

Stronger Together: Accessibility & Product Inclusion at Yahoo

March 15, 2022

axe-con



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

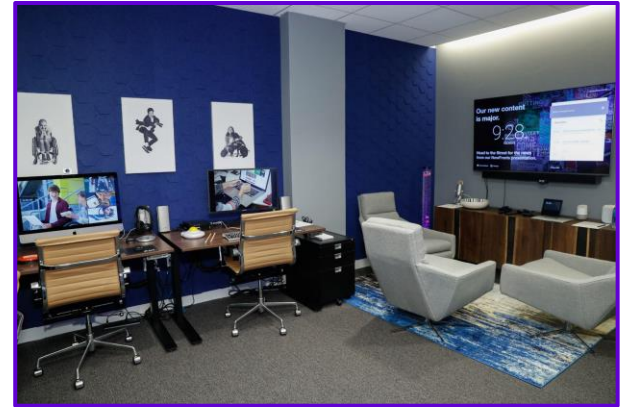
Sr. Product Manager,
Product Inclusion



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.

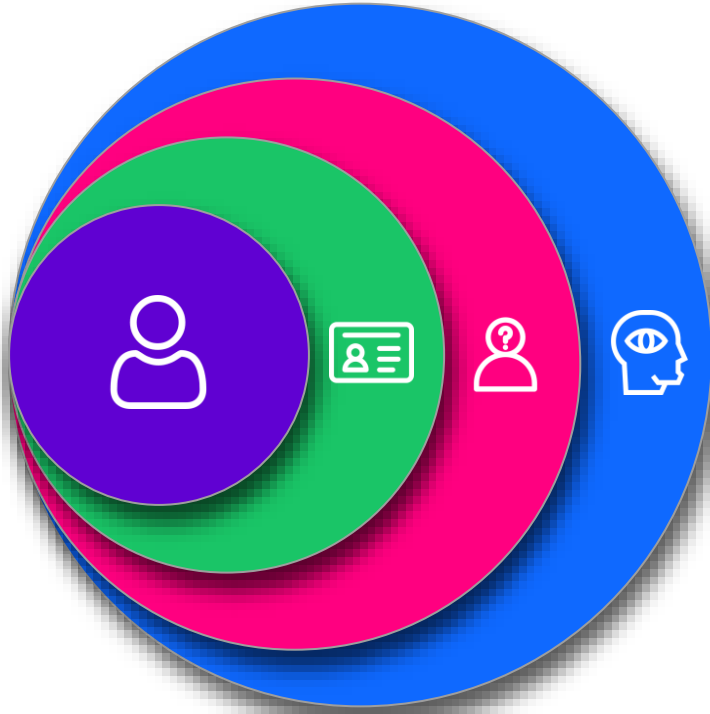
Accessibility makes products better for everyone.

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

Accessibility is One Dimension of Product Inclusion

Accessibility:

