Empathy in Email: Why Accessibility and Inclusion Make Marketing Harmony

Are you considering accessibility and inclusion as you plan and design email campaigns? Find out how following some essential best practices can help you reach more people, increase engagement, and protect your brand's reputation.

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Elise Georgeson

Product Designer

Join user experience expert Elise Georgeson, Email on Acid's Product Designer, as she reveals why putting yourself in your subscriber's shoes benefits everyone.

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Anne Tomlin

Founder of Emails Y'all

Anne is a responsive html email developer and founded Email Y'all, an email development company. Anne is an accessibility & inclusion evangelist and champion of live text.

www.emailsyall.com

@pompeii79
@emailsyall

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What is accessibility and why is it important?

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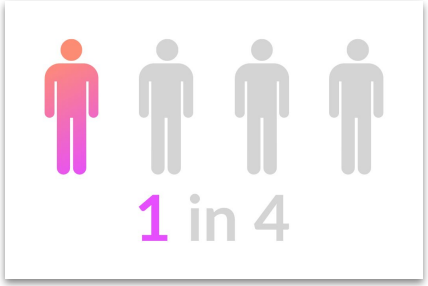
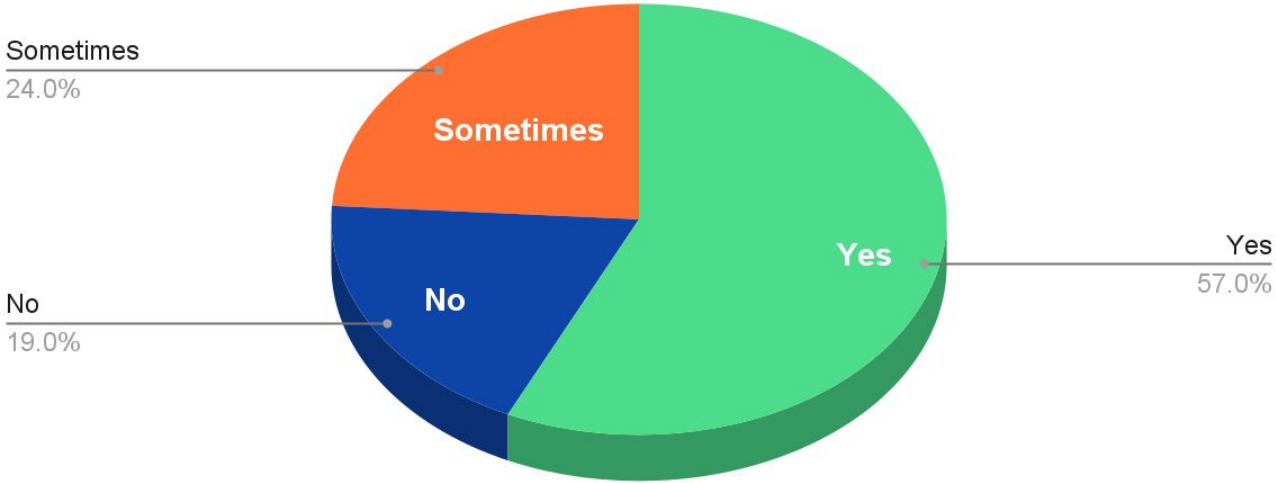
"Accessibility can be viewed as the "ability to access"



More than 61 million Americans have physical or mental disabilities – both temporary and permanent. That's roughly one in four people in the United States alone.

Worldwide, 285 million people have vision differences, 36 million are blind, 246 million have low vision or color blindness

Do you consider email accessibility factors such as color contrast, screen readers, and ADA compliance?



