

Accessibility Implementation:

Removing the Resistance with **Behavioural Science**

Good morning!

Good afternoon!

Good evening!

“

**Advocate of accessibility
in email, since 2015.**

Paul Airy

Beyond the Envelope™



@Paul_Airy

“

I want **everyone** to be able to **read** (or listen to), and **engage with** our emails.

Evidence in your
Inbox

20

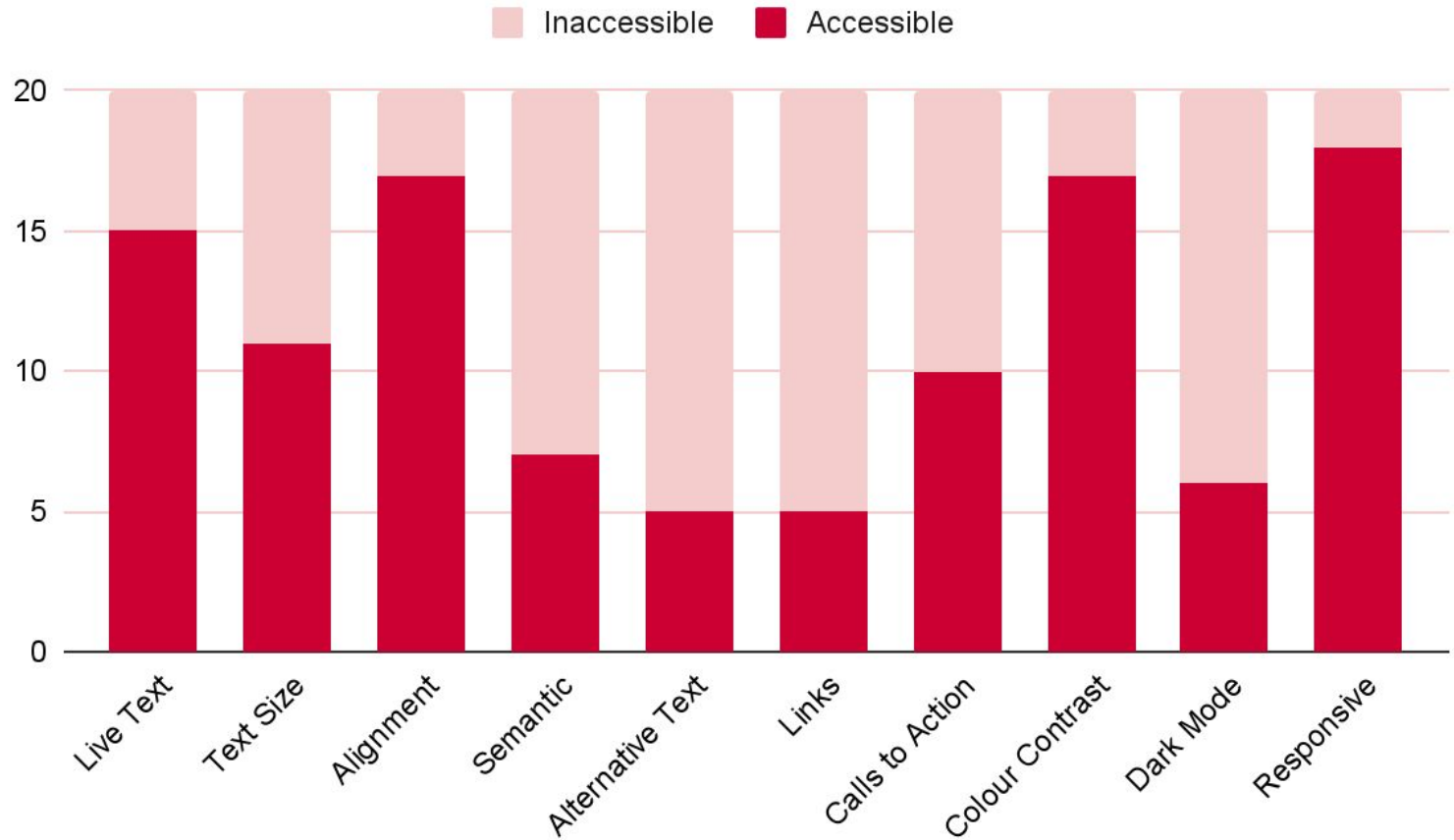
Emails

10

Brands

10

Accessibility Attributes



We're on an

Expedition

“

Expedition: an organised journey for a particular purpose.

