

# Taking accessibility a step further

More than a legal requirement



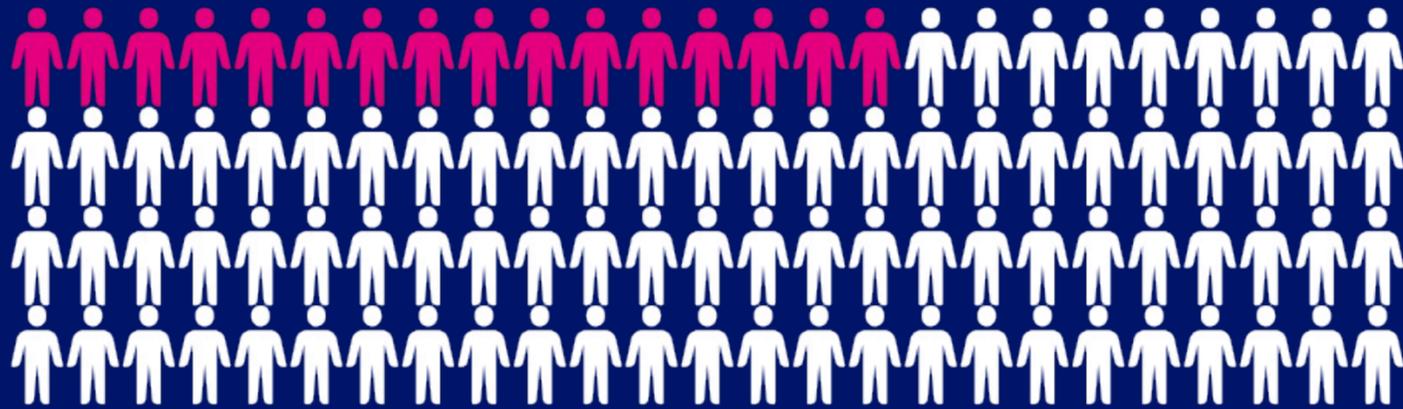
Picture: +AI generated

# The Web is for everyone.

Tim Berners-Lee

# Who needs digital accessibility?

## People with permanent disabilities

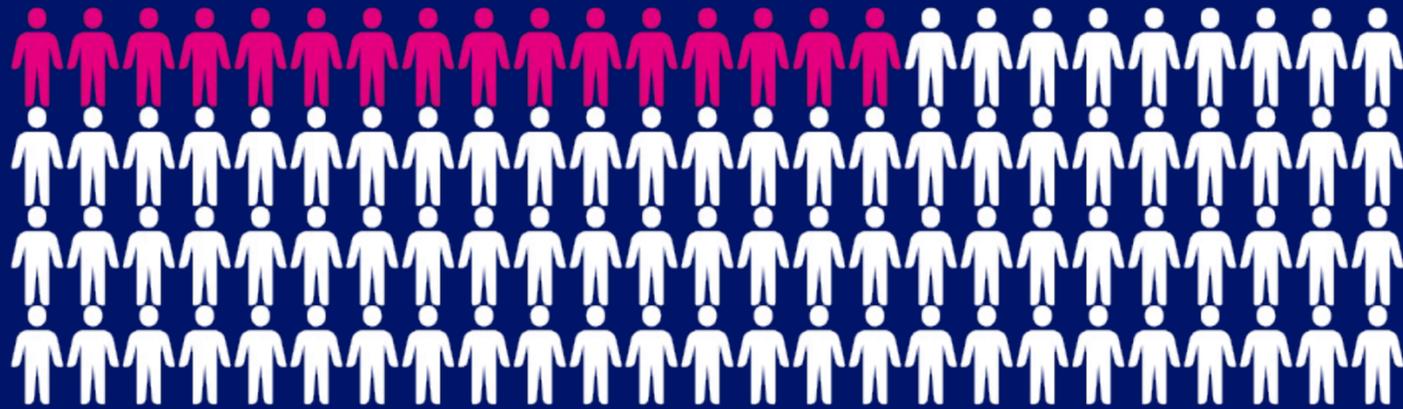


# For whom do we need digital accessibility?

# Non-permanent disabilities

People can be permanently disabled if they have only one arm, for example, or temporarily disabled if they have a broken arm. They can also be situatively disabled if they are carrying a baby.

