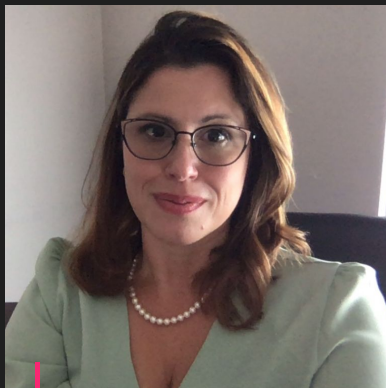




How Project Management Empowers Accessibility

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HubSpot



Google Analytics



DMA



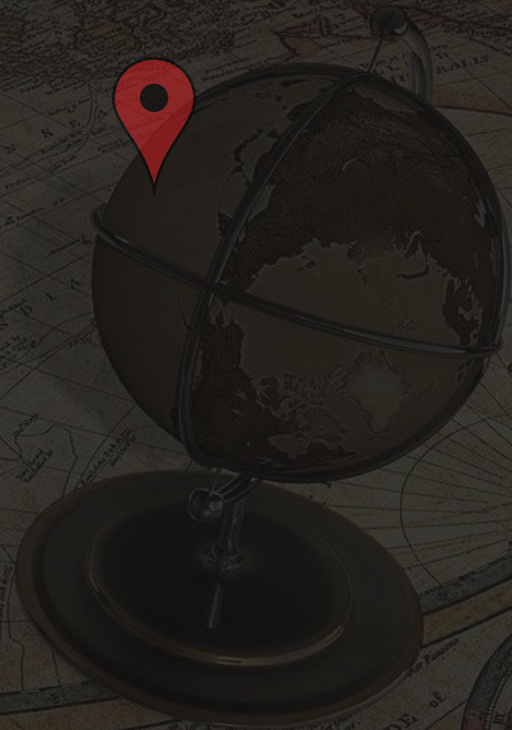
@dbungard

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We Are Here



Assuming Positive Intent

You're here.

You're already making a difference.

Go Away!

An inaccessible site:

- says this to 20-25% of users & their stakeholders
- may communicate this to search engines, lowering rankings



We Get It



Managers are Juggling a Lot

As managers, we are no stranger to the whirlwind that can come our way! Balancing team needs, client needs, budgets, and more—we recognize that there is a lot to do.

Rest Easy



We'll break this down to fit into your process


Plan for Accessibility



A vibrant, surreal park scene. A yellow brick path leads from the foreground into the distance, flanked by lush green trees and a field of pink tulips. A rainbow arches over the path, and a pair of red high-heeled shoes sits on the grass in the lower left. The scene is bathed in bright, warm light, creating a magical atmosphere.

Building this into the planning process guides your way

World Economic Forum, Digital Transformation Initiative Executive Report



Our ‘Definition of Done’ needs to include passing accessibility requirements.

Accessibility is part of how we define success.

But how?

Ask Questions

You see all the pieces of the puzzle as they are being created. By asking questions of your team along the way, you can ensure accessibility does not fall off the radar.

Estimation Allowances

Create a sheet of how long different accessibility tasks are taking your team—highs and lows. Start adding hours to estimates that need a bit more time. *This includes your strategy and design time, too!*

Timeline & Forecasting Adjustments

Once you see the bigger picture and have updated your estimates, you can start forecasting your teams' time and build your accessible processes into your timelines—allowing stakeholders to see accessibility as just part of your process



Sample Questions



Strategy

Do your personas have inclusive representation?

Are there specific target demographics which would benefit from AAA consideration?



Design

Are common brand color combinations visually accessible?

Do provided designs have target size, line spacing, etc. considered?



Development

Are there third-party forms which are embedded with inaccessible script?

Is there time in QA for accessibility testing?