Cambridge Dictionary

Challenges.

Rewards.

Learn.

Hard.

Easy.

Easier.

“

If you want to encourage
some activity, **make it easy.**

Richard Thaler, Nobel Prize Winner and co-author of
Nudge: Improving Decisions about Health, Wealth, and Happiness

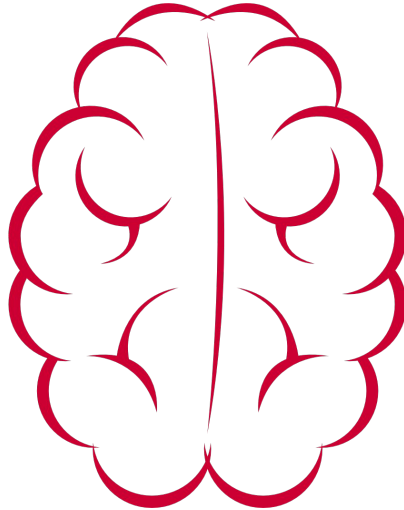
3 Things.

3 Things.

1. **Realise** where you are, and where you are going on **your** expedition.
2. **Recognise** the type of resistance you may come up against on **your** expedition.
3. **Remove** that resistance, in order to make implementing accessibility into your emails **easy** – or at least – **easier!**

The way we
Think!

We think in **2** different ways.



The way we think.

System 1 Thinking

- Less effort.
- Fast.
- Unconscious.

95%

The way we think.

System 2 Thinking

- More effort.
- Slow.
- Conscious.

5%

The root of resistance:

Thinking!

“

Resistance: a force that acts to stop the progress of something or make it slower.

Cambridge Dictionary

“

5% of our thinking is slower.

(More resistance)

“

95% of our thinking is faster.

(Less resistance)

Implementing accessibility into email:

<5%

(System 2 Thinking)

Implementing accessibility into email:

>95%

(System 1 Thinking)

What type of

Thinking?

What type of **thinking**?

- We're **thinking** about how to apply the Web Content Accessibility Guidelines (WCAG) into our emails.
- We're **thinking** about how to apply best practices.
- We're **thinking** about aligning our accessibility implementation with those on other channels.

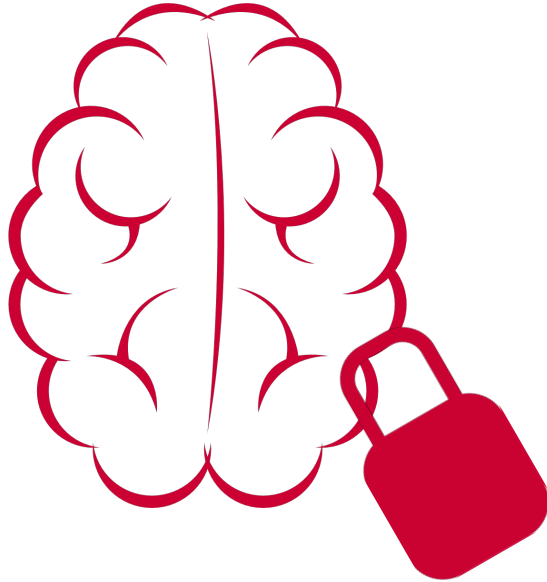
What type of **thinking**?

- We **think** we don't have the time.
- We **think** we don't have the knowledge.
- We **think** we don't know where to start.

