

Accessible Digital Documents



- Digital accessibility means content usable by everyone, including people with disabilities
- ADA Title II now has explicit technical requirements; large entities comply by April 2027
- WCAG 2.2 is the global standard with 86 active success criteria, 9 new in 2.2
- Training scope: Word documents, PDFs, presentations, spreadsheets, and emails
- Common barriers: missing alt text, poor color contrast, and keyboard-inaccessible navigation



The Business Case and Legal Landscape



- Digital accessibility boosts productivity, lowers legal risk, and strengthens brand loyalty.



- ADA Title II compliance dates extended to April 2027 (large entities) and April 2028 (small entities).



- WCAG 2.2 is the global standard: 86 criteria, including nine new success criteria.



- The European Accessibility Act (EAA) now mandates WCAG 2.2 AA for EU digital services.



1B+

People worldwide live with a disability (WHO)



\$13T

Increased global spending power of people with disabilities (Accenture)



70%

Of lawsuits target places of public accommodation (ADA National Network)



2.5x

More likely to win customers' loyalty with accessible experiences (Forrester)



Accessibility is not just the right thing to do—it's a smart business strategy and a legal imperative.

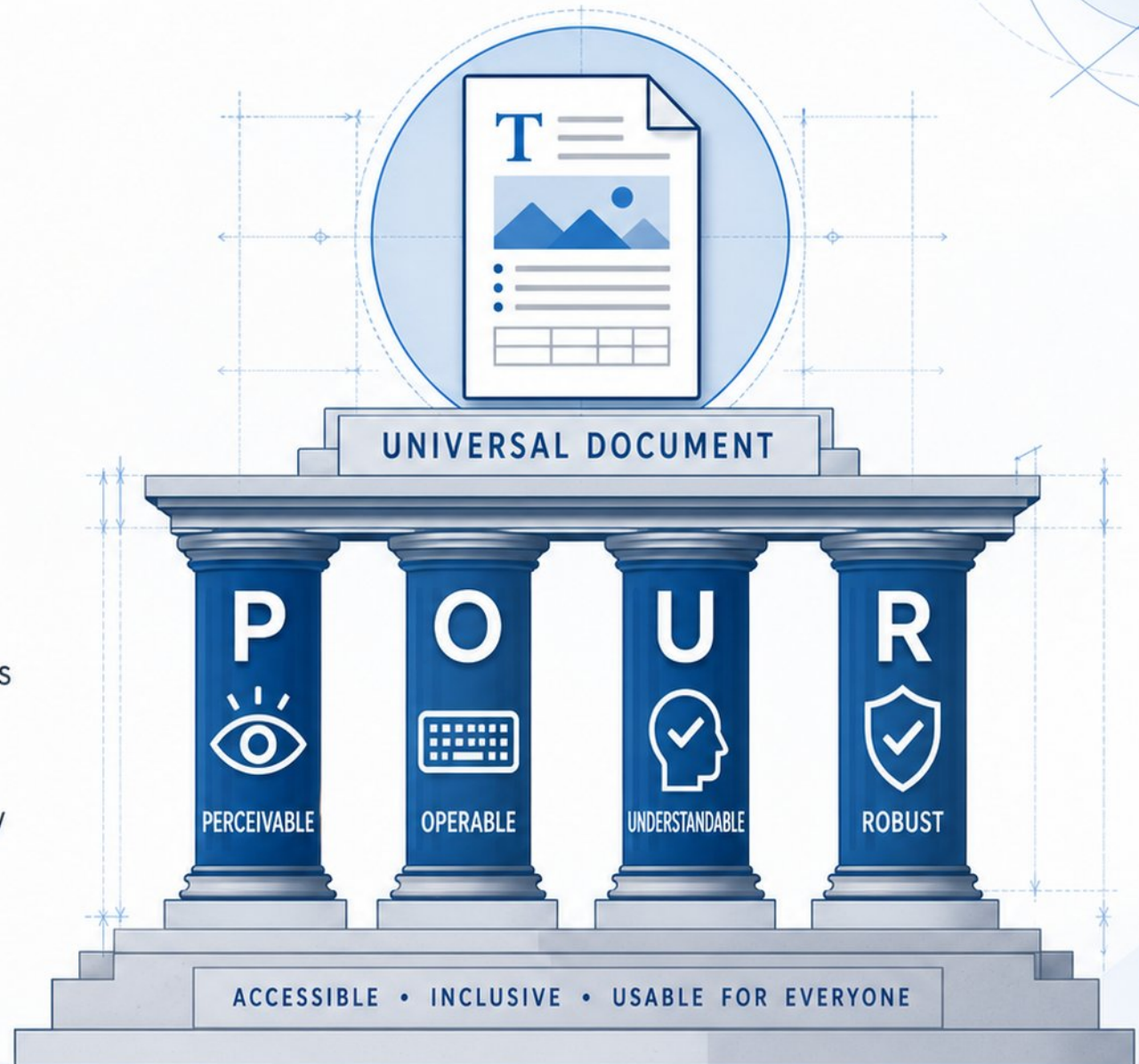
Who We're Designing For: Disabilities and Assistive Technologies

