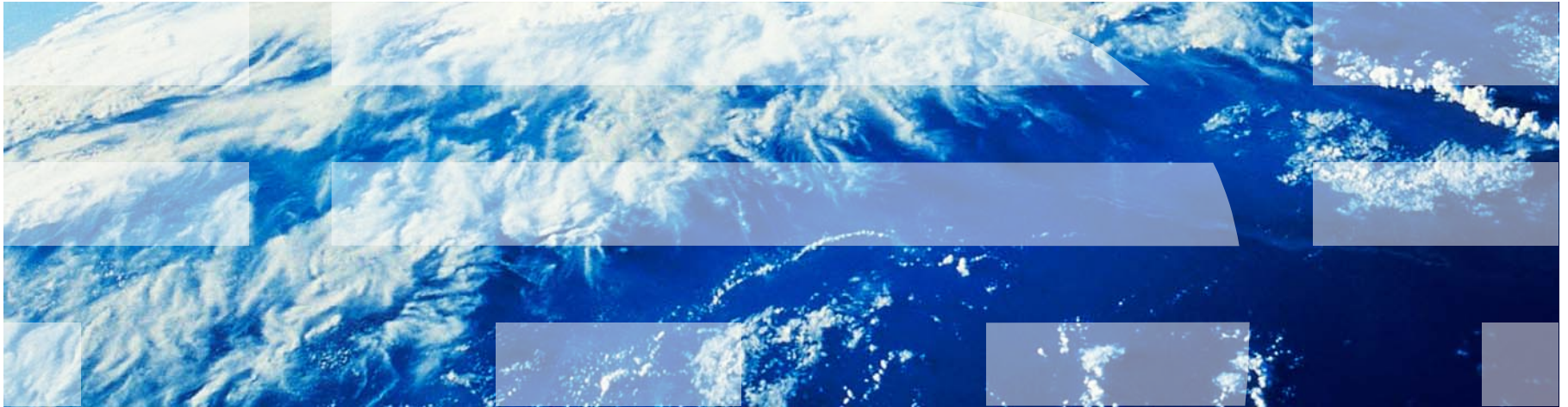




Tools for Complete, Efficient WCAG Governance



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- Enterprise web governance ...
 - Today's challenges
 - Strategy
 - Architecture

- How IBM Rational Policy Tester supports ...
 - Non-technical content authors
 - Designers
 - Developers

- Dynamic web means ...
 - Each page has ...
 - Many content feeds
 - Personalized navigation
 - Personalized sidebars
 - Interactive widgets
 - Social content
 - Graphics
 - Rich media
- Many organizations responsible for each page
 - i.d., no single group responsible for compliance issues on a page



Right time...right opportunity...powerful integration

- Content Quality Governance Architecture
 - Complete: from development to business impact assessment
 - Efficient:
 - Prevent problems
 - Stop problems at source
 - Effect: improves ...
 - Search effectiveness
 - User satisfaction
 - Operational efficiency
- Pay offs: drives ...
 - Direct web revenue
 - Sales lead generation and conversion
 - Operating expense reduction



Right time...right opportunity...powerful integration

- Site optimization
 - Web presence data aggregation: traffic, meta, portfolio, financial, marketing, ...
 - Feeds executive dashboard of web health
 - Eliminates low-value content
 - Shared Design (CSS, javascript, services)
 - collaboratively developed
 - Centrally served
 - Enterprise Content Management
 - Centralized service
 - Large suite of common components
- Compliance testing (Policy Tester)
 - Developers/designers: browser plugins and Web UI
 - Content authors: REST integration in ECM
 - Site optimization/Exec Dashboard: REST services feed IBM Cognos BI
 - Enterprise Web Search
 - Both internet and intranet
 - Leading indicator of business impact

- Content author adds a table to the page.
- The table contains inaccessible content.
- Content author then selects the Policy Tester button to run a check over the page