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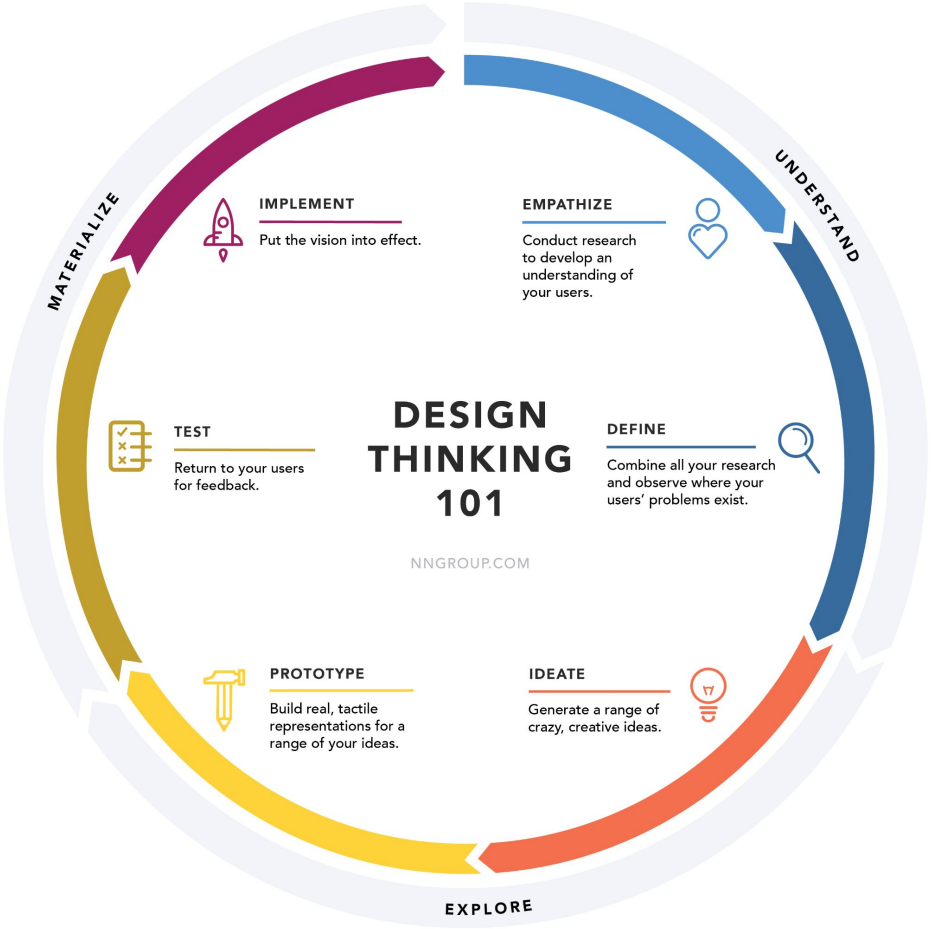
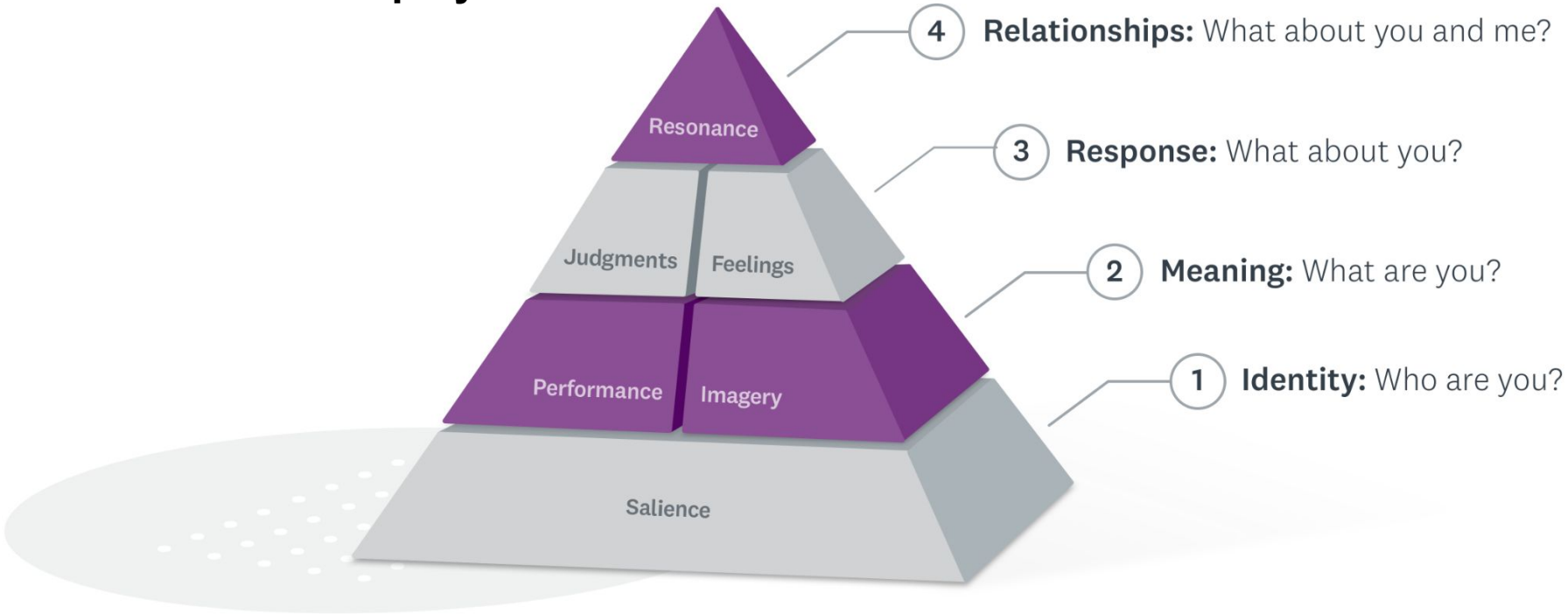
Email is an extension of your brand experience

