

The Top 12 Barriers in Digital Accessibility: An Introduction to Remediating Common Problems

AHEAD 2025

July 17, 2025

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Agenda

Introduction

The Survey Results

A Few Extras

Conclusion

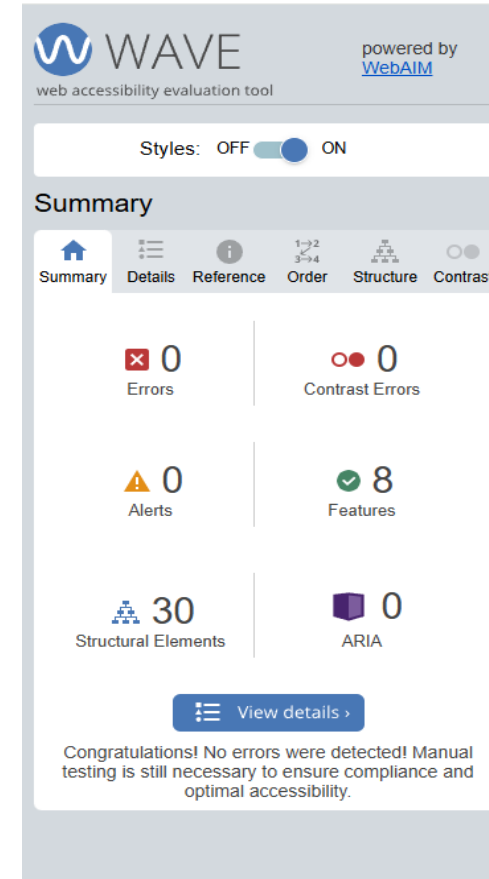


Introduction



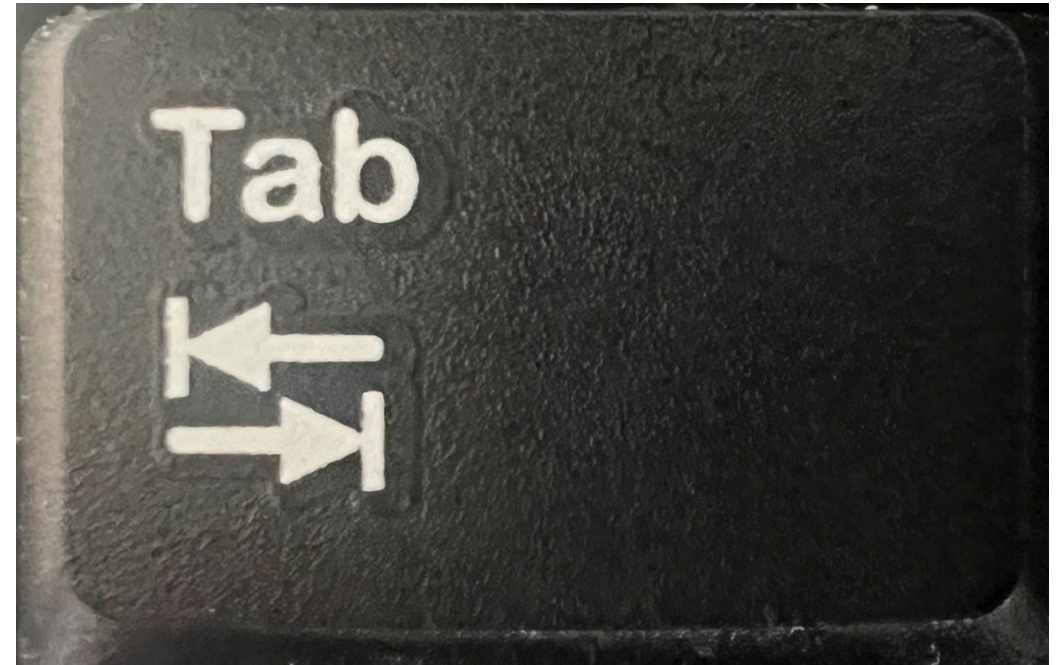
Automation and Manual Testing

- There are two types of testing. You need both.
- Automated which can be done page by page or through an automated tool looking at many pages.
- Manual Testing is the act of using a keyboard to test a website and looking at the features of the page. People are less likely to do manual testing.
- Common issues we are talking about are all detected by manual testing.



