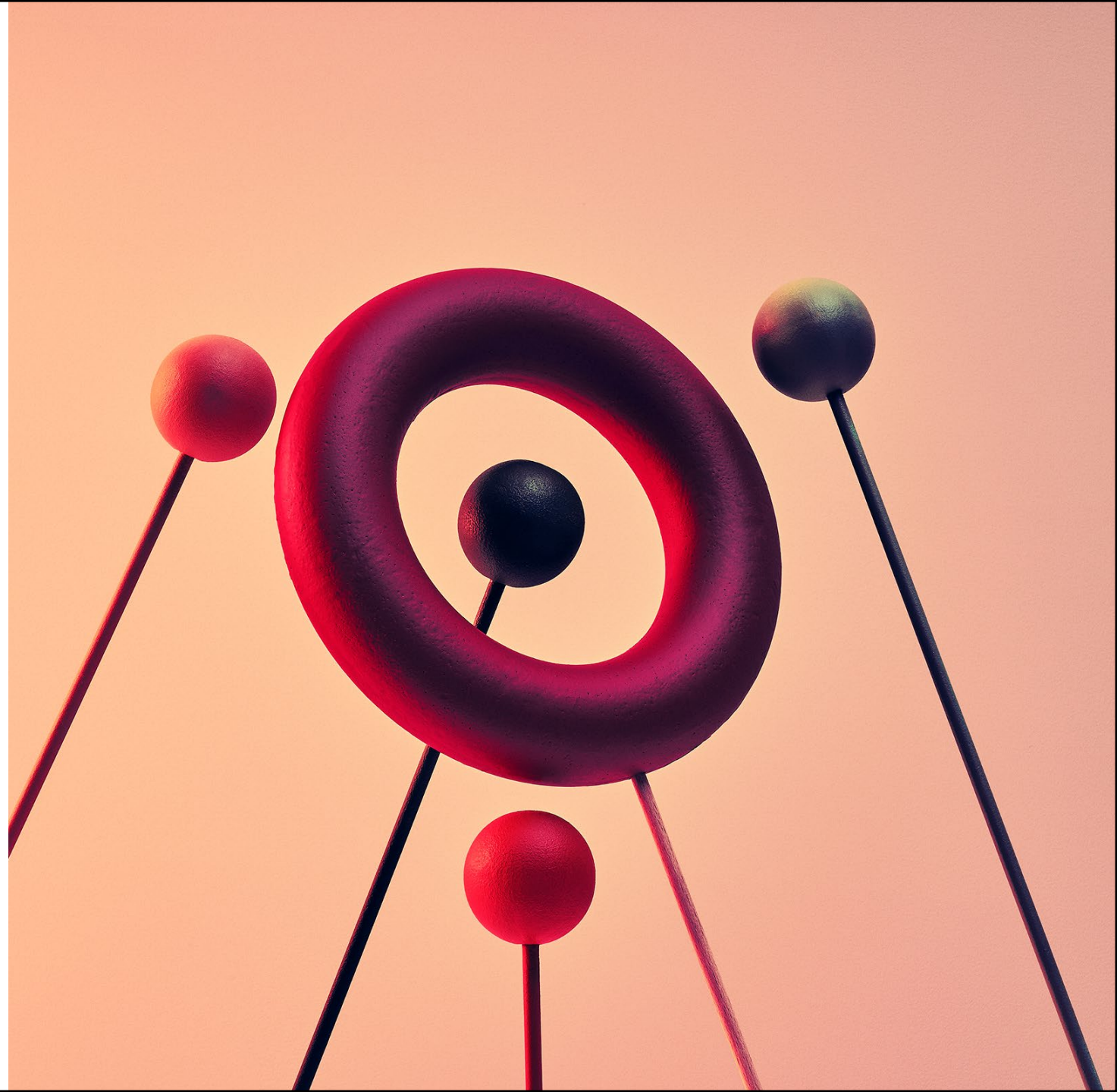
– Sean Bradley of AudioEye

”



