

Digital accessibility as a lifestyle change

Ben Allen, PNC
Greg Williams, Deque Systems

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<https://www.deque.com/csun19/>



Digital

- Digital Product Manager Lead
- Digital Accessibility Coordinator
- 3rd year at PNC
- Working with over 100 Agile Scrum Teams creating digital products

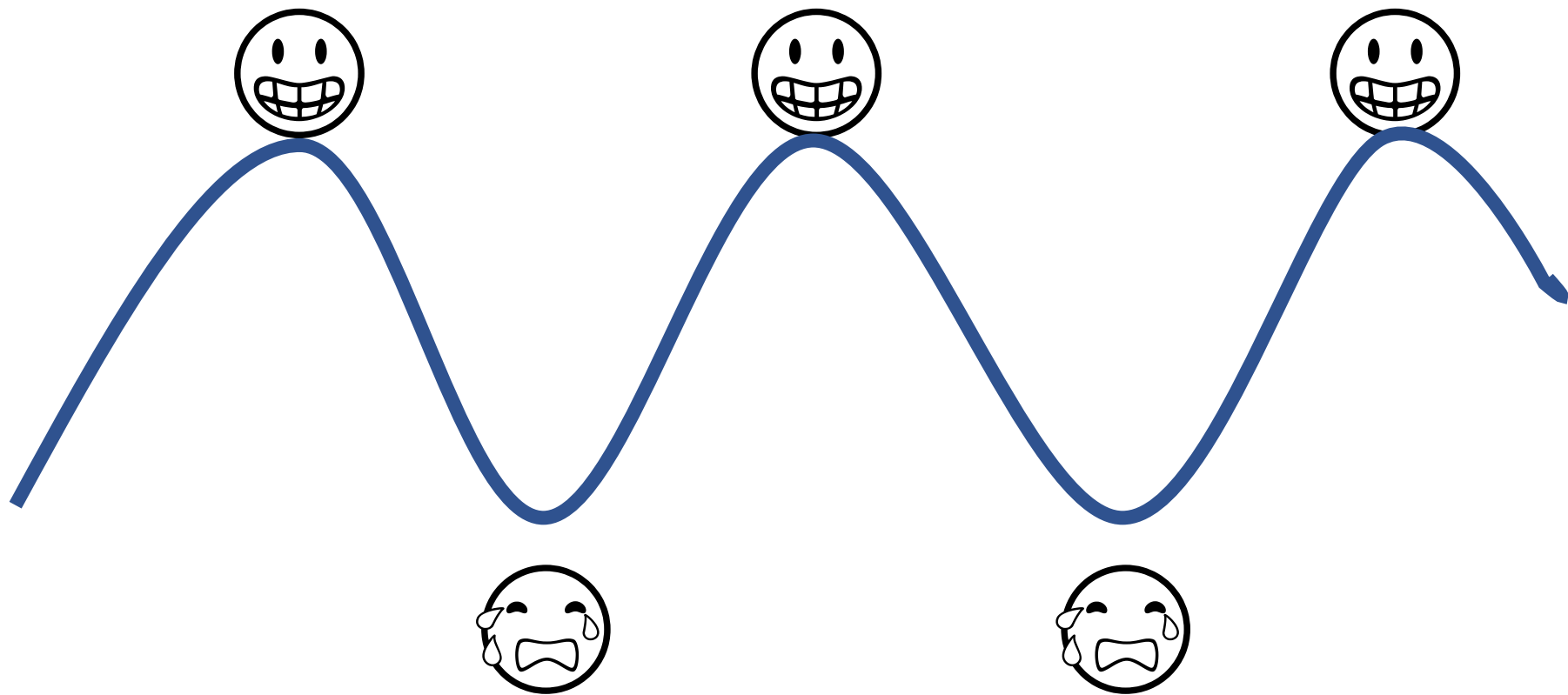
- Present a thesis on 1 key reason why building accessible products is hard
- Get feedback on some of the ideas we're using to mitigate this problem so that we can achieve a lifestyle change

**Who has done an
accessibility review of one
of their products?**

**Who has solved all the
issues in the accessibility
review?**

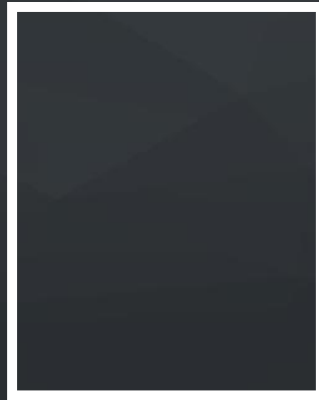
**For the same product, who
can guarantee that the
product is still accessible?**

Diet vs. lifestyle change



- Call in the experts
- Do an accessibility review
- Populate product backlog
- Prioritize given legal urgency
- Put in fixes
- Declare victory!

