Organizational Scaffolding for Accessible Design and Content

Rob Carr
WebAIM.org
Website (Re-)design

- Internal client(s)
- Marketing/brand management
- Designers
- Information Technology
- Content contributors
- Target audience
- Organizational leadership
Structural Support
Acceptable Slowing Down

New Website

Implementing accessibility
Accessibility Skills are Just New Skills
Making Time

• Need more when skills are brand new
• Project managers need to support project teams
• Product managers need to support project managers
• Senior leadership needs to support product managers
Accessibility in Product and Projects

• Integration points
  – Product management
  – Project management
  – UX design
  – Content
  – Web dev
Foundation: Inclusive Personas

• Focus on humans
• Increase awareness of what’s needed and possible
  – Assistive technology use
  – Varied interactions
• Example
  – Stanford University inclusive personas
• Make accessibility a norm
• Also: inclusive UX research
Ripple Effect

- Inclusive mindset
  - Design
  - Dev
  - QA
    - Accessibility as a desired skill
    - Accessibility skill building and professional development
  - Incentives to improve
    - Better products
Shift Left: Accessibility in Design

- Addresses accessibility early in the design
- Gets more people involved
- Identify difficult interactions and visuals
  - Before they’re loved
- Reduce chances that troublesome design goes live
Accessibility in Design Artifacts

• Wireframes
  – Function, structure

• Mockups
  – Color, link styling

• Prototypes
  – Above combined, possibly more detailed

• Figma demo

• Make accessibility a norm
Accessibility in Design Systems

- Provides accessible components and patterns
- Can be a cross reference for artifact annotations
  - Scaffolding for sustainable, scalable practice
- Makes accessibility a norm
- Examples
  - U.S. Web Design System
  - ARIA Authoring Practices Guide
Accessibility in Content

• Put accessibility where people seek information
• Style Guides
• Brand Management
• Examples
  – Digital.gov Style Guide
  – MailChimp Writing for Accessibility
  – University of Alabama at Birmingham Color Palette
• Make accessibility a norm
Thank You!

webaim.org

• E-mail discussion list
• Monthly newsletter
• Tutorials, articles, and resources
• Blog
• Conference August 27-28