



Accessibility TipSheet:  
Universal Principles of Online Accessible Ticketing

From the Access Office

These principles are designed to provide a framework for cultural organizations to develop online ticketing policies that are

## Accessibility

People with visual, hearing, and/or mobility disabilities may face difficulties purchasing accessible seating online if the website itself is not accessible. Make sure the entire online process is accessible to all patrons, including those who use assistive technologies such as screen readers or alternative-pointing devices (head pointers, joysticks).

Select software platforms that are accessible or require vendors to make their products Section 508 compliant or compliant with the WC3 standards (whichever is more stringent).

Consider color contrast and color choices. Appropriate color choices and color contrasts enable users with low vision or color blindness to more easily access information.

Use redundancy in indicators, such as both color and shape, as recommended by accessibility guidelines.

Use "Alt-tags" for all images posted online. "Alt-tags" (alternative text) are html tags that identify and describe images or other media. Alt-tags are read out-loud by screen readers and enable users with visual impairments to identify and access information.

Design sites for easy keyboard navigation. Users with mobility disabilities may find it difficult to use a mouse to navigate web pages or complete transactions. Easy keyboard navigation, through the use of tab keys, keyboard shortcuts or other methods, enables users to access information without the use of a mouse or pointing device.

Include non-text information that cannot be easily read or spoken out-loud (audio, video, animation, graphs, images, etc.) in alternate formats. Alternative formats

Provide users with information necessary to make an informed purchasing decision, including:

- o Listing the dates and times of open-captioned, audio-described and sign-interpreted performances and information about the availability of Assistive Listening Devices wherever general information about productions, such as descriptions and venue location, can be found.
- o Posting sign-interpretation, audio-description, and open-captioning symbols on performance and event calendars when those accommodations are provided.
- o Posting photographs and descriptions of the view of the interpreters or captioning from different seats in the interpreted and captioned sections.
- o Listing the number of wheelchair-accessible locations and seats in the interpreted and captioned sections available for purchase in each area and at price point in the theater.

### Security

Organizations should include reasonable requirements to prevent fraudulent purchasing of accessible seating. In designing these policies and procedures, it is important to ensure that these security measures do not make the process cumbersome for patrons with disabilities.

Require patrons to click through a few extra options to establish that a member of the party for whom the tickets are being purchased is someone who needs accessible seating, or to precisely verify what the patron needs.

Have staff contact patrons who purchase multiple wheelchair-accessible locations to confirm that the patron does require the accommodation.

Remove seats in the theater when a patron has purchased a wheelchair-accessible location and train staff to instruct patrons who do not need the accessible locations to return to the Box Office to exchange their seats. Post this policy online.

Print information about accessibility directly on the ticket and provide information on how a patron who does not require the accommodation can exchange the ticket in advance.

Clearly state policies on relocation should a patron not require the accessible location.

Adaptability  
Utilize