

Defining the Right Accessibility Metrics for Your Business – D2L Case Study

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Accessibility Dashboard Metrics

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Measuring Accessibility

An effective dashboard should answer these questions:

- “Are we on track with accessibility?”
- “Where are the problem areas?”
- “What actions can we take to improve the situation?”



ARTFUL

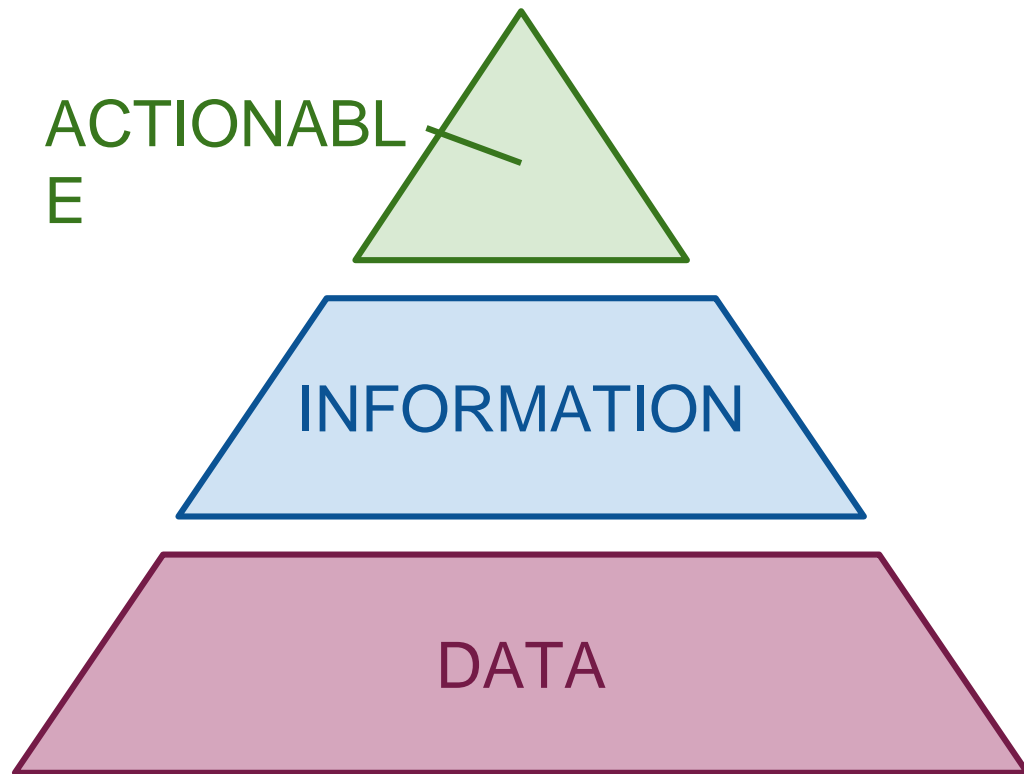
Actionable

ARTFUL

Actionable Metrics

- Tie metrics to specific goals
- Focus on metrics that can be improved
- Break accessibility into milestones with achievable, measurable goals
- **Example:** Code is clean of all issues from automated testing tool

Actionable Data



Relevant

ARTFUL

Relevant Metrics

Consider your target audience when choosing metrics

- Central Accessibility Team
- Development Teams
- Senior Management / Legal

Relevant Metrics

Central Accessibility Team

Useful metrics:

- Display a11y issues by severity
- Grouping issues into categories
 - Aria, color-contrast, forms
- Trending over time

Relevant Metrics

Development Teams (IT Management)

Useful metrics:

- Group a11y issues by Dev Teams
- Work remaining (# of issues)

Relevant – Examples

Senior Management (Legal/Compliance)

Useful metrics:

- High level view of critical issues
- Generic accessibility score
- Time series trend data

Timely

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Timely Metrics

- Metrics do not get better with age
- Metrics should be a trusted source of information
 - Label metrics with last updated date

Flexible

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Flexible Metrics

“The only constant in life is change”

- Short term milestones will change over time
- The dreaded re-organization

Universal / Usable

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Making dashboard charts and graphics accessible

- Provide keyboard support
- Use patterns in lieu of color whenever possible
- Supply AT friendly data tables for chart data
- Provide a data export format

Layered

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Keep metrics simple

- Start with high level summary data
- Provide a means to drill down for more detail

D2L Case Study

Sam Chandrashekar

Agenda

- Lay of the D2L land
 - Accessibility Philosophy
 - Accessibility Organization
 - Accessibility Process
- Approach to Accessibility Metrics
- What works; and what's in the works