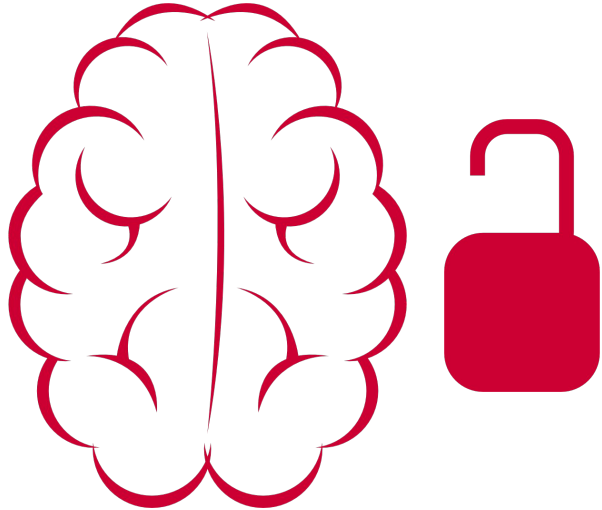
What type of **thinking**?

- Our stakeholders **think** it's not worth investing in.
- Our systems (e.g. ESPs) were created by companies who don't **think** about accessibility.
- It's not been in our **thinking**.

Our thinking is locked.



Our thinking needs to be **unlocked**.



Remove the
Resistance!

Rethinking.

BeSci.

(A) → (B)

Question 1.

“

Where are you on your **expedition** of implementing accessibility into emails?

(A)?

Your (A)?

- Just starting to think about accessibility?
- Applying best practices?
- Using checklist tools?

Question 2.

“

Where do you **want to be**
on **your expedition** of
implementing accessibility
into emails?

(B)?

Your (B)?

- Conform to the Web Content Accessibility Guidelines (WCAG)?
- Understand the screen reader experience?
- Conduct thorough user testing?

BeSci Principle

Goal Gradient Effect

“

Our efforts towards achieving our goals accelerate drastically, **the closer we are** to achieving them.

Principle | Goal Gradient Effect

How close are you to your (B)?

Principle | Goal Gradient Effect

Resistance:
(B) is unobtainable
and unachievable.

Beans total

One more bean to go, then it's **free** drink time!

9 / 10



[View history](#)

Keep your details up-to-date to get news and offers from your Costa Club.

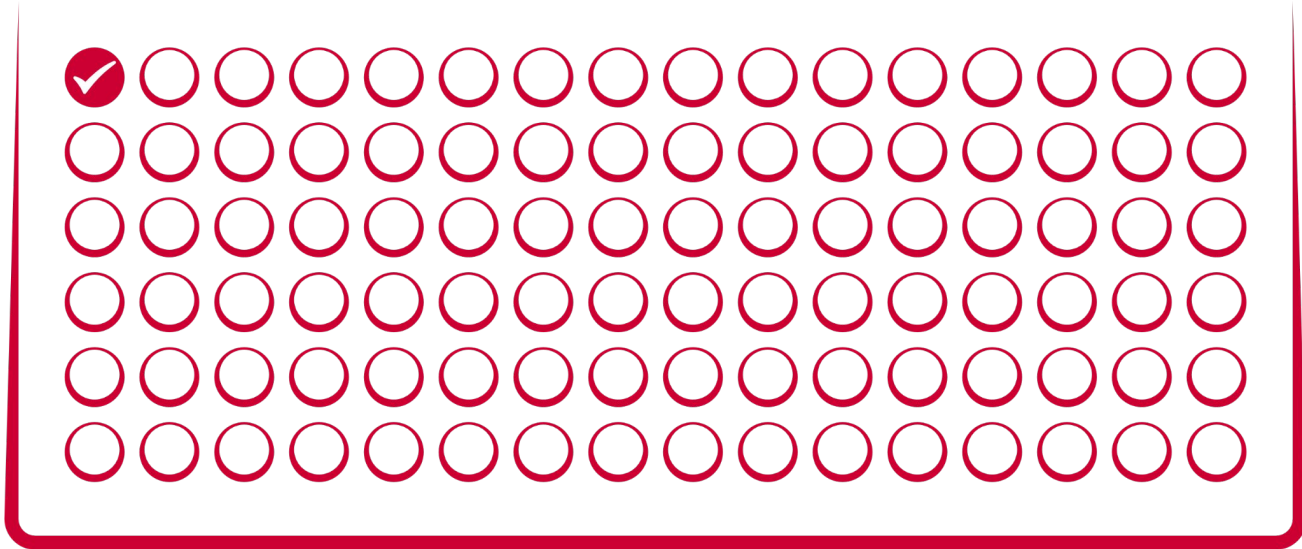
How close are you to your (B)?