The Goals of Accessibility

- Create experiences for everyone
- Be responsible to our global community
- Be leaders in our field
- Widen the scope of our business
- Enhance our brand
- Surpass legal requirements

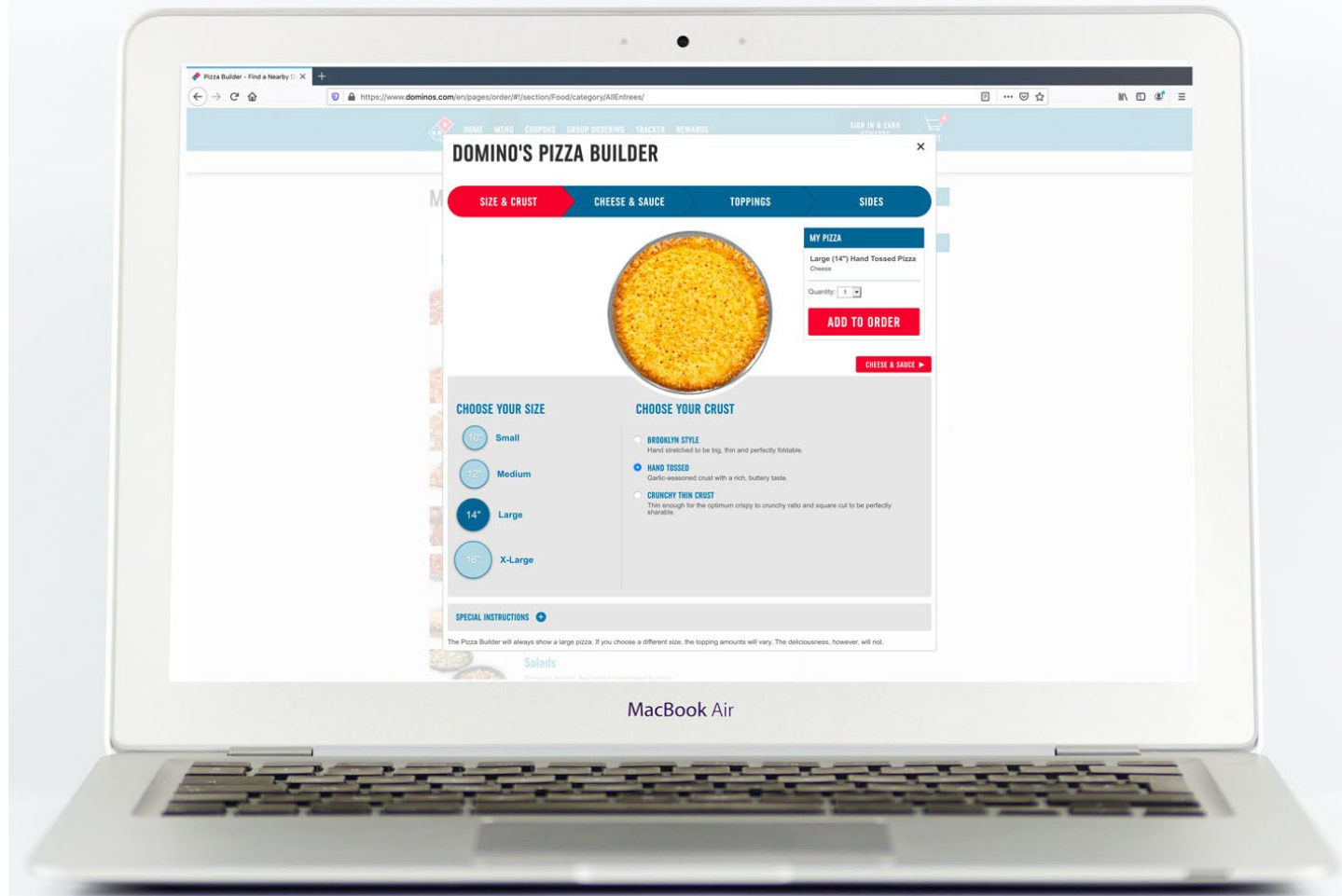


Accessibility Fail 🤔



Domino's Pizza Builder:
Screen reader users can't
select options to build a pizza

