

# Accessibility in a Fast Growing Company

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# Agenda

- Who are UserTesting?
- Reactive to Proactive
- The 3 pronged approach
- The future - to A11y and Beyond!







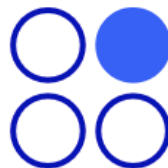
**Get better**



**Be kind**



**Drive results**



**Keep it simple**



**Customers first**





# Our Journey

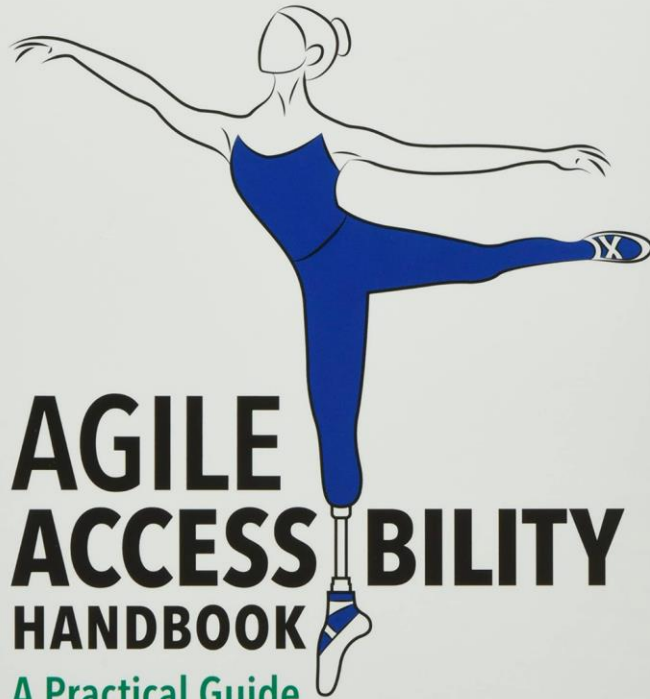




- Deque were selected as the most recommended in the industry, and one of the only vendors that could fully support our requirements for testing across **mobile and desktop platforms**.
- They employ more **certified accessibility experts** than any other testing company in the world
- They provide **industry leading testing tools** to audit and monitor customer sites and apps for accessibility issues.



DYLAN BARRELL



# AGILE ACCESSIBILITY HANDBOOK

A Practical Guide  
to Accessible Software Development at Scale





# Reactive

01

Get a full accessibility audit performed by accessibility specialists.

02

Prioritize the accessibility issues by severity, traffic, how critical the component is to your users, and other criteria.

03

Fix those accessibility issues!