## People with permanent disabilities



## Who benefits from digital accessibility?

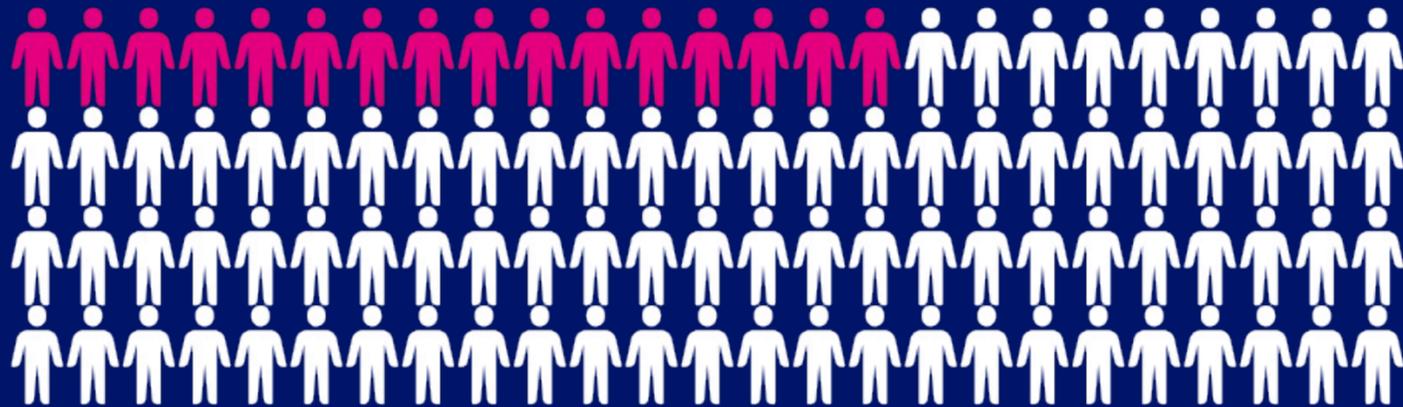


essential

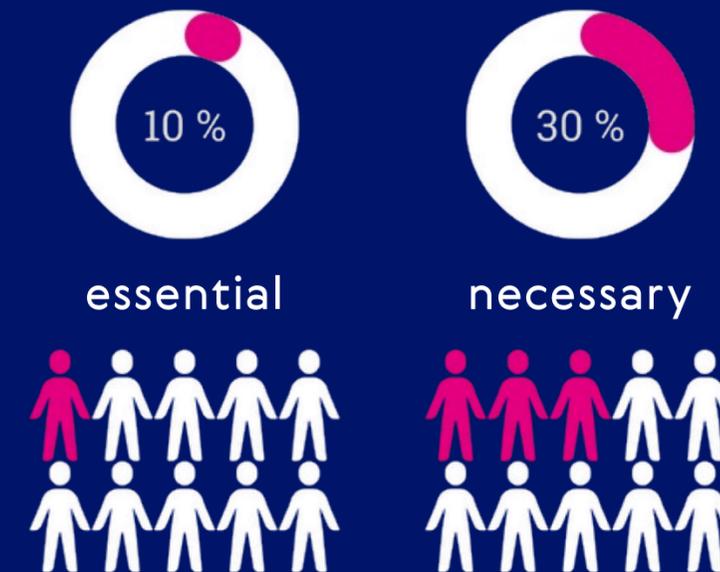


# Severely impaired, blind people...

## People with permanent disabilities

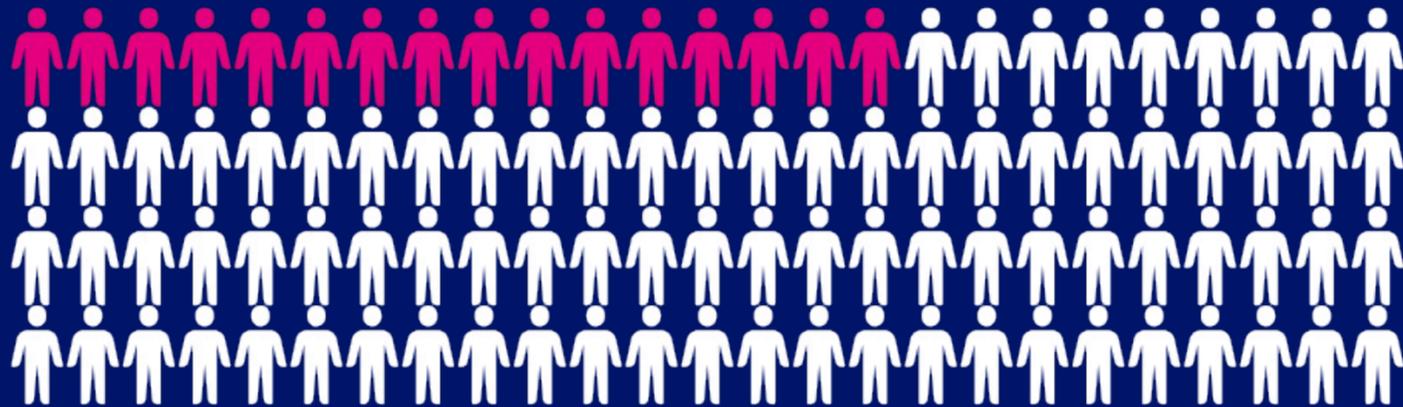


## Who benefits from digital accessibility?

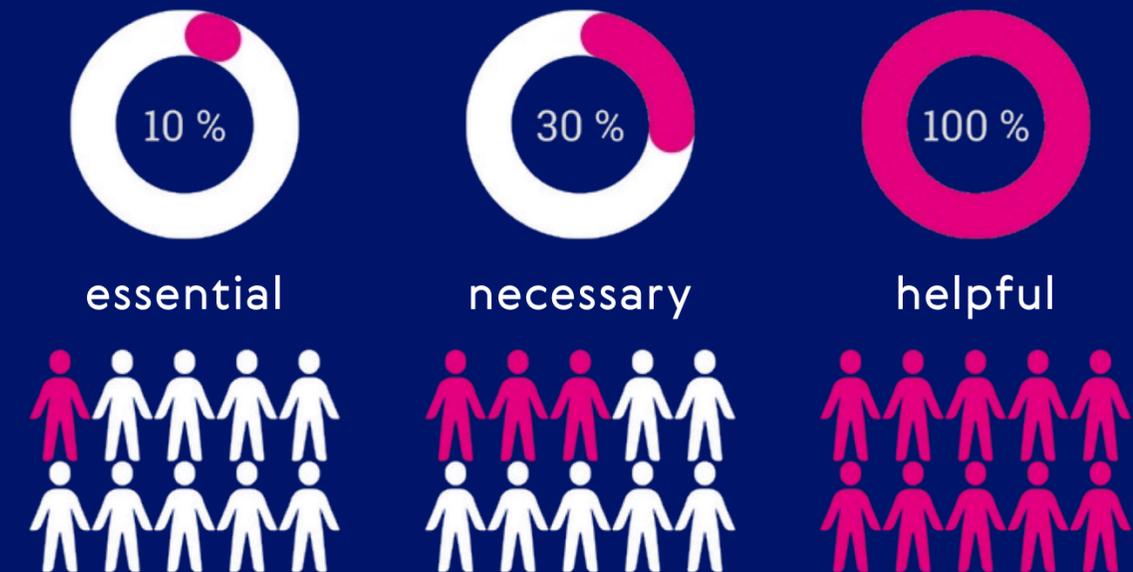