Design Thinking



Keller's Brand Equity Model



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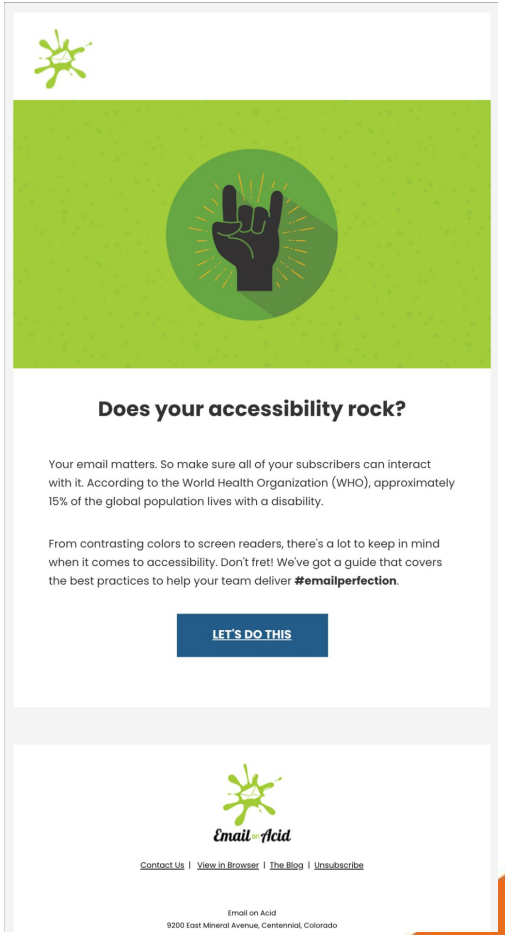
Tactical ways to make your email accessible

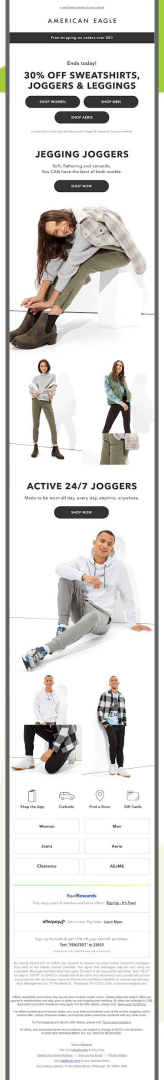
Accessibility is for **everyone**

- Add lang="en" to the html tag
- Use ARIA tags
  - Put role="presentation" on tables with content.
  - Use role="button" on buttons.
- Use semantic markup
  - Header & paragraph tags with live text
- Use <ul> or <ol> for lists
- Make buttons at least 44px tall - the side of a thumb
- Avoid typing in all caps - some screen readers will spell out each letter. Use text-transform instead if possible