Personas



Name: Professor Marvel

Age: 68

Occupation: Fortune Teller

Marital Status: Single

Household Income: Small

Hobbies: ASL Meetup Organizer

Find U.S. disability statistics in 3 easy steps

STEP 1

1 Select a Statistic

Individual Statistics

American Community Survey

- Prevalence
- Employment Rate
- Not Working but Actively Looking for Work
- Full-Time / Full-Year Employment
- Annual Earnings
- Annual Household Income
- Poverty
- Supplemental Security Income (SSI)
- Educational Attainment
- Veterans Service-Connected Disability
- Health Insurance Coverage

Current Population Survey

- Prevalence
- Labor Market Activity
- Employment
- Household Income
- Poverty

EEOC Charge Data

- State Level Reports on Common Issues and Bases
- Compare the Most Common Bases Cited Across States
- Compare the Most Common Issues Cited Across States
- Charge Rate Comparison by State

STEP 2

2 Adjust Search Filters

Search Form

Source: American Community Survey (ACS)

Statistic: Prevalence

Gender: Males

Disability Type: Hearing Disability

Age: Ages 18-64

Race: White

Education: all education levels

Hispanic: Non-Hispanic

Value: Percentage

Year: 2018

Search

Written Description

Description of Statistics

In the year 2018, an estimated 2.9 percent (plus or minus 0.06

STEP 3

3 Review Results

Map

Prevalence Estimate

The percentage of non-institutionalized, males, ages 18-64, white, non-hispanic, with all education levels in the United States reported a hearing disability in 2018.

© 2021 Cornell DisabilityStatistics.org

Table

Prevalence:
The percentage of non-institutionalized, males, ages 18-64, white, non-hispanic, with all education levels in the United States reported a hearing disability in 2018.

Location	Estimate (%)	90% MOE	Base Population	Sample Size
United States	2.9 ± 0.06		59,425,000	619,247

Brand Colors

Contrast Grid

Test many foreground and background color combos for compliance with [WCAG 2.0 minimum contrast](#).

Include one color per line, with an optional comma-separated label.

Rows & Columns

#FFFFFF, White
 #F2F2F2
 #DDDDDD
 #CCCCCC
 #888888
 #404040, Charcoal
 #000000, Black
 #2F78C5, Effective on Extremes
 #0F60B6, Effective on Lights
 #398EEA, Ineffective

Use distinct rows & columns values

Tile Size

S (80×80)	M (100×100)	L (150×150)
--------------	----------------	----------------

Background \ Text	#FFFFFF	#F2F2F2	#DDDDDD	#CCCCCC	#888888	#404040	#000000	#2F78C5	#0F60B6	#398EEA
White #FFFFFF		Text DNP 1.1	Text DNP 1.3	Text DNP 1.6	Text AA18 3.5	Text AAA 10	Text AAA 21	Text AA 4.5	Text AA 6.2	Text AA18 3.3
#F2F2F2	Text DNP 1.1		Text DNP 1.2	Text DNP 1.4	Text AA18 3.1	Text AAA 9.2	Text AAA 18.7	Text AA18 4	Text AA 5.5	Text AA18 3
#DDDDDD	Text DNP 1.3	Text DNP 1.2		Text DNP 1.1	Text DNP 2.6	Text AAA 7.6	Text AAA 15.4	Text AA18 3.3	Text AA 4.5	Text DNP 2.4
#CCCCCC	Text DNP 1.6	Text DNP 1.4	Text DNP 1.1		Text DNP 2.2	Text AA 6.4	Text AAA 13	Text DNP 2.8	Text AA18 3.8	Text DNP 2.1
#888888	Text AA18 3.5	Text AA18 3.1	Text DNP 2.6	Text DNP 2.2		Text DNP 2.9	Text AA 5.9	Text DNP 1.2	Text DNP 1.7	Text DNP 1
Charcoal #404040	Text AAA 10	Text AAA 9.2	Text AAA 7.6	Text AA 6.4	Text DNP 2.9		Text DNP 2	Text DNP 2.2	Text DNP 1.6	Text AA18 3

Estimations



Ok, this really **doesn't need to be scary!** We've all had to account for a certain level of the "unknown" before, and this time you have data. Your team has had to rework wireframes, test functionality with new technologies, etc. This will be a learning process, but allow room for this in your budgets from the first estimate you send your client to help everyone plan for an accessible web presence.

Forecasting & Roadmapping

You're already scheduling your team each week, accounting for both knowns and unknowns. Build the time into your roadmap from the start so that it's not an add-on (or perceived as scope creep) later.





Build it into your current plan, don't add extra milestones.



Watch out for Flying Monkeys

Where to look

You're already looking for potential pitfalls in your plans and trying to reduce risk for your client, your team, and the project's health.