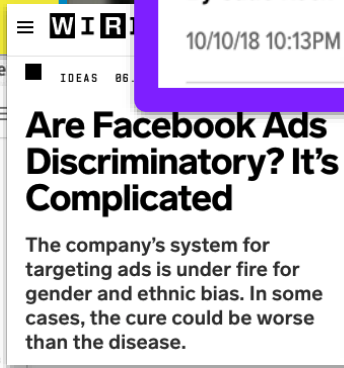
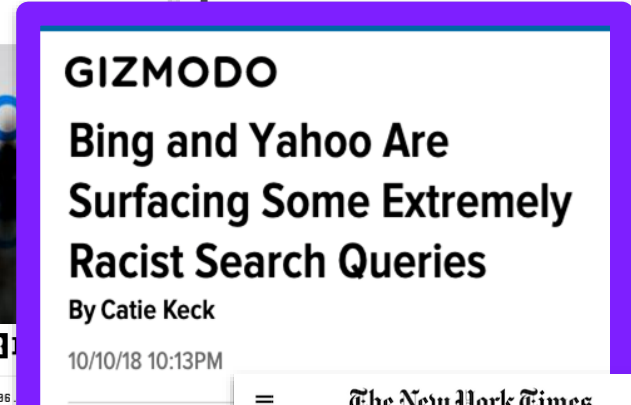
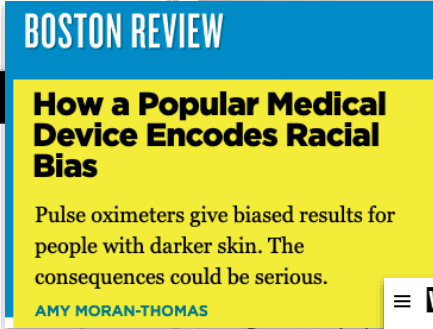
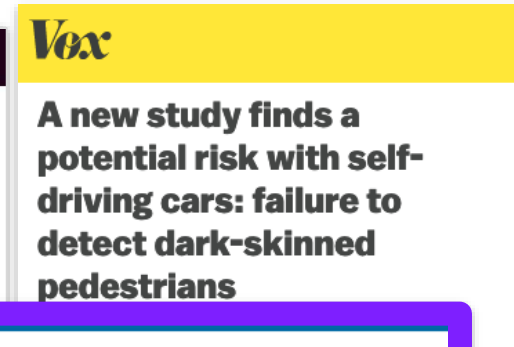
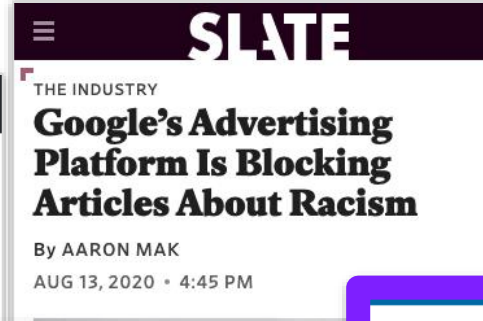
- Disability
- Assistive technology

Product Inclusion:

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



What could go wrong?



Why Should We Care?

