

Organizational Scaffolding for Accessible Design and Content



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Website (Re-)design

- Internal client(s)
- Marketing/brand management
- Designers
- Information Technology
- Content contributors
- Target audience
- Organizational leadership

Structural Support



Acceptable Slowing Down

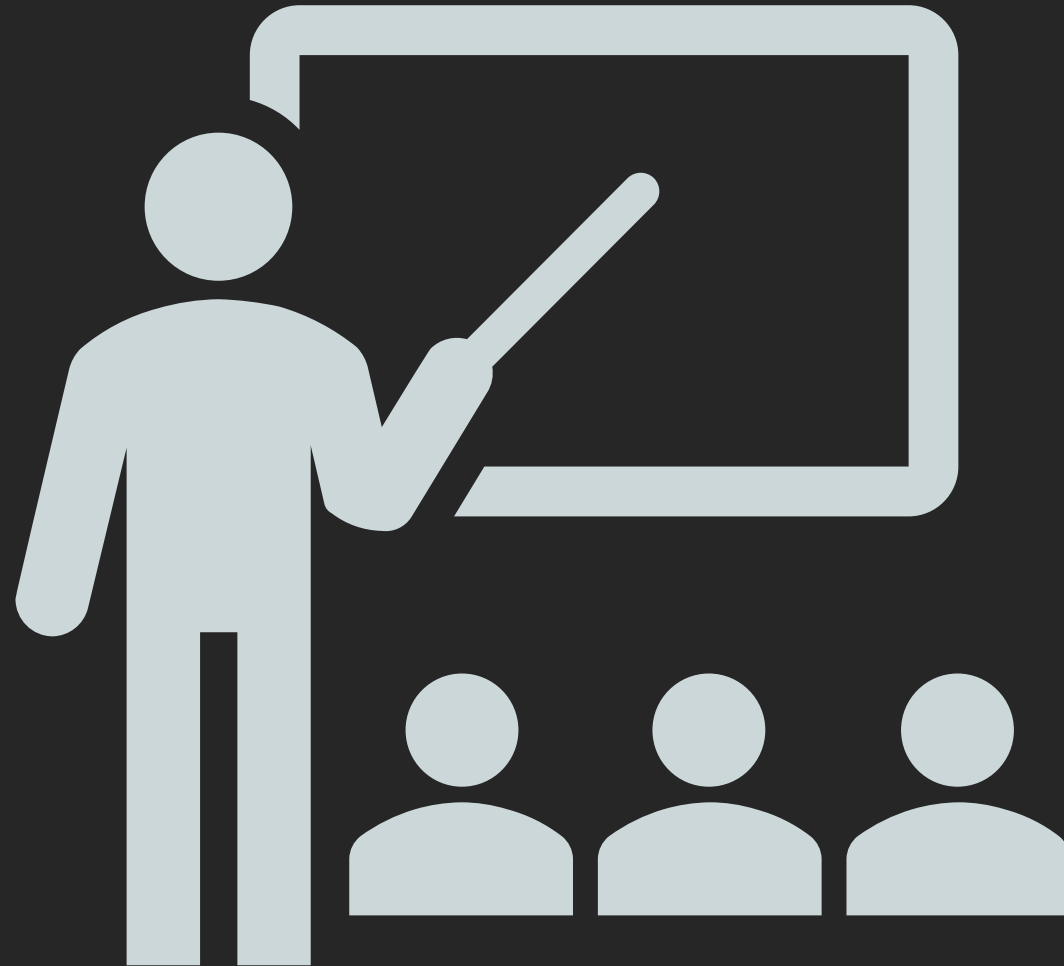
New Website



**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

