


From Zero to A11Y

Building an Accessibility Culture
@ Optimizely

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— 11 —

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Hi, I'm Ayesha 🖐️



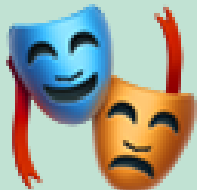
UX Engineer @ Optimizely



Design Systems @ Salesforce



Dog-mom to Pepper



Proud Musical Theater Geek



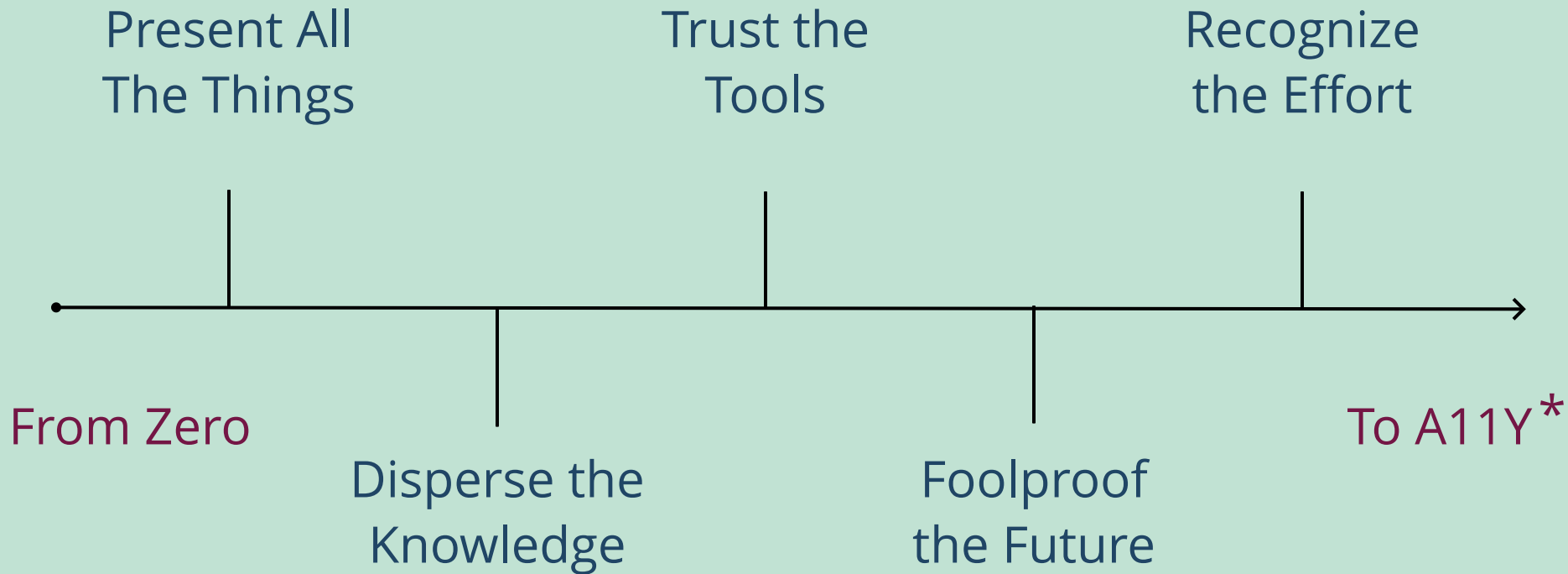
Agenda

From Zero To A11Y

- The Things We've Done
- The Results



What We've Done



An ongoing process: accessibility is never done



Present All The Things

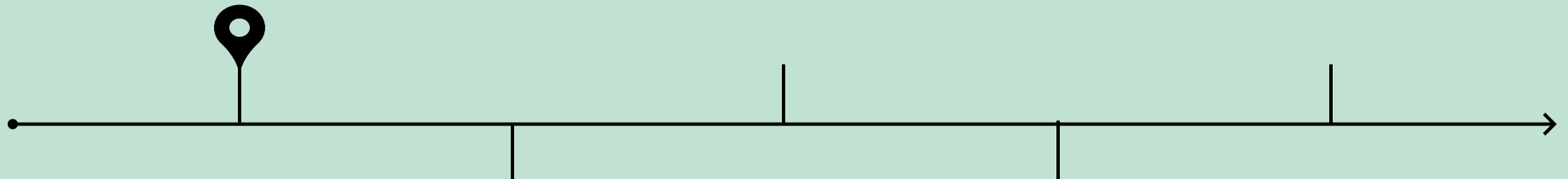