Principle | Goal Gradient Effect



How close are you to your (B)?

Principle | Goal Gradient Effect



How close are you to your (B)?

Principle | Goal Gradient Effect



How close are you to your (B)?

Principle | Goal Gradient Effect



“

Ensure your **(B)** is **obtainable**
and **achievable**.

How close are you to your (B)?

Principle | Goal Gradient Effect



How close are you to your (B)?

Principle | Goal Gradient Effect



Marketer / Copywriter

1. Writing headings and subheadings.
2. Writing meaningful calls to action.
3. Writing image alternative text.

How close are you to your (B)?

Principle | Goal Gradient Effect



Designer

1. Colour contrast.
2. <75 Characters per line.
3. White space.

How close are you to your (B)?

Principle | Goal Gradient Effect



Developer

1. Using semantic elements
(e.g. `<h1>`, `<h2>`, `<h3>`, `<p>`, ``).
2. Meaningful sequence.
3. Dark Mode.

Consistently

- On your campaigns.

1 Week.

1 Month.

1 Quarter.

How close are you to your (B)?

Principle | Goal Gradient Effect



“

Once you've completed your card,
you're rewarded with the
knowledge you've made **your**
emails **more** accessible.

“

But there's nothing to stop you
rewarding yourself with a visit to
the coffee shop of course!

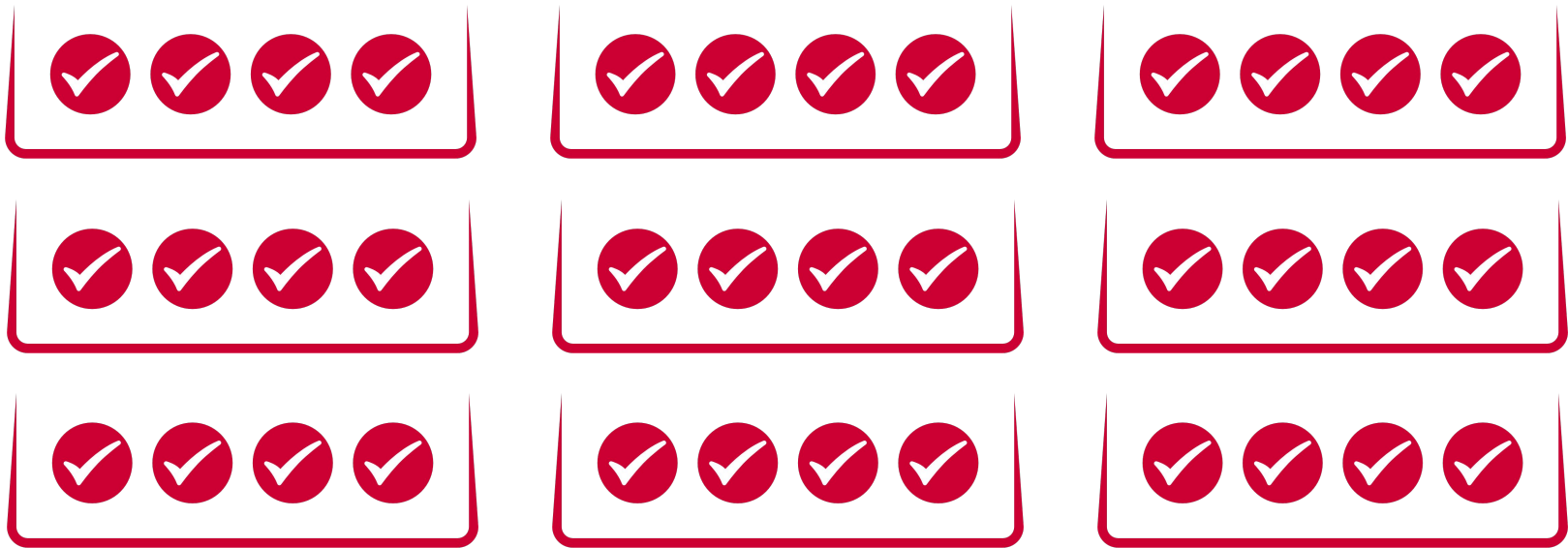
How close are you to your (B)?