The Social Reason

Do good



The Business Reason

User Growth & Engagement



Innovation



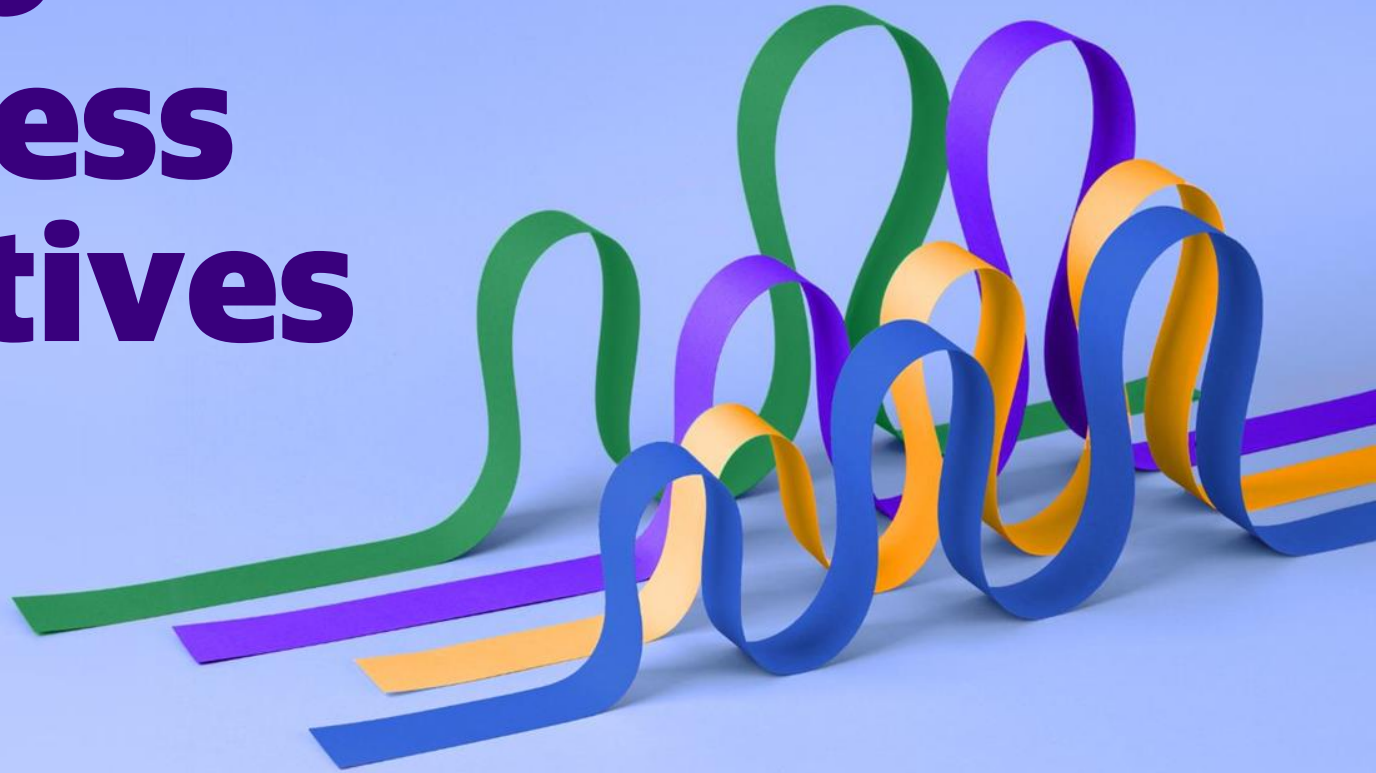
Brand Love



Protect the Business



Yahoo Business Initiatives



yahoo!

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.**”



