











Cognizant

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Accessibility

In the dark ... what is it ?

Digital for all

	 Web	 Phone	 Face to face	 Digital TV
Impairment				
Visual 	●	●	■	▲
Hearing 	●	▲	■	▲
Motor 	●	■	▲	■
Cognitive 	▲	■	■	▲
	● OK with assistive facilities ■ OK for some ▲ Problems for many			

Accessibility
...
the way to do it



We understand, at this stage, it's a little early to apply AAA level International Accessibility rules to all of Sanofi's websites.

Having said that -



Most of the existing Sanofi websites currently conform to **simple 'Level A'** (known as "bronze" in France)



While this agreeable, there are two exceptions - the **Sanofi** and **Sanofi-Aventis** sites are mandated to conform to **Level AA**



The accessibility requirements thus identified, should cater not only to the **visually impaired**, but also users with other impairments like **deafness, muteness** or **physical disabilities** where the user is unable to use haptic inputs like the keyboard or mouse



- Brailleilliant™ has identified **14 requirements** to be fulfilled for a website/web app to be Accessibility compliant.
- For Sanofi to reach level A, five of these requirements are applicable -

1



HTML Structure - correct HTML tag, in order to allow a good interpretation and reading by narrators and Braille transcriber

2



Anything that is **clickable** must be usable on the keyboard, all interactive elements must be interpretable and "triggerable" **without mouse**

3



Alternatives to visual elements: Description of key visual elements in the form of alternative text, long description, transcripts, or audio description

4

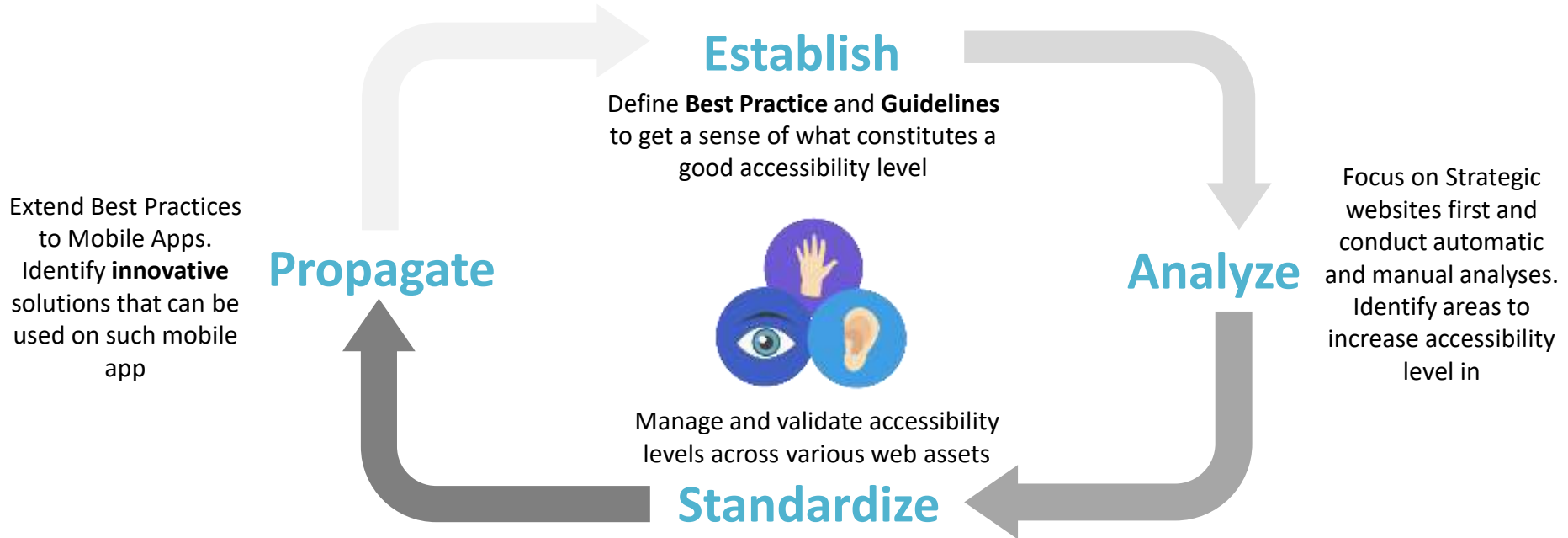


Variety – Utilize multiple distinguishable colors to allow users with visual and cognitive disabilities to effectively read and interpret content

5



Transcription – Have transcriptions for all multimedia content like audio, video & other interactive content



AFTERTHOUGHT:

Accessibility and SEO are closely linked to each other with many overlapping Best Practices such as Image Alt Attributes, Header Tags etc. Thus, optimizing for accessibility will automatically lead to optimizations for SEO and vice versa.



Team Captain

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Team Members



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Team Name Rationale



Web accessibility aims at providing same content to all human, no matter their personal context. On top of it, accessibility is cross technology, hence can be used to improve any application with a web output. The team name is reflecting the notion of global ACCESSibility in IT.

2 Locations ...multiple meeting ... 4 Opportunity Area ...

Opportunity Area 1: Developer Tool Kit

Opportunity Area 2: Guidelines

Opportunity Area 3 : Accessibility strategy key helper

Opportunity Area 4 : enhancement you mobile UX through voiceover, Extended reality & other devices capabilities

Thanks



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