Stronger Together: Accessibility & Product Inclusion at Yahoo

March 15, 2022

axe-con

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Agenda

- 1. Introductions
- 2. The Basics: Accessibility & Product Inclusion at Yahoo
- 3. Yahoo Business Initiatives
- **4.** Positive Business Outcomes
- 5. Takeaways
- 6. Q&A

Who we are



Cindy Joung

Head of Product Inclusion



Malcom Jones

Sr. Product Manager, Product Inclusion



Danise Olague

Sr. Program Manager, Accessibility



History of Accessibility at Yahoo









Defining Digital Accessibility

When websites, apps, tools and technologies are designed, constructed, developed and maintained so that all people, including those with disabilities, can fully and independently use them.

Accessibility makes products better for everyone.



What is Product Inclusion?

Product Inclusion is the practice of applying an inclusive lens throughout the entire product development process



Dimensions of Identity





Individual: core personality



Core/Internal Dimensions: age, gender/gender identity, sexual orientation, ability, race and ethnicity



Secondary/External Dimensions: Geo location, socioeconomic background, religion, education, marital/relationship status, parental status, military status, citizenship/nationality, language



Tertiary Dimensions: beliefs, assumptions, values, attitudes

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Accessibility is One Dimension of Product Inclusion

Accessibility:

- Disability
- Assistive technology

Product Inclusion:

- Geography
- Language
- Connectivity
- Representation
- Age
- Education
- Tech ability





What could go wrong?

Tos Angeles Times

Snapchat pulls insensitive Juneteenth filter after backlash. Why does this keep happening?



Apple's parental controls prevent kids from searching for 'Asian' things

The company apparently thinks I am adult content.



THE INDUSTRY

Google's Advertising Platform Is Blocking Articles About Racism

By AARON MAK

AUG 13, 2020 • 4:45 PM

advertisers from offe

Vex

A new study finds a potential risk with self-driving cars: failure to detect dark-skinned pedestrians

C. Velazco BOSTON REVIEW

How a Popular Medical Device Encodes Racial Bias

Pulse oximeters give biased results for people with darker skin. The consequences could be serious.

AMY MORAN-THOMAS

GIZMODO

Bing and Yahoo Are Surfacing Some Extremely Racist Search Queries

By Catie Keck

10/10/18 10:13PM

Snapchat pulled an insensitive filter it released fi Juneteenth prompting users to "SMILE" in order chains depicted in the backdrop on Friday morni Bonaventure / AFP/Getty Images)

By SUHAUNA HUSSAIN | STAFF WRITER

JUNE 19. 2020 UPDATED 5:50 PM



The Reason This "Racist Soap Dispenser" Doesn't Work on Black Skin

BY MAX PLENKE IMPACT

CT 9.9.2015



THE VERGE

Twitter plans to

cropping works

over racial bias

change how image

following concerns

Why Amazon's Automated Hiring Tool Discriminated Against Women

By Rachel Goodman, Staff Attorney, ACLU Racial Justice Program Berkeley News

Mortgage algorithms perpetuate racial bias in lending, study finds

By Public Affairs, UC Berkeley | NOVEMBER 13, 2018

Are Facebook Ads Discriminatory? It's Complicated

■ WIRi

The company's system for targeting ads is under fire for gender and ethnic bias. In some cases, the cure could be worse than the disease.

Lens

The Racial Bias Built Into Photography

The New Hork Times

Sarah Lewis explores the relationship between racism and the camera.

Why Should We Care?







Global Accessibility Policy

"All Yahoo products, properties, media, services, marketing, advertising, communications, and procurements will conform to **globally accepted guidelines and standards for accessibility.**

Human resources activities (recruitment, talent acquisition, onboarding, training and accommodations) will adhere to industry best practices for inclusion of people with disabilities."