D2L's Accessibility Philosophy

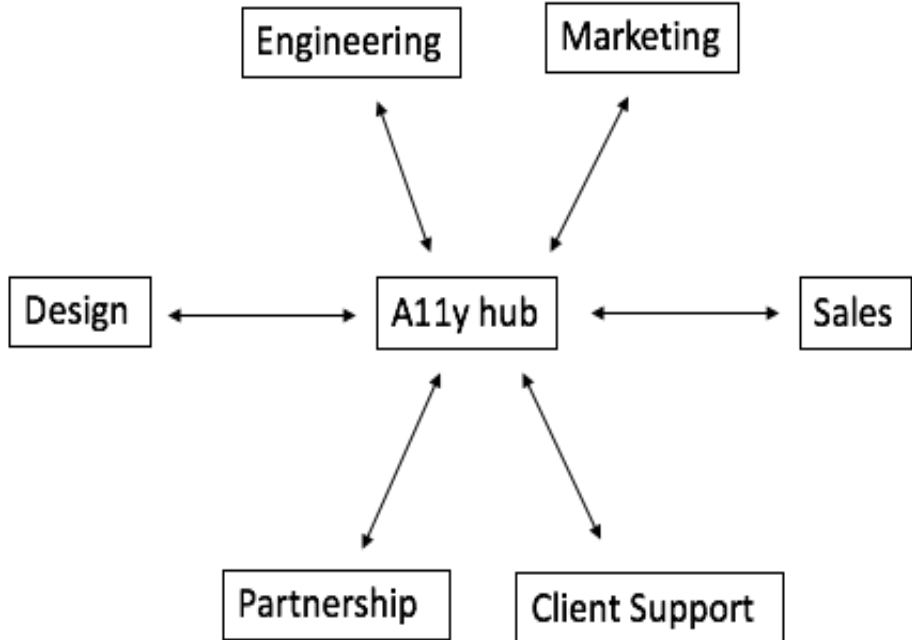
- Education Technology Company
- Reach every learner
 - design delightful learning experiences
 - build accessible technology
 - support inclusive pedagogy
- Accessibility
 - core corporate value
 - part of organizational culture
 - integrated into development process
- Leadership support for accessibility

Accessibility Organization

- Product development: Three-legged stool
 - Design – create delightful user experience
 - Development – build accessible technology
 - Product Management – support inclusive pedagogy
- Managers own accessibility of their products
- Accessibility savvy designers, developers, testers, managers
- Centralized Design Patterns library with built-in accessibility
- Web components library and common documentation

Accessibility Organization (contd ...)

- Accessibility extends beyond product development process
- Decentralized
- Hub and spoke model
- Lean hub → co-ordination



Accessibility Monitoring Process

- Monolith core platform + React/Angular Free-Range Apps
- Accessibility is part of User Stories & Definition of Done
- Continuous automated / manual evaluations by teams
- In-house screen reader user – test / consult / triage
- Testing with the disability community (Fable Tech Labs)
- Accessibility issue feedback from customers
- All defects logged into Rally database for monitoring
- GRID database for product health monitoring

Approach to Accessibility Metrics

Going back to Tony's *ARTFUL* dashboard,

- Relevant audience
 - Teams - product
 - Leadership - overall business
 - Accessibility Hub - a11y monitoring and support

