



THE CUSTOMER SUCCESS PLATFORM

Accessibility in an Agile World

CSUN Conference

March 5th, 2015

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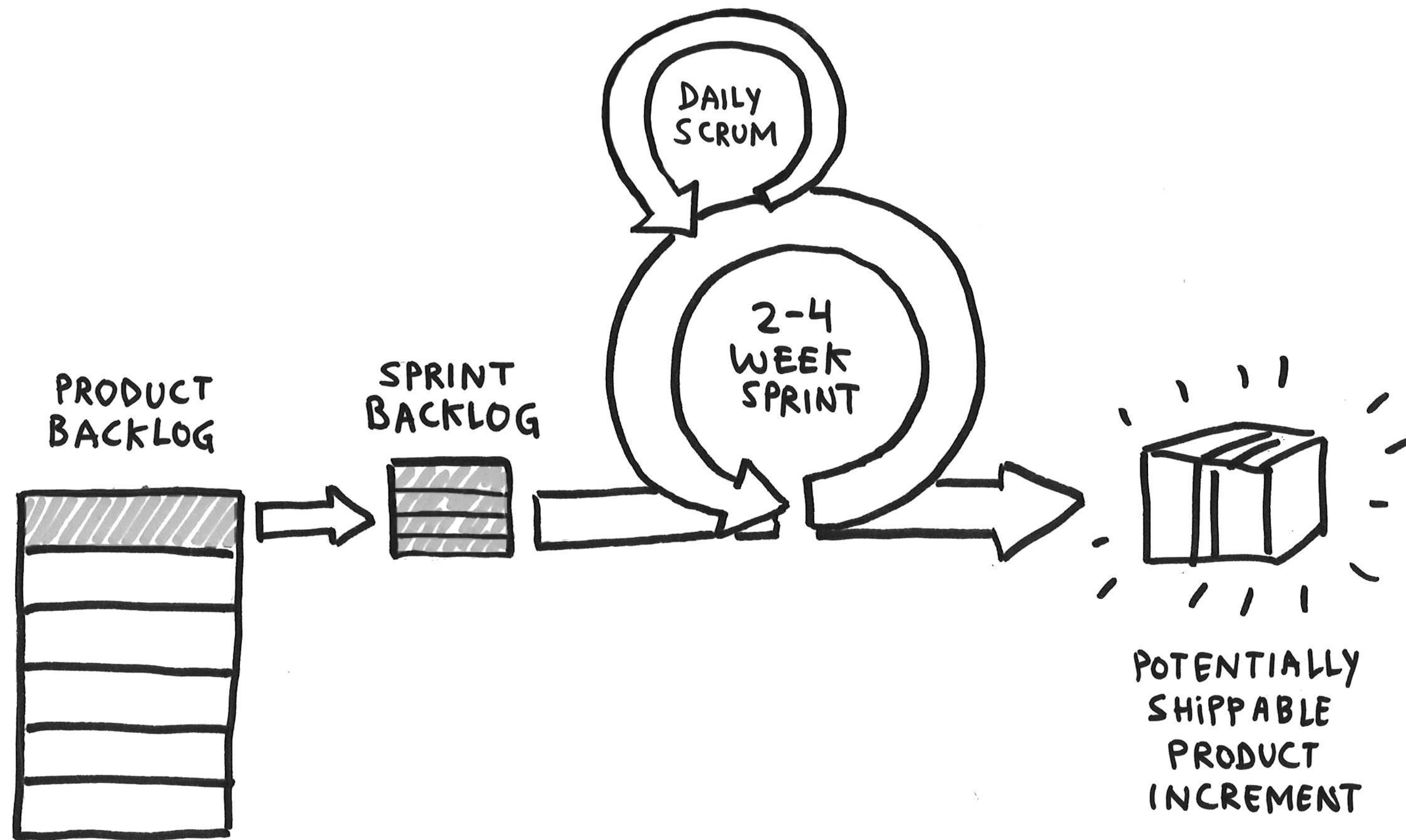
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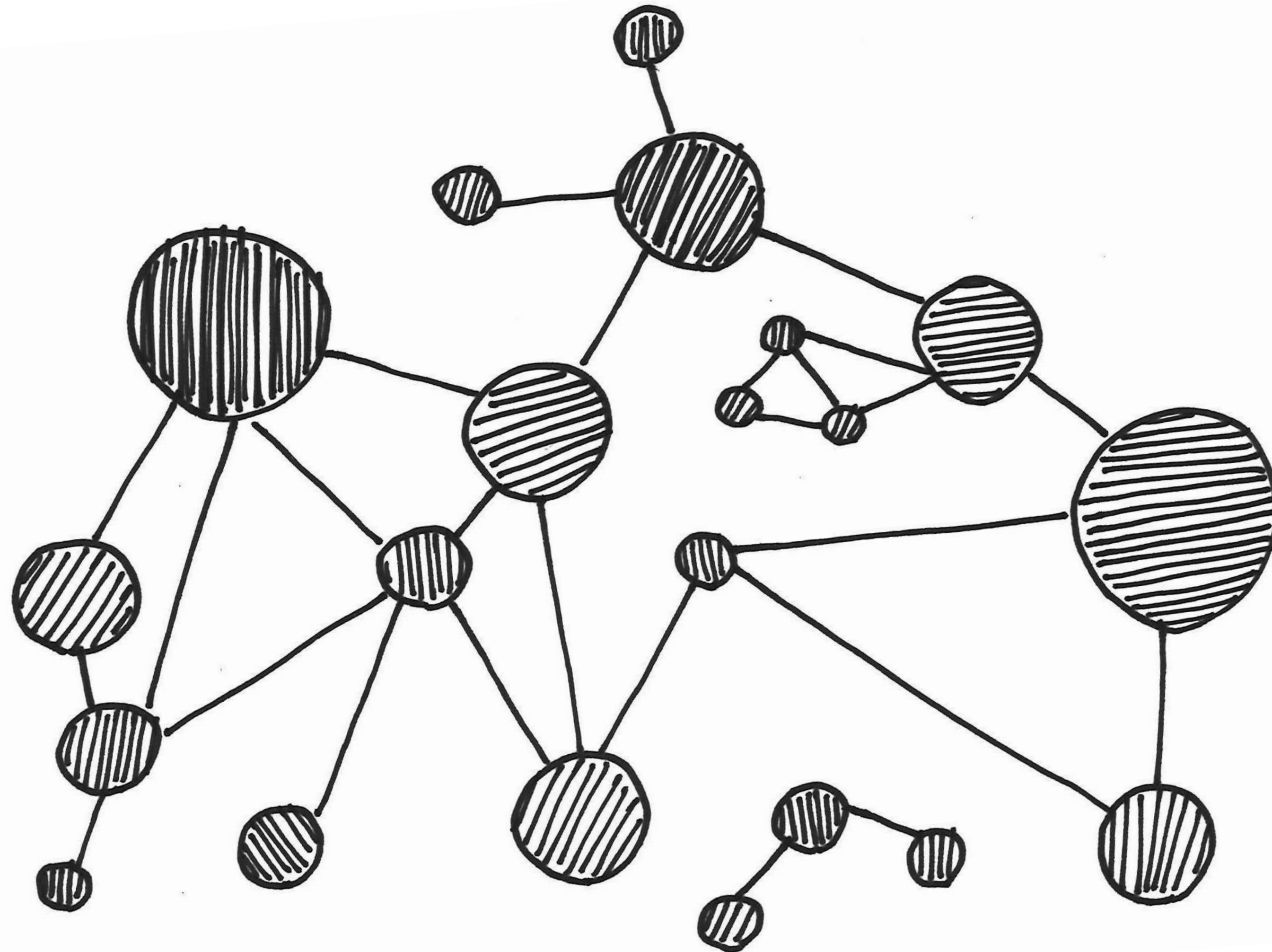


