



Making a large commercial site accessible

HP shares best practices

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Agenda

- Business Drivers
- Strategy/Planning
- Partnering
- **First steps**
- Ongoing
- Empirical findings
- Summary

Business Drivers

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- Regulatory
- Market share/Revenue increase
- Brand
- Social responsibility
- Web site management, usability and performance improvement
- Future technology

Risks

- Exposure to legal liabilities
- Loss of current and potential customers
- Loss of competitive edge
- Brand damage
- Reduce overall usability
- Reduce ability to support semantic web (that allows higher automation, integration and reuse of data across various applications)
- Reduce ability to provision content through new evolving devices (with lower bandwidth or those requiring different navigation approaches)
- Reduce ability to adapt quickly and efficiently to meet any new technological challenges therefore reducing customer base
- Reduce effectiveness of the overall site management

Strategy/Planning

Sponsorship

- Executive sponsorship
- Upper management's buy-in
- Allocation of budget and resources

Governance Structure

- Executive Council
- Accessibility Program Team
- Champions on all levels: from corporate to business

Awareness campaign

- Top-down communication
- Web seminars
- Newsletters
- Face-to-Face Presentations to Business/Region Teams and to Executive Council
- Internal accessibility web site

Strategy and Plan Development

- Assess the risks specific to your company
- Determine the accessibility status of your site
- Evaluate accessibility of your competitors
- Ensure that accessibility strategy and plan are reflected in all business and corporate plans
- Understand business drivers for your company
- Identify measures of success/establish metrics
- Ensure allocation resources by all teams

Operations and Processes

- Consider the publishing approach used (centralized or distributed)
- Build accessibility requirements into all processes company wide
- Leverage existing processes and structures to improve effectiveness and reduce costs
- Include people with disabilities into usability studies to understand customers with disabilities' and aging population requirements
- Include accessibility into Market Research

Roll-out plans

- Measure baseline
- Develop phased-in approach if necessary
- Analyze lessons learned during the first phase and apply them during the next phases.

Partnering

Accessibility Organizations

- W3C WAI
- ATIA (Assistive Technology Industry Association)
- American Association of People with Disabilities (AAPD)
- European Disability Forum (EDF)
- Society for Accessible Travel & Hospitality (SATH)
- Country/Region-specific Accessibility non-profits
- Disability advocacy groups

Collaboration with outside vendors

- Establish partnerships
 - Authoring tool vendors (Macromedia, Adobe etc.)
 - Specialists in web accessibility retrofitting
 - Evaluation tool development vendors
- Benefits for both sides
 - Business requirements and limitations
 - Access to expertise

Certification

- Validate your efforts
- Gain recognition
 - NFB (US) - voluntary certification
 - Monitor web certification opportunities WW

First steps

Setting Web site standards

- Choose company stance/approach
 - WCAG priority 1 and 2 + Section 508
 - Provides good approximation of compliance standards world-wide
- Distill requirements into a discrete list
- Provide single source for all requirements
- Provide links to additional sources of information and references
- Provide design-specific approaches and examples

Using templates

- Templates are developed to demonstrate the key features of page designs
- Templates are localized and provided to developers as a starting point for page development
- Templates are rigorously tested for browser compatibility and accessibility, as well as usability for the disabled
- Common accessibility features are pre-coded in the templates

Development tools

- Development tools help enforce both design standards as well as technical and accessibility standards
 - WYSIWYG page editor that enforces the rules
 - front end for content management system that enforces the rules
- Tools are guaranteed to generate valid HTML code and build in many accessibility features
 - Quality is improved without effort on the part of individual developers
 - Testing is less critical
 - Shorter ramp-up of page building skills in a fast-moving field
- Some accessibility knowledge is still required for developers
 - Manual-only items such as text alternatives
 - Gray area decisions

Training

- Provide on-demand “Accessibility 101” training, focused on current designs
- Provide periodic “live” training including updates and special topics
 - Newly adopted technologies
 - Problem areas
 - New guidelines/new designs
- Screen reader training
 - Developers can not tell the difference between what is inaccessible and what is “pilot error”

Testing Practices and Tools

- Provide guidance to developers on how to test for accessibility – full suite of tests
 - Multiple graphical browsers
 - Text-only browsers
 - Screen readers –
 - costly to provide for entire development community
 - Not easy for developers to use
 - Automatic checkers
- Partner with accessibility consultant to customize automated checker
 - Eliminate confusing false positives
 - Provide guidance and auto-fixing

Maintaining standards

- Keep current with new and changing guidelines/laws worldwide
- Partner with accessibility consultant
- Upgrade policies as browser support improves
- Document accessibility concerns specific to designs as designs change

Ongoing

Consultations

- Provide on-demand support services to Web section owners and developers
 - During site design
 - During page development
 - Technical questions
- Help balance compliance with feasibility
 - Document cases where it is not feasible to comply
- Consultations provide input into the guidelines maintenance process
 - Visibility to what is currently desired in page designs
 - Output of consultation can be used as guideline or best practice

Compliance checking

- Build specific standards into compliance web crawler
- Generate monthly reports to content owners

Benchmarking

- Yearly audit of entire web site to determine compliance level
 - Forward or backward progress
 - Compare to industry norms

Empirical findings

Input that produces synergy with accessibility



- Customer feedback
 - When customers complain about something on our web site we can demonstrate to management that it is worthwhile to monitor and correct it
- Searchable content
 - Searchability and accessibility have common needs
 - Content providers/developers are motivated to make their content searchable
- Handheld device support
 - Cross-device support also has overlap with accessibility
 - As handheld traffic grows, it will support the accessibility case

What works well

- Customized tools that automatically enforce accessibility
- Regular feedback to content owners, provided
 - The feedback is clear and
 - Instructions to fix are easy to follow

Summary

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- Present business case
- Develop business strategy based on resources
- Gain support from leadership, peers and partners
- Build into web- site life cycle
- Pave the way for developers with
 - One-stop learning
 - Automation
- Follow up with regular auditing and training

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