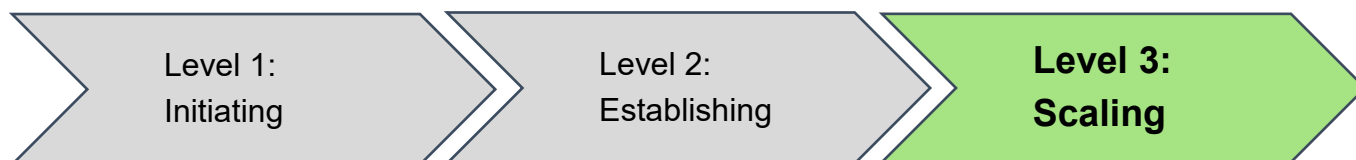


# Your Action Plan: Scaling Accessibility at Your Organization.

You are currently at Level 3: Scaling. Advance your organization’s maturity by focusing on the three key actions described below.



## 1. Mature your practices for testing, monitoring, and measuring success.

Several types of testing are required to evaluate whether digital experiences are accessible. This includes testing experiences to verify that they conform with the Web Content Accessibility Guidelines (WCAG) — which is important to make sure you are doing the bare minimum and are protected legally — and then going a step further to evaluate whether experiences are truly usable for all customers. A comprehensive approach includes practices for automated testing, manual testing, and usability testing with people with disabilities. Many organizations invest in enterprise platforms at this stage that provide automated testing, guided remediation, consulting support hours, and monitoring capabilities.

**Tip:** Make sure you have practices in place to catch issues as far upstream as possible. Most accessibility issues can and should be caught before they ever making it to QA or UAT. For example, developers should run their code through an accessibility checker and designers should always evaluate design assets for color contrast issues.

### Resources:

- [Hear about US Bank’s journey to implement accessibility testing tools](#)
- Test the elements in your design system – this article from Anna E. Cook provides a helpful step-by-step process: [Auditing design systems for accessibility](#)
- [Choosing the right accessibility metrics](#) by Deque walks through common accessibility analytics and how to choose what’s right for your program.

## 2. Incorporate accessibility into the procurement process.

Work with your procurement department and business leaders to make sure accessibility is (a) integrated into contracts and (b) a part of how the organization selects vendors. Create contract language that specifies what level of conformance you will hold vendors accountable to, that you're entitled to verify conformance, and what remedies your organization will require if the delivered solution doesn't meet the requirements.

**Tip:** Some organizations ask vendors to demo their product with a screen reader, to understand if the product is truly accessible. Other probing questions to ask vendors include:

- What kinds of accessibility testing have you done on your product?
- How is accessibility reflected in your product roadmap?
- How are you including people with disabilities in the development of your product?

### Resources:

- [Building Accessibility Into Your Procurement Process](#)
- [Three simple steps to accessible procurement](#)

## 3. Recruit people with disabilities as partners in your design process .

If by this stage you do not have practices in place for ensuring people with disabilities are part of your design process, it's time to make this a priority. Collaborate with your experience design and research teams to expand who you recruit for design exercises and research studies. Here's some ideas to raise:

- Make ability a key trait you intentionally recruit a range of. Make it a key part of your screeners, not an afterthought.
- Invite employees with disabilities to participate in design exercises.
- Partner with non-profit or charitable organizations that serve communities of people with disabilities. Incentivize their members for participating in research studies.

**Tip:** People with disabilities are some of the best innovators because they've had to come up with "hacks" their whole lives, given the number of inaccessible experiences that exist! Bring in people with disabilities early, during ideation exercises, to benefit from their lived experiences. Or, in your next ideation session, follow the inclusive design principle of "solve for one, extend to many" by brainstorming solutions for a persona with a disability to stretch the team's thinking.

### Resources:

- Recruit from [Knowbility's Accessworks panel](#). If you use [Userzoom](#) you can access this panel through that platform.

- [Fable](#) has a platform for engaging people with disabilities in research
- [Building For Everyone](#) by Annie Jean-Baptiste
- [Dscout's three part series on conducting accessible user research](#) covers all the details of running an effective study.
- Check out this [recent example from Intuit](#) of how designing for a person with a disability results in improved experiences that benefit many.

## Ideas and advice from other organizations at this stage.

Attendees shared these tips and pieces of advice during the webinar where we introduced this action plan:

- “Get together a document that lists all the tests that must be run to ensure that a component is accessible.”
- “Ask for demos from external suppliers with screen reader users and sign language users.”
- “Ensure that not only web pages are accessible, but external content like PDFs are also accessible.”
- “Build the case to invest in a11y usability testing (not just audits).”
- “Yay! No 3!! I’m a deaf designer myself, and it really helps the team!”
- “I am starting a marketing task force to expand our efforts beyond products and tools”



Congratulations! You have advanced your organization’s digital accessibility maturity.

## Need more help?

Deque has helped initiate, establish, and scale accessibility programs at organizations of all sizes, across industries. [Contact Deque for a free consultation.](#)