Incorporating Accessibility into SEQ Usability Testing
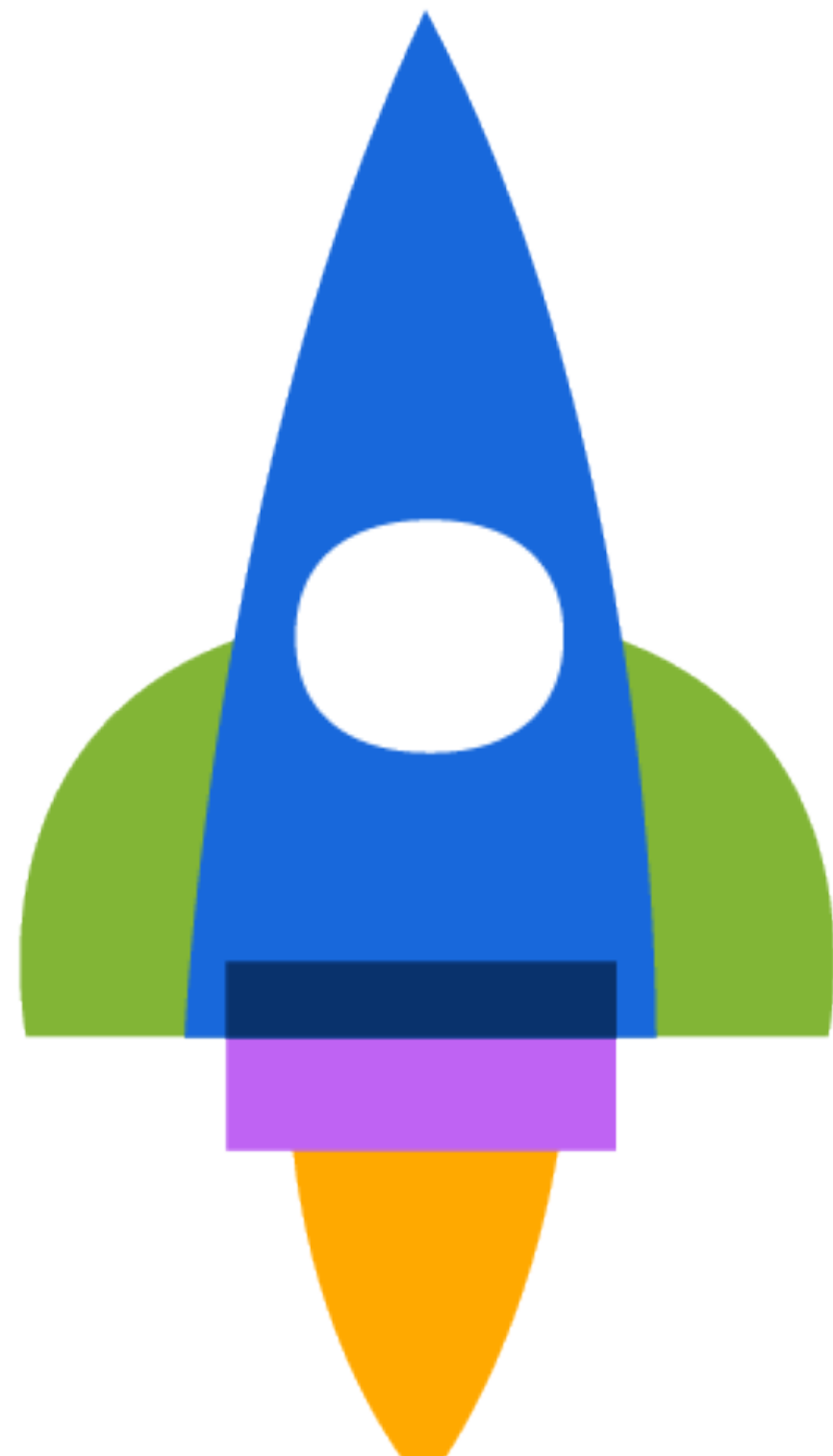
Axe-Con 2025

