

# PM-LED ACCESSIBILITY

Shepherding project teams into accessible design and development

 @iamjolly #a11ysummit

# THE PM: TYPICAL ROLES

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Sep '14

Oct '14

5

8

15

22

29

6

14

20

27

# 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 research workshop

09/08 09/08

## Design

09/08/14 12/02/14

Initial Design Concepts (9/8)

09/08 09/18

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 > content

10/06 10/14

Minor revisions, based on feedback

10/20 10/21

Revisions of 10/15 pages

10/20 10/28

## 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

Markup for Learning > home, topic

10/23 10/28

Markup for Learning > shop

10/23 10/28

# OVERSEE THE PROJECT TIMELINE, TASKS, DELIVERABLES

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## **WE ALSO MANAGE...**

Communication

Risk Mitigation

Resourcing/Scheduling

Requirements/Scope

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**ACCESSIBILITY**

Whose responsibility is it?

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## **ACCESSIBILITY**

Can PMs take the lead?

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**Yes.**

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# How?

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**PMs CAN CHAMPION ACCESSIBILITY VIA**

**Cultivating Empathy**

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**PMs CAN CHAMPION ACCESSIBILITY VIA**

Cultivating Empathy

Understanding Requirements and Roles

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# PMs CAN CHAMPION ACCESSIBILITY VIA

Cultivating Empathy

Understanding Requirements and Roles

Communicating Risk

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# PMs CAN CHAMPION ACCESSIBILITY VIA

Cultivating Empathy

Understanding Requirements and Roles

Communicating Risk

Staying Firm

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## **CULTIVATING EMPATHY**

Connect with others at a human level.

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**ASK YOURSELF, ASK YOUR TEAM**

How might we relate to each individual that visits the site or uses this product?

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**FOR INSTANCE**

A person with hearing loss.

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**FOR INSTANCE**

A person with mobility issues.

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**FOR INSTANCE**

A person with low vision or blindness.

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**FOR INSTANCE**

A person who recently had a stroke.

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**FOR INSTANCE**

A person with cognitive issues.

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## FOR INSTANCE

A person with a vestibular disorder or motion sickness.

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## FOR INSTANCE

Someone reading content or working outside or with bright sun glare.

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**FOR INSTANCE**

A parent holding their infant in one arm.

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## CULTIVATING EMPATHY

Empathy forges communication that is **inquisitive, non-judgmental, validating, and compassionate.**

Paul Parkin, PhD

[Reimagining Empathy \(TedX\)](#)

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## **NEW TO ACCESSIBILITY?**

Seek out learning resources for accessibility.

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## WHEN IN DOUBT

Ask for help from people passionate about accessibility.

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## UNDERSTANDING REQUIREMENTS

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

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# UNDERSTANDING REQUIREMENTS

Unpack the requirement(s)

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Unpack the requirement(s)

What laws or guidelines exist?

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What laws or guidelines exist?

Know the roles and responsibilities

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## **UNDERSTANDING REQUIREMENTS**

Unpack the requirement(s)

What laws or guidelines exist?

Know the roles and responsibilities

Communicate early and often

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# RESOURCES FOR UNDERSTANDING REQUIREMENTS

WCAG 2.0 Guidelines

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[How to Meet WCAG 2.0 Quick Ref. \(W3C WAI\)](#)

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Book: [A Web For Everyone \(Horton & Quesenbery\)](#)

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## COMMUNICATING RISK

Accessibility problems pose significant risks.

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# COMMUNICATING RISK

Raise stakeholder awareness

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## COMMUNICATING RISK

Raise stakeholder awareness

Report accessibility progress

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## COMMUNICATING RISK

Raise stakeholder awareness

Report accessibility progress

Know when to ask for help

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# RESOURCES FOR COMMUNICATING RISK

Developing a Web Accessibility Business Case  
(W3C WAI)

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Viking Karl Groves (blog) re: the costs of  
remediation

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Attorney Lainey Feingold (blog) Legal Updates

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## **STAYING FIRM**

PMs have the power to be firm about accessibility.

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## **STAYING FIRM**

Use empathy to refocus efforts

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## **STAYING FIRM**

Use empathy to refocus efforts

Recall the project's requirements

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## **STAYING FIRM**

Use empathy to refocus efforts

Recall the project's requirements

Escalate based on risk

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**GO FORTH, ACCESSIBILITY CAT HERDERS!**

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# Discuss!

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