Goals

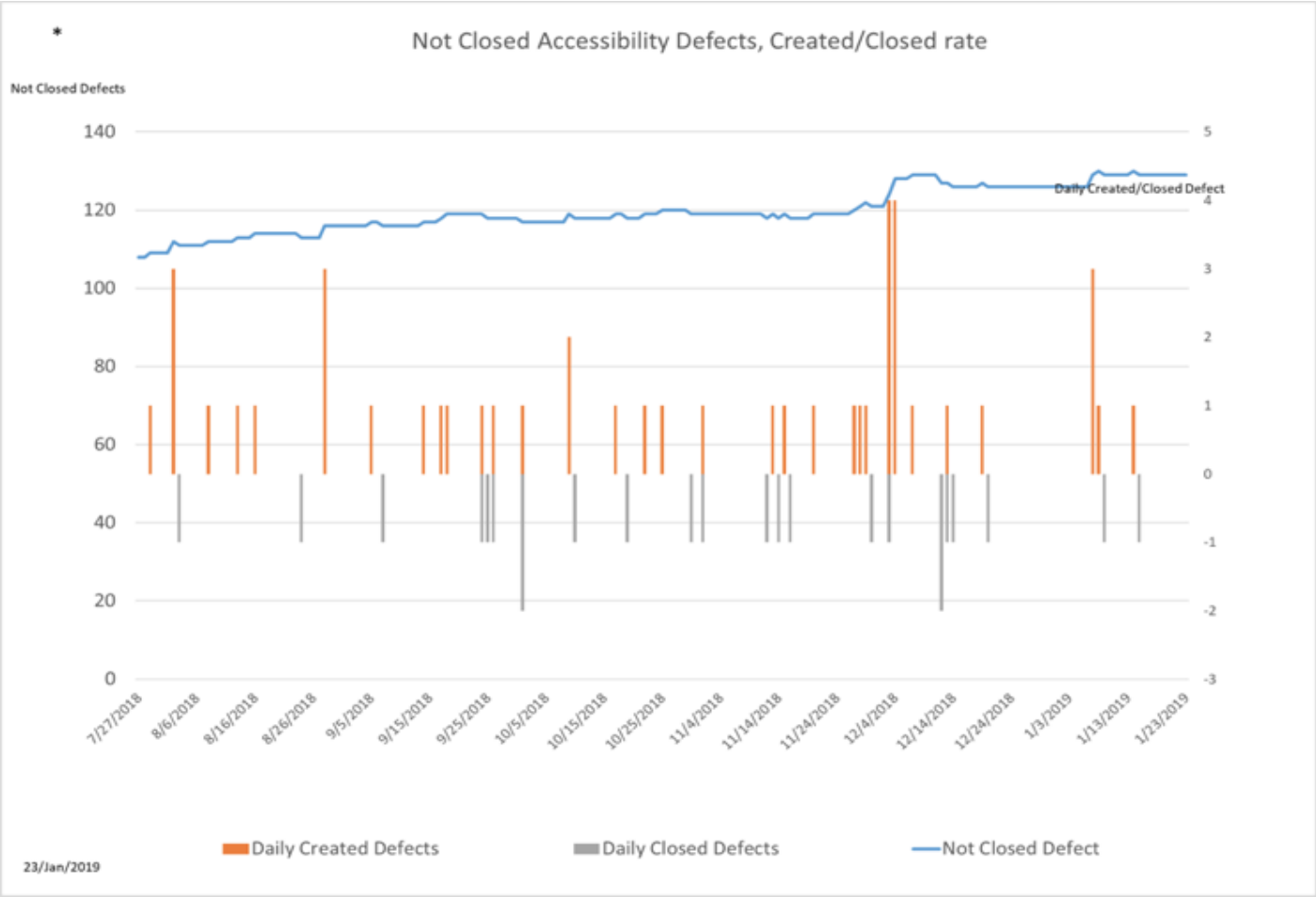
Metrics

Key Performance Indicators

- **Goal:** Approach a state of zero defects
- **KPI:** Reduction in number of open defects
- **Metrics**
 - Net daily count of A11y defects (created minus closed)
 - Count of a11y defects by priority (to signal actionables)
- **Data source**
 - RALLY is the single source of truth for defect tracking