- Approach is intuitive
- For teams that can afford it, you can throw money at the problem and it will go away
- You get to tell your stakeholders that they can stop worrying about accessibility



- Your product changes
 - Your product is only as good as your current release
 - Accessibility reviews are a snapshot in time
- Your team changes
 - Accessibility knowledge will change with team churn
 - Did your team learn anything when you called in the experts? Did you learn the right things?



- The “review game”
- Off-the-shelf training
- Getting accessibility prioritized
- Accessibility overlays

The lifestyle change

- Your Product
- Your Team

The lifestyle change – your team

- Design
- Write requirements
- Write content
- Develop
- Test
- Test automation/monitoring

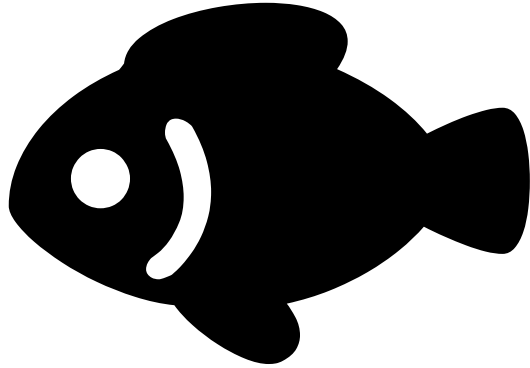
The lifestyle change – your team

1. Onboarding
2. Training
3. Product Development with Scrum
4. Monitoring

Accessibility expert – how to help

- Product Managers & BSAs
 - Help identifying priorities
 - Help writing requirements
- Designers
 - Help creating designs which are accessible
- Developers
 - Help writing accessible front-end code
- QA
 - Help testing accessibility requirements
 - Help writing accessibility focused test automation
- Everyone
 - Tools
 - Training

Teaching a person to fish



The lifestyle change – onboarding

- Questionnaire
- Accessibility SME (“a11y SME”) assigned
- Introduction to the approach for all teams working with a11y SME
- Tools installed
- Get started on something, anything!

The lifestyle change – training

- Customize training based on onboarding
- In-person training with empathy lab
- On-demand training with Deque University
- Coaching from a11y SME
- Ongoing training based on feedback from a11y SME

The lifestyle change – product dev.

- Give feedback on designs
- Definition of Ready
- Definition of Done
- Feature story vs. a11y story
- Story for accessibility test automation

The lifestyle change – monitoring

- Product score
 - How compliant is the product?
- Team score
 - To what extent are teams prepared to remediate or maintain the product?

The lifestyle change – monitoring

ID	Product Score	Team Score	Action ideas
1	Good	Good	Celebrate! Keep monitoring
2	Bad	Bad	Start onboarding
3	Good	Bad	Start onboarding
4	Bad	Good	Start remediating

The lifestyle change – your team

1. Onboarding
2. Training
3. Product Development with Scrum
4. Monitoring

- The concierge approach
 - Some Scrum teams get lots of help
 - **Product:** aim for 100% compliance
 - **Team:** aim for a self-sufficient, sustainable team
- The self-service approach
 - The rest of the teams get a little help
 - **Product:** aim for 20-30% compliance
 - **Team:** rely on automated and on-demand tools

Solve issues before they reach your customers



Accessibility Insights

- Find and fix most common accessibility issues within 5 minutes with FastPass
- Full assessment experience for Web tool (100% WCAG 2.0 AA coverage) with latest Trusted Tester updates

Accessibility Insights for Web

Chrome extension to run Accessibility Insights on web pages and web applications

Accessibility Insights for Windows

Windows application to run testing on other Windows applications

Download the tools at accessibilityinsights.io



- Try to avoid the accessibility diet
 - Get out of the “review game”
- Advocate the lifestyle change
 - Embed expertise within teams
 - Get teams forming good habits
 - Get teams the training they need
 - Monitor both product compliance & team maturity
- If it's tough to scale, consider dual tracks

Questions or feedback?

Thanks! 