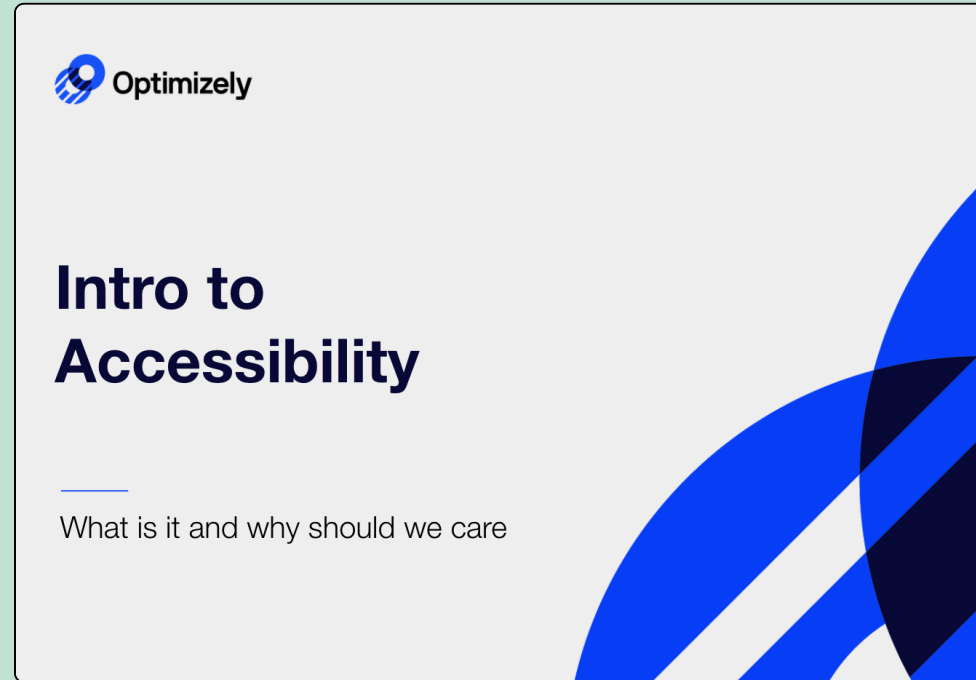
1. Engineering + Design



2. Product Managers



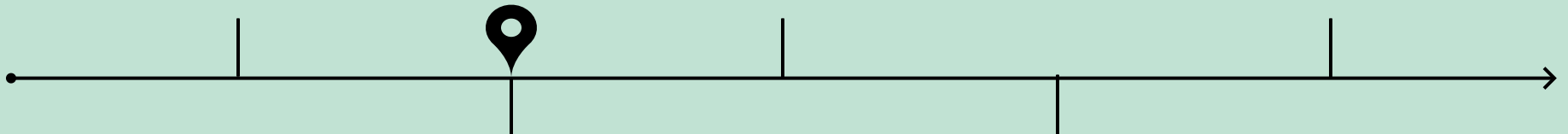
3. Whole Company



Disperse the Knowledge

Create a group of
Accessibility Champions
that represent the different
teams/products/features

It can't, and shouldn't, be done alone



Disperse the Knowledge



Accessibility Champions will...



Learn

Begin by learning how to create and test accessible products



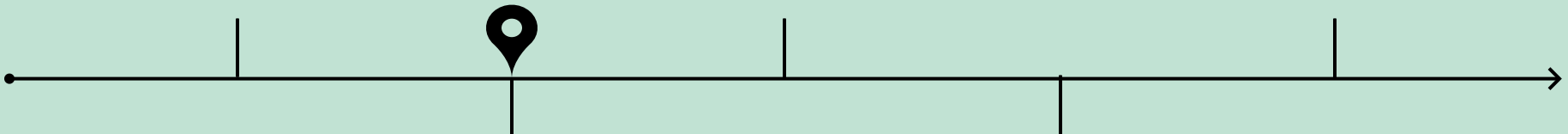
Advocate

Be the first person that A11Y questions are directed toward within a feature team