- Visual: screen readers (JAWS, NVDA, VoiceOver), magnification, braille
- Hearing: captions, transcripts, visual indicators
- Motor: keyboard navigation, voice control, switch devices
- Cognitive: clear language, consistent layout, reduced distractions
- NVDA has overtaken JAWS as the most-used desktop reader globally



The POUR Principles for Document Design

- **Perceivable:** Content must be available to at least one sense
- **Operable:** All functions must work via keyboard alone
- **Understandable:** Information and UI behavior must be clear
- **Robust:** Content must work reliably with assistive technologies
- Apply POUR through structure, color, semantics, and compatibility



Building a Solid Structure: Headings, Lists, and Tables



- Use built-in Heading Styles (H1-H6) for a logical navigational hierarchy



- Create real lists via the ribbon; hyphens typed as bullets are inaccessible



- Design tables with clear header rows, simple reading order, and no merged cells



- Write meaningful hyperlink text that describes the destination; avoid "click here"

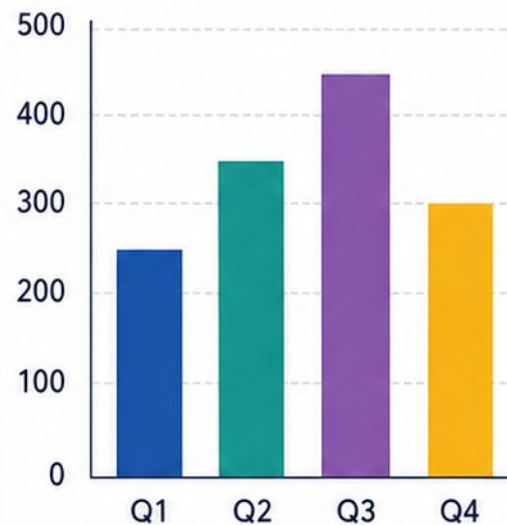


Color and Sensory Characteristics



- ✓ WCAG 2.2 AA: 4.5:1 for normal text, 3:1 for large text (18pt+ / 14pt bold+).
- ✓ UI components and graphical objects require 3:1 contrast against adjacent colors.
- ✓ Never rely on color alone: add labels, patterns, or shapes to convey meaning.
- ✓ Watch for dark mode failures, focus indicator visibility, and brand color limitations.
- ✓ Test contrast with tools like the TPGi Colour Contrast Analyser.

Quarterly Sales (in thousands)



Color only

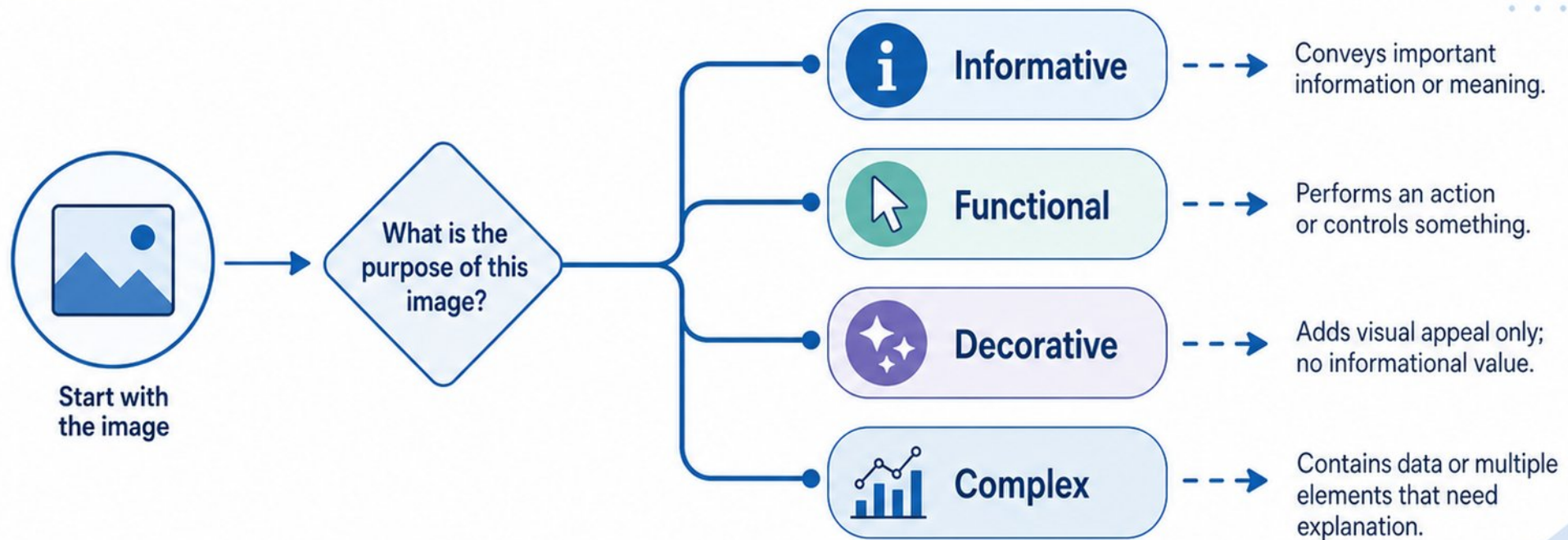
Quarterly Sales (in thousands)