RT Rebecca Topps
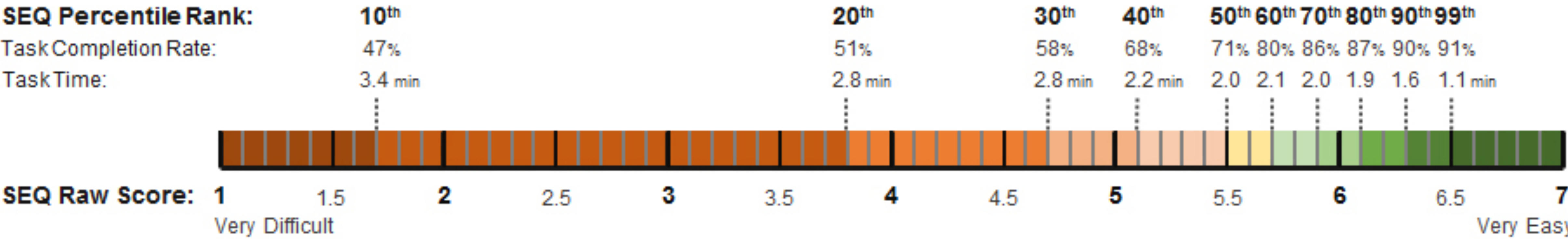Senior Researcher

AW Alison Williams
Lead Researcher

In 2023, we kicked off an ease of use Program at Atlassian!

Single Ease Question (SEQ)

SEQ Percentile Rank:	10th		20th	30th	40th	50th	60th	70th	80th	90th	99th
Task Completion Rate:	47%		51%	58%	68%	71%	80%	86%	87%	90%	91%
Task Time:	3.4 min		2.8 min	2.8 min	2.2 min	2.0	2.1	2.0	1.9	1.6	1.1 min

SEQ Raw Score: 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7

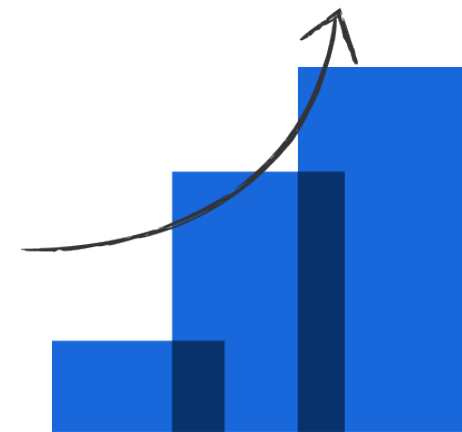Very Difficult   Very Easy
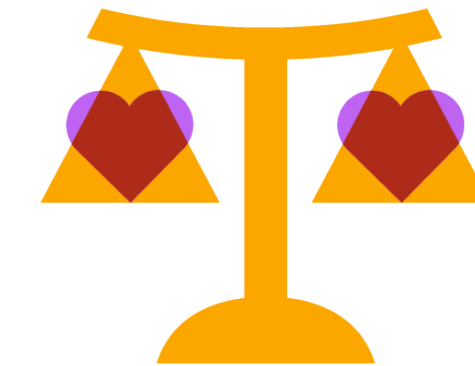
Achievements in FY24

Teams across the business tested a total 549 tasks

Teams who ran the full cycle: test, iterate, re-test, showed huge gains

A11y SEQ started first in one of our early usability projects of 2023

A11y SEQ pilot for Jira Software Onboarding

#	Task	Task completion	AT SEQ score *(current report)*	Non-AT SEQ score
1	**Name board**	4/4 participants	**5**	4.7
2	**Add & reorder columns**	2/4 participants	**2.5**	5.1
3	**Delete column**	3/4 participants	**2.75**	5.4
4	**Updating fields (adding, editing, & removing)**	0/4 participants	**0**	2.4
5	**Reordering fields**	3/4 participants	**3**	6.7

A11y SEQ in Confluence shows huge gains

Task & scores	Commentary
5.0 Overall project score: • **5.5** Create content • **5.0** Insert content • **5.0** Refer content • **6.0** Update referred content • **3.5** Convert list into element • **5.0** Text into element • **4.0** Modify the element **Environment:** sandbox	**Task/journey:** Confluence Editor Accessibility [Set 1 - Basic editing tasks] **Key Learnings:** • The initial basic editing tasks (tasks 1-4 and 5), which asks users to paste and edit text, all had a 100% completion rate and average scores of 5 or above. • However, as tasks became complex, (tasks 5 and 7 - convert text into action items and paste an image), completion rate was 50% and scores declined below 4 out of 7. ○ The lack of instructions and keyboard shortcuts for screen reader users affected scores in tasks 5 and 7. • Three participants said they initially avoided editing or creating Confluence pages at work due to past negative experiences. Editing was impossible a few years ago because the editor was inaccessible on server and Cloud products. **Actions:** • We worked closely with the Confluence Editor design team throughout the A11y SEQ testing, and provided the detailed findings and suggested next steps to the team. •

"

I'm gonna repeat the fact that, this is really encouraging to see [in Confluence]. And I think that actually we are really talking about small changes because I've had one pretty amazing experience here that I did not expect!