- Use ***live text***; no text in images
- Use descriptive, unique, styled alt text for images.
  - On *every* image
  - empty alt tag on purely structural images
  - Gets your message across even when images are blocked on load

```
style="font-family: 'Roboto', sans-serif; font-size: 40px; background-color: purple; color: #e61811;
```



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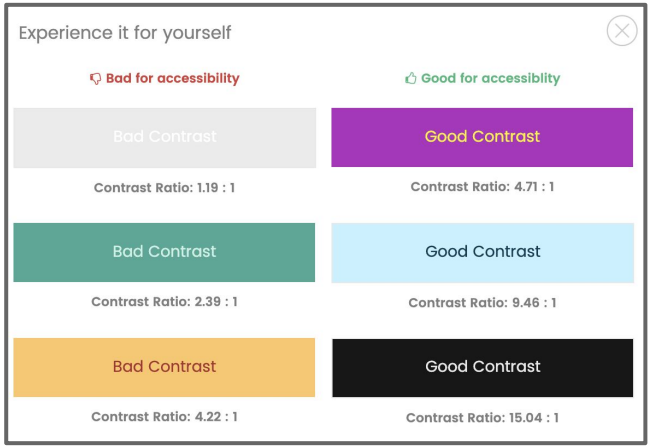
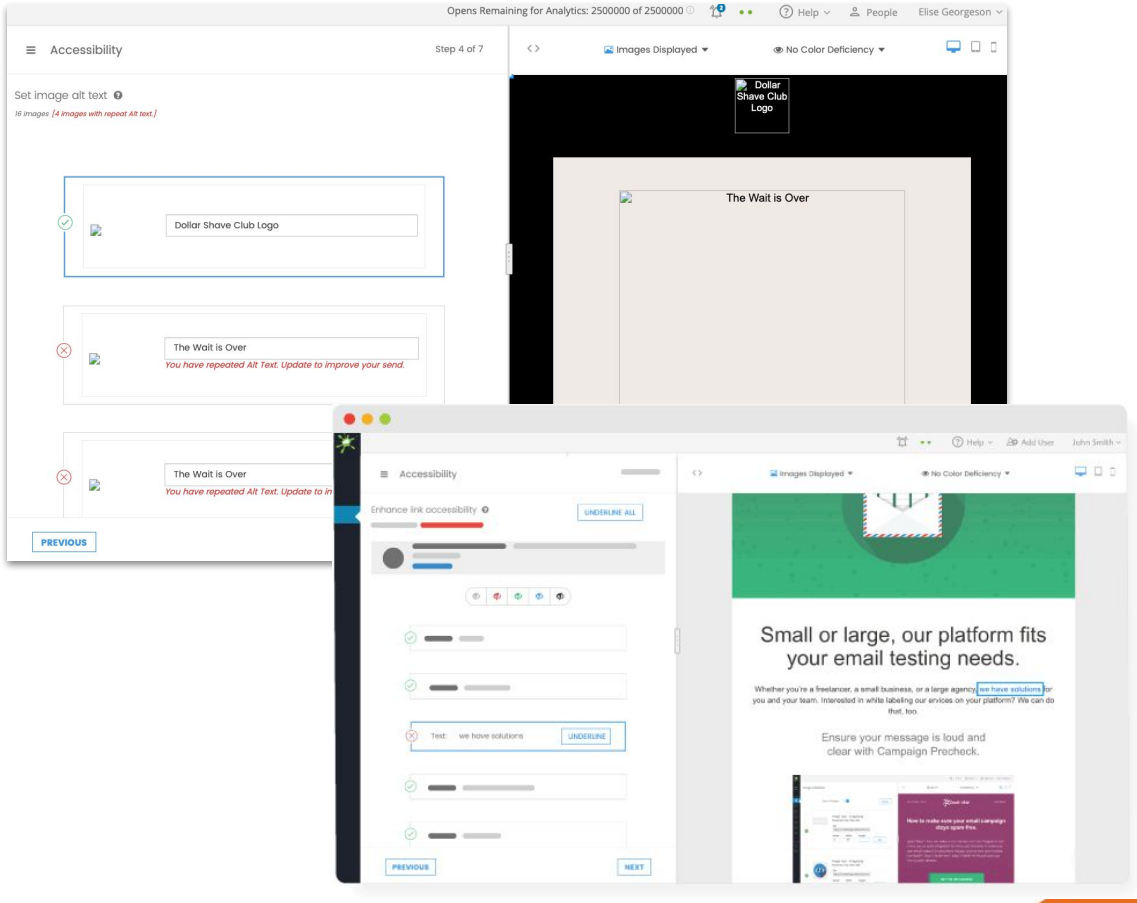
- Ensure good color contrast
- Don’t use true white (#FFFFFF) or true black (#000000) - creates halos
- Make link text descriptive
  - Never use “Click here” or “Learn more”
- Make links look like links
- Make text at least 16px with a line-height that is at least 4px more than the font-size
- Side-align paragraphs
  - only use center alignment for 2 short sentences or less.