Color + patterns + labels

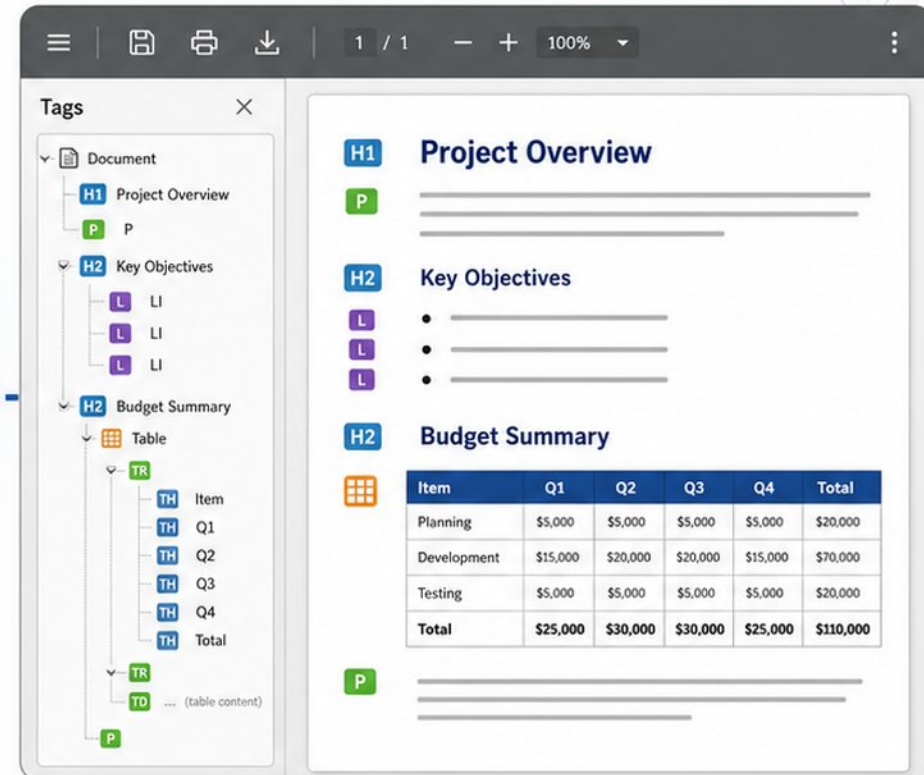
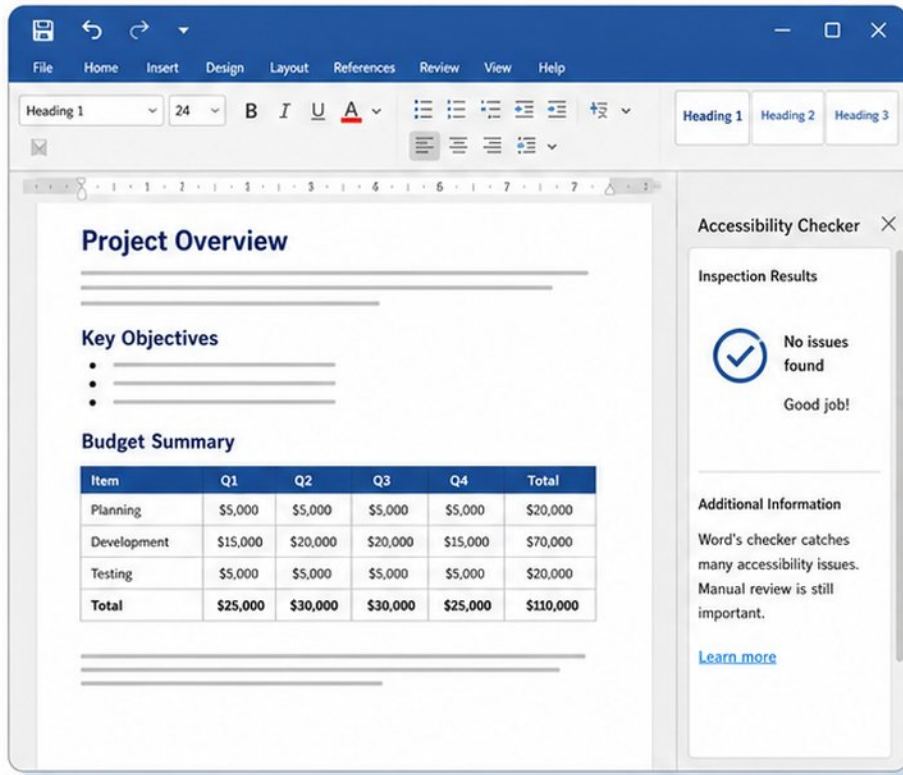