The screenshot shows a CKEditor interface. The top toolbar contains various editing tools. A red square highlights a button with a circular arrow icon, which is the 'Policy Tester' button. Below the toolbar, the editor content area displays the text "This is a test of the Magic Button CKEditor plug-in" followed by a thumbs-up emoji. Below the text is a table with two columns: "Country" and "Population".

| Country | Population |
|----------------|---------------|
| United States | 307,212,123 |
| India | 1,166,079,217 |
| China | 1,338,612,968 |
| European Union | 491,582,852 |









body p

- Policy Tester reports the violations.
- Content author presses the “Fix This” button next to second violation regarding table elements.

Policy Verification ✕

Report

Server: w3.ibm.com Policy Instance
[Change Settings](#)

| Level | Severity | Message | Fix This | Help |
|-------|----------|--|---|---|
| V | × | Images must have an alt attribute, and must be the empty string if decorative. |  |  |
| V | × | For a complex data table, th and td elements must be related via scope or headers. |  |  |
| V | — | Complex data tables must have a summary or an aria-describedby which references a summary. |  |  |
| R | × | For a data table (i.e., the table tag does not contain a WAI-ARIA 'presentation' role), identify headers for the table rows and columns. |  |  |

OK Cancel

- The “Fix This” Wizard launches with the summary of the error and options to assist the content author in fixing it.

Policy Verification

Repair

Rule ID: 1059
Message: For a complex data table, th and td elements must be related via scope or headers.

The following table does not have row/column headers set

| Country | Population |
|----------------|---------------|
| United States | 307,212,123 |
| India | 1,166,079,217 |
| China | 1,338,612,968 |
| European Union | 491,582,852 |

This table is for presentation
 Table has row headers
 Table has column headers

OK Cancel

- Content author re-runs Policy Tester.
- The report now shows only 1 error.

The screenshot shows a 'Policy Verification' dialog box with a 'Report' tab selected. The server is identified as 'w3.ibm.com Policy Instance' with a 'Change Settings' link. A table displays one error entry:

| Level | Severity | Message | Fix This | Help |
|-------|----------|--|----------|------|
| V | X | Images must have an alt attribute, and must be the empty string if decorative. | | |

At the bottom of the dialog are 'OK' and 'Cancel' buttons.

- The table now clearly shows row and column headers for the table added by the content author.

The screenshot shows a CKEditor interface with a toolbar at the top. The main editing area contains the text "This is a test of the Magic Button CKEditor plug-in" followed by a thumbs-up emoji. Below the text is a table with the following data:

| Country | Population |
|----------------|---------------|
| United States | 307,212,123 |
| India | 1,166,079,217 |
| China | 1,338,612,968 |
| European Union | 491,582,852 |

At the bottom left of the editor, the text "body p" is visible. At the bottom right, there is a help prompt: "Press ALT 0 for help".

- Achieve compliance with regulatory and internal standards
- Obtain assessments and establish governance during application development and content creation to mitigate risk and reduce cost

Web Accessibility

- WCAG
- Section 508
- AccessiWeb

Web Privacy

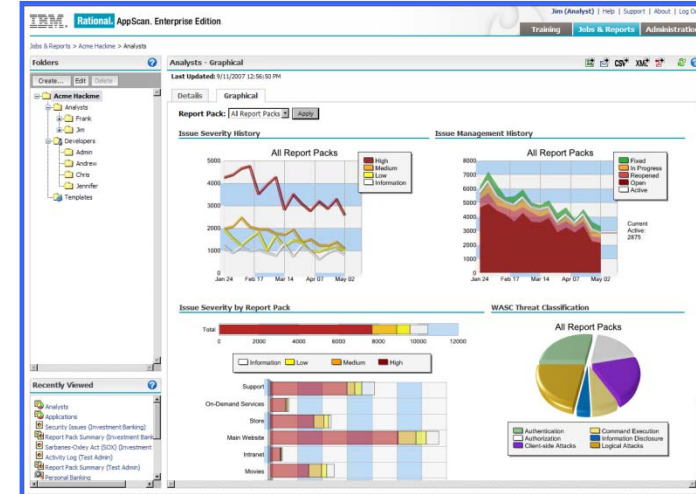
- Data collection practices
- PII collection
- 3rd party linking
- GLBA, COPPA, HIPPA