Principle | Goal Gradient Effect



How close are you to your (B)?

Principle | Goal Gradient Effect



BeSci Principle

Commitment Bias

“

When we **publicly declare** we're going to do something, **we're more likely** to achieve it.

Principle | Commitment Bias

Declaring your (B)!

Principle | Commitment Bias

Resistance:
We're keeping too
quiet about (B).

Declaring your **(B)**!

Principle | Commitment Bias

Declare

- That you're going to start implementing accessibility.
- That you're going to continue implementing accessibility.
- The steps you're going to take to get to your **(B)**.

Declaring your (B)!

Principle | Commitment Bias

Declare to

- Your colleague.
- Your team.
- Your peers – in person or on social media – **today!**

“

Your public commitment **motivates you** to deliver on your promises, as you've made yourself **accountable** to them.

Time to get

Buy-in

BeSci Principle

Availability Bias

“

The tendency to rely on information **that comes readily to mind** when evaluating situations or making decisions.

Principle | Availability Bias

When you don't need buy-in for your (B).

Principle | Availability Bias

Resistance:
We rely on available
information.

When you **don't** need buy-in for your **(B)**!

Principle | Availability Bias

You don't need buy-in to

- Write copy more concisely
- Write code that is semantic
- Use colours that contrast.

“

Accessibility is all too often ...
within our gift.

When you **do** need buy-in for your **(B)**.

Principle | Multiple

Resistance:
Stakeholder thinking.

BeSci Principle

Social Norms Bias

“

We do what others do, because it's
what the accepted behaviour is.

Principle | Social Norms Bias

When you **do** need buy-in for your **(B)**!

Principle | Social Norms Bias

- “We want to be **inline with** our competitors”.
- “We want to be **ahead of** our competitors”.
- “We want to align with our **brand values**”.

“

It seems that every organisation's fixated on best practice. Well,
accessibility is best practice!

When you **do** need buy-in for your **(B)**!

Principle | Social Norms Bias

- “We need to **follow** ‘best practice’”.
- “Our **competitors** are implementing accessibility”.
- “**We should** implement accessibility too!”.

BeSci Principle

Present Bias

(Tomorrow's problem)

“

Prioritising immediate rewards over future benefits, even if that decision benefits us less overall.

Principle | Present Bias (Tomorrow's problem)

When you do need buy-in for your (B)!

Principle | Present Bias (Tomorrow's problem)

Present bias

- “We need to send the emails out **today!**”

Future benefits

- **Less risk of legal action** through non-conformance with WCAG and non-compliance with ADA.

BeSci Principle

Concretisation

“

We care more about benefits than features, as **benefits display their value and worth** more clearly.

Principle | Concretisation

When you **do** need buy-in for your **(B)**!

Principle | Concretisation

Benefits

- “**We increase our marketing reach**, as more recipients can access our products and services”.
- “We are inline with or **ahead of our competitors** in regards to customer experience”.

When you **do** need buy-in for your **(B)**!

Principle | Concretisation

Benefits

- “We **insure ourselves** against the possibility of legal action”.
- “We act on and **live out our values**”.