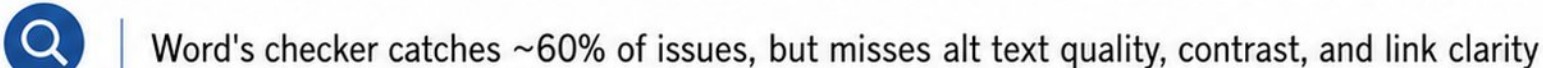
Writing Effective Alternative Text for Images

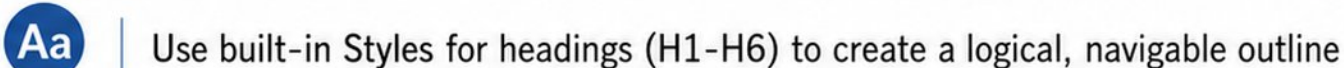


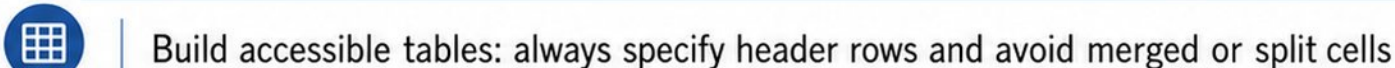
- The alt text decision tree: Informative, functional, decorative, or complex
- Write concise, context-aware descriptions—not generic visual inventories
- AI-generated alt text drafts need human review for context and nuance
- Mark decorative images so assistive technology ignores them
- Complex images: Describe data, trends, and meaning, not pixel-level details

Creating Accessible Microsoft Word Documents

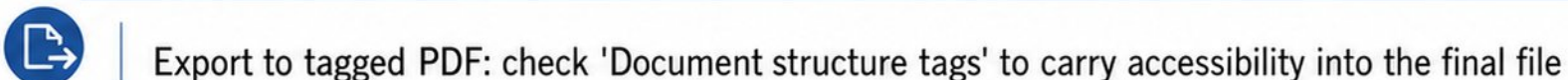


 Word's checker catches ~60% of issues, but misses alt text quality, contrast, and link clarity

 Use built-in Styles for headings (H1-H6) to create a logical, navigable outline

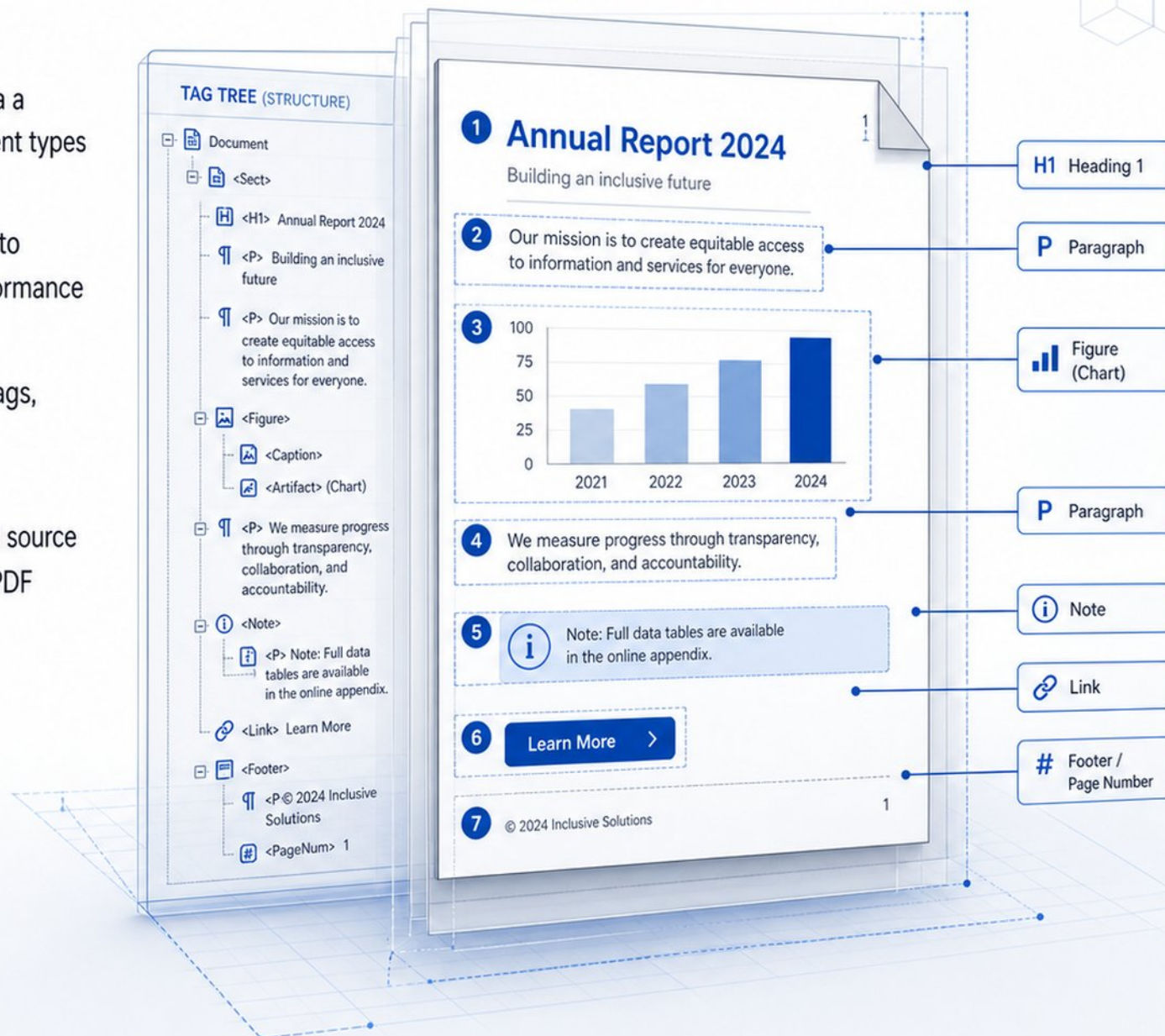
 Build accessible tables: always specify header rows and avoid merged or split cells