A11y SEQ Key Initiatives

01
Established an A11y research panel

02
Revised existing research processes

03
Collaborated with product teams

04
Collaborated with the A11y QA team on manual testing
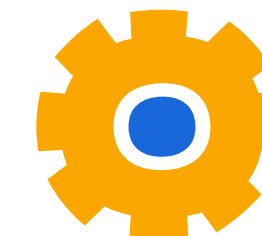
Inclusive Research Processes

Established an A11y research panel with User Interviews

Made sure the screener and consent forms were accessible

**Asked participants about Assistive technology and Accomodations**

Ran accessibility automated (or manual) testing on all SEQ research tasks
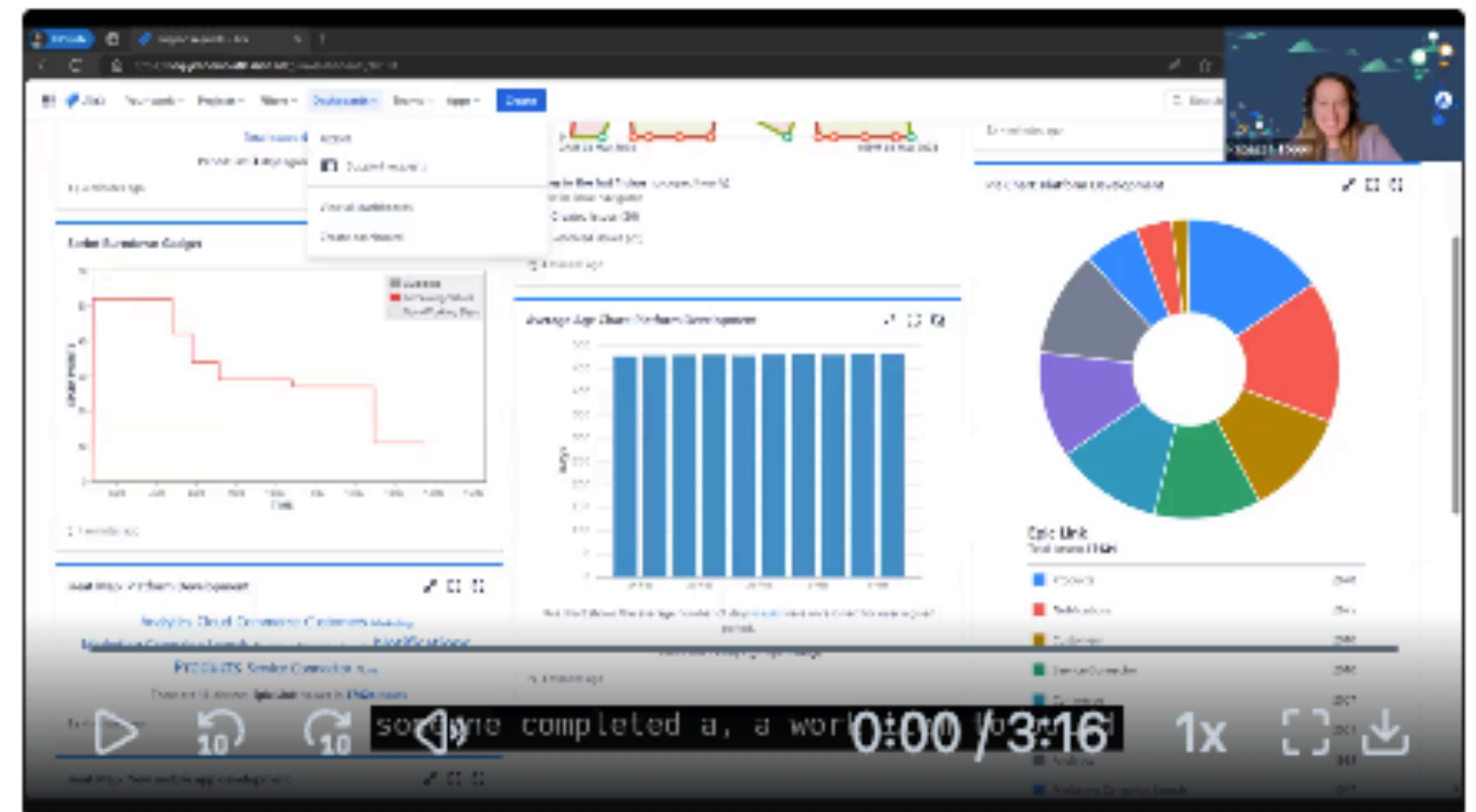
"It is really important that when you're working with screen readers, you use the terminology that the screen reader needs to find in order to get people to have the results that you're actually looking for [in the task wording].

