

# Hey there!



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 **Spotify** for Developers

@serahkiburu

# BUILD FOR THE UNDERSERVED, SOLVE FOR ALL

1

**WHY ACCESSIBILITY MATTERS**

2

**SOLVING FOR ALL**

3

**SOLVING FOR LONG**



# WHY ACCESSIBILITY MATTERS

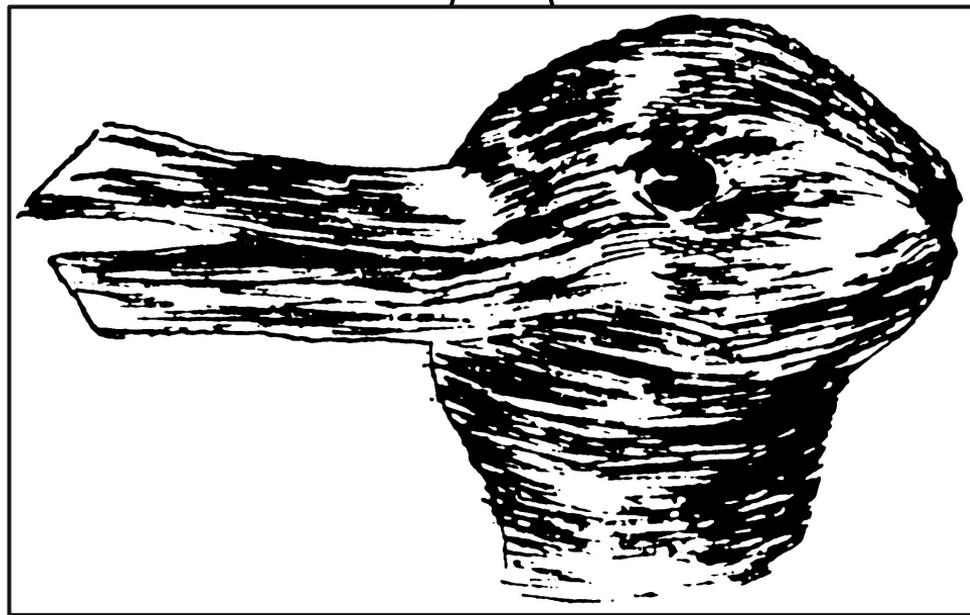


# SIGHT

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How do blind folk or those with daltonism, near or far sightedness experience your apps or tools?

SOURCE: FLIEGENDE BLÄTTER, OCT 1892



# HEARING

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How do people use your apps and tools in loud environments or if they have impermanent damage to their ears, or if they are hard of hearing or deaf?