Manual Testing

- Human-driven
- Use standard keyboard commands
 - Tab, Shift + Tab, Enter key, Spacebar, Esc key
- Use assistive technology(-ies)
- Input from people with disabilities



Automated Testing

- Identifies 35 to 45% of accessibility barriers
- Can be done page by page using tools such as [WebAIM's WAVE tool](#)
- Multiple pages/entire site: paid tools
 - Help with ongoing site monitoring
 - Collect large amounts of data
- Need a combination of automatic and manual
 - Note the first bullet
- [Demo](#)

The Survey Results



servicesarticlesresources**projects**community

Search:

Introduction to Web Accessibility

WebAIM Training



Screen Reader User Survey #10 Results

Last updated: Feb 22, 2024

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Related Resources

- [Visual Disabilities](#)
- [Screen Reader User Survey](#)
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- [Screen Reader User Survey #3](#)

Survey History

First survey: 12/2008-1/2009

- MySpace was a thing
- ...so was Flash (and it was a problem)

Most recent: 12/2023-1/2024

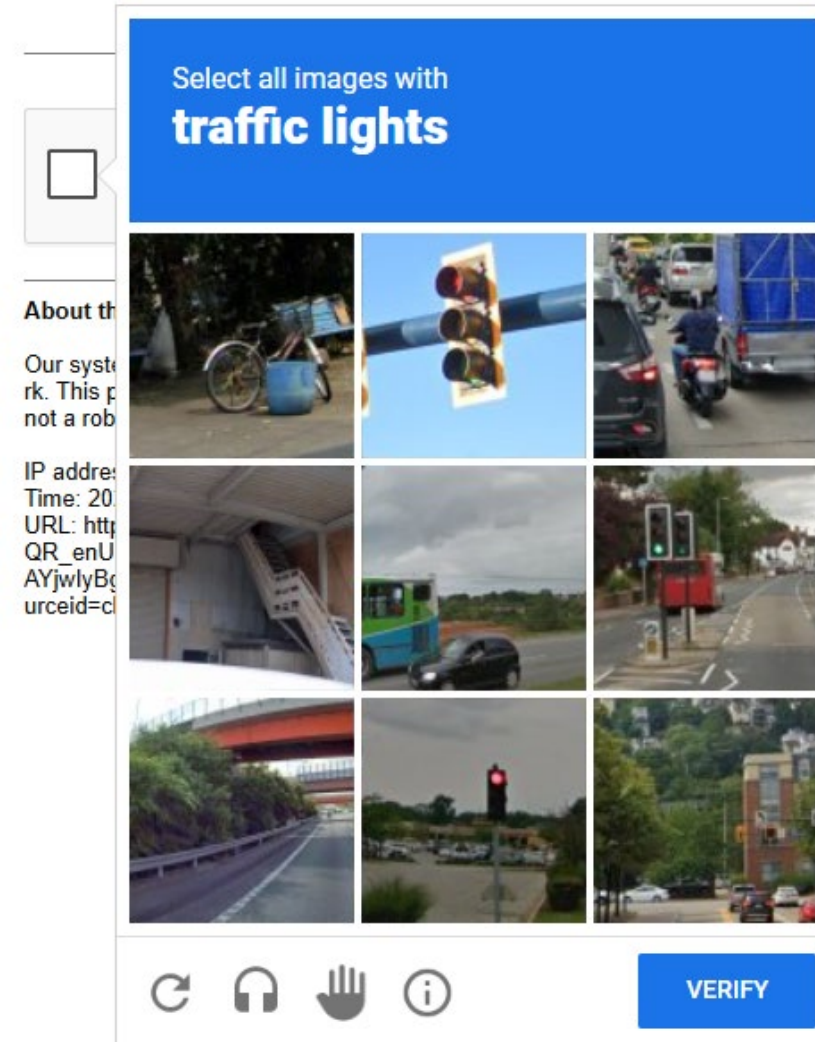
- And reCAPTCHA (more later) is a thing

Survey Results

- JAWS and NVDA: about 40% “primary” each
- Chrome browser: has led the way for a few years
- Majority Windows users on desktop
- Majority Apple users on mobile
- About 87% say improved web accessibility will improve experience
 - 14% say assistive technology