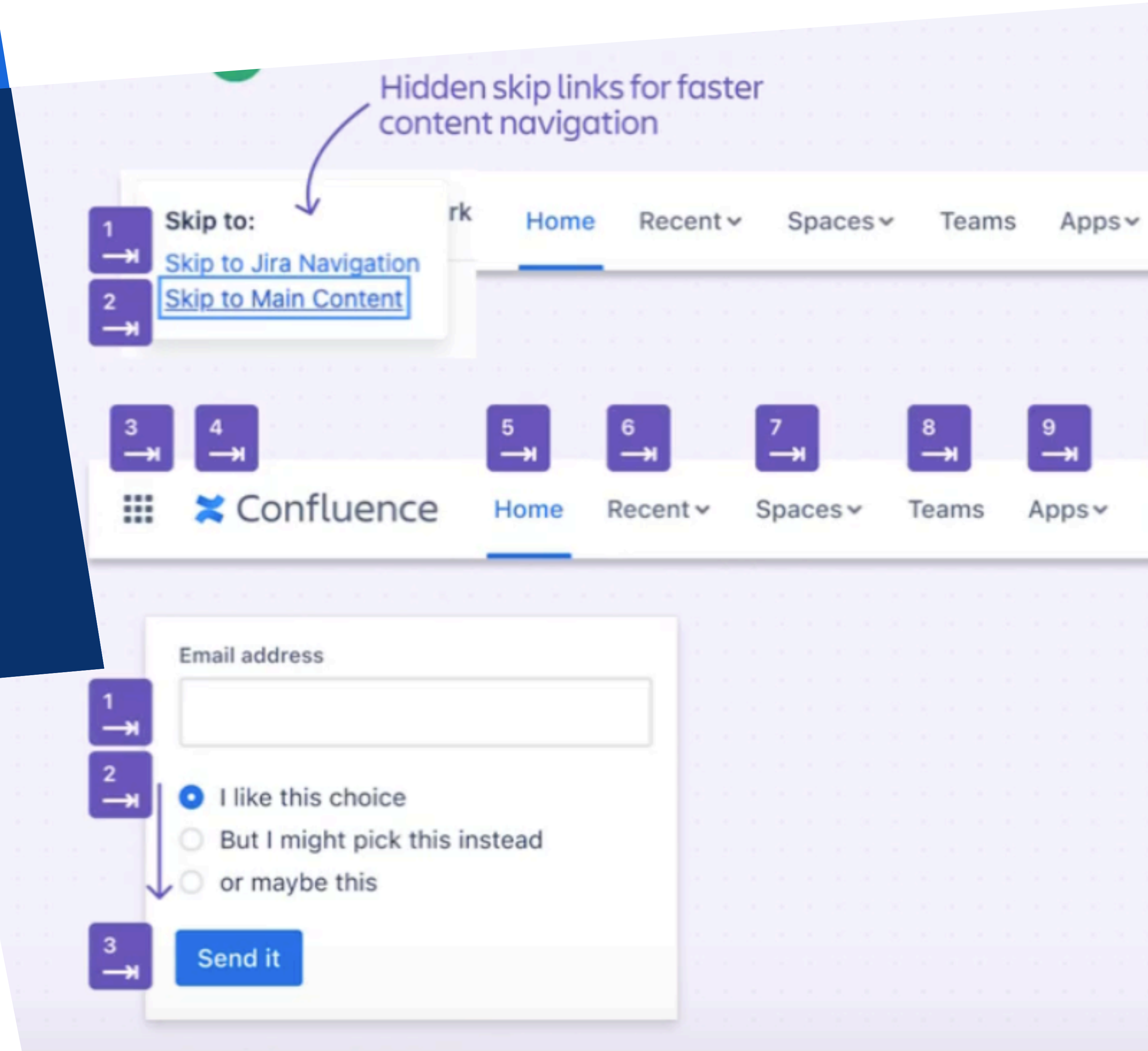# Including accessibility findings