(Domino's lost an accessibility
lawsuit over this but is currently
appealing the verdict)



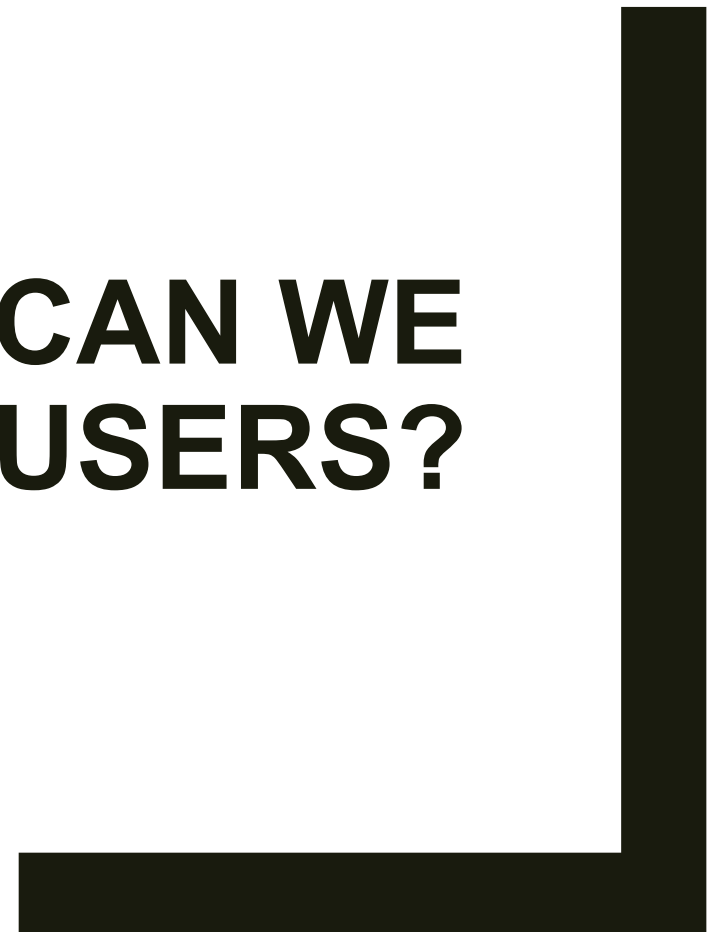
“Disability” comes in many different forms

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual

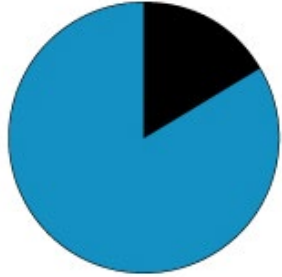
- Permanent
- Temporary



**WHO'S AFFECTED? HOW CAN WE
SERVICE ALL OUR USERS?**

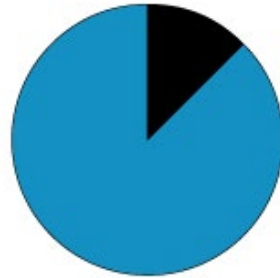


Disabilities in the U.S. Population



65 million*

Americans have difficulty performing functional or participatory activities



48 million*

Americans have a disability including 17 million (35%) of folks 65+



34 million*

Americans have a functional limitation

* US Population 328 million

Accessible Content Structure

Headers should be structured to be read as an outline

Disability

- Blindness
- Limited Motion

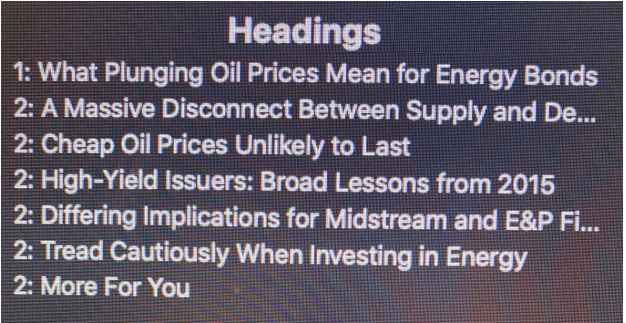
Also

- ADHD
- Busy folks!

