



## Web Accessibility Guidelines



# Web Accessibility Guidelines

The World Wide Web Consortium (W3C) has created a series of Guidelines for Web accessibility. Each Guideline is divided into a number of checkpoints, and each checkpoint has been assigned a priority from 1 to 3: priority 1 has highest priority. Conformance with the Guidelines has three levels:

- Triple-A: all Priority 1, 2 and 3 checkpoints are satisfied
- Double-A: all Priority 1 and 2 checkpoints are satisfied
- A: all Priority 1 checkpoints are satisfied.

KeyPoint supports the creation of Triple-A web surveys.



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Conformance with some of the Guidelines depends on the content of your survey, so KeyPoint cannot guarantee that the Web Accessibility survey it creates from your design will conform with all the Guidelines.

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The Guidelines are designed to apply to all types of website and cover many issues that do not apply to KeyPoint – for example, they cover features that are not included in KeyPoint. This appendix lists the Guidelines and the checkpoints within each of them that are relevant to KeyPoint Web Accessibility surveys. For each checkpoint, the appendix describes how KeyPoint ensures that the checkpoint is satisfied, and, in some cases, what you will also need to do in the design of your survey to ensure that it will be satisfied.

For a complete listing of the Guidelines and all the checkpoints, together with full descriptions and a discussion of the issues, see the W3C website:

<http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/>

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## The W3C Guidelines

### Guideline 1: Provide equivalent alternatives to auditory and visual content

Checkpoints 1.2–1.5 refer to features not used in KeyPoint Web Accessibility surveys.

#### 1.1 Provide a text equivalent for every non-text element [Priority 1]

The only non-text elements in KeyPoint Web Accessibility surveys are images and OLE objects.

To add a text equivalent:

- 1 Right-click on the image or OLE object and choose **Edit properties**.
- 2 Type the required text into the **Description** box in the General group of properties on the Inspector tab.

The text equivalent will be used in place of the picture or OLE object if the user has disabled the display of images in their web browser.

### Guideline 2: Don't rely on colour alone

KeyPoint provides the option to create a web accessibility version with all coloured text shown in black.

#### 2.1 Ensure that all information conveyed with colour is also available without colour, for example from context or markup [Priority 1]

KeyPoint does not use colour to convey information.

#### 2.2 Ensure that foreground and background colour combinations provide sufficient contrast when viewed by someone having colour deficits or when viewed on a black and white screen [Priority 2 for images, Priority 3 for text].

You should ensure that the survey design provides sufficient contrast between the colours used.

### Guideline 3: Use markup and style sheets and do so properly

Guidelines 3.5–3.7 refer to features not used in KeyPoint Web Accessibility surveys.

#### 3.1 When an appropriate markup language exists, use markup rather than images to convey information [Priority 2]

If you add HTML code to a survey design, you should ensure that you use a suitable markup code.



You can add HTML code to a survey design by entering it into a text object and ticking the **Is HTML** box in the object's Properties dialog box (right-click on the object and choose **Edit properties**).