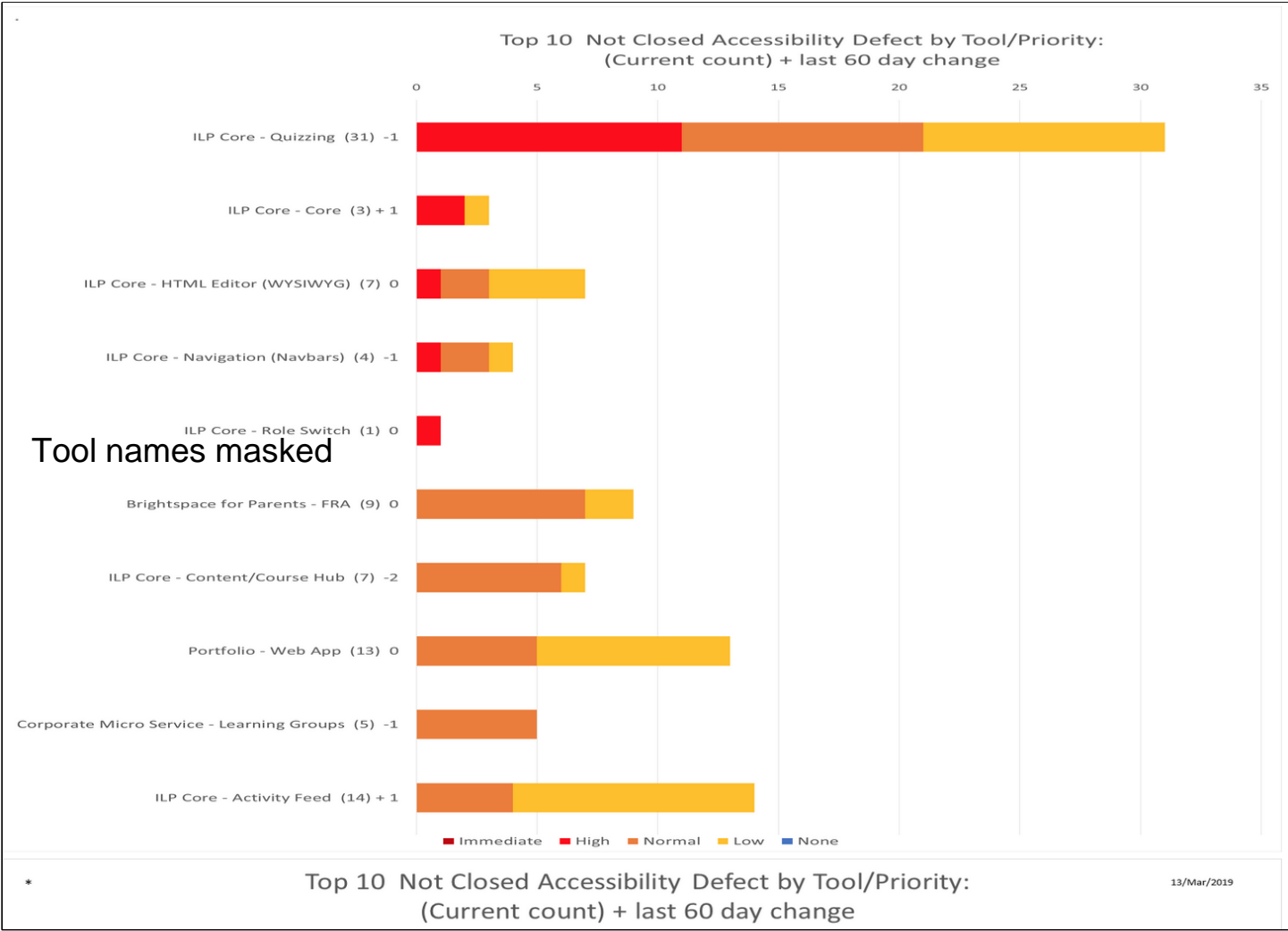
Teams

Random data



Teams

Random data



- **Goal:** Product-wise accessibility health
- **KPI:** Green status on the GRID
- **Metrics**
 - WCAG compliance level +
 - Priority level of exceptions +
 - Time to remediate
- **Data Source**
 - Rally + Team manager assessments

Leadership

Random data

Product names
column masked

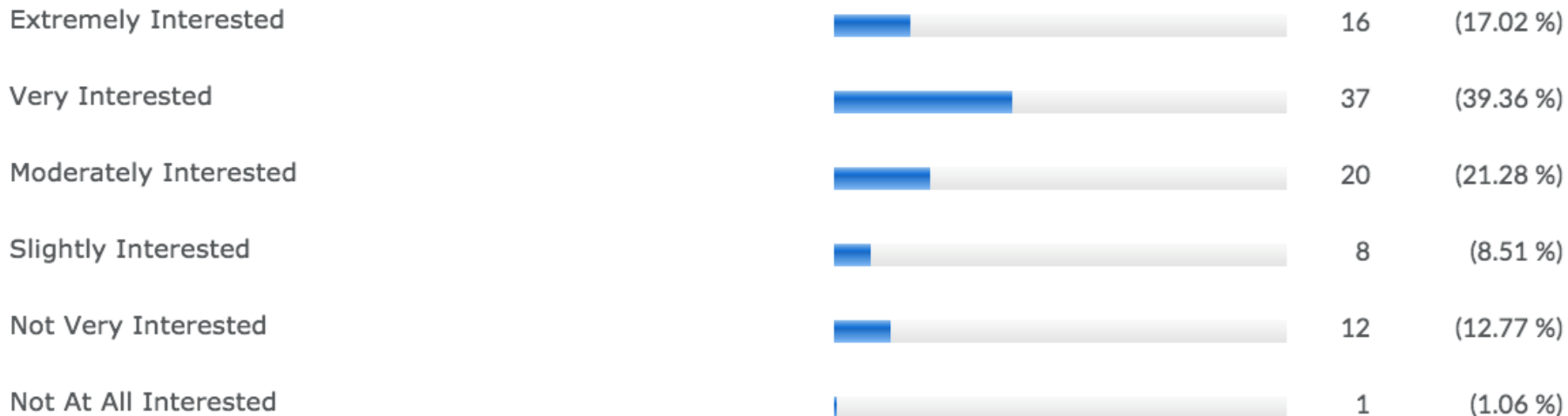
Availability	Security	Performance	Accessibility	Deployability	Costs	Quality
Fair	Good	Poor	Fair	Good	Good	Fair
Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Good
Good	Good	Fair	Good	Good	Good	Fair
Good	Poor	Fair	Good	Good	Good	Good
Poor	Good	Unknown	Good	Fair	Good	Poor
Fair	Poor	Fair	Fair	Fair	Good	Poor
Poor	Poor	Fair	Fair	Fair	Good	Good
Fair	Poor	Fair	Good	Good	Fair	Poor