Web page



Screen reader



Accessible Color Palettes

Differentiations and contrasts should be visible across many spectrums

Disability

- Color blindness

Also

- Poor lighting conditions
- Various devices
- Aging eyes

No blindness



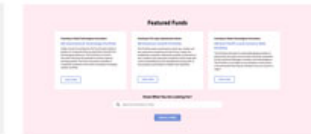
Type 1



Type 2



Type 3



Accessible Image Descriptions

Image content should be summarized in less than 125 characters of text

Disability

- Blindness

Also

- No Javascript
- Poor connections

Contact Us

Active in the UK Market for More than 25 Years

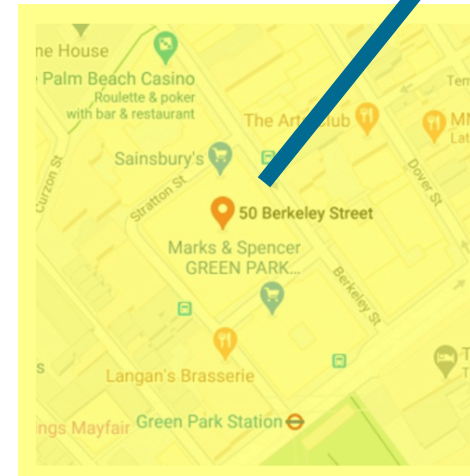
AllianceBernstein has been operating in London for more than 25 years. We provide forward-looking perspective, independent research and investment discipline across asset classes, spanning global, regional and sector-specific equity funds, multi-asset and alternative UCITS funds, and specialist fixed-income strategies.

Our UK client group is on hand to align our capabilities with your needs and provide support to our partners whether in the mutual-fund space or via institutional client solutions.

We look forward to working with you.

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Our office is at 90
Berkeley St between
Stratton St and Mayfair
Ave near the Green Park
tube stop

Accessible Infographics

Always include a written summary

Disability

- Blindness

Also

- Varied intellectual levels
- Non-visual learners

What Plunging Oil Prices Mean for Energy Bonds
21 April 2020
Michael Reed

Garben M. Dreesfeld, CFA | Co-Head - Fixed Income, Director - Credit | Susan Herman | Director - Municipal Credit and Investments Grade Corporate Credit Research

On April 20, the price of oil skidded into negative territory for the first time in history, with the May futures contract on West Texas Intermediate (WTI) crude hitting a low of -US\$37.63 per barrel before recovering to positive levels.

The flood rumbled across the capital markets, but with varying implications. Within the energy sector itself, the oil crash won't have the same impact on exploration and production (E&P) companies as on midstream firms, which provide processing and transportation services to upstream producers and downstream users of natural gas liquids. The former experiences the direct effect of depressed oil prices, while the latter experiences second-order effects. Dramatically fluctuating oil prices also create bond price dislocations that signal opportunity.

Before we assess the implications for, and potential opportunities in, the energy sector, let's take a look at how we got here.

The answers to these concerns will come only at the end of a years-long process. Government agencies are like a black box for equity analysts, making it hard to get reliable information about where the process is headed. Regulatory uncertainty helps explain some of the recent volatility in big tech stocks and is likely to cloud the outlook for the foreseeable future.

So, what to do? Given the uncertainty, we believe investors seeking to capitalize on the promise of technological growth should be wary of passive exchange-traded funds, whose baseline benchmark indices tend to be heavily weighted with tech giants and are backward-looking (Display).