Agile Product Development Methodology

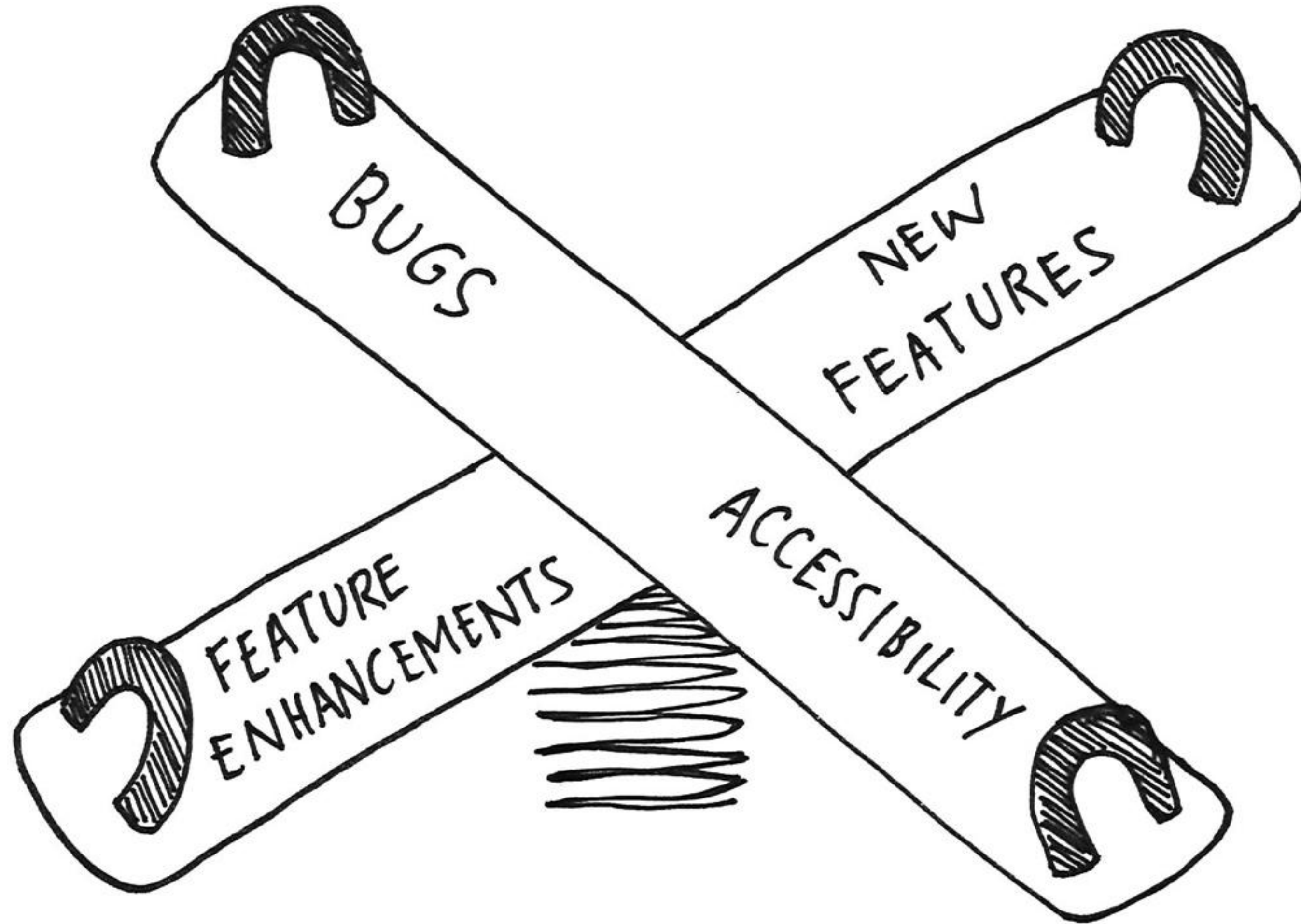


How Agile Fails Accessibility

Decentralized Product Ownership



Teams control their own backlog



Separate Accessibility Stories

Sample Release Plan

1. Cool new feature
2. Another cool new features
3. This bug
4. That bug



5. Feature we don't really need
6. Spike for something we'll build next release
- ...
99. Big mountain of accessibility debt

Unless a proper system is put in place, accessibility, under agile, will always take a back seat to the creation of new features.

Executive Support

This email is not the solution.

From: Your CEO

To: All Employees

Subject: Accessibility

**As of tomorrow, all products that we ship must be accessible.
It makes good business sense and it's the right thing to do!
Now, go forth and make everything accessible.**

Regards,
Your CEO

An email from a CEO can't...