 Five common misses: bad alt text, fake bullets, color contrast, 'click here,' floating text frames

 Export to tagged PDF: check 'Document structure tags' to carry accessibility into the final file

PDF Accessibility and Remediation Essentials

- ✓ Tagged PDF defines structure via a tag tree, reading order, and content types
- ✓ PDF/UA-2 (ISO 14289-2) maps to WCAG 2.x and PDF 2.0 for conformance
- ✓ Use Adobe Acrobat Pro to fix tags, reading order, and artifacts
- ✓ Return to a well-structured Word source instead of remediating a broken PDF
- ✓ Common failures: missing tags, incorrect reading order, and unmarked artifacts



Accessible Presentations: PowerPoint & Google Slides

POWERPOINT

The screenshot shows the Microsoft PowerPoint interface. The main slide is titled "Accessible Presentations" and contains a bulleted list of accessibility tips. To the right, the "Reading Order" pane is open, showing a numbered list of elements on the slide in the order they are read aloud. The elements are: 1. Accessible Presentations, 2. Decorative image, 3. Accent line, 4. Use slide layouts and Outline View for proper heading structure, 5. Google Slides: real-time captions and publish-to-web HTML option, 6. PowerPoint leads on tagged PDF export and Reading Order pane, 7. Slides trails on checker maturity but excels in collaboration, 8. Always use captions and descriptive speaking during live talks, 9. Decorative elements. The "Show reading order on screen" checkbox is checked.

- Use slide layouts and Outline View for proper heading structure
- Google Slides: real-time captions and publish-to-web HTML option
- PowerPoint leads on tagged PDF export and Reading Order pane
- Slides trails on checker maturity but excels in collaboration
- Always use captions and descriptive speaking during live talks

Reading Order

Add Shape Remove

Read order is the sequence that content is read aloud.

- 1 T Accessible Presentations
- 2 I Decorative image
- 3 — Accent line
- 4 T Use slide layouts and Outline View for proper heading structure
- 5 T Google Slides: real-time captions and publish-to-web HTML option
- 6 T PowerPoint leads on tagged PDF export and Reading Order pane
- 7 T Slides trails on checker maturity but excels in collaboration
- 8 T Always use captions and descriptive speaking during live talks
- 9 D Decorative elements

☒ Show reading order on screen

POWERPOINT TAKEAWAY:

Leads on accessibility outputs like tagged PDF export and the Reading Order pane.

GOOGLE SLIDES

The screenshot shows the Google Slides interface. The main slide is titled "Accessible Presentations" and contains a bulleted list of accessibility tips. To the right, the "Reading order" pane is open, showing a numbered list of elements on the slide in the order they are read aloud. The elements are: 1. Accessible Presentations, 2. Decorative image, 3. Accent line, 4. Use slide layouts and Outline View for proper heading structure, 5. Google Slides: real-time captions and publish-to-web HTML option, 6. PowerPoint leads on tagged PDF export and Reading Order pane, 7. Slides trails on checker maturity but excels in collaboration, 8. Always use captions and descriptive speaking during live talks, 9. Decorative elements. The "Show reading order on screen" toggle is turned on.