#### 3.2 Create documents that validate to published formal grammars [Priority 2]

KeyPoint Web Accessibility surveys pass DTD validation and begin with the following document type declaration:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
```

#### 3.3 Use style sheets to control layout and presentation [Priority 2]

KeyPoint Web Accessibility surveys use style sheets to control layout and presentation.

If you are not using surveyserver, the style sheet can be stored within the HTML file or in a separate file.

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### **3.4 Use relative rather than absolute units in markup language attribute values and style sheet property values [Priority 2]**

Only relative units are used in KeyPoint Web Accessibility surveys.

## **Guideline 4: Clarify natural language usage**

Use markup that facilitates pronunciation or interpretation of abbreviated or foreign text. This helps, for example, speech synthesisers and braille devices to switch automatically to the new language.

### **4.1 Clearly identify changes in the natural language of a document's text and any text equivalents (for example, captions) [Priority 1]**

You can set the language by adding HTML code such as `<span lang="pl"></span>`, which sets the language to Polish.



You can add HTML code to a survey design by entering it into a text object and ticking the **Is HTML** box in the object's Properties dialog box (right-click on the object and choose **Edit properties**).

### **4.2 Specify the expansion of each abbreviation or acronym in a document where it first occurs [Priority 3]**

You can achieve this by adding appropriate custom HTML objects – see previous note.

### **4.3 Identify the primary natural language of a document [Priority 3]**

The primary natural language of the survey is declared in the `<html>` tags at the beginning of the survey document. The default is English: `<html lang="en">`.

## **Guideline 5: Create tables that transform gracefully**

KeyPoint does not create tables when it generates Web Accessibility surveys, so this Guideline is not relevant.

## **Guideline 6: Ensure that pages featuring new technologies transform gracefully**

Checkpoints 6.2 and 6.5 refer to features not used in KeyPoint Web Accessibility surveys.

### **6.1 Organise documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document [Priority 1]**

KeyPoint Web Accessibility surveys can be read without the style sheet.

### **6.3 Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page [Priority 1]**

KeyPoint Web Accessibility surveys may use Javascript – for example, for saving or printing the web response. However, no essential features required for reading or responding to the survey are dependent on Javascript, and continue to work if Javascript is disabled or unavailable.

### **6.4 For scripts and applets, ensure that event handlers are input device-independent [Priority 2]**

The save and print buttons generate 'onclick' events, but these are accessible with a mouse and keyboard in most browsers. If required, Web Accessibility surveys can be created without save and print buttons.

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## **Guideline 7: Ensure user control of time-sensitive content changes**

None of the features covered in this Guideline are used in KeyPoint Web Accessibility surveys.

## **Guideline 8: Ensure direct accessibility of embedded user interfaces**

None of the features covered in this Guideline are used in KeyPoint Web Accessibility surveys.

## **Guideline 9: Design for device-independence**

Checkpoint 9.1 refers to features not used in KeyPoint Web Accessibility surveys.

### **9.2 Ensure that any element that has its own interface can be operated in a device-independent manner [Priority 2]**

All elements included in KeyPoint Web Accessibility surveys are standard HTML form controls.

### **9.3 For scripts, specify logical event handlers rather than device-dependent event handlers [Priority 2]**

The save and print buttons generate 'onclick' events, but these are accessible with a mouse and keyboard in most browsers. If required, Web Accessibility surveys can be created without save and print buttons.

### **9.4 Create a logical tab order through links, form controls, and objects [Priority 3]**

KeyPoint automatically creates a logical tab order for objects in Web Accessibility surveys.

### **9.5 Provide keyboard shortcuts to important links (including those in client-side image maps), form controls, and groups of form controls [Priority 3]**

KeyPoint automatically creates keyboard shortcuts for the Submit, Reset, Save and Print buttons.

## **Guideline 10: Use interim solutions**

Checkpoint 10.3 refers to features not used in KeyPoint Web Accessibility surveys.

### **10.1 Until user agents allow users to turn off spawned windows, do not cause pop-ups or other windows to appear and do not change the current window without informing the user [Priority 2]**

The only other windows that may be displayed while completing a KeyPoint Web Accessibility survey are standard browser alert windows.

### **10.2 Until user agents support explicit associations between labels and form controls, for all form controls with implicitly associated labels, ensure that the label is properly positioned [Priority 2]**

KeyPoint ensures that all labels are correctly positioned when it generates Web Accessibility surveys.

### **10.4 Until user agents handle empty controls correctly, include default, place-holding characters in edit boxes and text areas [Priority 3]**

KeyPoint allows you to choose default, place-holding characters for edit boxes and text areas in Web Accessibility surveys.

### **10.5 Until user agents (including assistive technologies) render adjacent links distinctly, include non-link, printable characters (surrounded by spaces) between adjacent links [Priority 3]**

If you choose to include HTML web links, you should ensure that they are separated by suitable dividing characters (some older screen readers read lists of consecutive links as one link).



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You can add HTML links to a survey design by entering them in a text object and ticking the **Is HTML** box in the object's Properties dialog box (right-click on the object and choose **Edit properties**).

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## **Guideline 11: Use W3C technologies and Guidelines**

### **11.1 Use W3C technologies when they are available and appropriate for a task and use the latest versions when supported [Priority 2]**

KeyPoint uses HTML 4 and CSS, which are both W3C technologies.

### **11.2 Avoid deprecated features of W3C technologies [Priority 2]**

KeyPoint does not use any deprecated features of W3C technologies.

### **11.3 Provide information so that users may receive documents according to their preferences (eg language, content type etc) [Priority 3]**

You can produce multiple versions of Web Accessibility surveys with different languages and content.

### **11.4 If, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page [Priority 1]**

KeyPoint produces Web Accessibility surveys.

## **Guideline 12: Provide context and orientation information**

Checkpoints 12.1 and 12.2 refer to features not used in KeyPoint Web Accessibility surveys.

### **12.3 Divide large blocks of information into more manageable groups where natural and appropriate [Priority 2]**

KeyPoint surveys are naturally divided into questions and Web Accessibility surveys use the <fieldset> tags as recommended by the W3C Guidelines.

### **12.4 Associate labels explicitly with their controls [Priority 2]**

KeyPoint explicitly associates labels with their controls.

## **Guideline 13: Provide clear navigation mechanisms**

Checkpoints 13.3–13.7 and 13.9–13.10 refer to features not used in KeyPoint Web Accessibility surveys.

### **13.1 Clearly identify the target of each link [Priority 2]**

If you include any links, you should make sure that the target is clearly identified.



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You can add HTML links to a survey design by entering them in a text object and ticking the **Is HTML** box in the object's Properties dialog box (right-click on the object and choose **Edit properties**).

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### **13.2 Provide metadata to add semantic information to pages and sites [Priority 2]**

Metadata is included in the Web Accessibility surveys generated by KeyPoint.

### **13.8 Place distinguishing information at the beginning of headings, paragraphs, lists, etc [Priority 3]**

You should place distinguishing information at the beginning of headings, paragraphs, lists, etc.

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## **Guideline 14: Ensure that documents are clear and simple**

### **14.1 Use the clearest and simplest language appropriate for a site's content [Priority 1]**

You should use the clearest and simplest language possible for your survey.

### **14.2 Supplement text with graphic or auditory presentations where they will facilitate comprehension of the page [Priority 3]**

You can add images and other objects to supplement text.

### **14.3 Create a style of presentation that is consistent across pages [Priority 3]**

You should use a consistent presentation style throughout the survey.