PM-LED ACCESSIBILITY

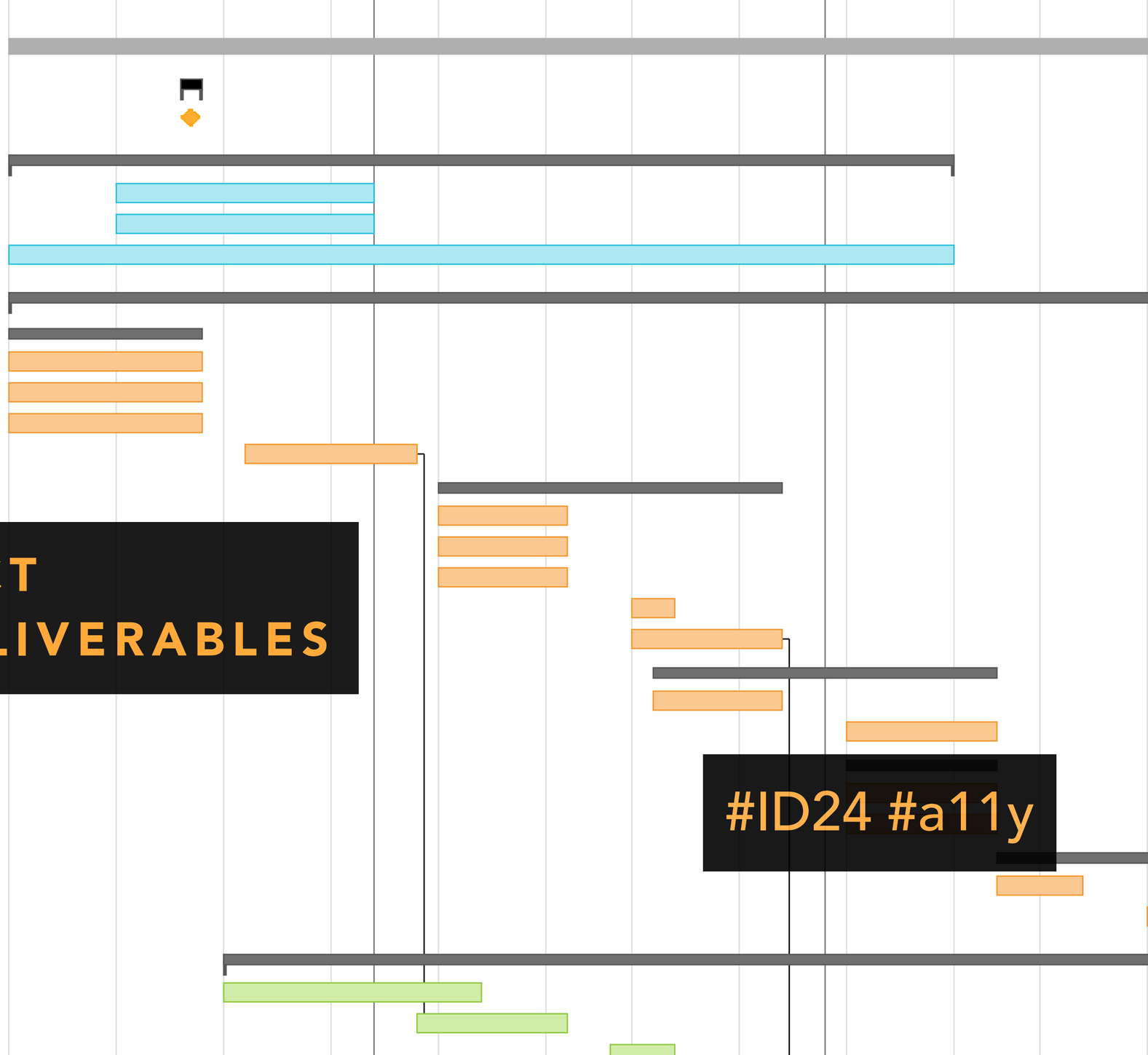
Shepherding project teams into accessible design and development