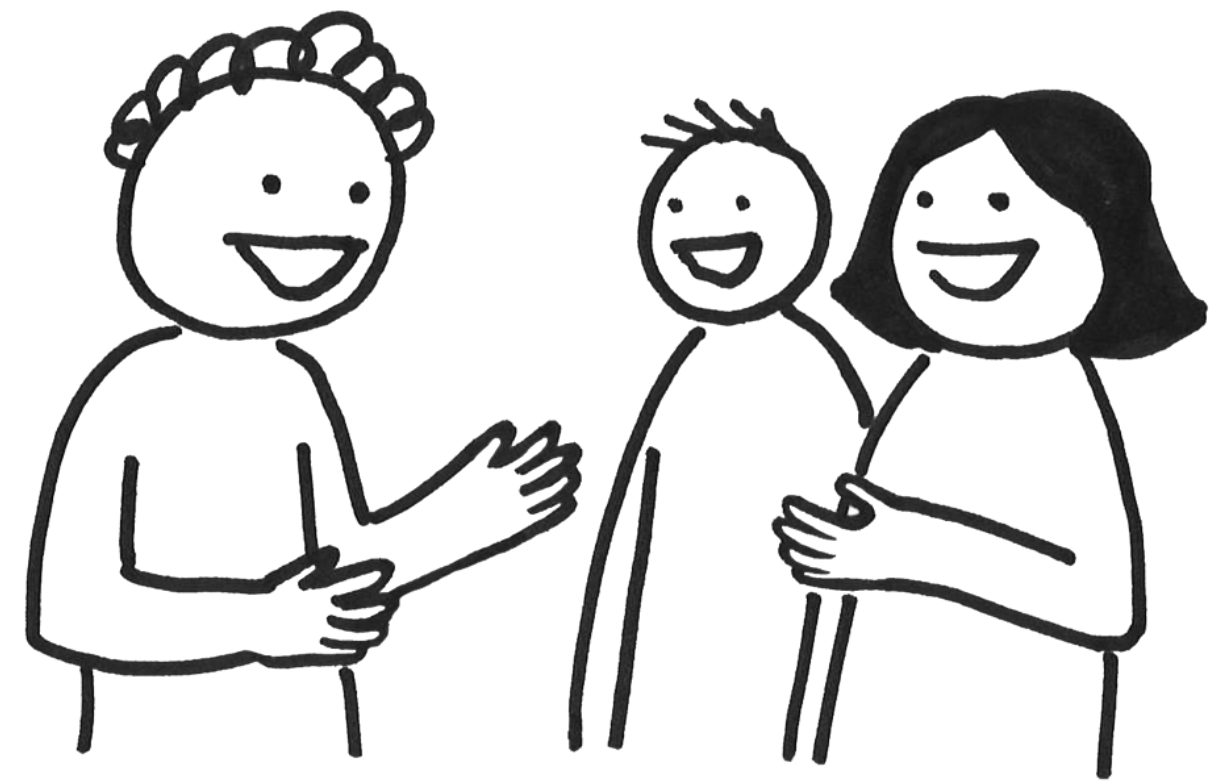
- Train developers
- Train quality engineers
- Approve designs
- Build test automation
- Manually verify products

Executives remove blockers.

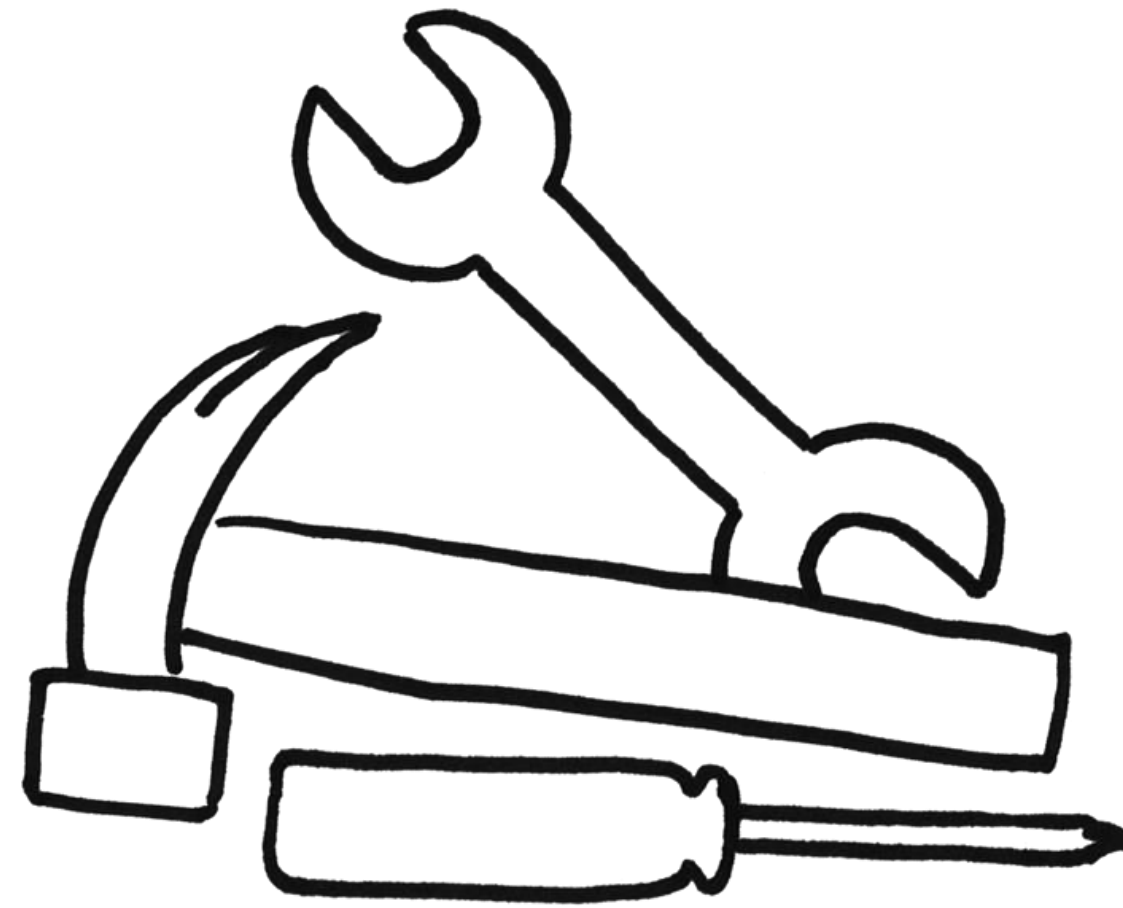
You build an environment in which
accessibility can thrive.