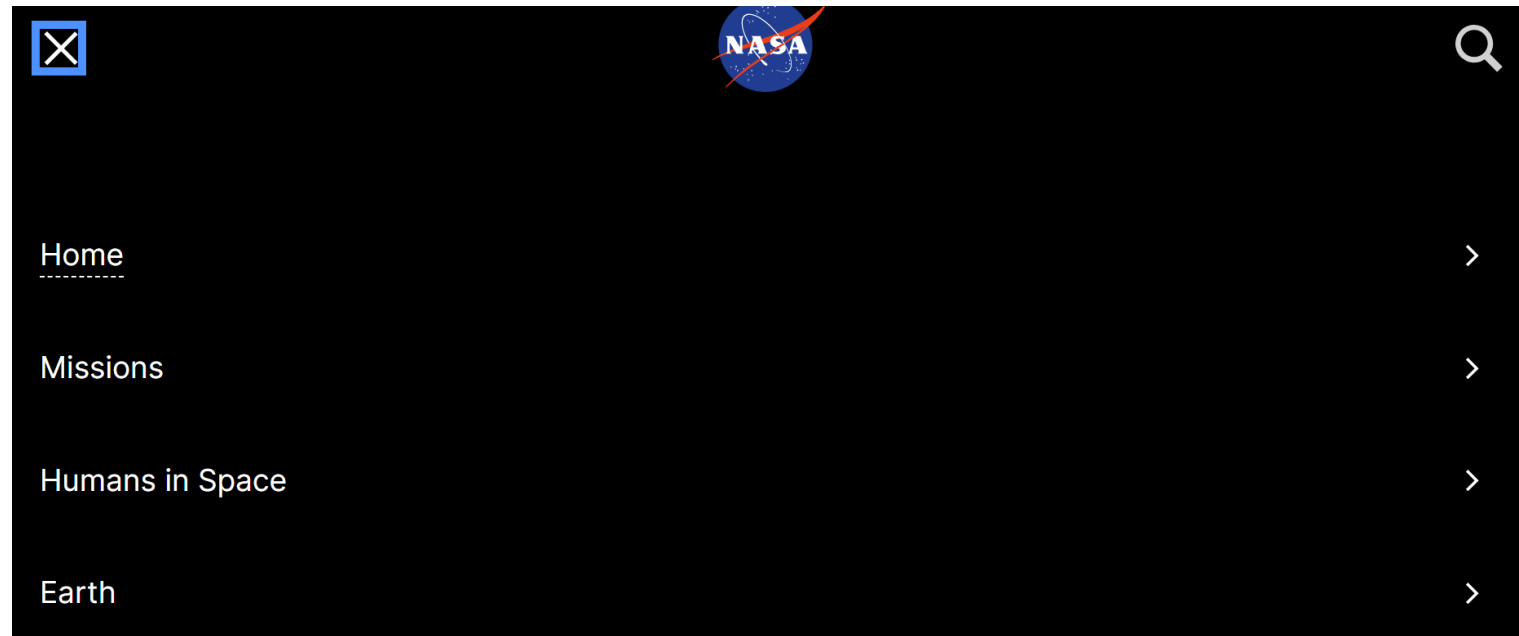
CAPTCHA

- Images presenting text or audio used to verify that you are a human user
- Most problematic by almost double second place issues in the survey.
- It maybe worse for keyboard only users. There is different behavior between keyboard with and without a screen reader.



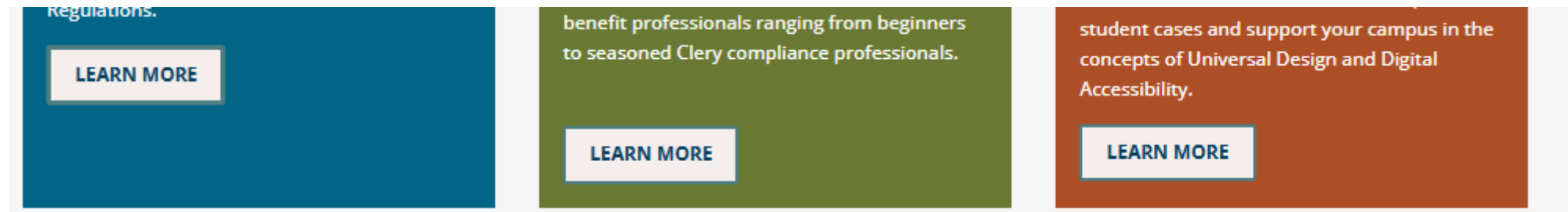
Broken Interactive Elements

- Navigation and application menus
- Tab panels
- Dialog boxes
- Mobile menus



Links or Buttons That do not Make Sense

- Click here, learn more, or go. Do not make sense to a screen reader.



GO!!!!!!

Unexpected Changes

- [Sliders/carousels](#) (note that these are technically OK)
- Tickers
- Automatic changes of context
 - Check a checkbox, get moved to a new browser window with no warning

Lack of Keyboard Accessibility

- There is no way to access the information with the keyboard.
- This means there is no way to access the link.
- Could be menu not opening.
- All keyboard users and screen reader users have issues.
- This will also come up on mobile accessibility.

No or Bad Alternative Text

- Alternative (alt) text must convey meaning or function
 - Usually not a description of the image



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Complex or Difficult Forms

- There are many issues.
- Feedback for unfilled parts can be low contrast or not notices by a screen reader.
- All parts need to be labeled.
- Date pickers are their own problems.
- PDFs are even worse.
- Use a big company they end to ok.

Form W-9
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification
Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Applies to accounts maintained outside the United States.)