**Other limitations include tremors and temporary or situational impairments, such as a broken arm.**

## People with permanent disabilities

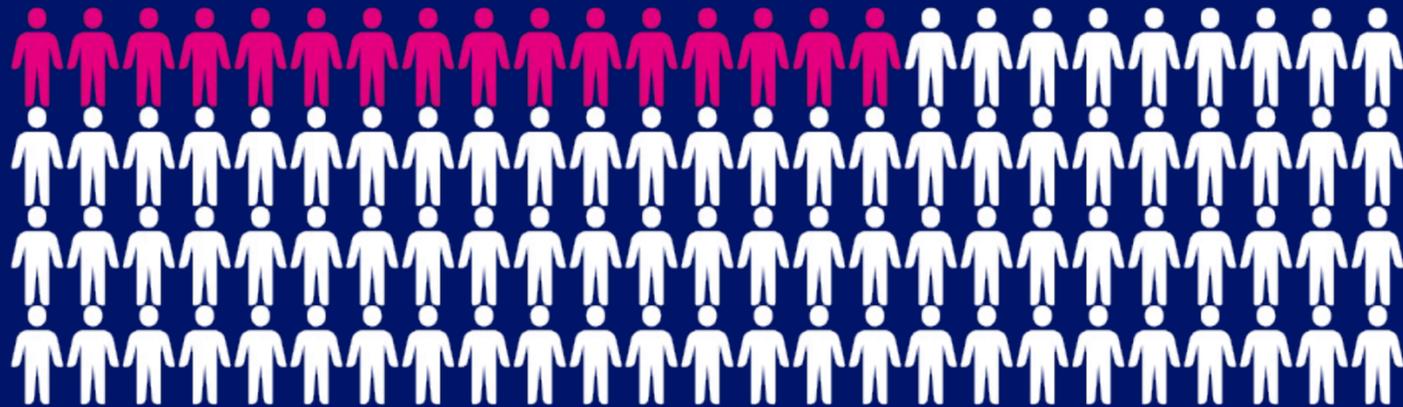


## Who benefits from digital accessibility?



**UX for everyone, especially those with poor vision in old age, is important for comprehensibility.**

People with permanent disabilities



Who benefits from digital accessibility?



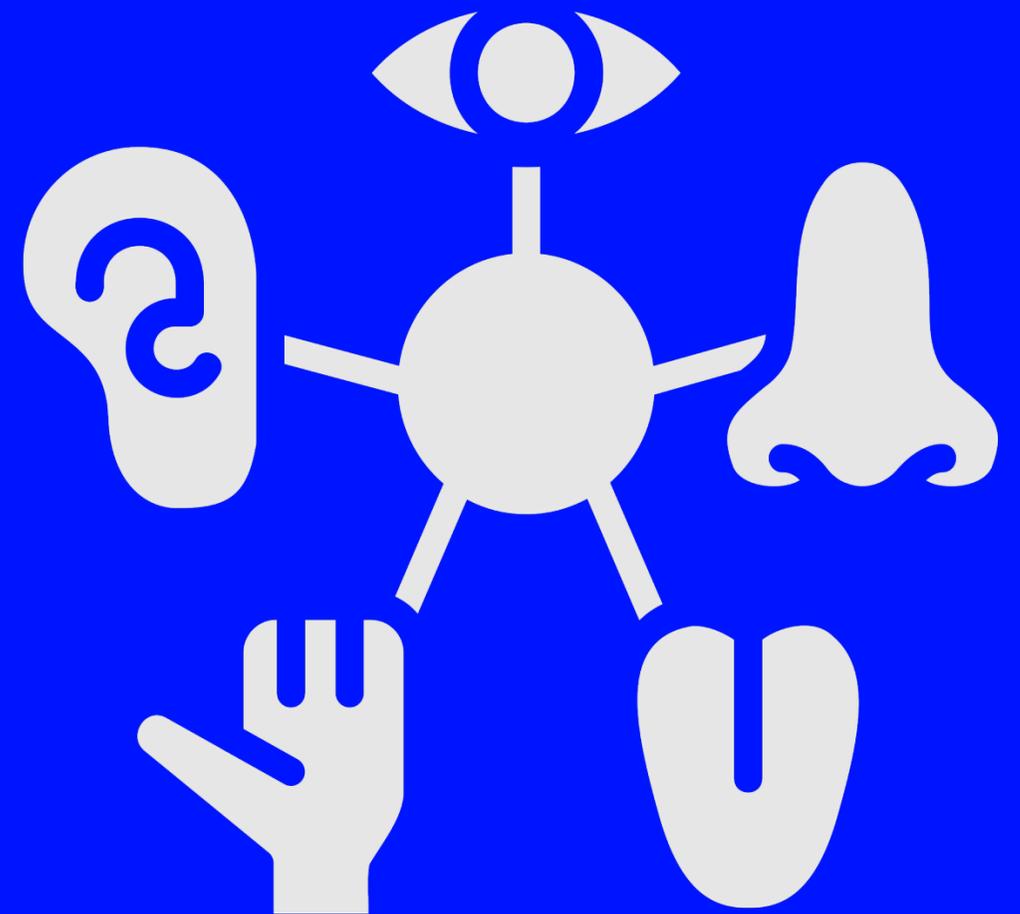
All search engines like  
Google, Bing, Yahoo, Baidu...

# What makes a website accessible?

# Accessibility for digital media

‘Accessibility is achieved when something becomes fully usable with a second sense.’

Offer the possibility of replacing sight with hearing (e.g. by using a screen reader) or touch (e.g. by using Braille), and enable easier navigation by replacing the mouse with a keyboard or other peripherals, such as a two-button keyboard.



