Accessibility in a Fast Growing Company

Natalie Russell
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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

- Partnered with Deque (2020)
- First Audit Completed (2021 Q1)
- Review and address audit results (2021 Q2)
- Auditing all new work (2021 Q3)
- APO Started (2021 Q4)
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.
AGILE ACCESSIBILITY HANDBOOK
A Practical Guide to Accessible Software Development at Scale

DYLAN BARRELL
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
Shifting Left

Small Investment  Small Investment  Small Investment  Small Investment  Large Investment

Traditional
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.
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
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?