5 Address (number, street, and apt. or suite no.). See instructions. Requester's name and address (optional)

6 City, state, and ZIP code

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

- - - - -

or

Employer identification number

- - - - -

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

Headings

- 88.8% say heading levels are very or somewhat useful
- Often missing or not properly structured
 - Not just a visual change
 - Properly reflect content relationships
 - Describe sections

h1 EASY SHORTBREAD

h2 Ingredients

- 1 cup butter, softened
- 1/2 cup sugar
- 2 1/2 cups flour

h2 Directions

1. Preheat the oven to 300 F.
2. Cream butter and sugar.
3. Gradually stir flour into the creamed mixture until blended.
4. Pat the dough in the bottom of an ungreased 9x13 baking pan.
5. Bake at 300 F for 30 to 40 minutes, until just lightly browned.
6. Remove from oven and pierce all over with a fork.



Too Many Links or Navigation Items

- This can be tedious or exhausting to use.
- Can be ambiguous as discussed before.
- Do not make them exposed URLs.

[Kindle Letter \(June 2010\)](#)

[Kindle FAQ \(May 2011\)](#)

[Louisiana Tech University](#)

[Miami University in Oxford, Ohio](#)

[South Caroline Technical College System](#)

[OCR March 2020 Video](#)

[OCR May 2022 Videos](#)

[Joint OCR and DOJ Letter \(May 19, 2023\)](#)

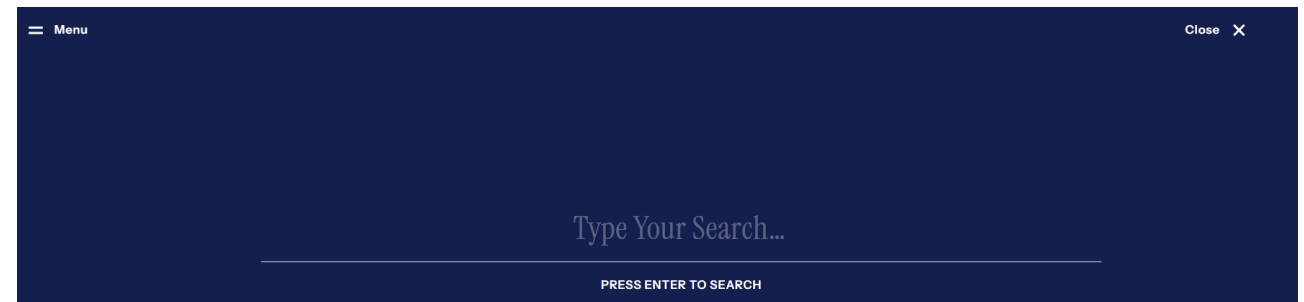
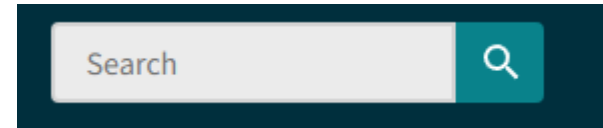
[Ellerbee v. State of Louisiana Division of Administration,
Office of Technology Services et al](#)

Complex Data Tables

Fall Semester		
Class Name	Course Number	Location
Advanced Website Development	BIS 5650	B105
Database Management	BIS 3330	B220
Winter Semester		
Class Name	Course Number	Location
Advanced Website Development	BIS 5650	B105
Database Management	BIS 3330	B220

Inaccessible or Missing Search Functionality

- Seeing this more often.
- Not labeled.
- Not keyboard accessible.
- Newer are getting more complicated and not working again.
- Also make sure it is attached to search functionality.



Lack of “Skip to Main Content” or “Skip Navigation” Links

- Allows keyboard users to jump over repetitive navigation
- See [the WebAIM site...](#)

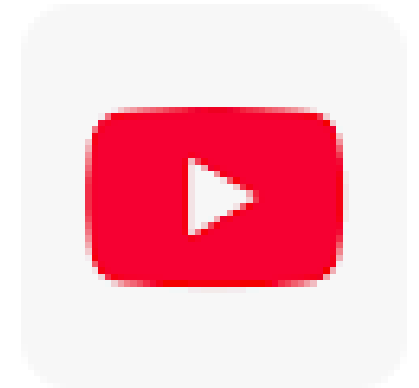


Extras



Social Media Accessibility

- 68% say somewhat or very accessible
- 20% say it is not very accessible or not at all
- 12% did not know
- Accessibility varies by platform
- Can't tell if this is due to platform or posters



Descriptions in Virtual Meetings

Should a person describe what they look like during a virtual meeting or webinar?

- The majority (68.2%) of respondents do not prefer descriptions of appearance.



Long Pages

- 71.6% Navigate through headings
- 13.6% Use the find feature
- 6.4% Read through page
- 4.8% Navigate through the links
- 3.7% Navigate through landmarks/regions



[Gentile da Fabriano](#)

Questions?



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