Technology Benchmarks are Concentrated in Megacaps Stocks
If There Were A Sub-Title

Instead, investors need to take a proactive approach to the technology sector. Many investors have relied on Facebook, Amazon, Apple, Netflix and Google—the FAANGs—to capture technology-driven growth. But we believe that there are many compelling trends and companies in technology

MSCI World Information Technology
Weighted by Market Capitalization (USD Billion)
Total Market Cap - USD 7.1 Trillion

Market Cap Range	Percentage	Number of Stocks
>US\$10 Billion	77%	40 Stocks
US\$5 Billion-USD10 Billion	18%	74 Stocks
<US\$5 Billion	5%	54 Stocks

As of June 30, 2019
Past performance does not guarantee future results. All portfolio statistics, characteristics and holdings are subject to change.
Source: MSCI and AllianceBernstein (AB)

Instead, investors need to take a proactive approach to the technology sector. Many investors have relied on Facebook, Amazon, Apple, Netflix and Google—the FAANGs—to capture technology-driven growth. But we believe that there are many compelling trends and companies in technology with potential to generate alpha, and with less regulatory risk than some of the larger players. Opportunities can be found not only in technology hubs like Silicon Valley, but around the world as well.

Accessible Transcripts

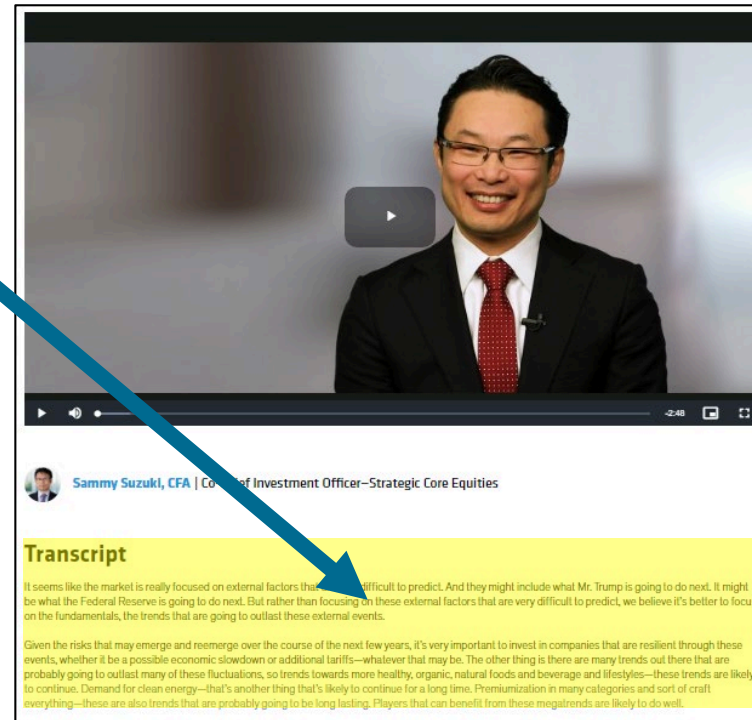
Video audio should be transcribed to text

