

What does accessibility mean in the web space?

Creating an accessible site means designing and developing websites and digital content in a way that ensures people with disabilities can understand, navigate, and interact with them effectively. According to the CDC, 26% of adults in the US have some sort of disability – 61 million people.

Why does having an accessibly compliant site matter?

Web accessibility is crucial for several reasons:

- Inclusivity and Equality
 - Web accessibility promotes inclusivity and equality by ensuring your content is accessible to everyone, regardless of barriers.
- Legal and Ethical Reasons
 - The American Disabilities Act (ADA) requires websites to be accessible to people with disabilities. Complying with these legal obligations is not only necessary but also part of our responsibility to create an inclusive environment.
- Better User Experience
 - Web accessibility improves the overall user experience for everyone. It helps users navigate and interact with websites more easily, and ensures content is perceivable and understandable by all users.

Kroger's Accessibility Standard

Kroger's standard is WCAG (Web Content Accessibility Guidelines) 2.1 AA compliance for all customer facing digital experiences.

Accessibility for Paid Ads on Kroger Banners

Here are a few considerations to keep in mind when creating ADA compliant placements on Kroger banners.

1. Text separated from image: WCAG has a requirement of text split from images with certain exceptions. WCAG 1.4.5 says that if the technology is able to do so "...text is used to convey information rather than images of text." Text within the image can become pixelated with screen magnification. The two official testing points for WCAG 2.1 are at 200% zoom and 400% zoom. Even if the copy is not pixelated, users may miss important information not included in the alt text or if the image now requires the user to scroll where they did not expect it. Exceptions to this requirement include situations such as when the text is part of a logo or used to depict a certain typography. *
2. Provide alternative text (alt text): Alt text should convey the purpose and content of the image so individuals who use screen readers can understand the information being conveyed within the placement. Alt text also appears in place of an image if it fails to load.

3. Ensure proper color contrast: Contrast and color use are vital to accessibility. Users, including users with visual disabilities, must be able to perceive content on the page. Use high contrast colors between text and background colors so content is easily readable for users with visual impairments. Follow WCAG standards for color contrast ratios. **
4. Font size: Ensure that fonts are no smaller than 9pt (=12px). Smaller text may be illegible on some platforms.

*See the official text: <https://www.w3.org/WAI/WCAG21/quickref/#images-of-text> or an easier to understand description of the exceptions can be found here: <https://www.wuhcaq.com/images-of-text/>

****Here is an example showing how difficult it is to read text with noncompliant color contrast**