- Use slide layouts and Outline View for proper heading structure
- Google Slides: real-time captions and publish-to-web HTML option
- PowerPoint leads on tagged PDF export and Reading Order pane
- Slides trails on checker maturity but excels in collaboration
- Always use captions and descriptive speaking during live talks

Reading order

Drag to reorder the sequence in which elements are read aloud.

- 1 T Accessible Presentations
- 2 I Decorative image
- 3 — Accent line
- 4 T Use slide layouts and Outline View for proper heading structure
- 5 T Google Slides: real-time captions and publish-to-web HTML option
- 6 T PowerPoint leads on tagged PDF export and Reading Order pane
- 7 T Slides trails on checker maturity but excels in collaboration
- 8 T Always use captions and descriptive speaking during live talks
- 9 D Decorative elements

Show reading order on screen ☒

GOOGLE SLIDES TAKEAWAY:

Trails on checker maturity but excels in collaboration and web publishing.



Accessible Spreadsheets: Structure and Context



- Use unique, descriptive sheet names; delete blank sheets to reduce clutter.



- Clearly label all row and column headers for table navigation.



- Provide concise alt text for charts and link back to the source data table.



- Include on-sheet instructions to explain complex data and expected interactions.

Column headers describe the data in each column.

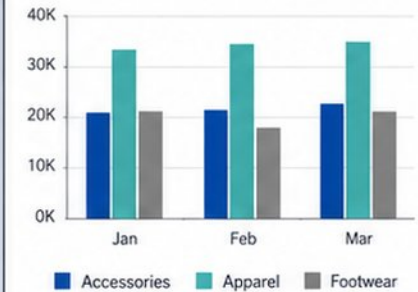
Row headers identify each record for easy navigation.

	A	B	C	D	E	F
1	Month	Product Category	Units Sold	Revenue (USD)	Profit (USD)	Profit Margin (%)
2	Jan	Accessories	1,250	\$18,750	\$4,125	22.0%
3	Jan	Apparel	980	\$29,400	\$7,350	25.0%
4	Jan	Footwear	760	\$22,800	\$5,320	23.3%
5	Feb	Accessories	1,140	\$17,100	\$3,762	22.0%
6	Feb	Apparel	1,050	\$31,500	\$7,875	25.0%
7	Feb	Footwear	820	\$24,600	\$5,740	23.3%
8	Mar	Accessories	1,300	\$19,500	\$4,290	22.0%
9	Mar	Apparel	1,060	\$31,800	\$7,950	25.0%
10	Mar	Footwear	840	\$25,200	\$5,880	23.3%
11						
12						

Use unique, descriptive sheet names.

Blank or unused sheets should be removed or reduced to reduce clutter.

Monthly Revenue by Product Category (USD)



Alt text: Clustered column chart showing monthly revenue (USD) by product category for January through March. Apparel has the highest revenue each month, followed by footwear, then accessories.

Source data: Table on 'Data - Monthly Results' sheet, range A1:F10.

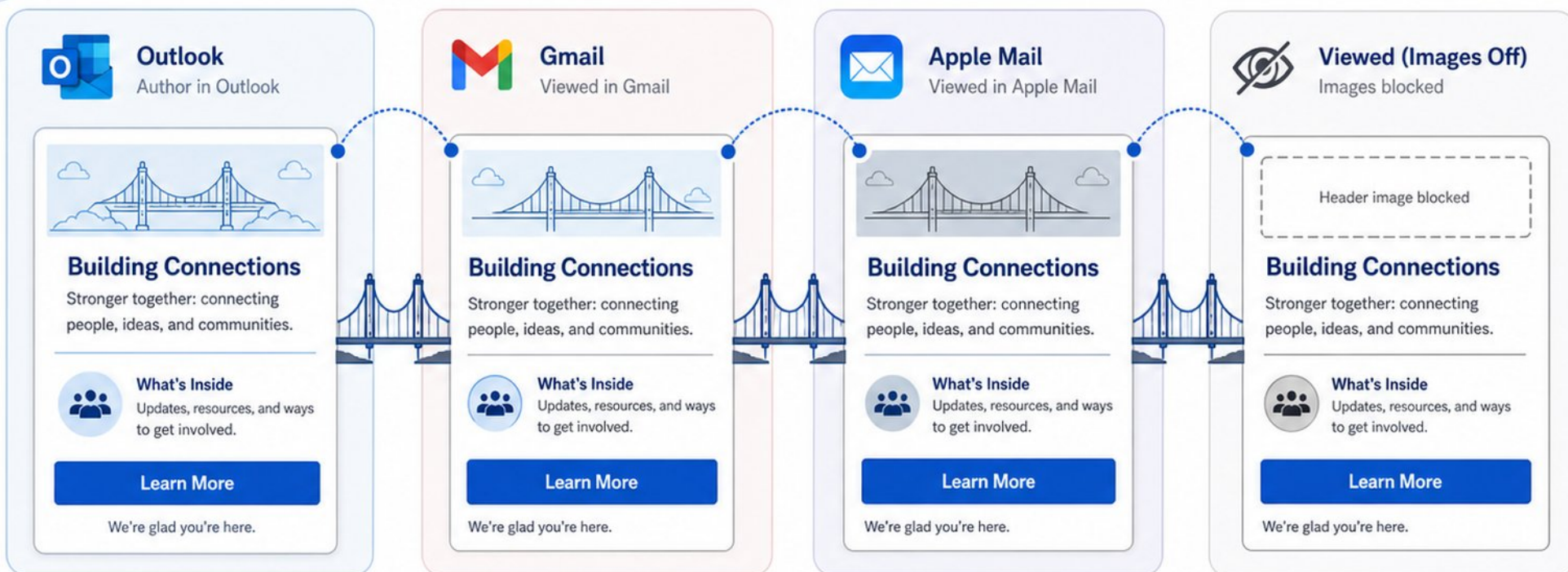
Clear structure
+ context =
Accessible data
for everyone