in SEQ reports
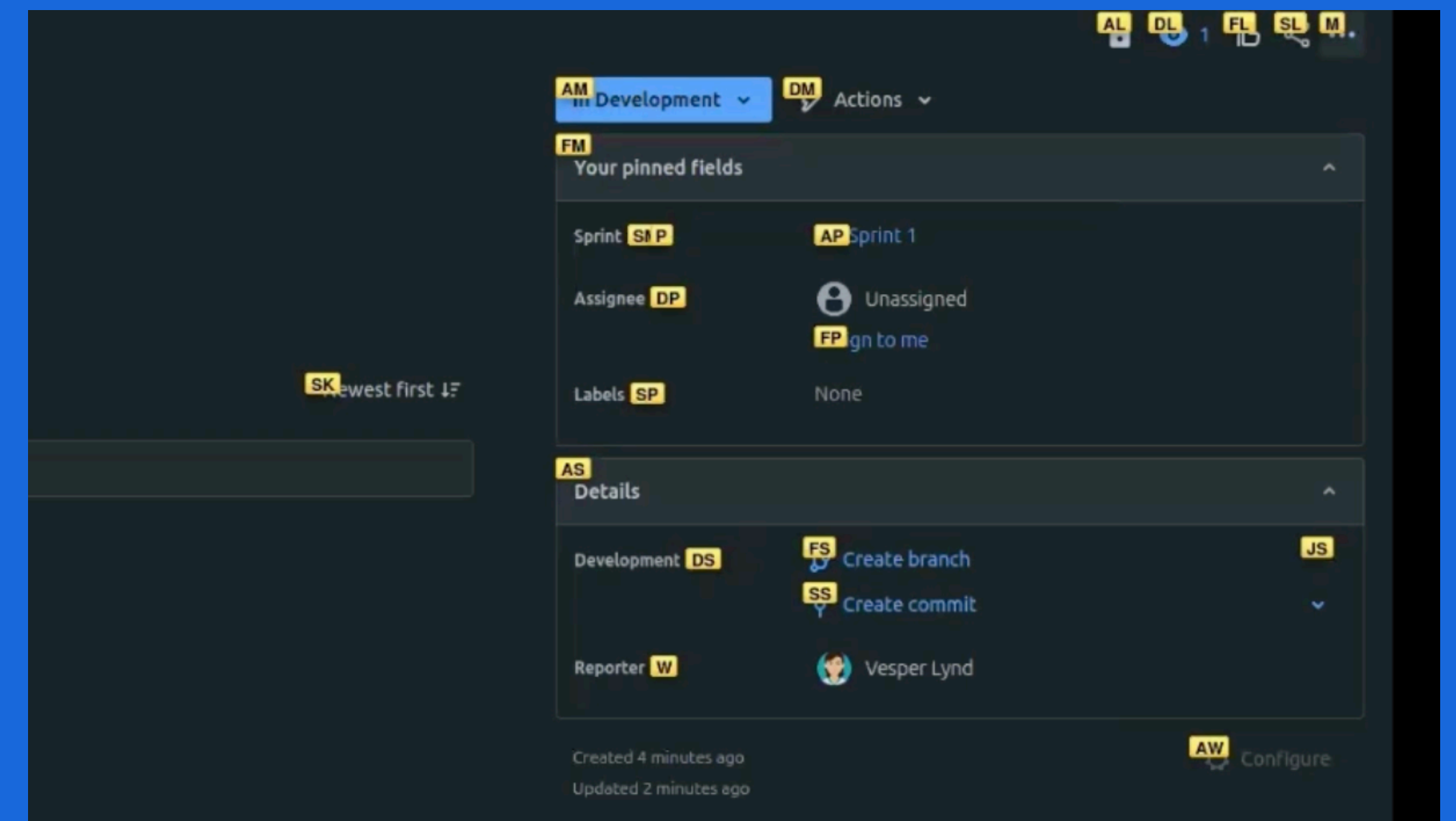