Disability

- Deafness

Also

- Poor connections
- Quiet contexts
- Reading preferences

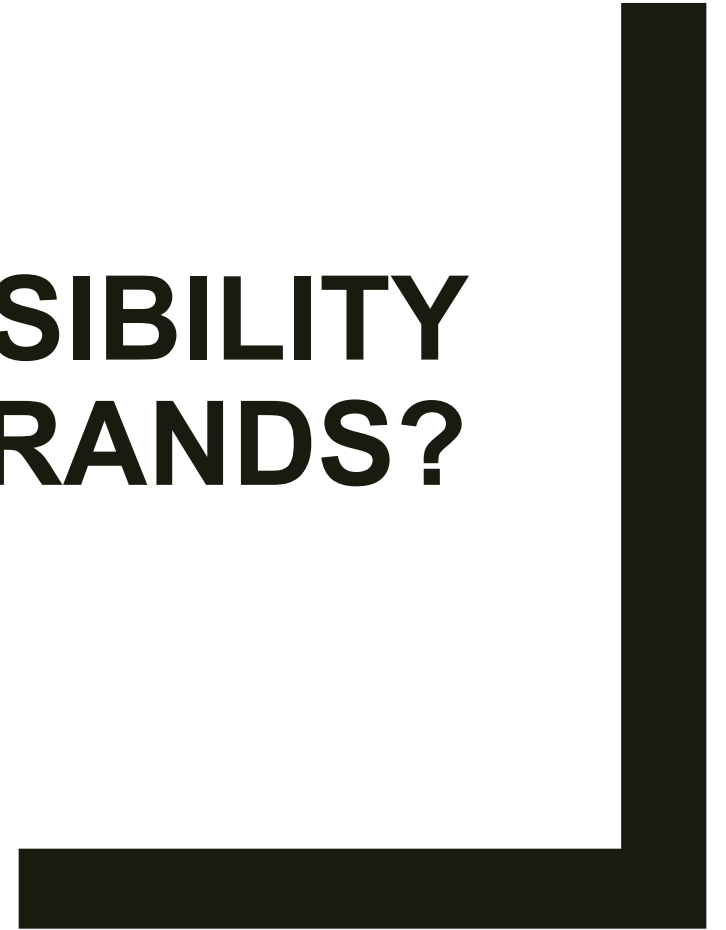


Accessibility Standards

Website compliance is measured in levels of A, AA, or AAA

Level A	Level AA	Level AAA
<p data-bbox="300 518 614 639">Minimum Compliance</p> <ul data-bbox="300 704 830 818" style="list-style-type: none"><li data-bbox="300 704 830 818">• Requires little effort but has little impact	<p data-bbox="914 518 1480 639">General Audience Compliance</p> <ul data-bbox="914 704 1666 939" style="list-style-type: none"><li data-bbox="914 704 1666 939">• Requires moderate effort and satisfies most accessibility standards & all disability laws	<p data-bbox="1755 518 2415 639">Specialized Audience Compliance</p> <ul data-bbox="1755 704 2415 1239" style="list-style-type: none"><li data-bbox="1755 704 2415 939">• Requires high effort and is tailored for specialized audiences<li data-bbox="1755 1003 2415 1239">• Can make a website more difficult for non-disabled people to use

**HOW DOES ACCESSIBILITY
AFFECT BRANDS?**



Business Impacts

- Innovation
- Market Reach
- Legal Liabilities
- Brand Enhancement



Accessibility Drives Innovation

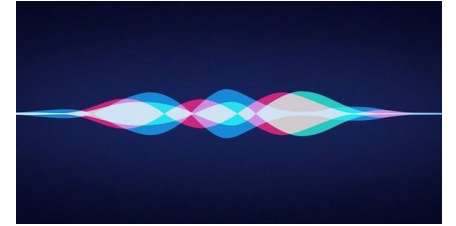
Examples



- A deaf Google engineer developed the closed captioning tool used globally on YouTube



- A blind Microsoft engineer developed Seeing AI, glasses which take photos and convert their details into audible descriptions



- SRI International Artificial Intelligence Center developed Siri, which allows people—disabled or not—to perform a variety of actions with their voices

Accessibility Extends Market Reach

Disabled people comprise a huge, largely-untapped market



1 billion*

People worldwide experience
some form of disability



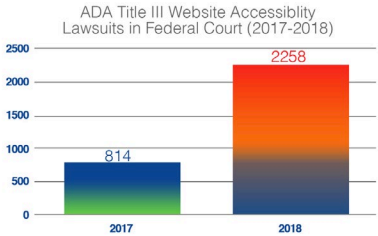
\$8 trillion

Market power
(equivalent to China)

* Global population 7.8 billion

Accessibility Minimizes Legal Liability

US/global law increasingly requires accessibility and fines corporations for non-compliance



