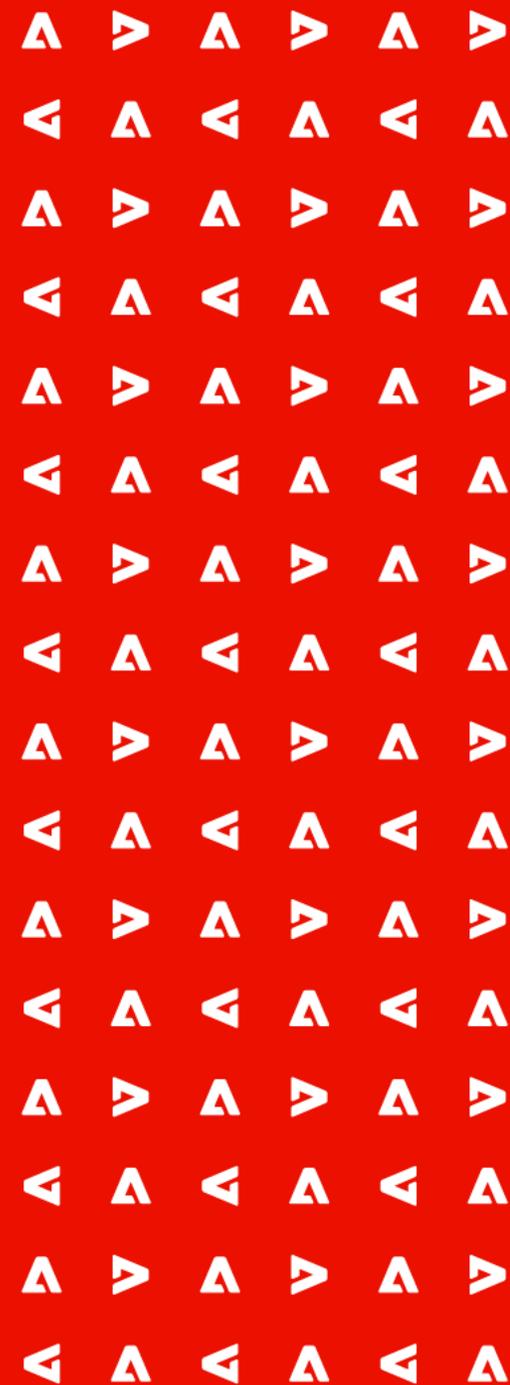# Website accessibility: Who is responsible?

Andrew Kirkpatrick, Director of Accessibility

Vendor or customer responsibility?

Can a vendor guarantee that their product will produce an accessible site?

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An accessible site requires work from design to development

- Key elements require author input
  - Image alternative text
  - Headings
  - Tab order
  - Color choices – text contrast
  - Design elements – color contrastCaptions and audio description
- More customization options for content increases burden on site developers.

How much can a vendor do for a customer?

- Depends on the level of development that is provided
  - Product with a component library that customers must use and can't change places a different obligation on the vendor than a product that is completely open-ended or code-based
- As long as there are tests that can't be fully automated, customers will have final responsibility.

Can customers just require accessibility in a contract?

- Works well for having a site built by a vendor

- Customers regularly try to include language for accessibility conformance, but companies should not accept that language if customers are building the site.

What should vendors do?

- Supporting accessibility is morally the right thing to do.
- Reporting accurately on strengths and limitations of products
- Work with customers to understand their workflows and find ways to make implementing accessibility easier.

Example: Premiere Pro cap

- Premiere Pro's latest improvement for caption authoring – **Speech to Text and Auto Captions**.

- Providing captions for video supports users who are:
  - Deaf
  - Hard of hearing
  - 2nd language learners
  - Better able to understand content with text
  - Watching in quiet settings
  - Watching in noisy settings

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