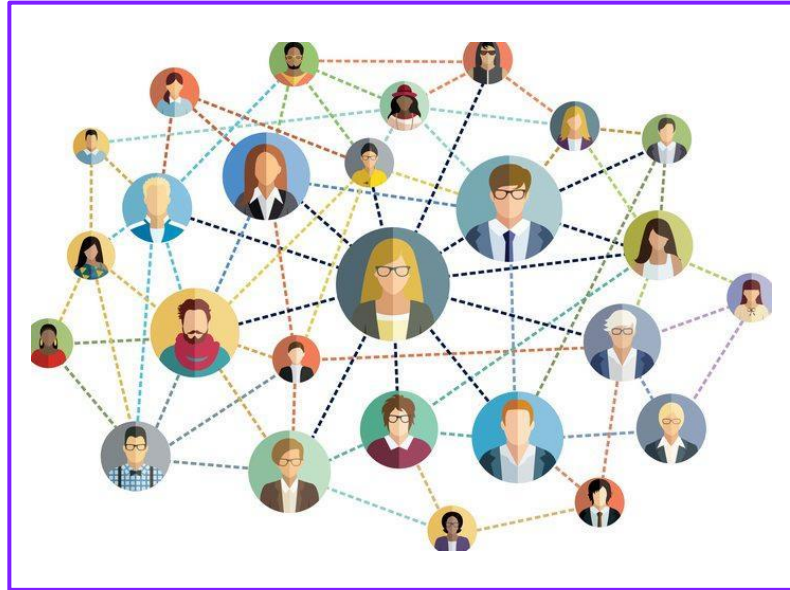
The Accessibility Council



Embedding Accessibility throughout Yahoo

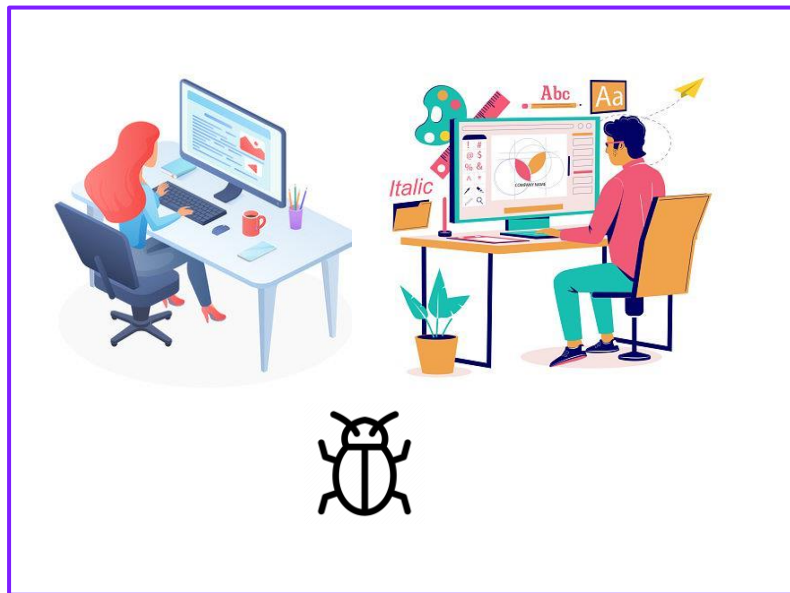


Human Resources



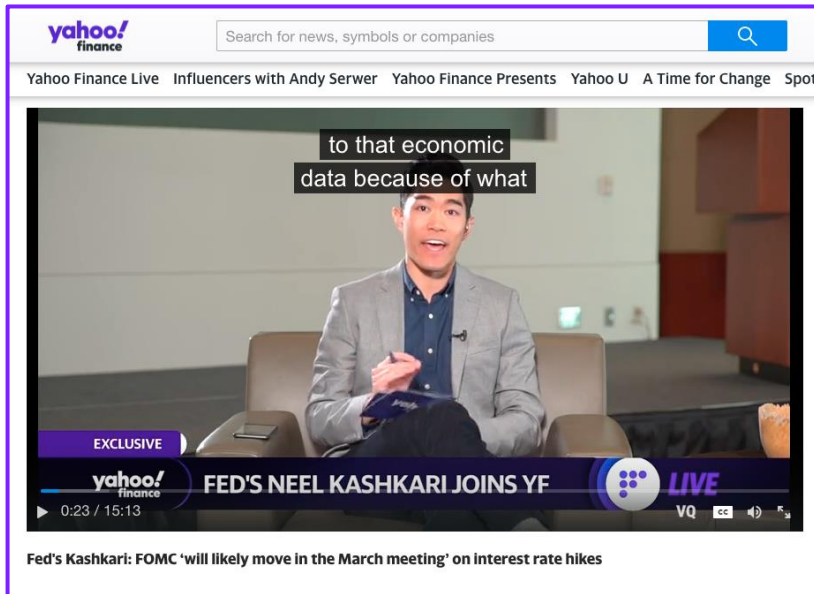
Internal Communications

Embedding Accessibility throughout Yahoo



Engineering & Design

yahoo!



Video Content

Embedding Accessibility throughout Yahoo

yahoo!/sports



Fantasy Football League draft.

0:05 / 4:31

VQ CC

Yahoo Sports' documentary short features All Blind Fantasy League

Marketing

yahoo!

yahoo!

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 [Vendor Master Terms and Conditions](#). However, nothing in this document is intended to or shall amend, revise or alter the obligations in the Vendor Master Terms and Conditions.