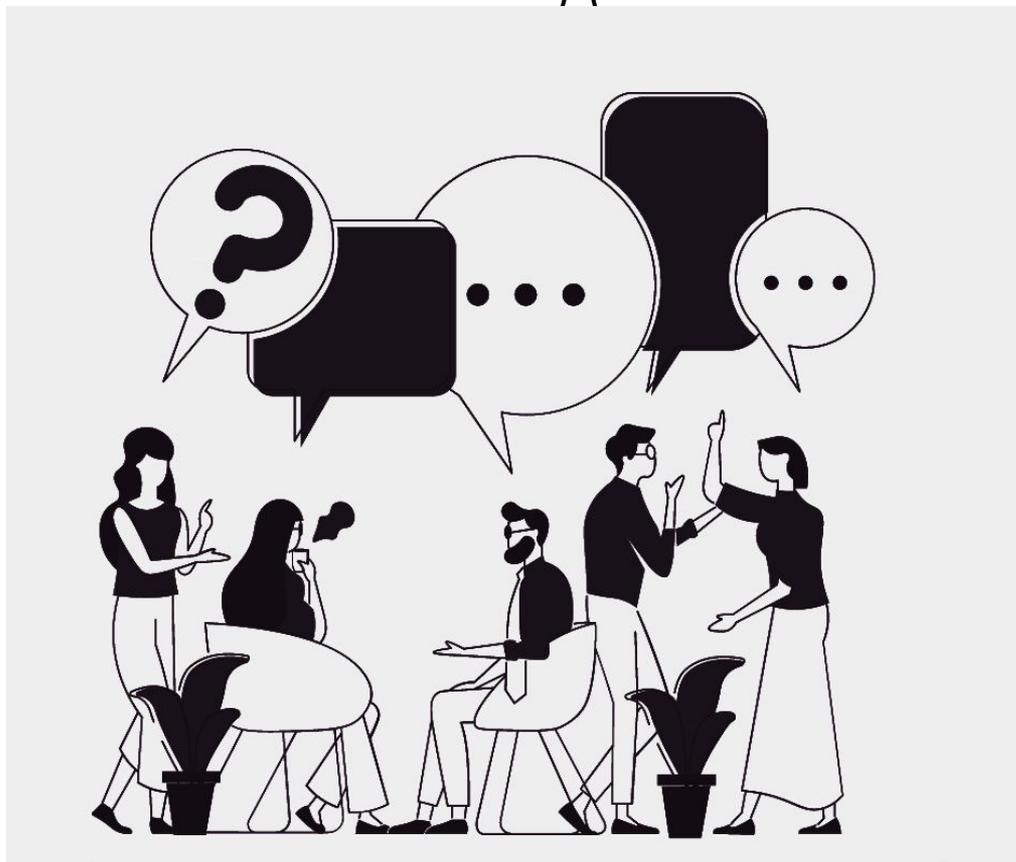
Yes - Mm  
No - Mm Mm  
What? - Mmmh?  
I have heard you - Mmmmh  
That is very interesting -  
Mmmmh!!!  
I understand you now -  
Mmmhmmmh!  
That is so sad - Mh mh mh  
mmmh!  
How? - Mmmmh?



# SPEECH

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How do non-verbal folk  
and those with heavier  
accents or illnesses  
affecting vocal chords  
interact with frameworks  
requiring verbal cues?



# TOUCH

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How do people navigate apps and tools and systems with only one arm (injured folk, parents tending to little ones, etc)



Design by [Isabel Castillo Guijarro](#)



# NOT ALL DISABILITIES ARE VISIBLE

*International Day for People with Disabilities, December 2020*



# **SOLVING FOR ALL**



# START HERE

W3C's four principles of accessibility offer a great categorization for the 13 accessibility guidelines you can use as a checklist to **audit** your work and determine what to fix first.

SOURCE: **W3.ORG**

## Perceivable

The content must be available to users via sight, hearing, and/or touch.

## Understandable

The content must be readable and predictable, with clear labels and instructions.



## Operable

The product must be keyboard-accessible, navigable, and compatible with different input methods.

## Robust

The product must work with a variety of assistive technologies, browsers, and devices.



“AT THE HEART OF ACCESSIBILITY IS THE NOTION OF DESIGNING A DIVERSITY OF WAYS FOR PEOPLE TO PARTICIPATE IN AN EXPERIENCE SO THAT EVERYONE HAS A SENSE OF BELONGING.”

*Susan Goltsman, Play for All Guidelines and The Inclusive City*



# THE FIX-IT PHASE

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Auditing your tools, systems, frameworks and processes against accessibility guidelines might surface LOTS of room for improvement - how will you incentivize the work?



WebAIM's Hierarchy for  
Motivating Accessibility Change

Source: Web Accessibility in Mind (webAIM.org)



“...Or should all else fail, consider doing it for selfish reasons - ask, how can this benefit me in the future?”