# Best Practices

Excerpts from the +Pluswerk WCAG accessibility memo

-> now also online: <https://memo.pluswerk.digital/> (in German only)

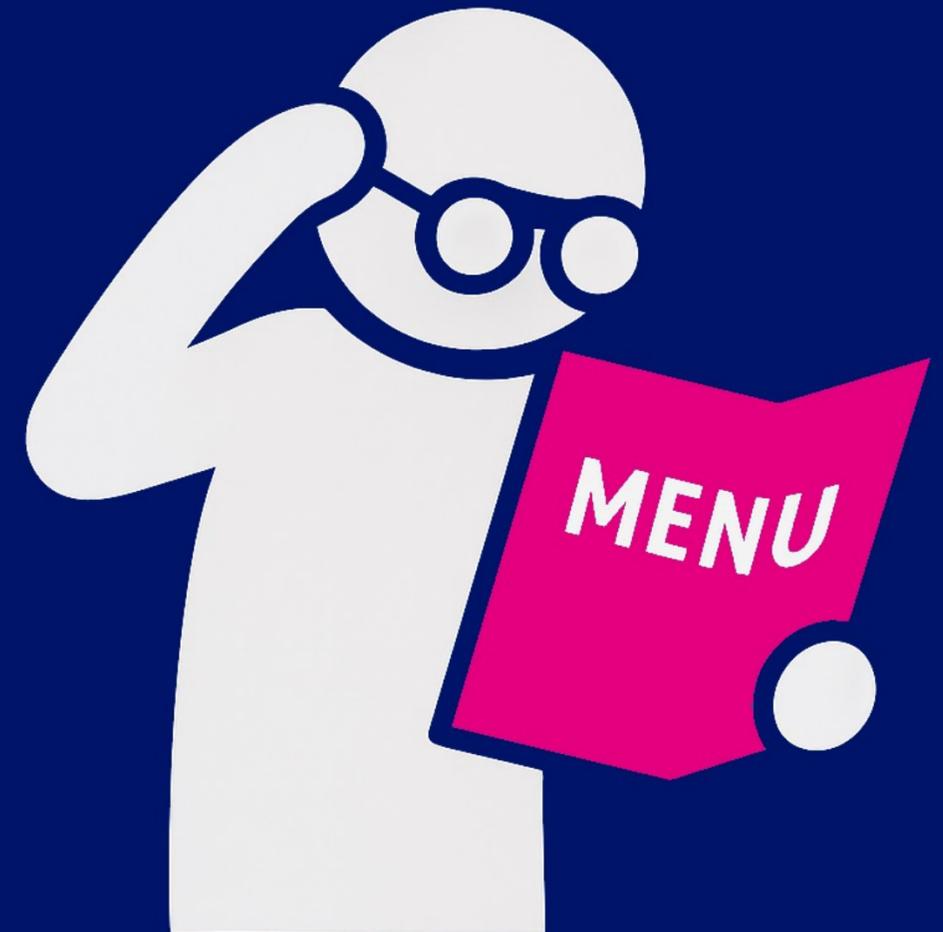


Contrast  
WCAG 1.4.3

# Contrast too weak?

It's a cool, cosy bar with dim lighting and a menu written in dark purple font on a black background.

-> Not readable without extra light.





Alternative texts  
WCAG 1.1.1 & 2.4.4

# No ALT text? No clue.

Without context, information is meaningless.  
Simply describing an image is not enough.

Even new screen readers that use AI require a  
starting point from which to interpret the  
image's message.