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 (W3C) and its Web Content Accessibility Guidelines (WCAG 2.1 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

Procurement

Industry Initiatives

Teach Access



+



+



Tech Industry + Academia + Advocacy

XR Access



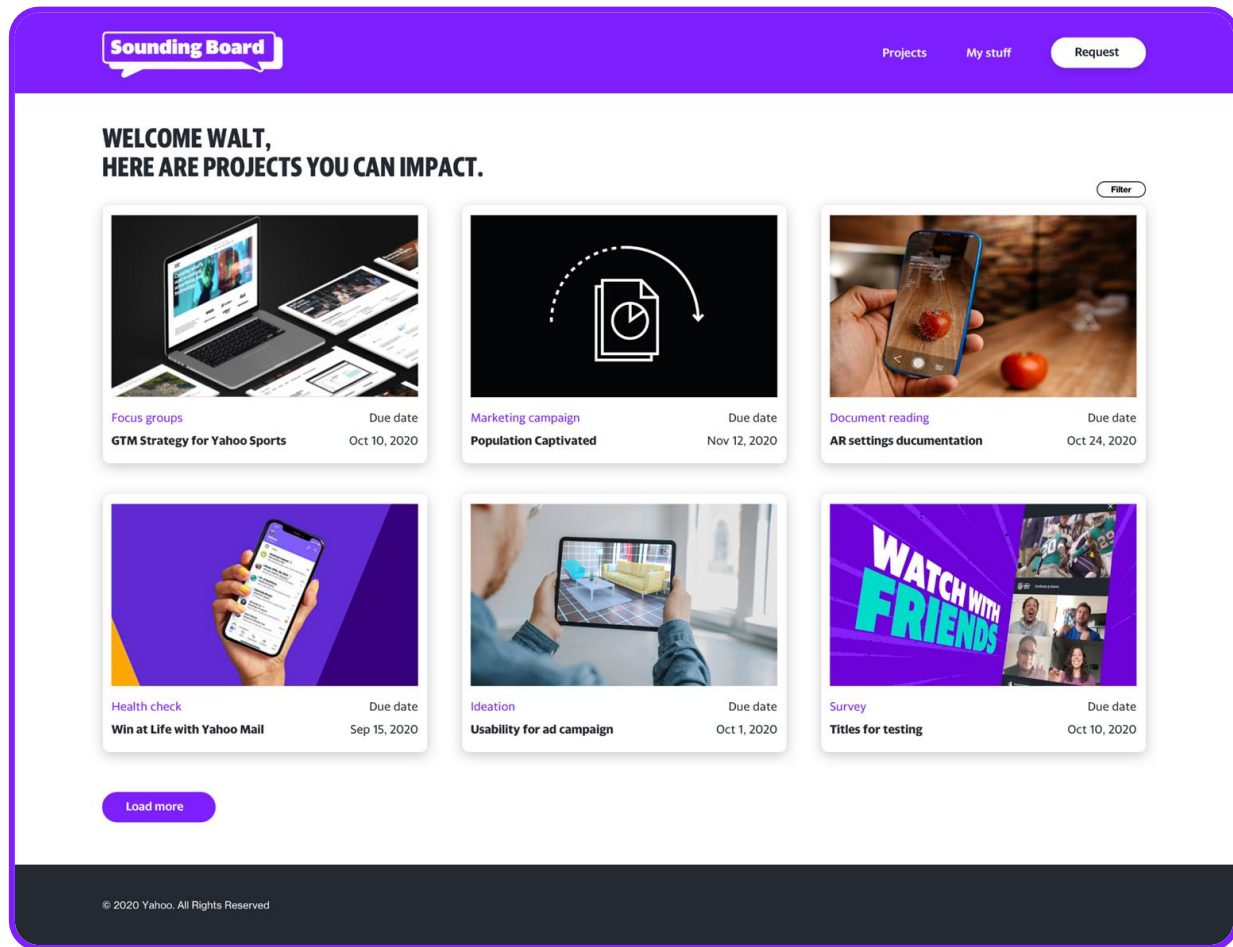
XR Access

Virtual, Augmented, & Mixed Reality for People with Disabilities



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**
Plan Metrix



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



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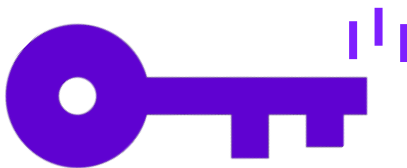
Positive Business Outcomes Example

- **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

Q&A