Instructions (Read Me)

- This dashboard summarizes monthly sales performance by product category.
- Use the filters on the dashboard to adjust the time period and category.
- All currency is in USD. Profit margin is calculated as Profit divided by Revenue.
- Hover over chart elements for values. Use Tab to move between interactive elements.
- For questions about the data, contact the Finance team.

Accessible Email Communications



Outlook uses Word's engine; Gmail strips CSS — treat email as a separate platform



Use semantic headings and `role='presentation'` on all layout tables



Run the images-off test: if blocked, can users still understand your message?

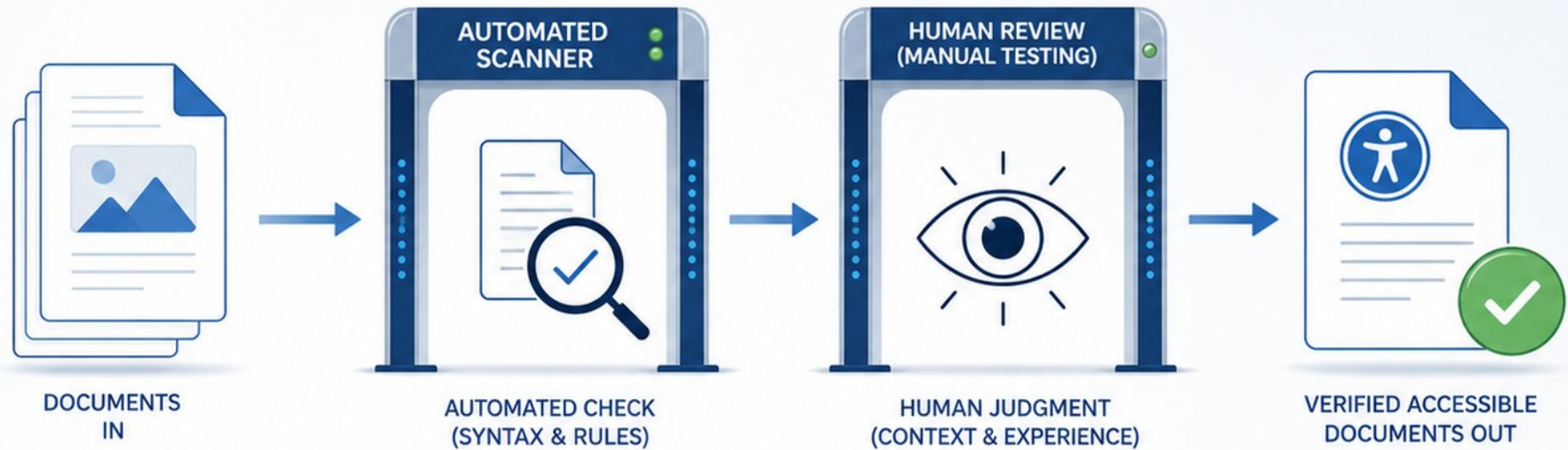


Dark mode inverts colors aggressively — test contrast in Apple Mail, Gmail, and Outlook



Manual testing with NVDA, VoiceOver, and keyboard-only is irreplaceable

Testing and Auditing: Beyond the Automated Checker



- Automated tools catch syntax but miss 85% of real-world accessibility issues



- Manual testing is essential: screen reader flow, keyboard-only navigation, and reading order



- Run a practical test protocol: zoom, images-off, dark mode, and linearization



- AI and LLMs aid detection, but human judgment is still required for complete remediation