2258 lawsuits

Filed in 2018, a 177% increase over 2017

NETFLIX

\$775,000

The amount Netflix owed in lawyers' fees and costs after settling closed-captioning lawsuit

Accessibility Enhances Brands

Accessibility = brand strategy, creating accessible experiences that folks can share

1 More people can have positive experiences with our brand

2 More opportunities for our customers to become brand advocates

3 Improves SEO via conformance to Web Content Accessibility Guidelines (WCAG)

Brand enhancement case studies

Increasing accessibility can also increase customer satisfaction



115% increase in customer satisfaction

After Microsoft increased accessibility across all their products



Increased user engagement

NPR received a significant rise in unique visitors, searches and inbound links when they implemented more accessible transcripts

Accessibility, diversity & inclusion

Both customers and employees consider diversity and inclusion to be important brand traits. Disability is a key component of diversity and inclusion.

80%*

Of business professionals believe companies have a responsibility to go beyond profit to make an impact on society

60%*

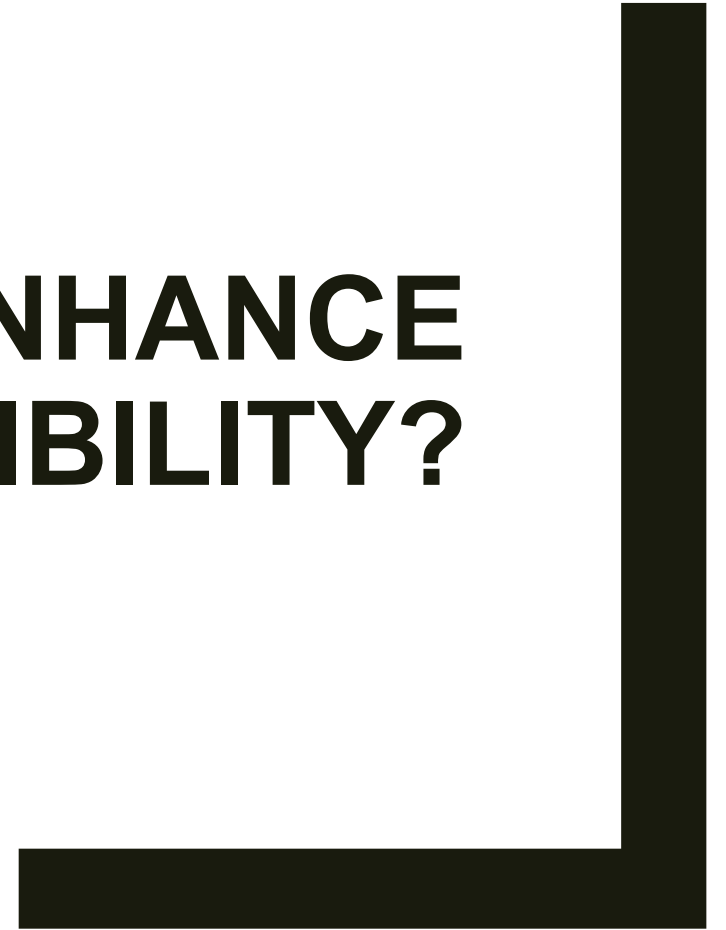
Of consumers say they are likely to switch brands if a company isn't socially responsible

3.2x more likely*

Employees are 3.2x more likely to think they can perform their best work if they believe their company values diversity

* Salesforce Research survey

**HOW CAN WE ENHANCE
ACCESSIBILITY?**



Commission third-party accessibility surveys

For example, after getting results of an accessibility survey, our team might prioritize:

- Adding alternative text to images
- Writing more precise button labels
- Fixing broken links
- Improving header content structure
- Adding descriptive labels to form fields
- Correcting spelling mistakes



Summary for [Corporate Site](#)

The report categorises your assessment into different areas such as accessibility, code quality, function / links, etc. It contains an individual score for each category so you can determine the areas that might need to be addressed first.