The Accessibility Council





Embedding Accessibility throughout Yahoo





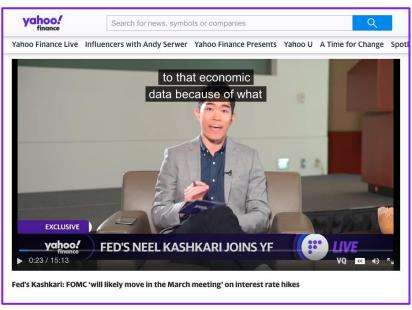
Human Resources

Internal Communications



Embedding Accessibility throughout Yahoo





Engineering & Design

Video Content



Embedding Accessibility throughout Yahoo



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Yahoo's Accessibility Expectations for Vendors and Partners

Introduction

This document is owned and maintained by the Yahoo Accessibility Team and is for authorized external vendors and clients only and should not be shared publicly beyond each client. This information is presented to assist with implementation of accessibility best practices and provides useful resources regarding our expectations and the requirements of Section 6.7 of the <u>Vendor Master Terms and Conditions</u>. However, nothing in this document is intended to or shall amend, revise or alter the obligations in the <u>Vendor Master Terms and Conditions</u>.

Yahoo is committed to delivering accessible and inclusive products for all of our users and customers, including those with disabilities, who must be able to perceive, operate, interact with, and understand content and functionality. Yahoo digital experiences, which may have components built by vendors or other third parties, should be robust enough to be accessed across assistive technology platforms. If you have any questions about how to meet these expectations, please contact your Yahoo point of contact, after reviewing the resources below. Many reliable accessibility tools and consultants can assist you in meeting these expectations.

Yahoo follows the recommendations provided by the World Wide Web Consortium (<u>W3C</u>) and its Web Content Accessibility Guidelines (<u>WCAG 2.1</u> Level AA) including the following basic design and development requirements for products, platforms and services.

[Note: The "screen reader" software referred to below includes VoiceOver which is built into iOS and Mac OS; TalkBack on Android; and Narrator which is included with Windows; NVDA and JAWS are Windows-based screen readers which are separately available for download and purchase.]

Accessibility Expectations

- 1. All pages and tabs should follow a logical reading order. Content is separated into segments by headings and page titles.
- 2. Page elements are navigable by keyboard alone and can be accessed without using a mouse.
- 3. Links should be descriptive to ensure a user knows where the hyperlink will take them. (For example, instead of "read more," use "read more about investing" as

Marketing

Procurement



Industry Initiatives

Teach Access





Tech Industry + Academia + Advocacy

XR Access





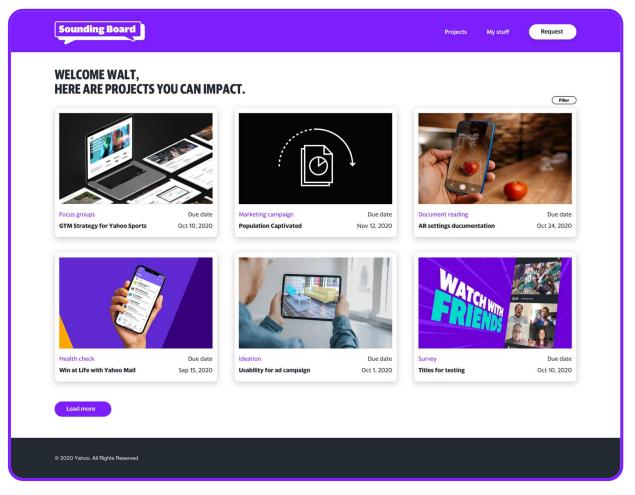






Sounding Board

How might we include a wider cross-section of diverse voices as a part of our product development process?





Comscore Changes

- Working to make audience tracking more inclusive
- New Audience Targets
 - Blindness
 - Speech Impaired
 - Deafness
 - Physical Disability or Handicapped
- Available to any company using





Accessibility & Product Inclusion in Product Development

Accessibility & Product Inclusion are ongoing processes that should be embedded into every step in the development life cycle from Ideation to Launch.





Positive Business Outcomes



Positive Business Outcomes Example

- 100% Captioning process
- Vendor Expectations for Accessibility
- Accessibility-Bug Program
- Product Ambassador program
- Diverse 2021 Yahoo Associate PM cohort
- Product feedback experimentation & User Insights Manager

Key Takeaways

Start Now



- Accessibility and Inclusion is everyone's job
- Include your users in the conversation and ensure diversity of representation
- Empower employees to easily implement Product Inclusion in their daily work

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