

Understanding Accessibility as Process

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Why process?

Why Process

- Organizations want to integrating accessibility into their processes
- Content creation is distributed and dynamic
- Process has important legal implications
- Attitudes about prioritization are changing

Principles of Accessibility Process

Principle 1

Work towards clearly defined roles, responsibilities, and procedures

Content creation is distributed

- Content is created and published by many individuals
 - Content creators have different roles and responsibilities
 - Content creators have different skills

cities project

60 Years After The Boycott, Progress Stalls For Montgomery Buses

The deep-rooted history and current disrepair of the aging Alabama bus fleet continue to affect its predominantly black riders.



Debbie Elliott/NPR



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7:58

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Principle 2

Be ready to respond to complaints

Complaints

- There is no such thing as a perfect system or process
- Errors will happen and its more important how you respond to them

Why legal action happens

- Law suits happen because of a lack of action and response, not a lack of conformance
- The typical legal process around the ADA emphasize resolving the issue rather than seeking damages
 - Most cases are settled out of court
 - [Structured Negotiation](#), Law Office of Lainey Feingold
- Accessibility is about respect, engagement, and inclusion

Responding to complaints

- Have processes in place and ready to go
 - Have designated individuals to deal with complaints
- Be timely
 - Respond as soon as possible even if you are still working to identify or resolve the problem
 - Responding is about engagement
- See the complainant as a resource and a stakeholder
 - The complainant is identifying a problem for you and helping you to improve your product, service, or content
 - Consider compensating the complainant for their time
- Be understanding
 - Respect the impact the problem has on the complainant

Principle 3

Learn to talk about prioritization in a way that's constructive

Why is prioritization polarizing?

- Its easy to see prioritization is why accessibility is a problem
- But at the same time, prioritization is essential for organizations

How do we move forward?

- [Prioritizing Remediation of Accessibility Issues](#), Karl Groves
- Managing remediation of Web accessibility defects in a large enterprise, Daniel M. Frank

Seeing accessibility problems as “bugs”

- Accessibility problems are not different than other technology problems, they just affect different users
- Seeing accessibility problems as bugs lets us integrate them into existing workflows
- When using the right criteria, **prioritization works in our favor**

What criteria should you use to prioritize?

Good criteria

- How often the problem area is accessed
- Importance of the affected area to the essential service of the organization
- Impact on users

Problematic criteria

- Percentage of users with the affected disability

Other criteria

- **Ease and cost of repair**
 - The equal cost is not the same “reasonable” cost

Principle 4

Its okay to work piecemeal

Working piecemeal

- In organizations, accessibility innovation is incremental innovation
 - Incremental innovation respects existing roles and processes
- Don't let the perfect be the enemy of the good

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