BeSci Principle

Loss Aversion

“

We feel the impact of a loss **twice as strongly** as we enjoy an equal gain.

Principle | Loss Aversion

When you **do** need buy-in for your **(B)**!

Principle | Loss Aversion

Losses

- Legal action through **non-conformance** with WCAG and **non-compliance** with ADA.
- Loss of **competitive edge** in terms of user experience.

The pain of paying.

BeSci Principle

Framing Bias

“

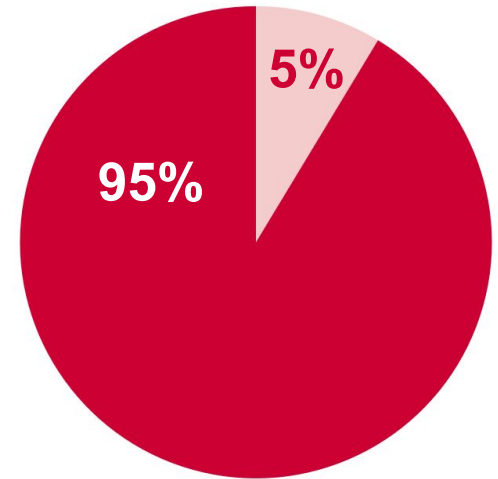
Framing Bias refers to the observation that the manner in which data is presented can affect **decision making.**

Principle | Framing Bias

When you **do** need buy-in for your **(B)**!

Principle | Framing Bias

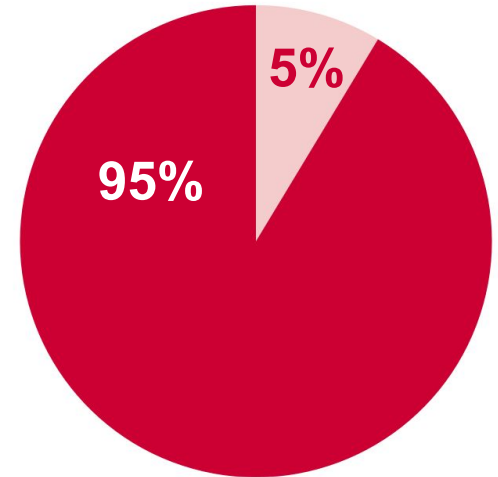
- **95%** of our recipients are not 'disabled'.
- **5%** of our recipients are 'disabled'.



When you **do** need buy-in for your **(B)**!

Principle | Framing Bias

- **95%** of our recipients are able to buy our products and services.
- **5% more** of our recipients will be able to buy our products and services.



BeSci Principle

Authority Bias

“

We **listen** to a person, because they are in a position of **authority**.

Principle | Authority Bias

When you **do** need buy-in for your **(B)**!

Principle | Authority Bias

Authorities

- Thought Leaders.
- Authors.
- Speakers.

“

When getting stakeholder buy-in, it's important to do so with **truth** and **integrity**.

Get to your

(B)

BeSci Principle

Cognitive Overload

“

Having **too much information** can shut down your brain.

Principle | Cognitive Overload

“

Understanding all the Web Content Accessibility Guidelines (WCAG), and the various **best practices**, can be **overwhelming**.

BeSci Principle

Ambiguity Aversion

“

A cognitive bias that happens when we need to make a choice with **missing information.**

Principle | Ambiguity Aversion

“

The **various**, sometimes conflicting, **best practices** about implementing accessibility (e.g. Aria Roles and Landmarks), can be **confusing**.

Get from (A) to (B)!

Principle | Ambiguity Aversion



Web Content Accessibility Guidelines (WCAG) 2.1

W3C Recommendation 05 June 2018



This version:

<https://www.w3.org/TR/2018/REC-WCAG21-20180605/>

Latest published version:

<https://www.w3.org/TR/WCAG21/>

Latest editor's draft:

<https://w3c.github.io/wcag/21/guidelines/>

Implementation report:

<https://www.w3.org/WAI/WCAG21/implementation-report/>

Previous version:

<https://www.w3.org/TR/2018/PR-WCAG21-20180424/>

Previous Recommendation:

<https://www.w3.org/TR/2008/REC-WCAG20-20081211/>

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- [Joshue O Connor](#) (Invited Expert, InterAccess)
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Type E:

From **Beyond the Envelope™**

The WCAG 2.2 issue.