Web Content Quality

- Broken links, spelling errors
- Metadata
- Content inventory

- Mitigate risk related to regulatory non-compliance
- Reduce the cost for achieving compliance by providing automated assessments
- Establish governance during application development and content creation
- Provide visibility for Management and Legal
- Enable collaboration among all stakeholders

- Web portal style interface
- Enterprise-class architecture designed to scale assessments
- Central repository, which enables creating an inventory of your Web properties
- User roles and access permissions
- Centralized test policy for Accessibility
- High-level dashboards displaying status and compliance risk



Product features & capabilities (cont.)

- Manual and automatic Web site explore
- Browser plug-in for Accessibility testing
- Detailed compliance reports
- Advisories and education
- Issue management
- Defect Tracking Systems integration
- Content Management Systems integration
- REST-style API

The screenshot displays the IBM Rational Policy Tester interface. At the top, it shows the application name and navigation tabs for Training, Jobs & Reports, and Administration. The main content area is titled 'Web Content Accessibility Guidelines 2.0 Level AA Compliance' and indicates it was last updated on 12/9/2009. Below this, there are tabs for Summary, Group, Show, Search, and Layout. A table lists various checkpoints with columns for Issue, Page, Element, # of Line Numbers, Check, Level, and Grade. The table shows several issues, including 1.1.1 (All non-text content that is presented to the user has a text alternative), 1.2.3 (An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media), and 1.3.1 (Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text).

The screenshot shows a detailed view of an advisory for issue 2029. The advisory title is 'Provide alternative content for each OBJECT'. The text explains that all OBJECT elements should contain alternative content to serve as a fallback if the object's media is not supported. It provides an example of an OBJECT element with HTML attributes like 'alt', 'width', and 'height'. Below the example, there is a 'Rationale' section stating that this is important for users whose browsers do not support the OBJECT tag or the media type of the object. A 'Guideline references' section lists WCAG 1.0 checkpoint 1.1, WCAG 2.0 checkpoint 1.1.1, WCAG 2.0 checkpoint 1.2.3, Section 508, Part 1194.22, Paragraph e, and AccessWeb 4.1.

- Policy
- Navigation
 - Landmarks
 - Headings
 - Child elements
- Color
 - Luminosity
 - Color blindness tests
- Reading Order / Blind Reaching Time

Demo – Dynamic Assessment Plugin



The screenshot shows the IBM Workplace - Home page in Mozilla Firefox. The browser address bar displays `http://w3.ibm.com/w3odw/spg/index_default.html`. The page content includes a 'Sign In' form, a 'News' section with 'Top stories' (e.g., 'Mark Loughridge 4Q11 earnings presentation'), and a 'Search' section with 'People search', 'w3 search', and 'Lotus Connections search'.

The dynamic assessment plugin is overlaid on the bottom half of the page. It features a 'Console' tab with HTML code for a search results list:

```
ul.faces...-results < div#type...-results < body#ibi...
none;"
<div style="display:
none;" aria-live="polite"></div>
<div>
<ul class="faces-typeahead-results"></ul>
</div>
</body>
</html>
```

The 'Usability' tab shows a 'Refreshing 2 document(s) - 73 Violation' report for 'IBM Workplace - Home'. The violations listed are:

- List elements missing, or improperly structured. Do not use list elements for formatting.
- ID values must be unique.
- ID values must be unique.
- ID values must be unique.
- ID values must be unique.

The bottom of the browser window shows the status bar with 'Done' and various utility icons.