*Adrian Roselli on Selfish Accessibility*



# THE SHIP-IT PHASE

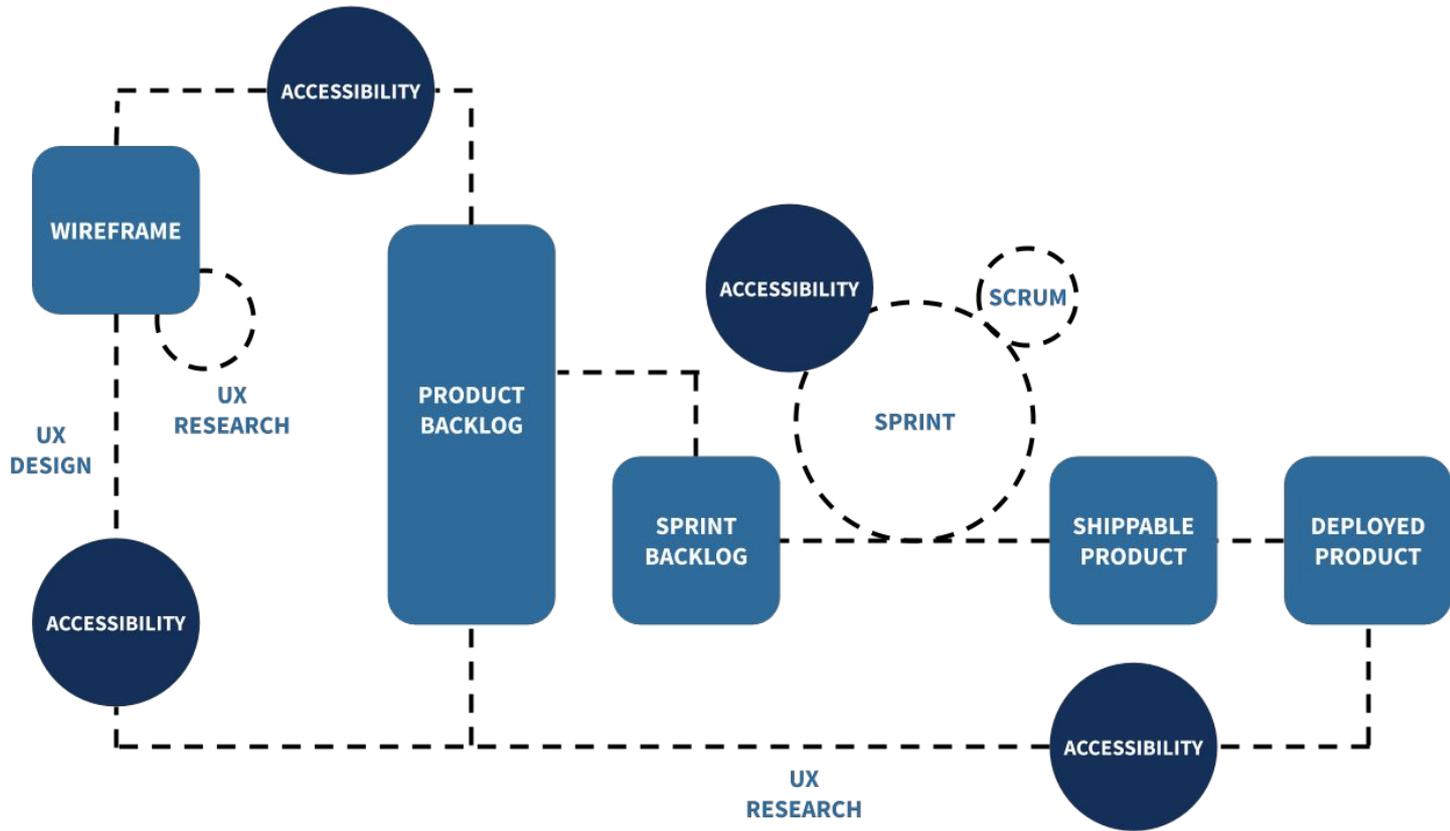
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Are we there yet?  
Congratulations on getting started, this will now be a continuous dance in the lifetime of your beloved product!