Email on Acid

Automated Accessibility Steps

- Setup code for screen readers
- Presentation roles
- Remove title attributes
- Set alt text
- Adjust contrast ratio
- Enhance link accessibility
- Review using zoom



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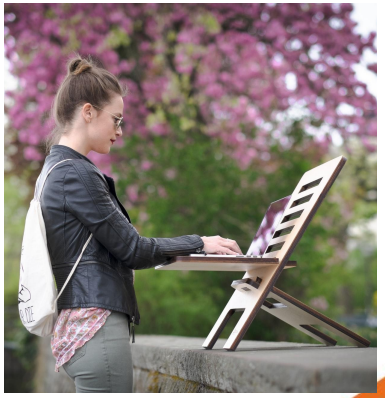
Empathy and story moments

DESIGNING AND BUILDING FOR HUMANITY



Ryan

“Some people who go blind later on in life, don’t know what accessibility is and they don’t know what inaccessibility is. They just remember that being sighted and using the internet and using a computer was a really easy thing for them to do.”

Paul

“Don’t assume people all experience your email in the way that you do.”

ACTION ROCKET

Dona

“I don’t want anyone to feel like they don’t belong or can’t succeed in tech because they have a disability.”

Microsoft

Luke

“Email presents a challenge when there is no web alternative, ("click here to view in your browser"). Not all mail apps support font resizing or allow saving to a reader app (Instapaper/Pocket), and so low-vision people have to make do or wait to read it on a computer.”

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“By making the choice to not include users, you are impacting your users choices"

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Inclusivity Impacts

Inclusivity

Looks at traits or identification, such as ethnicity, race, or gender

Accessibility

Can include degrees of impairment such as sight, mobility or learning disabilities

“Design for a variety of ways people can participate and feel a sense of belonging"

Cards for Humanity

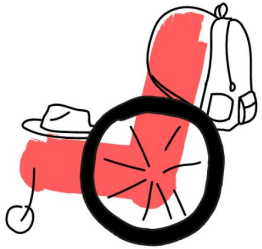
Tools for inclusivity

How can you meet their needs?

Verla McPeters, 95
is disorganised

View needs Swap card

Deal new pair



and is a wheelchair user

View needs Swap card

Consider

Some people visit physical service touchpoints using a wheelchair and/or need someone physically helping them to complete tasks.

About 10% of the global population

have disabilities, of which 10% require a wheelchair. – World Health Organization (2010)

View needs Swap card

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QUESTIONS

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… AND THE WINNERS ARE...

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