Accessibility Hub

- **Goal:** Level set developer accessibility skills
- **KPI:** Reduction in need for training
- **Metric**
 - Self-identification by employees of a 11y training need
- **Data Source**
 - Longitudinal series of same survey

Question 4

How interested are you in receiving Accessibility training specific to your team/role?



What's in the works

Leadership

- Progress
- Risk
- User delight

Teams

- Defects
- Health
- UX

A11y Hub

- Compliance
- Training
- Culture

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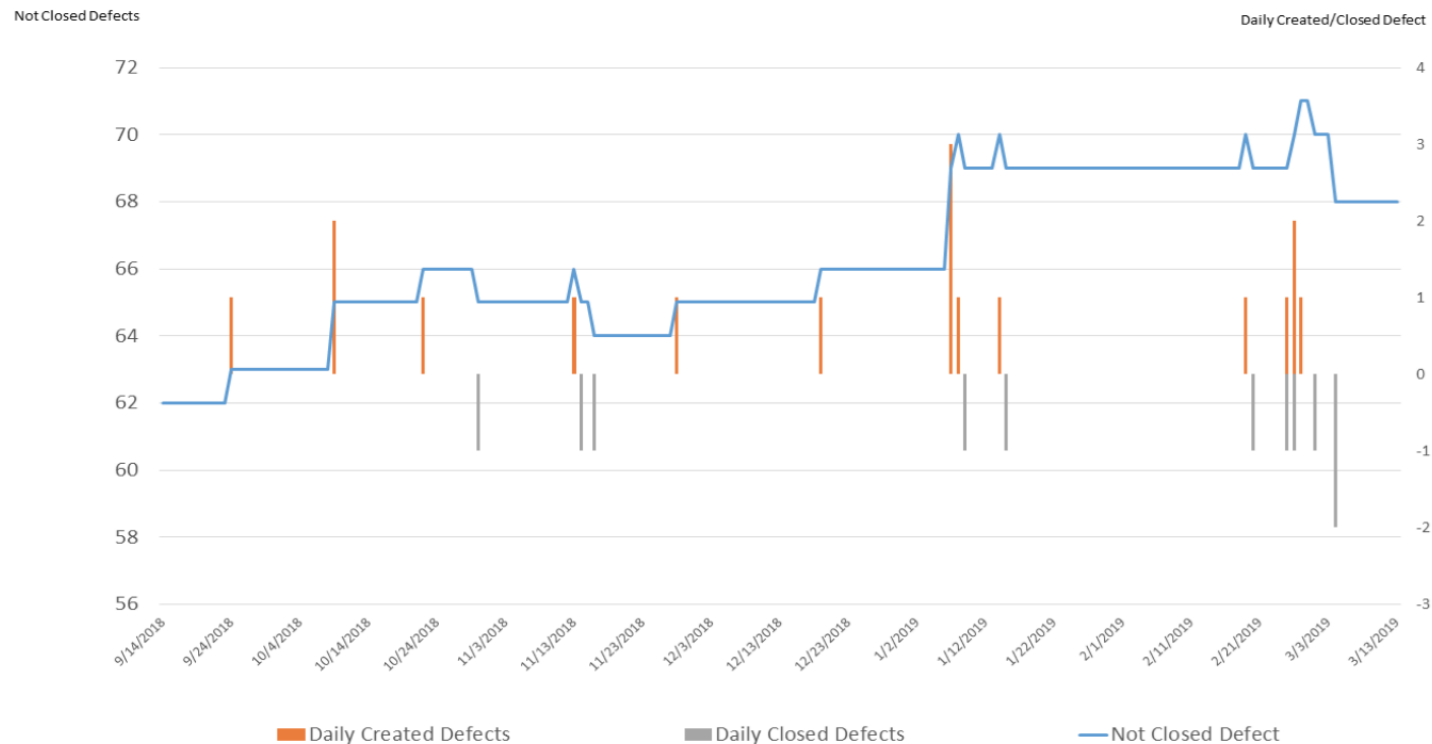
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Not Closed Accessibility Defects with PRB, Created/Closed rate



13/Mar/2019