Prioritize

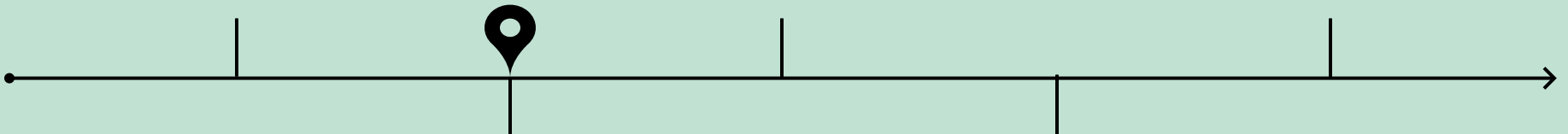
Review relevant PRs through an A11Y lense and prioritize A11Y bugs that need fixing



Disperse the Knowledge

#accessibility ★

Create a public channel that serves as **the** place to ask questions, post ideas, and showcase improvements





Trust the Tools

1. Turn on an accessibility linter

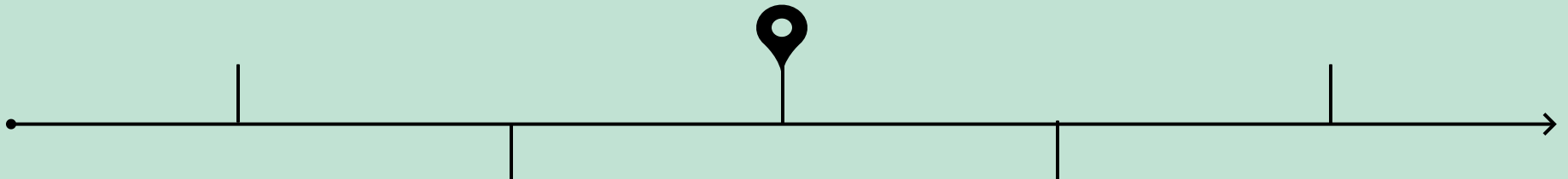
- We use [eslint-plugin-jsx-a11y](#).

2. Prioritize an accessible design system

- Including A11Y documentation and an [accessible component library](#).

3. Make it a prominent piece of your templates

- Jira tickets, GitHub PRs, Technical Design Docs, etc.

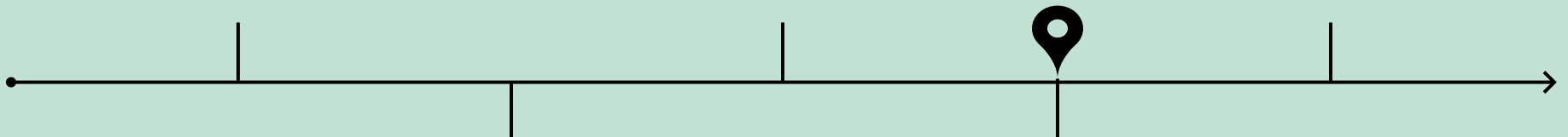




Foolproof the Future

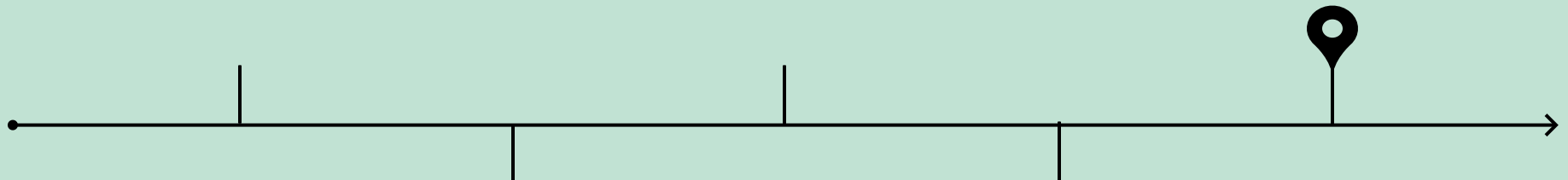
Create a **dedicated onboarding session** for all new hires around accessibility best practices and inclusive design

This will help prevent future tech debt



🌟 Recognize the Effort

1. Mark all accessibility updates and fixes as such
 - Use prefixes like [a11y] in PR titles and release notes
2. Heavily encourage accessibility demos at large meetings
 - Give these improvements the attention they deserve!
3. Appreciate and celebrate the people behind the fixes
 - We use a channel called #aop (Airing of Praise)





TL;DR

1. Present Accessibility 101 in waves to engineer + design, PMs, and the whole company
2. Create a group of A11Y champions to be point people, and have a dedicated slack channel
3. Use linters, component libraries, and templates to your advantage
4. Create an accessibility specific onboarding session ASAP
5. Encourage A11Y demos and highlight the progress you're making

**But, what effect did
these efforts have?**

#1

People know where to go

#1 People know where to go

“ We have a prospect (WCAG 2.1 level AA compliant) who is concerned about negatively impacting visitor accessibility when delivering experiment variations modified by our visual editor. Do we have any customers/experience with similar concerns?

