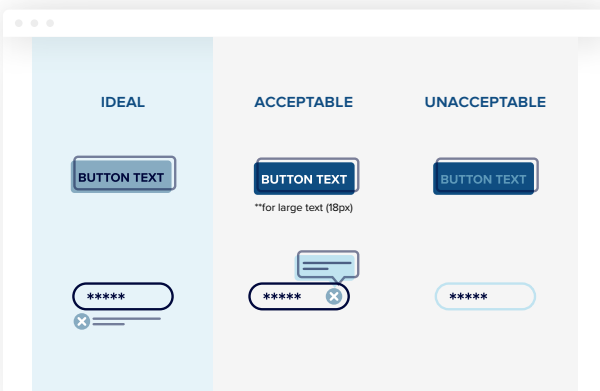**lookthink ENABLE**

Self-Guided Virtual Event Accessibility Audit
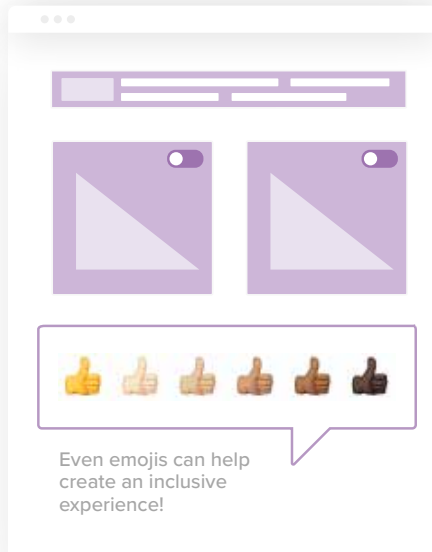
What to Check

Media

1. Are visuals within your experience flashing or moving? How frequently?

   → Aim for **fewer than 3 flashes/second**

2. Does video content play automatically?

3. Can video and audio content be played and paused by the user?

4. Is certain information only available in audio or video format?

   → Does audio have a transcript? Do videos have captioning? Descriptive narration?

5. Is audio clear and easily understood?

6. Can your video player be controlled via keyboard?

IDEAL	ACCEPTABLE	UNACCEPTABLE
BUTTON TEXT	BUTTON TEXT	BUTTON TEXT
	**for large text (18px)	
*****	*****	*****

Visual Design

1. Is content organized in a logical layout?

2. Is your typography readable?

   → Consider the typeface you are using, the font size, and the space between lines of text.

3. Does text have enough contrast with backgrounds?

   → The browser extensions below simulate various vision deficiencies. If you have a hard time reading what your text says, you have a contrast issue.

   Vision deficiency browser extension for Chrome
   Vision deficiency browser extension for Firefox

4. Are you using only color to signify important information or actions?

   → E.g. on a form, if a red border on a field is the only indication that the field is invalid -- this isn't compliant
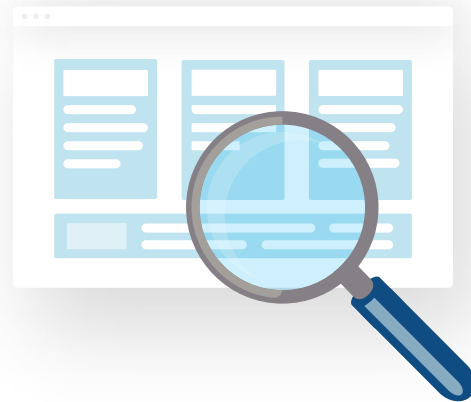
Even emojis can help create an inclusive experience!

Content and Inclusivity

1. Are you using clear, jargon-free language?

2. How are you talking about people?

   → Watch out for gendered colloquialisms like "you guys" Use "person first" language for disabilities -- e.g. "a person who is..."

3. What message do the images on your site send? If you are using people as subjects, are a diverse group of people represented?

4. What kind of information are you collecting? What kind of flexibility are you allowing respondents in what and how they answer? Keep in mind:

   → Gender identification options, citizenship status, race/ethnicity

Visual Impairment Accommodations

1. Increase your browser zoom up to 200% -- Can you still see everything? Is any information lost? Anything you can't access?

2. Use your site with a screen reader

   → Macs have VoiceOver; Windows have Narrator Use an extension like Alt Text Tester to check for alt-text on images. Is alt-text clear and descriptive? Is important information available to screen readers?

Mobile

1. Can all important information be accessed on a mobile device?

2. Does the experience work in both portrait and landscape mode?

3. Are buttons large enough to easily touch?

Keyboard Navigation

Try to navigate your event using only tab key, arrow keys, space bar:

1. Is information presented in a logical order?

2. Can you access every part of the experience?

3. Does applicable content have clear focus states?

Code Compliance

1. Run axe DevTools or another accessibility widget to assess.

NOT LIKING WHAT YOU FIND?

Not sure how to get started?

Contact LookThink for a professional accessibility audit and remediation plan.

Contact Us

SOURCES
1. Chrome Web Store, <https://chrome.google.com/webstore/detail/nocoffee/jjeeggmbnhckmgdhmgdckeigabjfbddl?hl=en-US>
2. Firefox Browser Add-Ons, <https://addons.mozilla.org/en-US/firefox/addon/nocoffee>
3. Deque University, <https://dequeuniversity.com/screenreaders/voiceover-keyboard-shortcuts>
4. Microsoft Support, <https://support.microsoft.com/en-us/help/22798/windows-10-complete-guide-to-narrator>
5. Chrome Web Store, <https://chrome.google.com/webstore/detail/alt-text-tester/koldhcllpbdfcdpfpbldbicbgddglodk?hl=en>
6. Deque University, <https://www.deque.com/axe/browser-extensions/>