Assessment completed on 09 Mar 2019 at 02:27 looking at <https://www.alliancebernstein.com/corporate/our-firm/about-us.htm?locale=lu>.

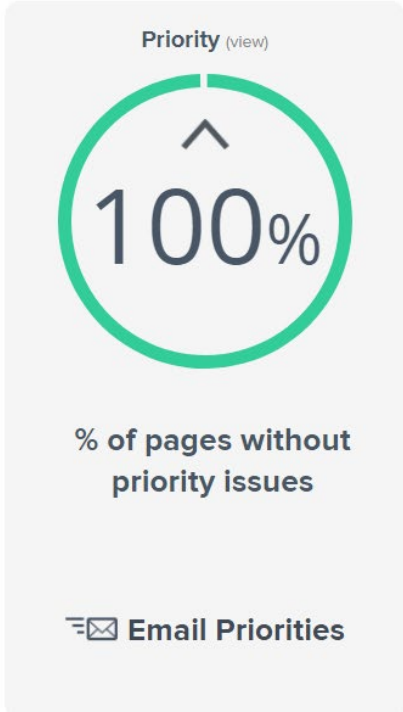
This assessment completed and looked at 25 pages.



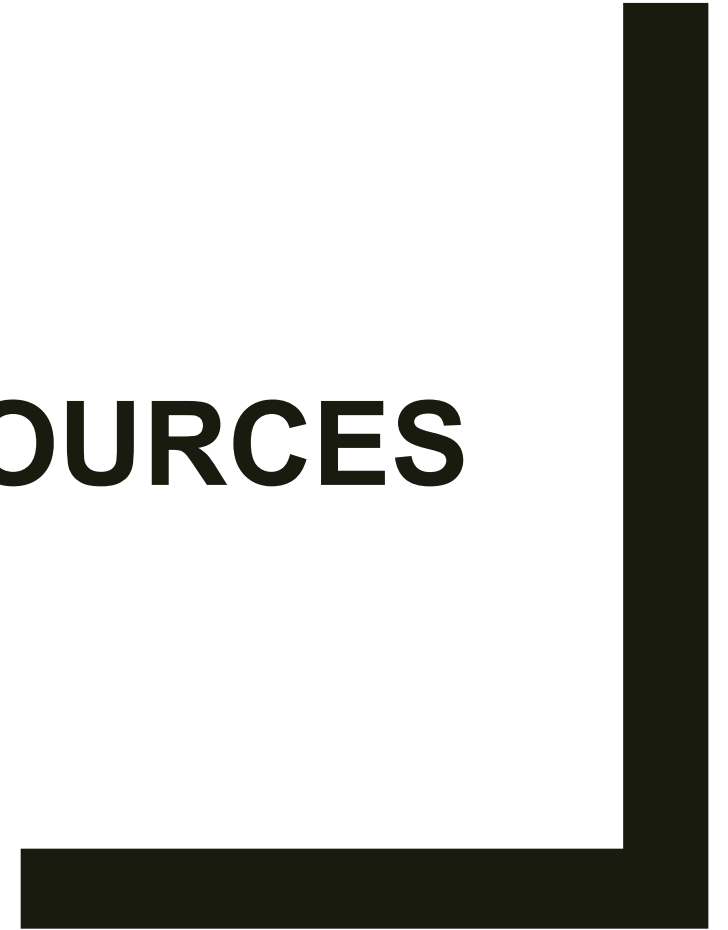
Improved Accessibility Evaluations

After mitigating prioritized accessibility issues, our team could achieve significantly improved survey results in a short period of time

More complicated issues might take longer to resolve, however



RESOURCES



Selected Resources

- Wave and axe - Browser-based evaluation tools
- Stark and Colorblinding - Color blindness simulators

SCREEN READERS

- VoiceOver - Mac OS/iOS
- Narrator or NVDA - Windows
- JAWS - Internet Explorer
- TalkBack - Android