@iamjolly #ID24 #a11y

THE PM: TYPICAL ROLES

#ID24 #a11y

ACME CO	start	end
Project Setup	**09/18/14**	**09/18/14**
Project Kickoff	09/18	09/18
IA & UX	**09/08/14**	**11/07/14**
Research	09/15	09/30
Branch idea exploration	09/15	09/30
Sketching for design work (internal)	09/08	11/07
Design	**09/08/14**	**12/02/14**
Initial Design Concepts (9/18)	**09/08/14**	**09/18/14**
Ideas section (home, topic)	09/08	09/18
Shop section (home, item)	09/08	09/18
Events section (home)	09/08	09/18
Revisions of 9/18 pages	09/23	10/02
Design Concepts (10/14)	**10/06/14**	**10/28/14**
Home (main)	10/06	10/14
Events > category, conference, speakers...	10/06	10/14
Ideas > [illegible]	[illegible]	[illegible]
Minor revisions, based on feedback	10/20	10/21
Revisions of 10/14 pages	[illegible]	[illegible]
Design Concepts (10/28)	**10/21/14**	**11/12/14**
Branch design	10/21	10/28
Revisions of 10/29 pages	11/03	11/12
Design Concepts (11/11)	**11/03/14**	**11/12/14**
Revisions to Branch design	11/03	11/12
Shop > category	11/03	11/12
Design support for dev work	**11/13/14**	**12/02/14**
Design support for 11/18 pages	11/13	11/18
Design support for 12/2 pages	11/24	12/02
Development	**09/22/14**	**12/02/14**
Lo-fi responsive layout (Pattern Lab)	09/22	10/07
Develop 9/18 pages	10/03	10/14
Markup revisions, based on feedback	10/17	10/21



OVERSEE THE PROJECT
TIMELINE, TASKS, DELIVERABLES

#ID24 #a11y

WE ALSO MANAGE...

Communication

Risk Mitigation

Resourcing/Scheduling

Requirements/Scope

#ID24 #a11y

ACCESSIBILITY

Whose responsibility is it?

#ID24 #a11y

ACCESSIBILITY

Can PMs take the lead?

#ID24 #a11y

Yes.

#ID24 #a11y

How?

#ID24 #a11y

PM'S CAN CHAMPION ACCESSIBILITY VIA

Cultivating Empathy

Understanding Requirements

Communicating Risk

Staying Firm

#ID24 #a11y

CULTIVATING EMPATHY

Connection with others at a human level.

#ID24 #a11y

ASK YOURSELF, ASK YOUR TEAM

How might we relate to everyone using this site?

#ID24 #a11y

FOR INSTANCE

A person who recently had a stroke.

#ID24 #a11y

FOR INSTANCE

A person with hearing loss.

#ID24 #a11y

FOR INSTANCE

A person with mobility issues.

#ID24 #a11y

FOR INSTANCE

A person with cognitive issues.

#ID24 #a11y

FOR INSTANCE

A person with low vision.

#ID24 #a11y

FOR INSTANCE

A parent holding their infant in one arm.

#ID24 #a11y

FOR INSTANCE

Someone reading a post outside in bright sunlight.

#ID24 #a11y

CULTIVATING EMPATHY

Inquisitive

Non-judgmental

Validating

Compassionate

#ID24 #a11y

NEW TO ACCESSIBILITY?

Seek out learning resources for accessibility.
W3C-WAI is a good place to start.

#ID24 #a11y

WHEN IN DOUBT

Ask for help from people passionate about accessibility.

#ID24 #a11y

UNDERSTANDING REQUIREMENTS

Accessibility isn’t just a single line-item requirement.

#ID24 #a11y

UNDERSTANDING REQUIREMENTS

Unpack the requirement(s)

What laws or guidelines exist?

Know roles and responsibilities

Communicate early and often

#ID24 #a11y

COMMUNICATING RISK

Accessibility problems pose significant risks.

#ID24 #a11y

COMMUNICATING RISK

Make stakeholders aware of legal risks

Report accessibility progress

Know when to ask for help

#ID24 #a11y

STAYING FIRM

PMs have the power to be firm about accessibility

#ID24 #a11y

STAYING FIRM

Use empathy to refocus efforts

Use the project’s requirements

Escalate based on risk

#ID24 #a11y

GO FORTH, FELLOW CAT HERDERS!
#ID24 #a11y

Questions?

@iamjolly #ID24 #a11y