VENDOR GUIDANCE ON UI ACCESSIBILITY

Progressive is committed to on-line accessibility to support our customers, agents, and employees with disabilities. When sites are designed with accessibility in mind, all users have access to information and functionality. When they are not, site design can create unwanted barriers to access for our customers, agents, partners, vendors, and employees.

You might be tempted to think of accessibility as making special considerations for people with disabilities, potentially adding distracting elements to existing designs. But accessibility is really about considering the needs of all users at once.

Inclusive Design—also called Universal Design—is a method of designing-in solutions for implementing accessibility that takes into consideration the needs and abilities of as many people as possible—from the very beginning.

All users benefit from:

*   Logical, easy to follow user interfaces.

*   Multiple ways of doing things.

*   Clear writing and legible text.

*   And compliance with recognized design standards.

WCAG GUIDELINES

The Web Content Accessibility Guidelines (WCAG), managed by the World Wide Web Consortium (W3C), are the generally accepted standard for digital accessibility. These are the standards the majority of businesses follow when making their sites accessible.

Progressive seeks to conform to WCAG 2.0 level AA accessibility. The levels are hierarchical; in order to meet AA standards, a site must first meet all level A standards, in addition to all level AA standards.

"Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.... Following these guidelines will make your content more usable to ALL users."

— the W3C website

WCAG PRINCIPLES

WCAG guidelines are organized under four principles which lay the foundation necessary for anyone to access and use web content. If any of these are not true, users with disabilities will not be able to use the UI.

1. **Perceivable**
   Information and user interface components must be presentable to users in ways they can perceive. It can't be invisible to all of their senses.

2. **Operable**
   Users must be able to operate the interface. The interface cannot require interaction that a user cannot perform.

3. **Understandable**
   Users must be able to understand the information and the operation of the user interface. Content and operation must not be beyond their understanding.

4. **Robust**
   Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies. And as technologies and user agents evolve, the content must remain accessible.

CONFORMANCE LEVELS

Guidelines are also organized into three levels of conformance, with Level A being the easiest to implement, and Level AAA being the most difficult to achieve. Conformance to Level AA requires full conformance with Level A guidelines, in addition to those guidelines that fall under Level AA. Similarly, Level AAA requires conformance with both of the lower levels. Progressive seeks to comply with WCAG 2.0 Level AA for all user interfaces.

RESOURCES

The World Wide Web Consortium's WCAG standard in its entirety can be found on their website:

W3C WCAG Introduction

Here are two organizations whose websites we believe do a good job of interpreting WCAG standards, with the practicality of designing-in compliance in mind:

WuhCAG WCAG Checklist

WebAIM WCAG Checklist

WCAG 2.0 GUIDELINES

GUIDELINE		LEVEL	SUMMARY
1.0	**PERCEIVABLE**		
1.1	**Text Alternatives**		
1.1.1	Non-text Content	A	Provide text alternatives for non-text content
1.2	**Time-based Media**		
1.2.1	Audio-only and Video-only (Pre-recorded)	A	Provide an alternative to video-only and audio-only content
1.2.2	Captions (Pre-recorded)	A	Provide captions for videos with audio
1.2.3	Audio Description or Media Alternative (Pre-recorded)	A	Video with audio has a second alternative
1.2.4	Captions (Live)	AA	Live videos have captions
1.2.5	Audio Description (Pre-recorded)	AA	Users have access to audio description for video content
1.3	**Adaptable**		
1.3.1	Info and Relationships	A	Logical structure
1.3.2	Meaningful Sequence	A	Present content in a meaningful order
1.3.3	Sensory Characteristics	A	Use more than one sense for instructions
1.4	**Distinguishable**		
1.4.1	Use of Color	A	Don't use presentation that relies solely on color
1.4.2	Audio Control	A	Don't play audio automatically
1.4.3	Contrast (Minimum)	AA	Contrast ratio between text and background is at least 4.5:1
1.4.4	Resize Text	AA	Text can be resized to 200% without loss of content or function
1.4.5	Images of Text	AA	Don't use images of text

GUIDELINE		LEVEL	SUMMARY
2.0	**OPERABLE**		
2.1	**Keyboard Accessible**		
2.1.1	Keyboard	A	Accessible by keyboard only
2.1.2	No Keyboard Trap	A	Don't trap keyboard users
2.2	**Enough Time**		
2.2.1	Timing Adjustable	A	Time limits have user controls
2.2.2	Pause, Stop, Hide	A	Provide user controls for moving content
2.3	**Seizures**		
2.3.1	Three Flashes or Below	A	No content flashes more than three times per second
2.4	**Navigable**		
2.4.1	Bypass Blocks	A	Provide a 'Skip to Content' link
2.4.2	Page Titled	A	Use helpful and clear page titles
2.4.3	Focus Order	A	Logical order
2.4.4	Link Purpose (In Context)	A	Every link's purpose is clear from its context
2.4.5	Multiple Ways	AA	Offer several ways to find pages
2.4.6	Headings and Labels	AA	Use clear headings and labels
2.4.7	Focus Visible	AA	Ensure keyboard focus is visible and clear

GUIDELINE		LEVEL	SUMMARY
3.0	**UNDERSTANDABLE**		
3.1	**Readable**		
3.1.1	Language of Page	A	Page has a language assigned
3.1.2	Language of Parts	AA	Tell users when the language on a page changes
3.2	**Predictable**		
3.2.1	On Focus	A	Elements do not change when they receive focus
3.2.2	On Input	A	Elements do not change when they receive input
3.2.3	Consistent Navigation	AA	Use menus consistently
3.2.4	Consistent Identification	AA	Use icons and buttons consistently
3.3	**Input Assistance**		
3.3.1	Error Identification	A	Clearly identify input errors
3.3.2	Labels or Instructions	A	Label elements and give instructions
3.3.3	Error Suggestion	AA	Suggest fixes when users make errors
3.3.4	Error Prevention (Legal, Financial, Data)	AA	Reduce the risk of input errors for sensitive data
4.0	**ROBUST**		
4.1	**Compatible**		
4.1.1	Parsing	A	No major code errors
4.1.2	Name, Role, Value	A	Build all elements for accessibility