Going from Zero to One in Accessibility

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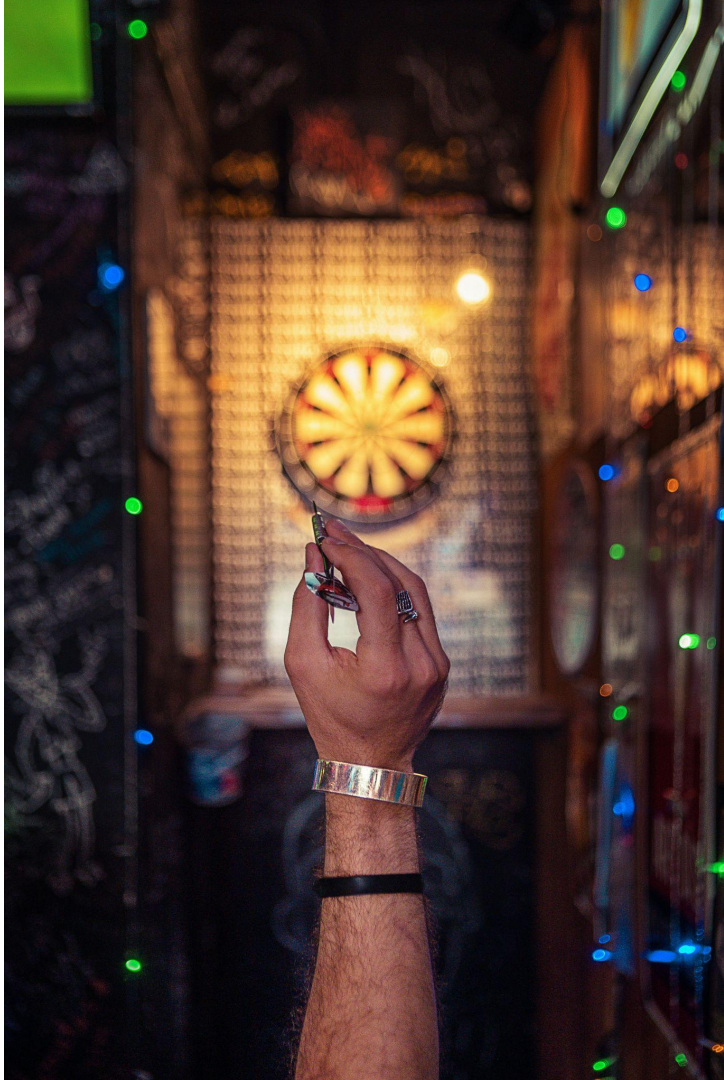
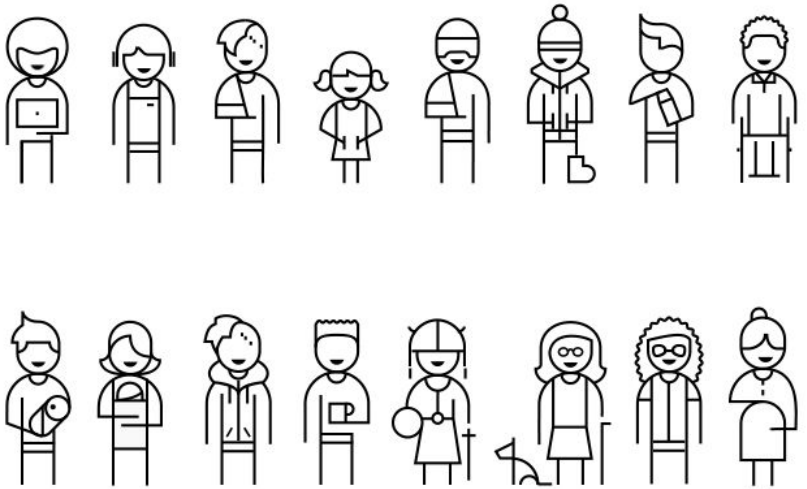
GOAL

Empower you to take the first step to kick-start accessibility for your organization



Accessibility is the work we do to ensure that products are robust and usable by people with disabilities.



Are you an advocate for building accessible products, but struggle to lead the charge?

Practical steps to kick-start accessibility for your organization

1. Understand and embrace disability culture
2. Present accessibility in the context of your product & users
3. Identify & assemble accessibility champions
4. Integrate accessibility from the beginning in your process
5. Influence leadership to invest in accessibility

1

Understand & embrace disability culture

Person-first

Person-first language emphasizes the person, rather than focusing on the person's disability.

Examples

- A person with autism
- An individual who's deaf
- A person who's blind

Identity-first

Identity-first language is rooted in the idea that all people have physical, sensory, intellectual or psychological limitations, and they only become disabilities when society fails to take them into account and include or accommodate them.

Examples

- An autistic person
- Deaf person
- Blind person

Avoid Ableist Language

Don’t	Do
“This movie is lame.”	“This is a bad movie.”
“This is retarded.”	“This doesn’t make sense.”
“Don’t be a moron.”	“Don’t be ignorant.”
“The blind leading the blind.”	“No one knows what’s going on.”
“His idea fell on deaf ears.”	“They ignored his ideas.”

Be intentional about including people with disabilities

- Model disability-inclusive language
- Include in your process
  - Inclusive user stories
  - Inclusive research
  - Direct quotes from people with disabilities
- Paint a realistic picture of what disability entails, but don’t dramatize it.