*~ Solutions Engineer in #**accessibility***

#2

People feel empowered

#2 People feel empowered

*“ Hey y’all!! I just **performed an accessibility audit** for this upcoming project. Voice over was still pretty tricky to use, but it was super **awesome** to see **how much keyboard navigation is working now**, with the latest version of OUI!! Keep up the good work [@a11y-champs](#)!!*

~ Developer in #accessibility

#3

**People actively prioritize
accessibility work**

#3 People actively prioritize AIY work

*“ Hey! so I'm working on my design doc for this project, and I have as one of the **project's guiding principles** that **accessibility should be built in from the start**, since we're building a new system. Can i work with you to get a sense of how to best **make sure we're incorporating accessible practices/implementation?***

~ Accessibility Champion to me

#4

**People empathize with
customers**

#4 People empathize with customers

“ Could you hop in and let me know how I can back it up?

~ CPO to me about customer feedback

Alright, no shade, but it's @Optimizely

Your line graphs are indistinguishable to me as a colorblind person.

12:47 PM · Jan 8, 2020 · Twitter for iPhone

So far, we've created an
accessibility culture where
people are

curious
empowered
proactive
empathetic

But we're not done!

User testing

More audits

Tech dept

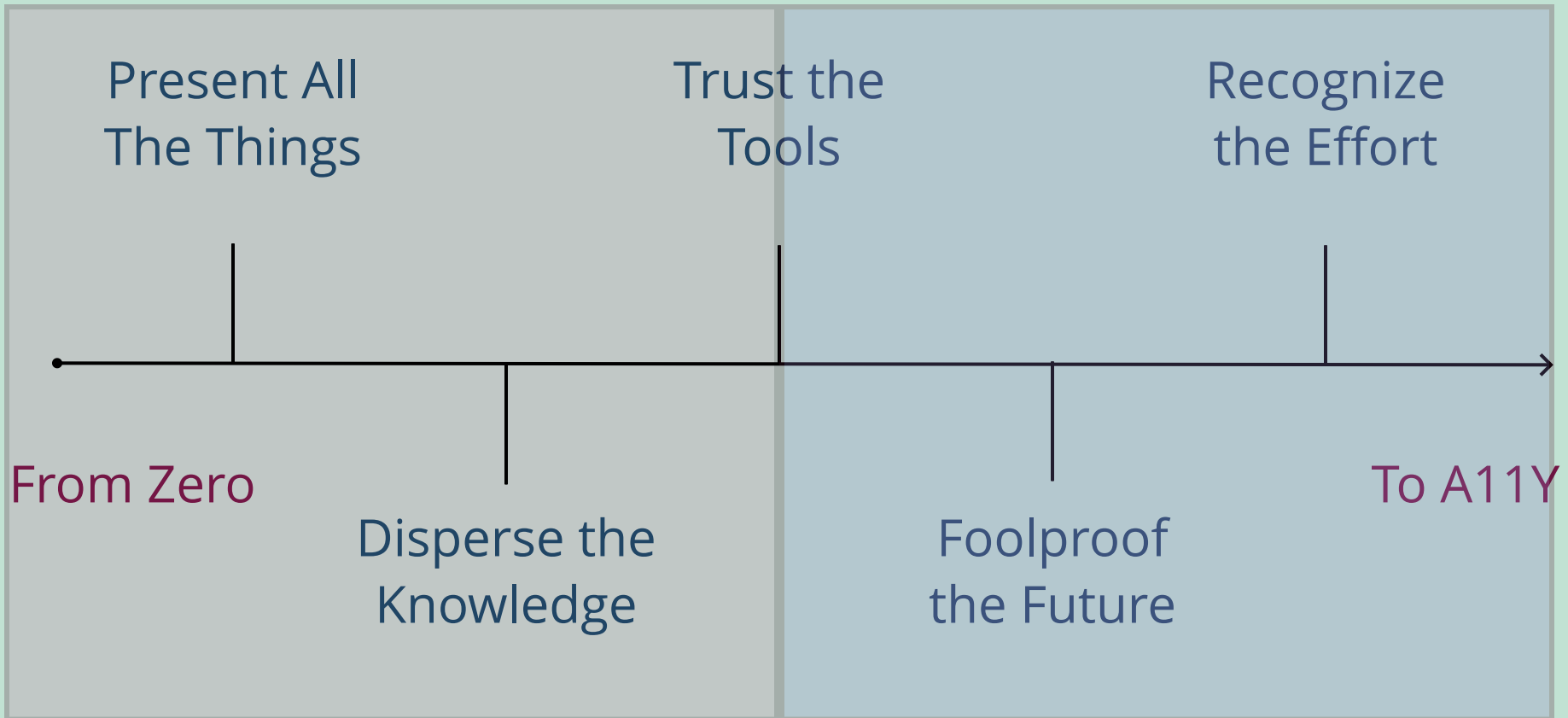
More tech dept

Future project prioritization

+ 1000 other things...