Learning common accessibility areas of concern will help you avoid the flying monkeys.



Common Problem Areas

Creating an accessible user journey can have so many speed bumps. Here are a few, but there may be more. Talk this through with your team.

Navigation: Will mega or expanding menus work for keyboard only users?

Forms: Labels! Aria! Alerts! Focus! SO many pitfalls—take your time.

Headings: Match order to style for optimal UX.

Alt Tags: Make them meaningful! Don't let them be an afterthought.

Skip: Do you have a designed “Skip to Main Content”?

Carousels: These are not inherently accessible.

Captions: Is there a plan for complex image captioning?

Contrast: Will users be able to see the content?

Important to Remember

Accessibility is not Just for Users Who are Visually Impaired

Mobility, cognitive, and audio challenges outnumber those with vision impairments. Plan to account for ALL of our users!

Any Testing is Better than No Testing

Never hide behind “but I’m not a native user.” YES! Test with native users whenever possible, but if you cannot right then—learn to use a screen reader to check your work as you go.

Inclusion Matters

If you’re managing a media-heavy site, advocate for respectful inclusion. It’s about being genuine.



Overlays & other shortcuts are not accessible!

There are No shortcuts

Quick Fix = Daydream

Overlays seem like the easy way out to some stakeholders. Take the opportunity to educate them on how ableist overlays can be (focusing primarily on visual needs) while still leaving an organization open legally.



Advocate for Patience



There is often a sense of urgency that we encounter with any project: iterative or build. Your stakeholders do not want you to rush QA, because it could create a lesser user journey. An accessible site creates a stronger UX for all users—not just those who identify as disabled.

How to talk to Stakeholders

Assuming Positive Intent

They are juggling too.

Understanding Their Needs



Your stakeholders are responsible to their teams as well. Their pain points are real and valid. Approach talking to your stakeholders with compassion and empathy.

Needs Likely Include...



Budget

Planning ahead helps your stakeholders build accessibility into their budget from the start.



Timeline

Baking time into your existing timeline helps them report to their C-Suite about when to expect results.



Users

Showcase how the efforts now can translate into conversions with a deep understanding of their users.



Staff

Give them options to empower their staff to save time and budget down the line.

Practical Accessibility Helps More

It's easy to get pulled into "this is right" so the other stuff shouldn't matter—but that's not how our stakeholders can make changes systematically. Approach accessibility with practicality in mind to make meaningful progress.





**What if you're
already in Kansas?**

Some Things Need Remediation



It's inevitable that some sites, or at least features, will need remediation. Here are a few ways to help plan for that.

Planning for the Past



Onboarding

Include a high-level accessibility assessment as a part of your onboarding process.



Personas

If applicable, take the opportunity to point out the lack of disabled users represented, and offer to make more inclusive edits.



Review Backlog

When reviewing the backlog, keep an eye for red flags that may mean more work making it accessible.



Legal Awareness

If no history is provided, educate the stakeholder of the legal trends, and recommend a full assessment.



Clicking Our Heals

Bringing it Home



Technologies change, websites evolve: there's a lot more to be done. Help your team identify next steps now.

Things You Can Do

Content Editor Training

Help stakeholders empower their teams to keep a site accessible.

Scheduled Checks

Things will change, or something may be missed: schedule periodic checks to stay on top of it.

Accessibility Statement

Work with stakeholders to commit to accessibility.

Team Leaders

Have team members take the lead— becoming a resource for the whole.



More Planning Less Balancing

As project managers, scrum masters, and product owners, we juggle all the time. Building accessibility into your practices doesn't have to be the hard part. With practice, it will be just another user focus your team does in its everyday world.





And our darling teams too...

We Love Our Teams



Our teams are comprised of some of the best in the world! We need to make sure that the information we are providing is accessible to them, too!

Important to Remember

Turn On Captions

Zooms, Teams, and Meets - OH MY! Turn on captions so that people don't need to struggle to be included in what's going on.

Bold Slack Links

By itself, Slack often will just change the color of linked text. Since we cannot underline text, bold it to help it stand out.

Leave Space

Some of the deepest, most wonderful thinkers out there speak a whole lot slower than others. It's how they get to the wonderful solutions they get to. Try to leave space in the conversation for them to add their thoughts, too.



Questions?



Thank you!