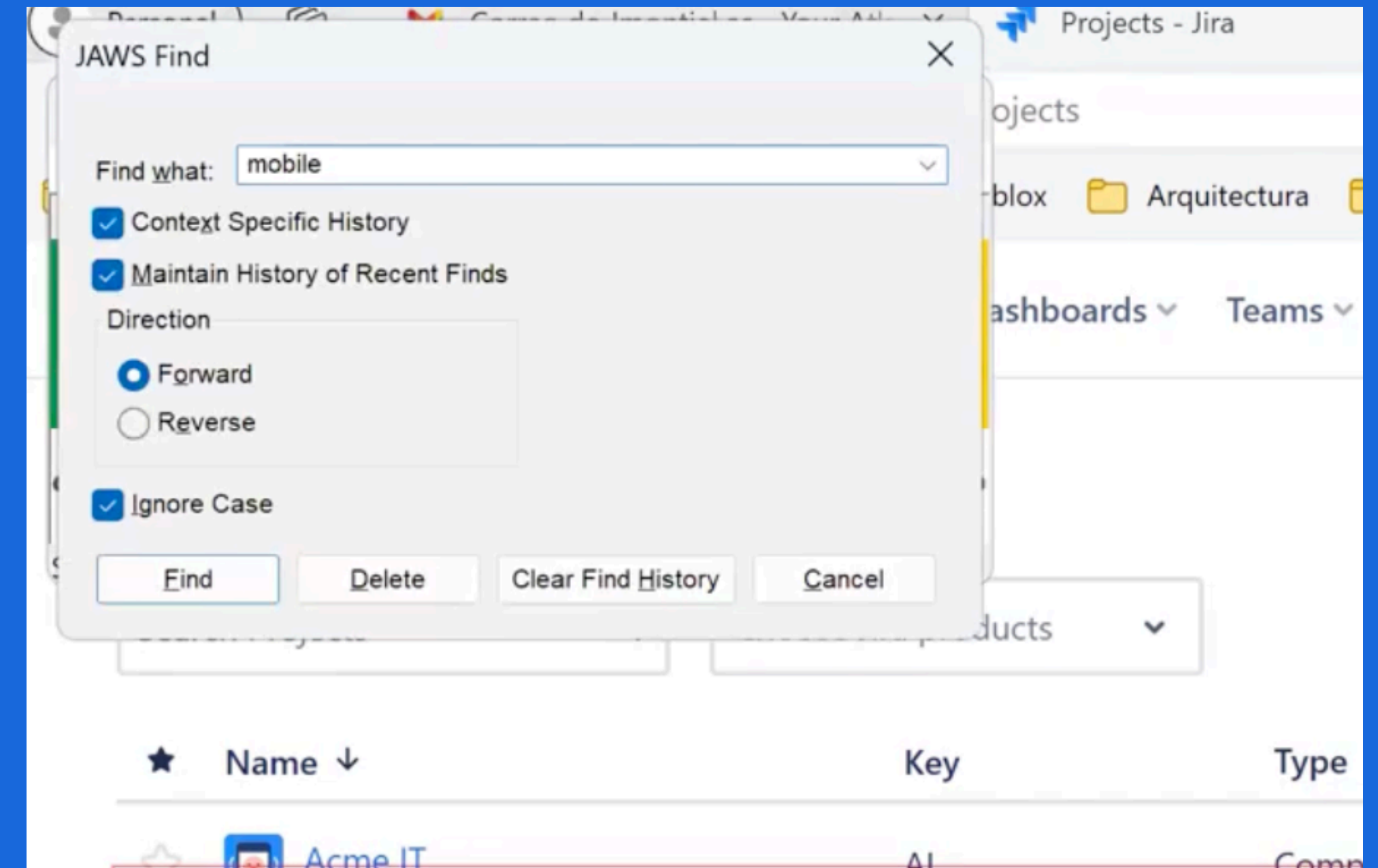
Including accessibility findings in SEQ reports