2

Present accessibility in the context of your products & users

“I use voice search to search and shop for products on your website”

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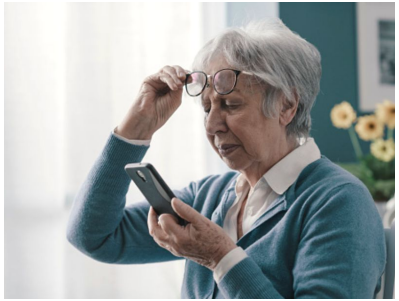
Permanent

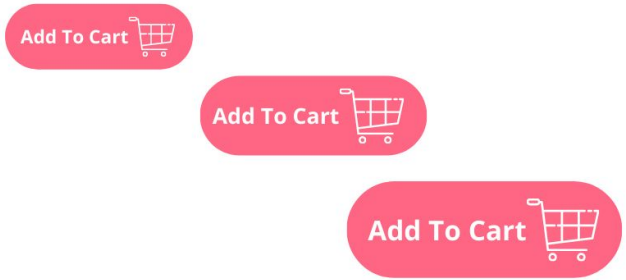


Temporary

Situational

Position accessibility in the context of business critical workflows

“Add to cart button is not accessible via Keyboard. This blocks 10% of customers (with an estimated spending power of $15 billion USD) from completing a purchase on the website”

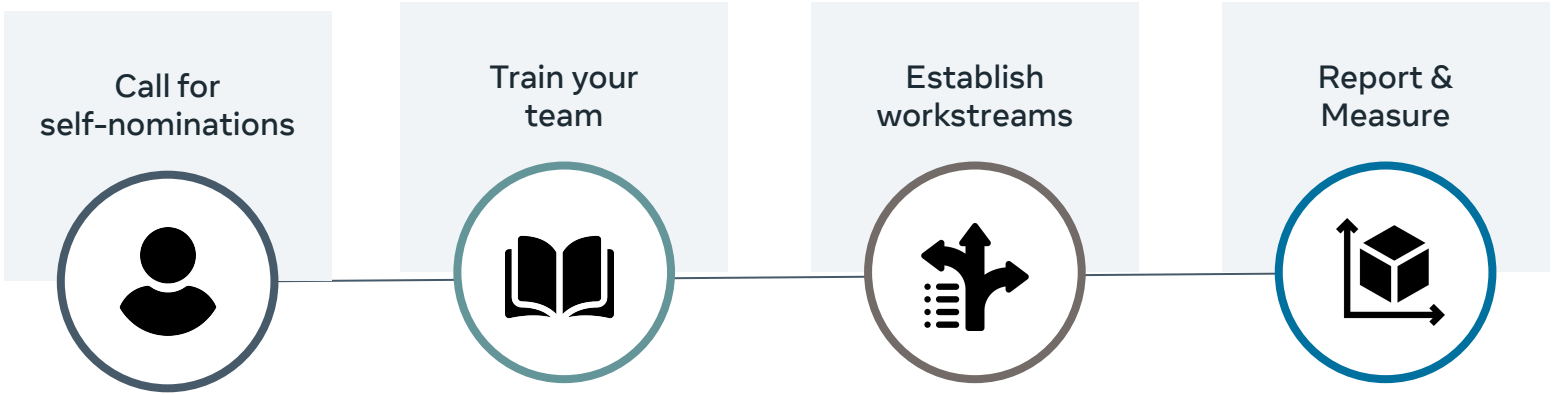


3

Identify & assemble accessibility champions

Acknowledge accessibility is not a one person job

Enable like-minded people to contribute to accessibility



4

Integrate accessibility from the beginning in your process

Integrate accessibility from the beginning

Accessible project brief, Inclusive user stories and AX pre-research

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Accessible project brief, Inclusive user stories and AX pre-research

Inclusive Research, AX Design Specs

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Inclusive Research, AX Design Specs

Support Engineering in implementing AX specs

Integrate accessibility from the beginning

Accessible project brief, Inclusive user stories and AX pre-research

Inclusive Research, AX Design Specs

Support Engineering in implementing AX specs

AX Audit, QA tests

Integrate accessibility from the beginning

Plan	Design	Develop	Validate	Ship
Accessible project brief, Inclusive user stories and AX pre-research	Inclusive Research, AX Design Specs	Support Engineering in implementing AX specs	AX Audit, QA tests	AX Launch Readiness check

Integrate accessibility from the beginning

Plan	Design	Develop	Validate	Ship	Maintain
Accessible project brief, Inclusive user stories and AX pre-research	Inclusive Research, AX Design Specs	Support Engineering in implementing AX specs	AX Audit, QA tests	AX Launch Readiness check	QA tests

5

Influence leadership to invest in accessibility

Demonstrate Impact

- Conduct a cross-team bug bash to identify and resolve low-hanging accessibility issues.
- Make cross-functional members an ally.
- Organize brown bag sessions with accessibility experts to highlight design practices that can be leveraged to build accessible products.

Make a business case

- Make a business case by focusing on decisions that will improve overall product experience.
- Share case studies of companies that have incurred/avoided accessibility related lawsuits.
- Organize activities to nurture an inclusive mindset to inspire.

Building a culture of Accessibility within your team takes more than just advocacy.

It requires influencing people, shattering misconceptions, embracing technology and adopting an inclusive mindset in everything you do.

Take the first step to kick-start accessibility for your team.

If not you, then who?
If not now, then when?

Let’s connect!

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