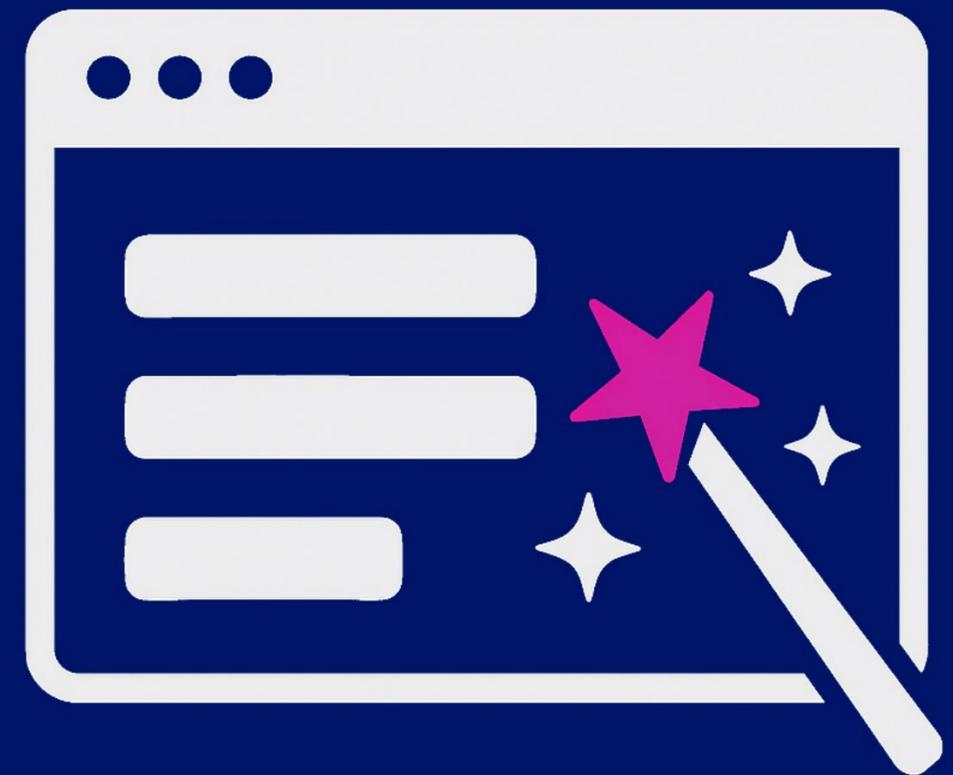


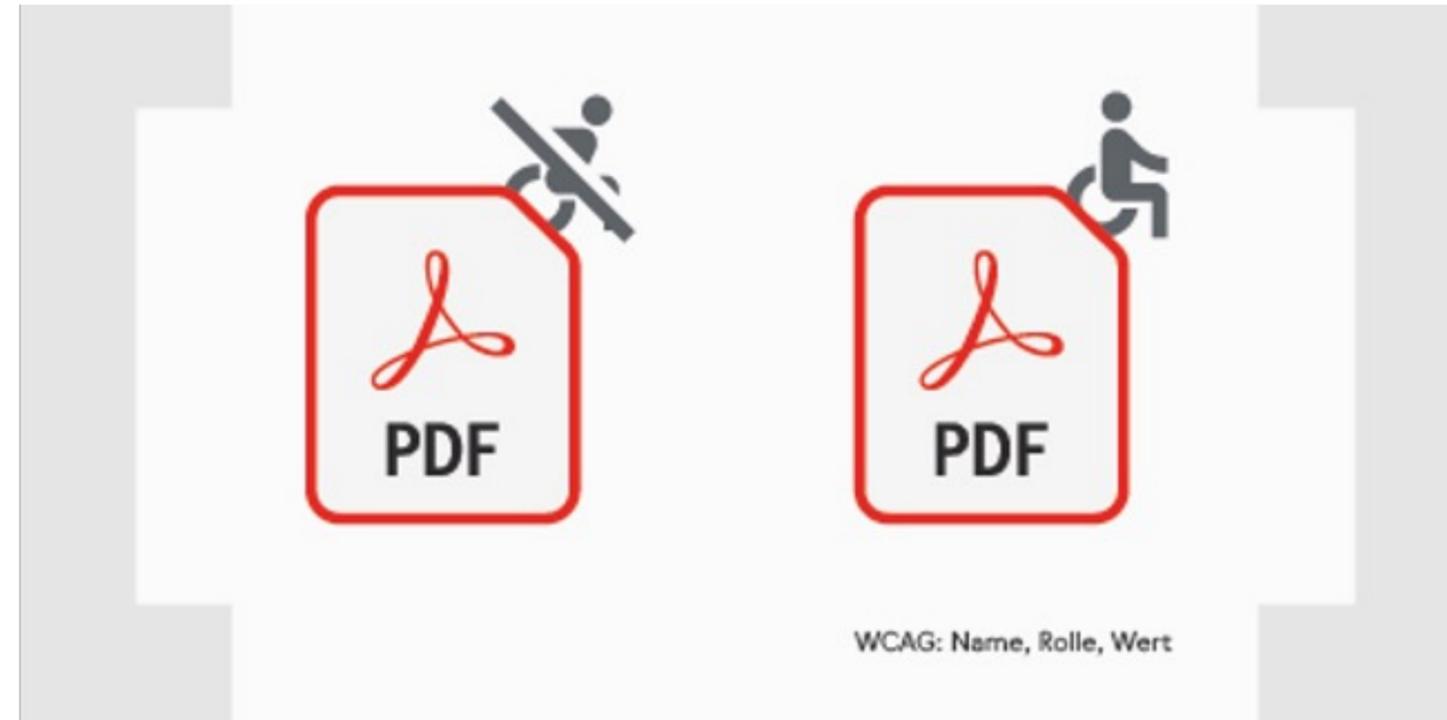


Labelling of form fields  
WCAG 3.3.2

# The label inside the form field is covered by the browser autofill.

Screen readers and keyboard users often miss or can't confirm autofilled data.





PDF and Office documents must also fulfil the WCAG.

# All content types have to be accessible.

Videos, audio, PDFs – all content has to be accessible  
for all users on all type of devices, always.



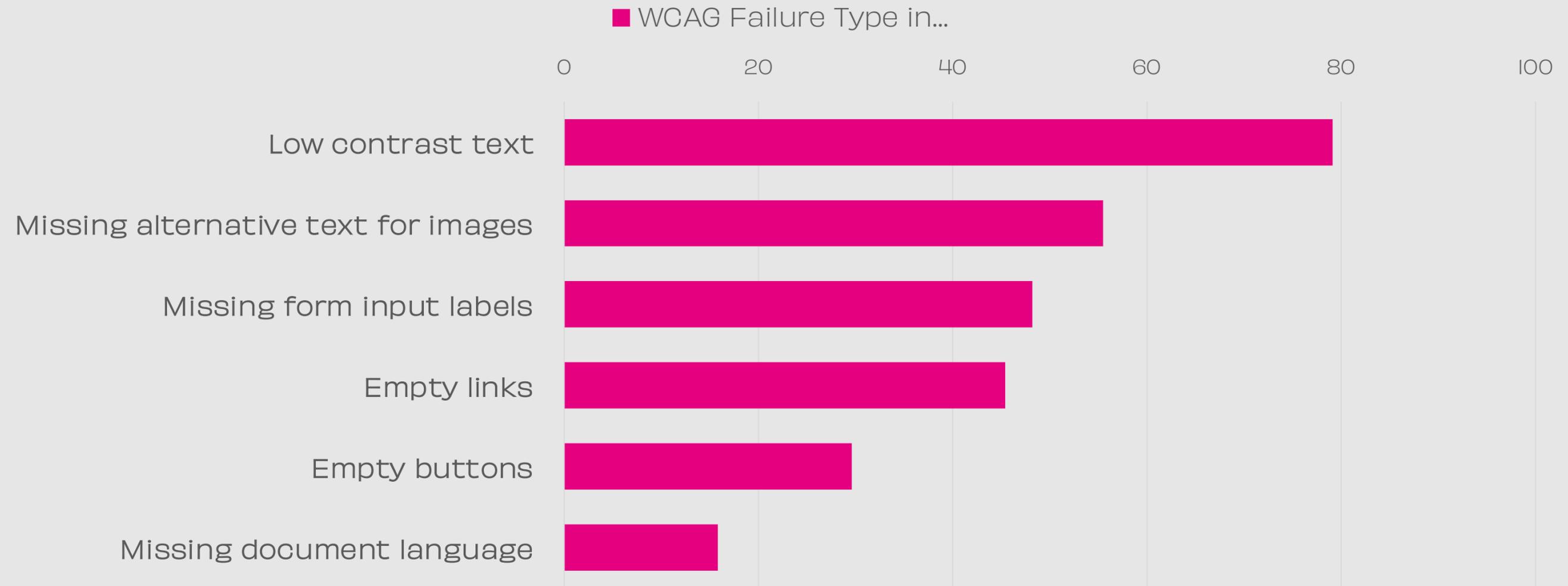
**[+] Pluswerk**

# Analysis

One million home pages tested  
by WebAIM



# WebAIM Report 2025



<https://webaim.org/projects/million/>

# Where are we now?

- Only parts of accessibility can be tested automatically.
- There are no simple solutions! JavaScript plugins – treating the symptoms instead of solving the problem:
- Digital accessibility must be implemented in the development and editing process.





uswerk [+]

...kommt ist agil -  
bist Du es auch?

swerk

**[+] Pluswerk**



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