> "A lot of the time I have to ask my sighted colleagues what I am supposed to be understanding and what is on the dashboard... understanding isn't the same as somebody who is seeing it. So, if we could do something that parallels that understanding but non-visually that would help."
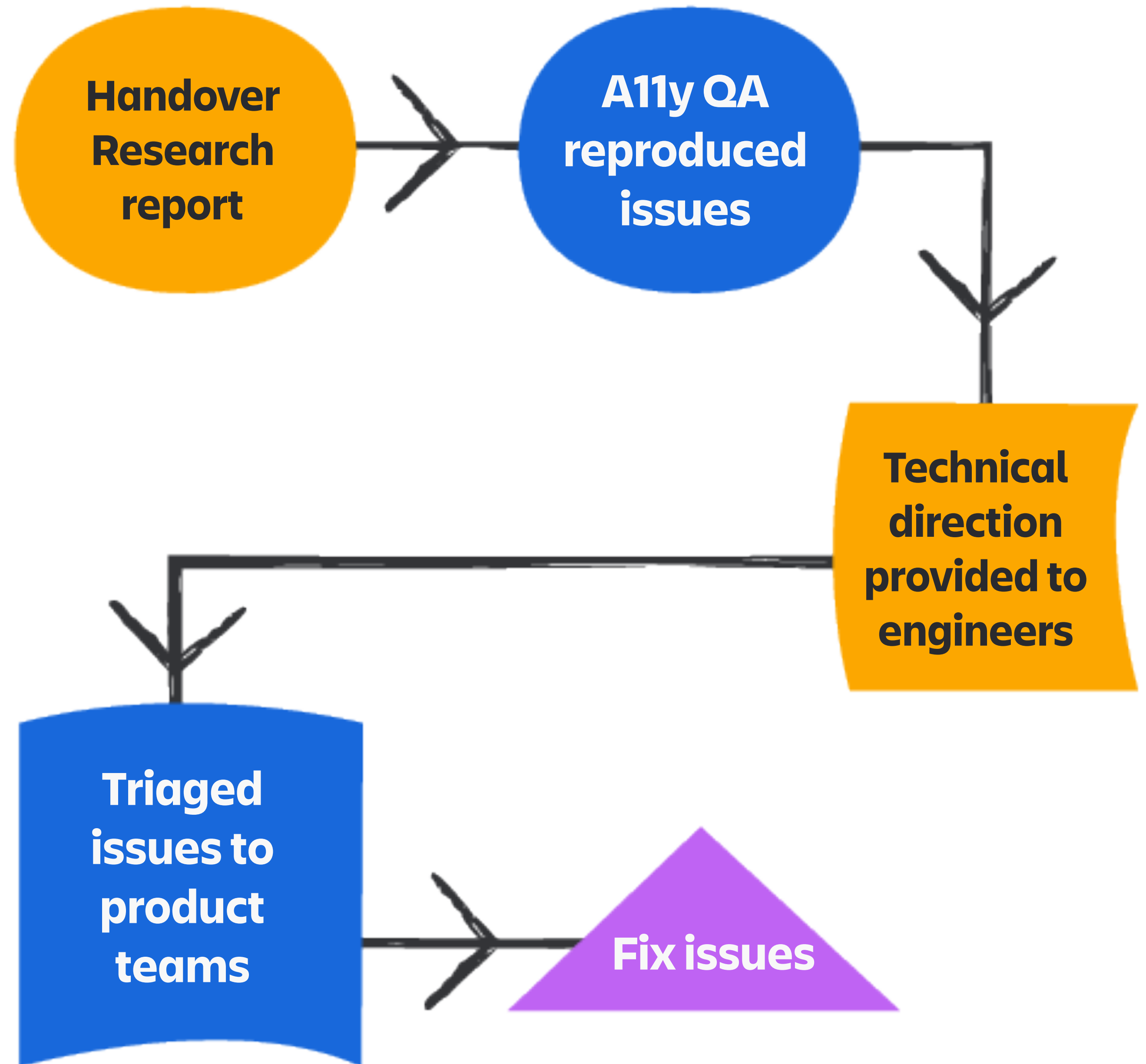
Accessibility Annotations in Figma

Hidden skip links for faster content navigation

Skip to:

Skip to Jira Navigation
Skip to Main Content

rk Home Recent ˅ Spaces ˅ Teams Apps ˅

1
2
3 **4** **5** **6** **7** **8** **9**

⊞ ✖ Confluence Home Recent ˅ Spaces ˅ Teams Apps ˅

1
Email address

2
● I like this choice
○ But I might pick this instead
○ or maybe this

3
Send it

Research and Accessibility QA Partnership

A11y Issue Repo + Fix Process

Handover Research report

A11y QA reproduced issues

Technical direction provided to engineers

Triaged issues to product teams

Fix issues

Building products that are usable for everyone

ATLASSIAN

Thank you!