

User Friendly Accessibility Metadata

Your accessible publications deserves to stand out



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Creating the Best Way to Read and Publish



Why accessibility metadata is important?

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EPUB Accessibility 1.0
W3C Member Submission 25 January 2017

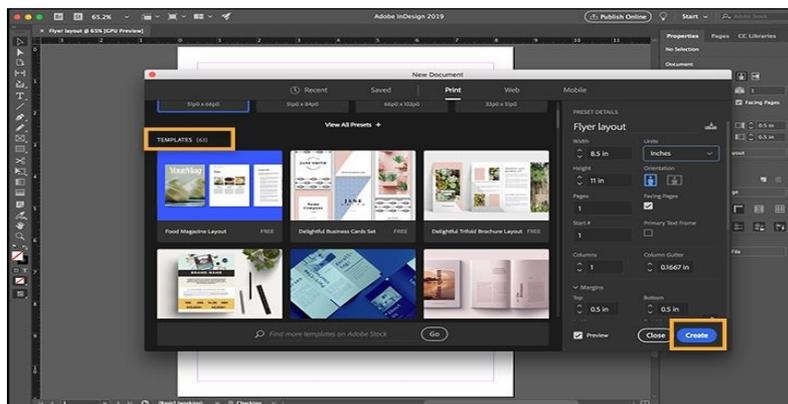
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You did your best to make your publication accessible for print disabled reader.

Creating the Best Way to Read and Publish



You did your best, but your user is not able to discover that your publication has best accessibility features!

Solution

Make sure that your publications have accessibility metadata and the same is also presented to your readers by the retailers and distributors in a meaningful way.

Which metadata properties are most important?

- accessibilitySummary
- accessibilityFeature
- accessModeSufficient
- accessibilityHazard
- accessMode
- dcterms:conformsTo
- certifiedBy
- certifierCredential

Source: <http://www.w3.org/Submission/epub-a11y/>

Can we directly display accessibility metadata on retailer website?

accessModeSufficient: textual

accessModeSufficient: textual visual

accessibilitysummary: This publication includes markup to enable access for screen readers.

accessibilityHazard: no Sound, no Flashing, no Motion Simulation

dcterms:conformsto: <http://www.idpf.org/epub/a11y/accessibility-20170105.html#wcag-a>

a11y:certifiedBy: xyz publisher

a11y:certifierCredential: none

Solution?

User experience guide for displaying accessibility metadata.

Objectives:

- Identify the accessibility metadata fields which are the most important for people with disabilities.
- Suggest how the information can be displayed by the retailers and distributors in a user friendly way.

Currently the focus is on EPUB publications. The documents are being developed in W3C EPUB 3 community group.

<https://www.w3.org/community/epub3/>

Structure of Documents

- Principles: abstract layer which provides guidance independent of metadata formats
- Techniques For meeting the principles, these are specific to metadata format for example:
 - Schema.org + EPUB accessibility metadata
 - ONIX accessibility metadata
 - More will be added in future

Work in progress: <https://w3c.github.io/publ-a11y/UX-Guide-Metadata/techniques/>

Principles

- Screen Reader Friendly: Yes
- Audiobook: Yes (displayed only if value is Yes)
- Accessibility Summary: The mark-up is friendly to screen readers, all audio and video content has transcripts. Publication conforms to EPUB Accessibility, level WCAG AA
- Accessibility Conformance: EPUB Accessibility, WCAG-AA
- Certified By: 3rd Party Company Name
- Certifier Credential: XYZ Certified
- Certifier report: Book-xyz (hyperlink)
- Hazard: Flashing
- Pointer to list of all accessibility metadata for advance users

Work in progress: <https://w3c.github.io/publ-a11y/UX-Guide-Metadata/principles/>

Techniques and cross walk

Audiobook:

Schema.org + EPUB: accessModeSufficient: auditory

ONIX: code list 81; code 01

Accessibility Conformance:

Schema.org + EPUB:

dcterms: conformsTo:<http://www.idpf.org/epub/a11y/accessibility-20170105.html#wcag-aa>

ONIX: code list 196; codes 02 and 03

Please refer [schema.org + EPUB metadata](#) and [ONIX metadata](#) techniques for more details.

For complete mapping of Accessibility metadata of schema.org + EPUB metadata to ONIX metadata, please visit [accessibility metadata crosswalk](#).

Ace App Demo

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