WCAG 2.2, the new version of the Web Content Accessibility Guidelines, is due to be published this month (August 2023). But how does it differ from WCAG 2.1? I thought I'd dedicate this issue of Type E: to the topic, and focus on its one new Success Criterion that has relevance to those of us who create emails – Target Size.

Target Size (in WCAG 2.1)

Target Size currently exists within WCAG 2.1, as level AAA Success Criterion 2.5.5 Target Size.

Despite being a level AAA Success Criterion, which most organisations

This new Success Criterion requires text links to have a 24px x 24px bounding box around them (which in and of itself is a new feature) to avoid this occurring. Success Criterion 2.5.8 Target Size (Minimum) reads as follows:

Success Criterion 2.5.8 Target Size (Minimum)

(Level AA)

The size of the target for pointer inputs is at least 24 by 24 CSS pixels, except where:

- **Spacing:** Undersized targets (those less than 24 by 24 CSS pixels) are positioned so that if a 24 CSS pixel diameter circle is centered on the **bounding box** of each, the circles do not intersect another target or the circle for another undersized target;

What the W'CAG: Bounding Box

The bounding box is a new concept in WCAG and is described as:

'the smallest enclosing rectangle aligned to the horizontal axis within which all the points of a shape lie. For components which wrap onto multiple lines as part of a sentence or block of text (such as hypertext links), the bounding box is based on how the component would appear on a single line.'

This 'invisible' bounding box ensures that a text link is never too close to another text link.

Finally.

BeSci Principle

Default Bias

“

The default option that requires us to **do nothing**, and **expend no effort** on our part.

Principle | Default Bias

Pre-thinking.

Get from (A) to (B)!

Principle | Default Bias

What you can do

- Use email design systems with pre-tested accessibility built-in – **Envelope Developer™** in **Type E:**
- Use a pre-tested colour palette.
- Pre-populate alt attributes on your image library.

Using:

<5%

(System 2 Thinking)

Using:

>95%

(System 1 Thinking)

Easy.

Easier.

Summary

3 Things.

1. You recognise **where you are**, and **where you are going**.
2. **You know how to recognise** the resistance – the thinking, that slows you down or stops you from implementing accessibility.
3. **Remove the resistance** by setting achievable goals, engaging stakeholders and doing some pre-thinking.

Takeaways

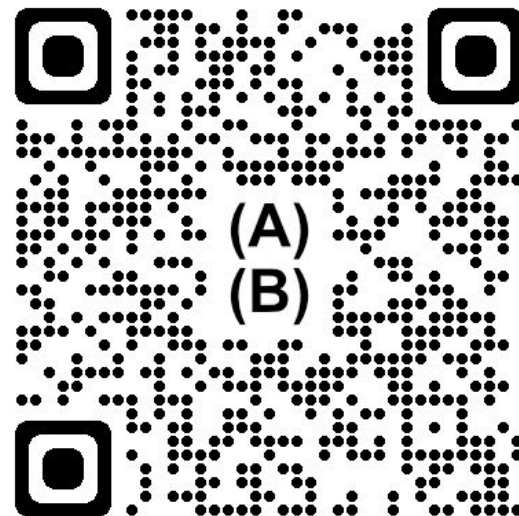
Takeaways

- **Define** your **(A)** and your **(B)**.
- **Declare** your **(B)**.
- **Complete** your card, step by step, stamp by stamp.
- **Pre-think** your accessibility implementation.
- **Reward** yourself.



Resources

- Reward Cards.
- Type E:
- Email for All.
- Slides.



@Paul_Airy

Thank you



@Paul_Airy