



ACCESSIBILITY DESIGN GUIDELINES

Progressive is committed to online 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 without barriers.

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

Inclusive Design—also called Universal Design—is a method of designing solutions that take 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

THE WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG) GUIDELINES

WCAG, managed by the World Wide Web Consortium (W3C), are the generally accepted standards for digital accessibility.

Progressive seeks to conform to WCAG 2.1 Level AA accessibility. The levels are hierarchical; in order to meet Level 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 that 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 operate the UI (user interface).

1. **Perceivable**

Information and user interface components must be presentable to users in ways they can perceive. They 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. Progressive seeks to comply with WCAG 2.1 Level AA for all user interfaces.

RESOURCES

The W3C's WCAG standards in their 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 with compliance in mind:

[WuhCAG WCAG Checklist](#)

[WebAIM WCAG Checklist](#)



WCAG 2.1 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 (Prerecorded)	A	Provide an alternative to video-only and audio-only content
1.2.2 Captions (Prerecorded)	A	Provide captions for videos with audio
1.2.3 Audio Description or Media Alternative (Prerecorded)	A	Video with audio has a second alternative
1.2.4 Captions (Live)	AA	Live videos have captions
1.2.5 Audio Description (Prerecorded)	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
1.3.4 Orientation	AA	Don't restrict the display to only a portrait or only a landscape orientation
1.3.5 Identify Input Purpose	AA	Input fields requesting user data that the browser can autocomplete should have proper autocomplete attribute values assigned
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
1.4.10	Reflow	AA	Don't remove content or functionality or cause horizontal scrolling (portrait) or vertical scrolling (landscape) when the screen size is adjusted
1.4.11	Non-text Contrast	AA	Contrast ratio between user interface components and important graphics and the background is at least 3:1
1.4.12	Text Spacing	AA	No loss of content or functionality when setting line height, spacing, letter spacing, and word spacing as defined by the WCAG Success Criterion
1.4.13	Content on Hover or Focus	AA	Content that appears when hovering or focusing on an element should be dismissible, hoverable, and persistent
2.0 OPERABLE			
2.1	Keyboard Accessible		
2.1.1	Keyboard	A	Content is accessible by keyboard only
2.1.2	No Keyboard Trap	A	Don't trap keyboard users
2.1.4	Character Key Shortcuts	A	Keyboard shortcuts implemented using only one character must be able to be turned off, remapped, or active only on focus of the component
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



GUIDELINE		LEVEL	SUMMARY
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
2.5	Input Modalities		
2.5.1	Pointer Gestures	A	All functionality that uses multipoint or path-based gestures (swiping, pinch/zoom, etc.) can be done with a single pointer unless essential
2.5.2	Pointer Cancellation	A	For single pointer events, one of the following is true: <ul style="list-style-type: none"> • The down event of the pointer is not used to execute the function • Completion of the function is on the up event and can stop the function before completion or undo after • The up event reverses any outcome of the preceding down event • Completing the function on the down event is essential
2.5.3	Label in Name	A	The accessible name of a user interface component should be the same as, or contains at the start, the visual name of the label
2.5.4	Motion Actuation	A	Functions triggered by moving a device (e.g., shaking or tilting) or by gesturing towards the device can also be operated by more conventional user interface components
3.0	UNDERSTANDABLE		
3.1	Readable		
3.1.1	Language of Page	A	The 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



GUIDELINE		LEVEL	SUMMARY
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
4.1.3	Status Message	AA	Make users aware of important changes in content that are not given focus and do so in a way that doesn't unnecessarily interrupt their work