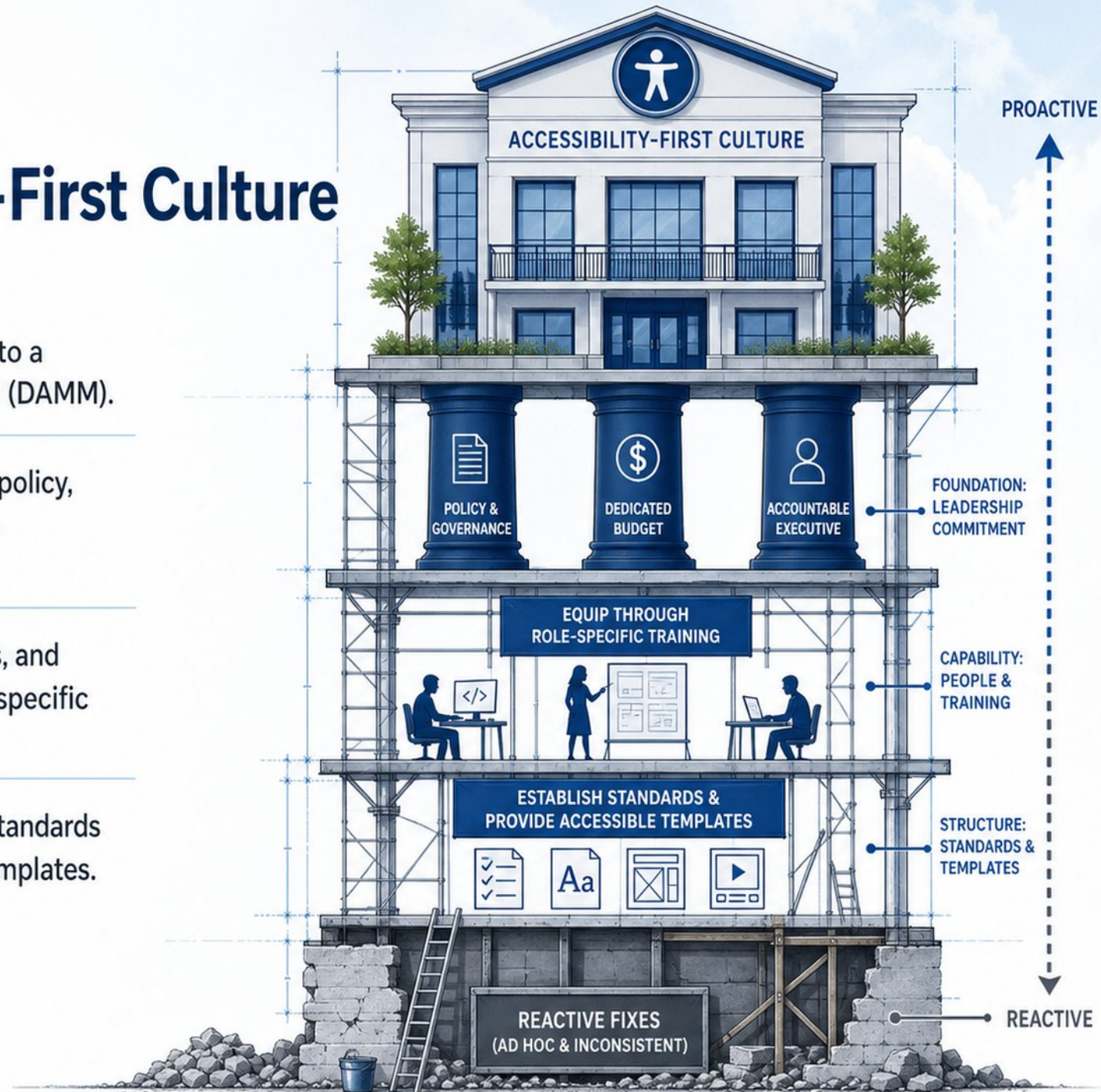
Integrating Accessibility into Your Workflow

- - Embed accessibility checks from the start of document creation.
- - Create a simple, organizational review checklist.
- - Integrate manual and automated checks into approval processes.
- - Document your process to demonstrate an ongoing, defensible program.



Building an Accessibility-First Culture

- Shift from reactive fixes to a proactive maturity model (DAMM).
- Leadership must provide policy, dedicated budget, and an accountable executive.
- Equip creators, designers, and developers through role-specific training.
- Establish organizational standards and provide accessible templates.



Action Plan and Next Steps



Ensure a documented accessibility roadmap with clear priorities



Combine automated tools with manual assistive technology testing



Fix the top five user-impacting issues immediately



Build processes for ongoing audits, training, and vendor compliance



Treat accessibility as a continuous operational program, not a project

START HERE



Inclusive Culture

PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/0a4933e1/public