Design by [Isabel Castillo Guijarro](#)





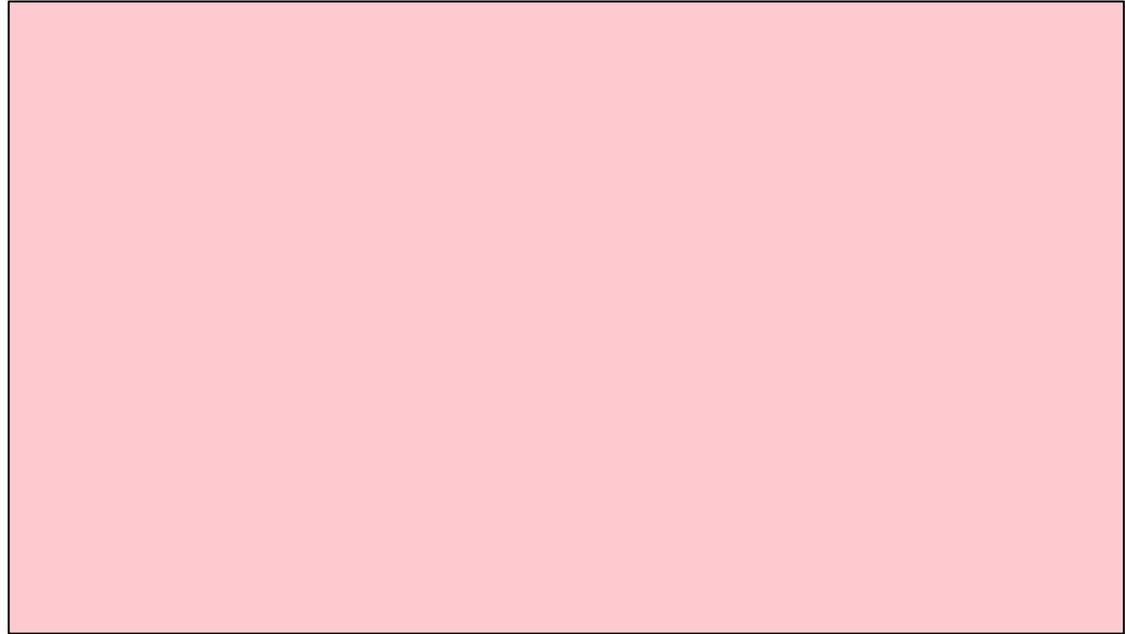
*Jason Dippel's recommendation on baking accessibility into the SDLC*



# THE USE-THIS PHASE

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Beyond adopting  
accessibility best practices,  
consider contextualizing  
guidelines for your specific  
use cases



Design by [Isabel Castillo Guijarro](#)





**OLE HEJLSKOV**



**GU JIAN**



**THORBIÖRN  
FRITZON**



**JO FRANCHETTI**



**PJ HANERTY**



**ALVARO  
NAVARRO**



**JOSH BROWN**



**SERAH NJAMBI  
KIBURU**



### Web API

RESTful API to fetch metadata about music artists, albums, tracks, and podcasts. Interact with user data and playlists.



### Web Playback SDK

Client-side Javascript library that allows you to create a new player in Spotify Connect and play audio from Spotify in the browser.



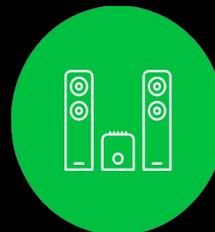
### Embeds

Provides embeddable views of tracks, artists, albums, playlist, and podcasts to use within your web page.



### Ads API

build, manage, and report on Ad Studio campaigns



### Commercial Hardware

Library to integrate speakers and other devices with Spotify Connect.





Natalie Tucker



Dani Devesa



Audrey O'Clair



Tamas Geczy



Sukriti Chadha



Quintin Balsdon



 Accessibility Guidelines

- ▶ Introduction
- ▶ Quick Wins
- ▶ Medium Term Wins
- ▶ Intensive Wins

# Accessibility Guidelines

## Introduction

### What is Accessibility?

 Accessibility (hereafter abbreviated to A11y — as in, 'a', then 11 characters, and then 'y') is the body of work involved in (i) making your application available to all and (ii) in providing equitable experiences to users, context and abilities notwithstanding.