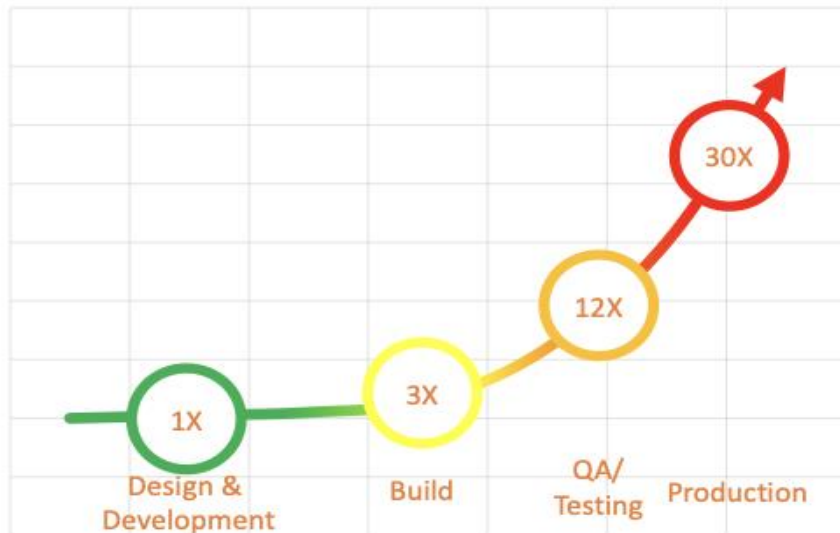
04

Perform validation testing to ensure that all accessibility fixes actually work





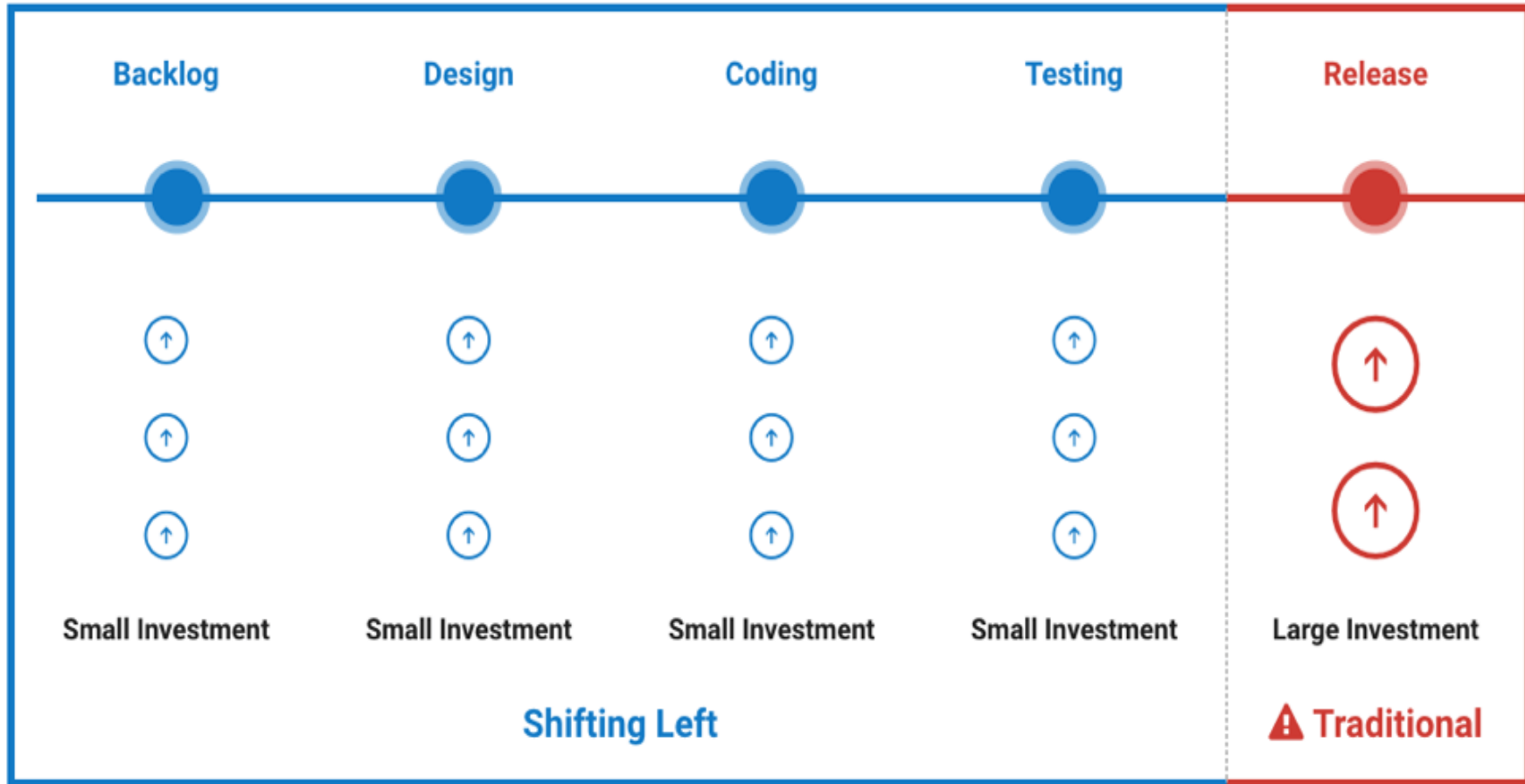
# The cost of fixing accessibility defects



The costs of discovering defects after release are significant: up to 30 times more than if you catch them in the design and architectural phase.

*Source: IBM*







# Proactive

01

Train everyone in accessibility concepts and techniques

02

Get any new design wireframes reviewed for accessibility

03

Equip your development teams with tools to integrate accessibility testing into all stages of the development process

04

Establish internal policies and processes to ensure the accessibility of all content.



# Approach



## Audits

Quarterly comprehensive scans of new features.

Continued resolution and testing of audit issues prioritized by severity.



## Process

Engaged with Deque to help us build our Accessibility Program.

Shift left with our processes and embed accessibility into our lifecycle



## Education

Learning paths and events

Tailored training for each department

Process and tool workshops

A11y Knowledge Base



# Learning & Development Events



## Day 1 - Empathy

Understand why Accessibility is important and what the experience is like for impaired users



## Day 2 - Learning

How it translates into practice, accessibility standards and development lifecycle



## Day 3 - Action

Make progress on the audit, define processes and innovate on accessibility opportunities





The days were fun packed, and also easy to drop into at your own schedule. I really liked there being a focus to these days.

I really enjoyed the mixture of collaboration, learning and games! It was fun!

This was engaging, educational, inspirational... Great experience that I want more of.



02

Get any new design wireframes reviewed for accessibility



- Implement design checklists to help guide decisions and put our users at the heart of our choices
- All new designs are being reviewed and annotated by Deque



03

Equip your development teams with tools to integrate accessibility testing into all stages of the development process



- Implement quality checklists to help guide manual testing
- Embed axe dev tools pro into development and testing practices
- Added axe core checks to automated Cypress feature tests





# To A11y and Beyond

- Partnered with Deques' Accessibility Program Office
- Helping us build a sustainable strategy for continuous improvements and maturity of our program
- Completing discovery interviews across every area of the company



# The 10 Elements of an Accessibility Program



Development Cycle



Testing and  
Validation



Training



Governance and  
Risk Management



Policy



Legal



Fiscal



Procurement



Communications



Support

Thank you for  
listening!

Questions?