Awareness

Action

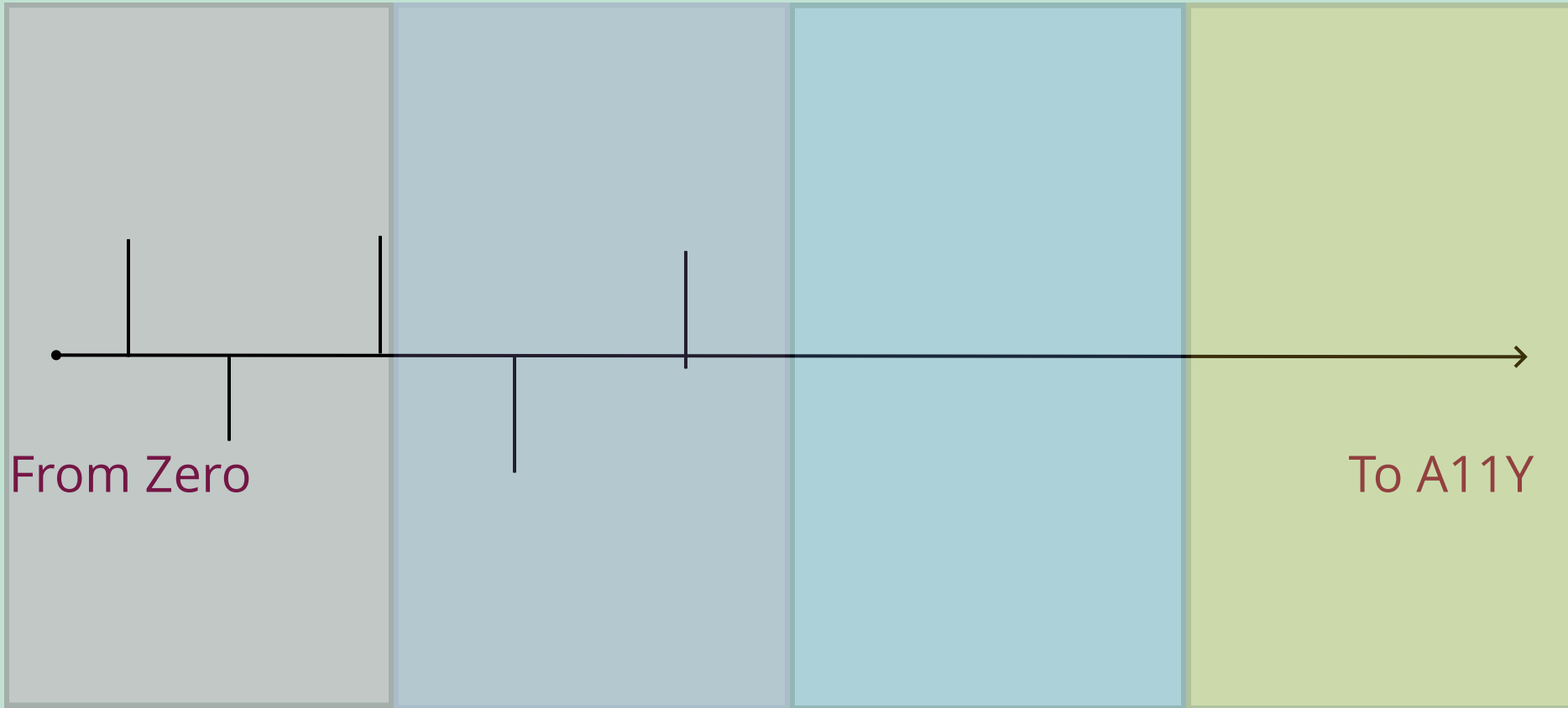


Awareness

Action

Scaling

Refinement

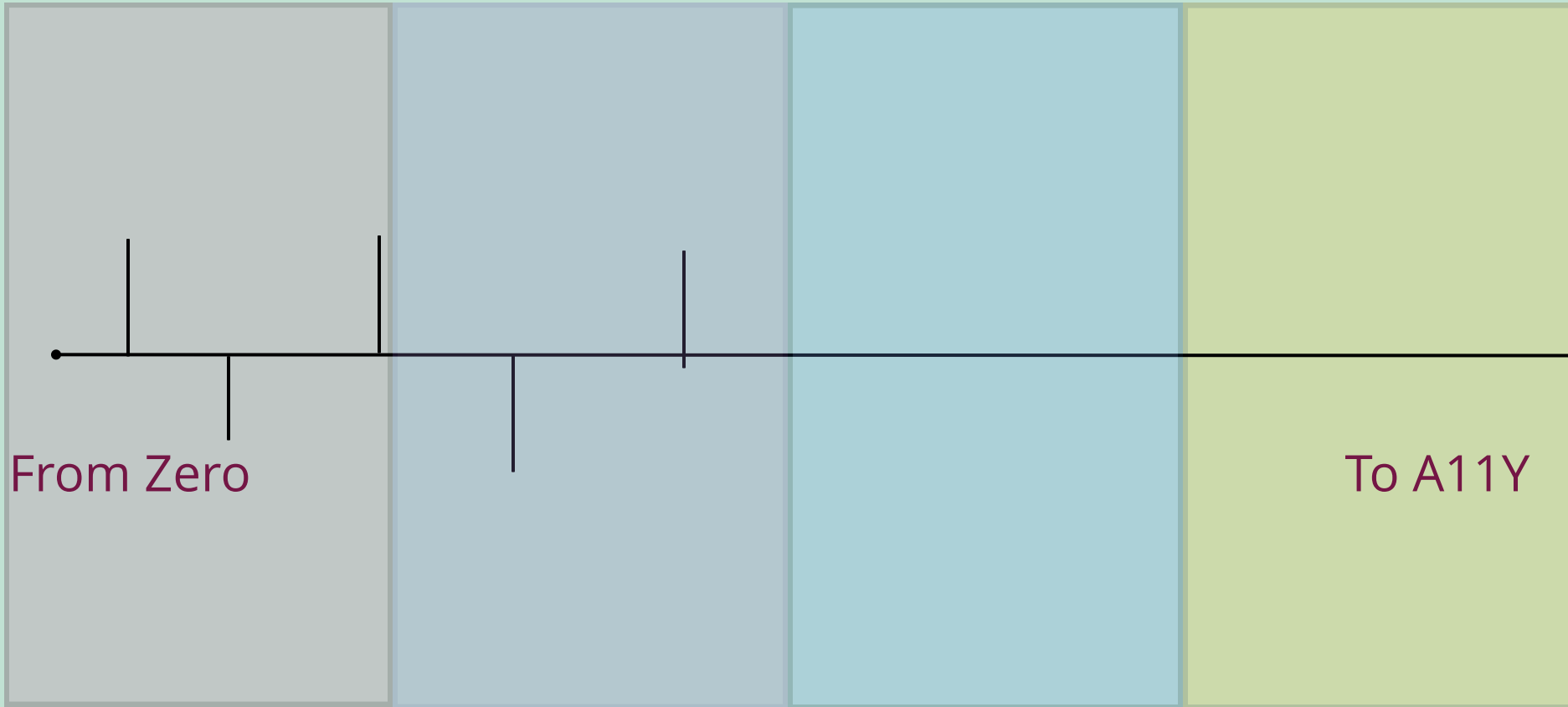


Awareness

Action

Scaling

Refinement



From Zero

To A11Y



Resources

- [Fable](#) and [Access Works](#)
 - Usability testing with people with disabilities
- [The A11Y Project](#)
 - A fantastic starting point for all things Accessibility
- [Web Content Accessibility Guidelines \(WCAG\)](#)
 - The technical source of truth



Want to chat more?

- Reach out on Twitter: [@AyeshaKMaz](#)
- Connect on LinkedIn: [/ayeshakmaz](#)
- And stick around for Q&A!

Thank You