Our mission at Spotify is to allow billions of fans the opportunity to enjoy and be inspired by artists' work. Because our applications are for everyone, [product a11y is now a core focus for Spotify](#). As developers extending the Spotify experience to our communities elsewhere, we have the responsibility to our users to create a safe and equitable space for them, regardless of the manner in which they use our applications and interface with their devices.





## All Things Accessible

May 05, 2023

In this episode, PJ sits down with Serah Njambi Kiburu, Senior Developer Advocate and Accessibility Expert. The pair discuss the importance of accessibility, how accessibility works in the Spotify Developer Portal, and what we can learn from the world around us to apply accessible principles.

[Susan Goltman's Play for All Guidelines](#)

[WCAG](#)

[Spotify Portal Accessibility Guidelines](#)

**See less**

34:45

SOURCE: Spotify for Developers: On the Air! podcast



# SOLVING FOR LONG



“...when things are not as clear anymore, we (as individuals and in our teams and organizations) fall back on our guiding principles and values”

*David Yee at LeadDev London 2023 on managing at the threshold of change*



1.  
**SHARE EARLY,  
SHARE OFTEN**

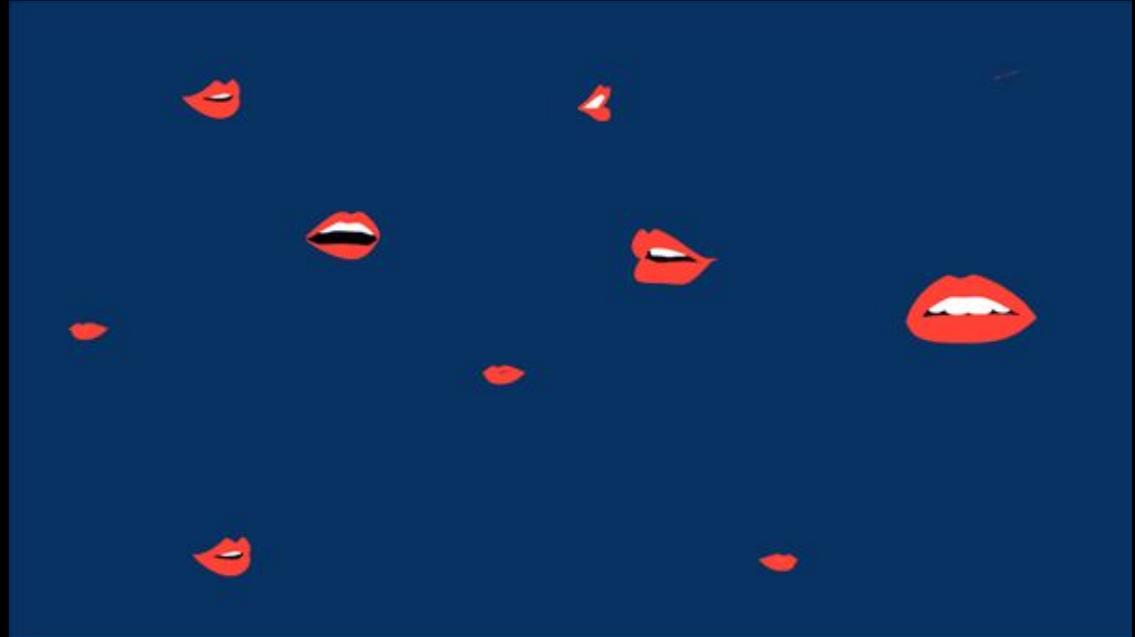


Design by Isabel Castillo Guijarro



2.

# CONTINUOUS LEARNING



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# 3. ADOPTER TO ADVOCATE



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“...are we rectifying our mistakes? Are we helping others? Then we are modeling resilient productivity”

*Cat Hicks at LeadDev London 2023 on productivity in engineering teams*





**THANK YOU**

[developer.spotify.com](https://developer.spotify.com)

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