

How to move beyond WCAG and towards authentic digital inclusion

BADCamp 2020

October 17, 2020

AFB American Foundation[®]
for the Blind

Expanding possibilities for people with vision loss



Kalamuna

Agenda

- 01** Definitions & Introductions
- 02** Ally Testing Demo
- 03** Roundtable Discussion
 - + Compliance vs Usability
 - + Inclusive Design Practices
 - + Defining a Strategic Approach
 - + Fostering a Culture of Inclusion
- 04** Resources
- 05** Q&A

Definitions & Introductions

01

Define Inclusion

“

Inclusion is an organisational effort and practices in which different groups or individuals having different backgrounds are culturally and socially accepted and welcomed, and equally treated.

From GlobalDiversityPractice.com

Define Digital Inclusion

Panel Introductions



Andrew Mallis
CEO
Kalamuna



Crispin Bailey
Director of Design & UX
Kalamuna

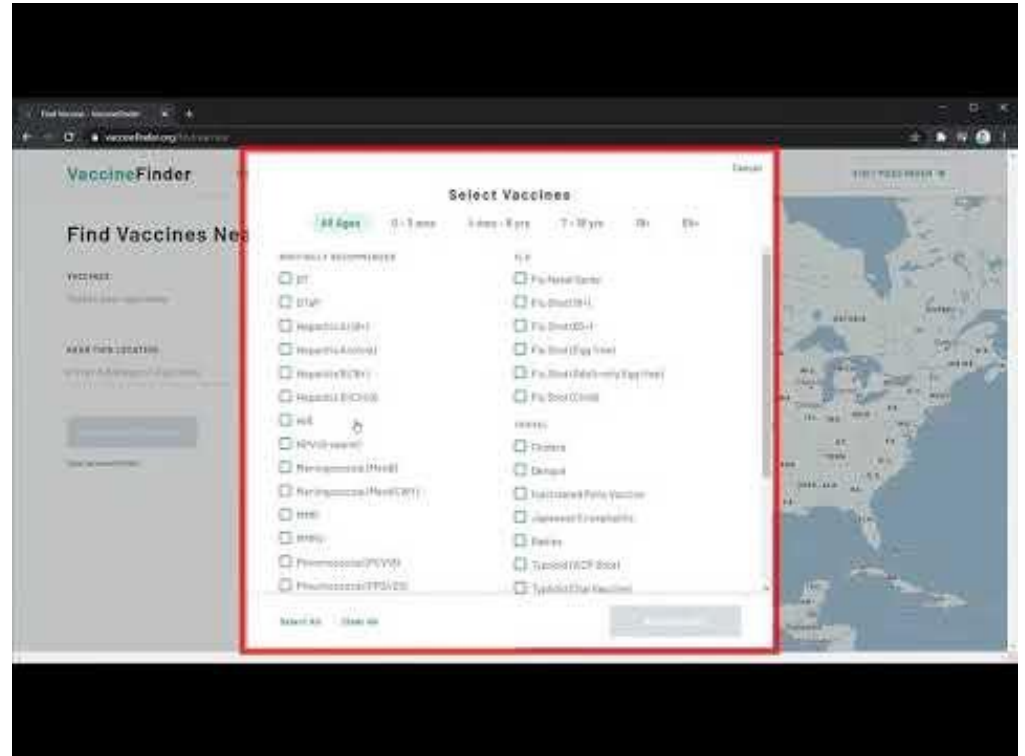


William Reuschel
Director, Client Services &
Technical Development
AFB

Ally Testing Demo

02

<https://youtu.be/tmQiWZzP8f0>

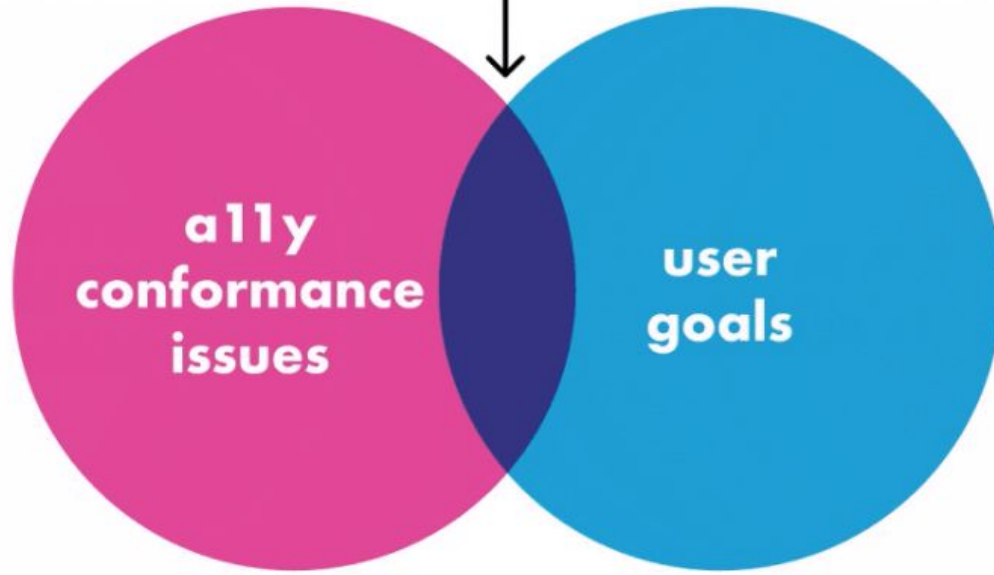


Roundtable Discussion

03

Compliance vs Usability

**what
matters
most**



**ally
conformance
issues**

**user
goals**

Inclusive Design + Dev Practices

Discovery



Define it here

Deal with it here

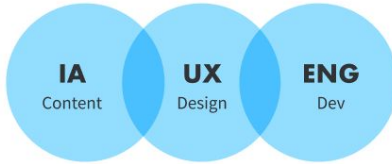


Delivery + Support



Don't leave it till here!

Design + Implementation



Defining a Strategic Approach

Fostering a Culture Founded on Inclusion

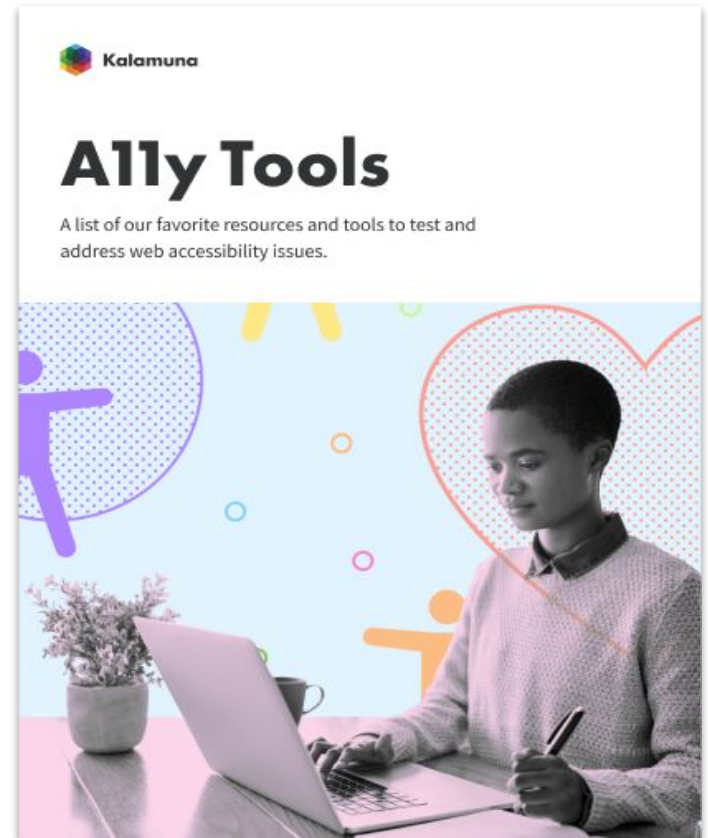
Resources

03

Helpful Resources

<http://bit.ly/a11y-tips-s>

(link to download the resource)



Q&A

04

Thank you :))

Connect with us.



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