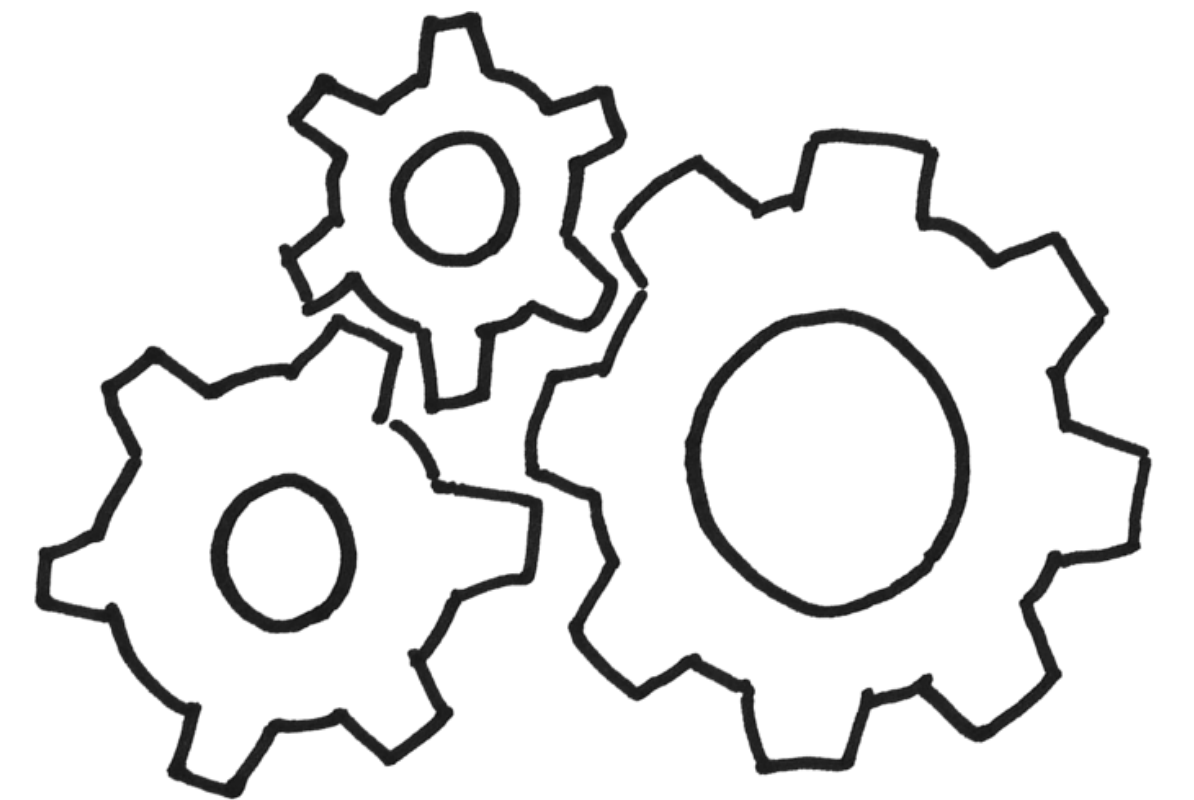
Building an Environment



CULTURE



TOOLS



PROCESS

Gaining Allies & Raising Awareness



Build a Base

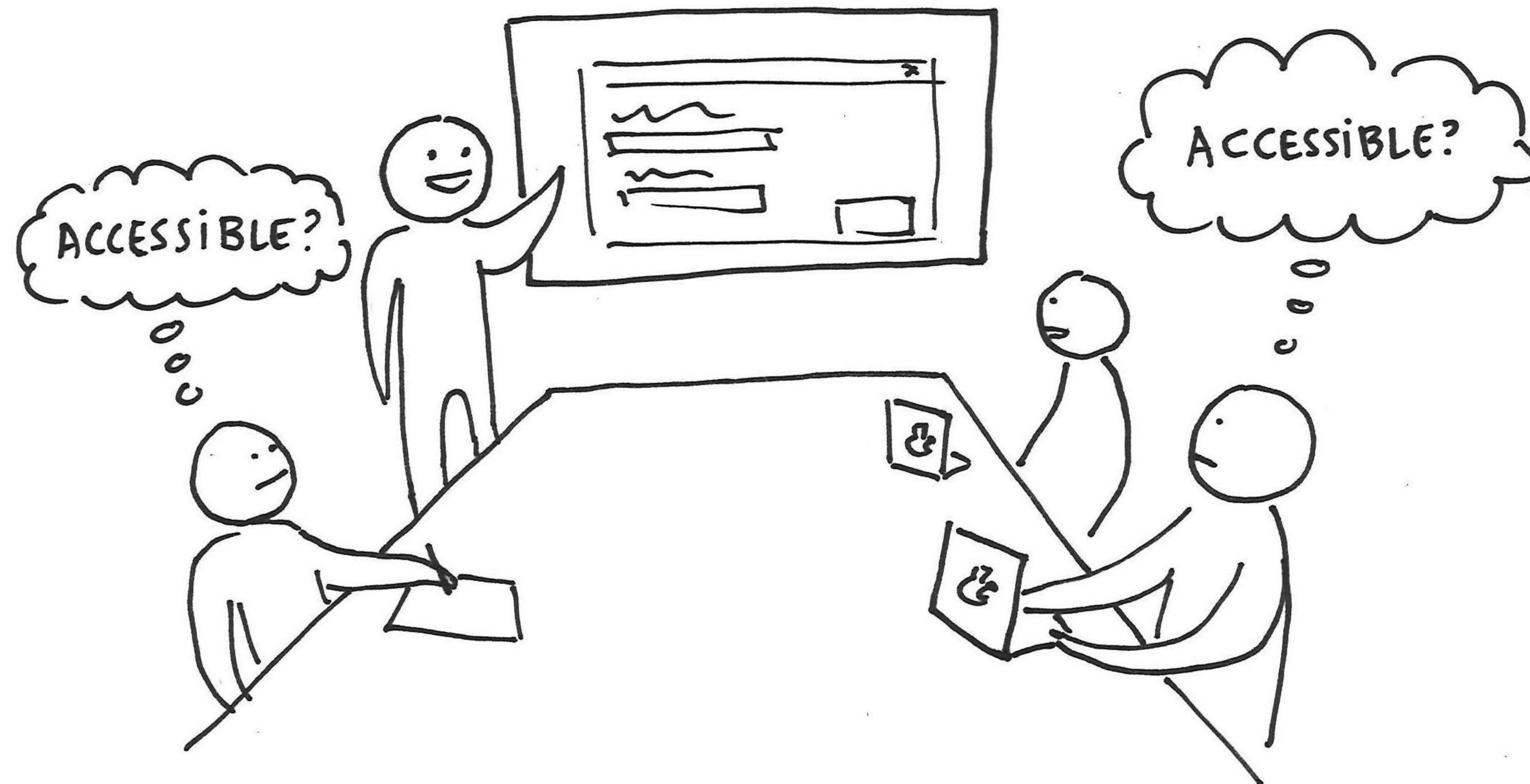
- Virtual team of people who are passionate
- Spread knowledge about accessibility
- Make accessibility part of every conversation
- Build empathy through examples
- Frame accessibility through your company's core mission



Make it Contagious

SUCCESS

- Other people (not you) talking about accessibility
- People asking their leadership about accessibility



Embed on a Scrum Team

- Teach one scrum team how to ship accessible features
- Learn at a micro level how Agile works at your company

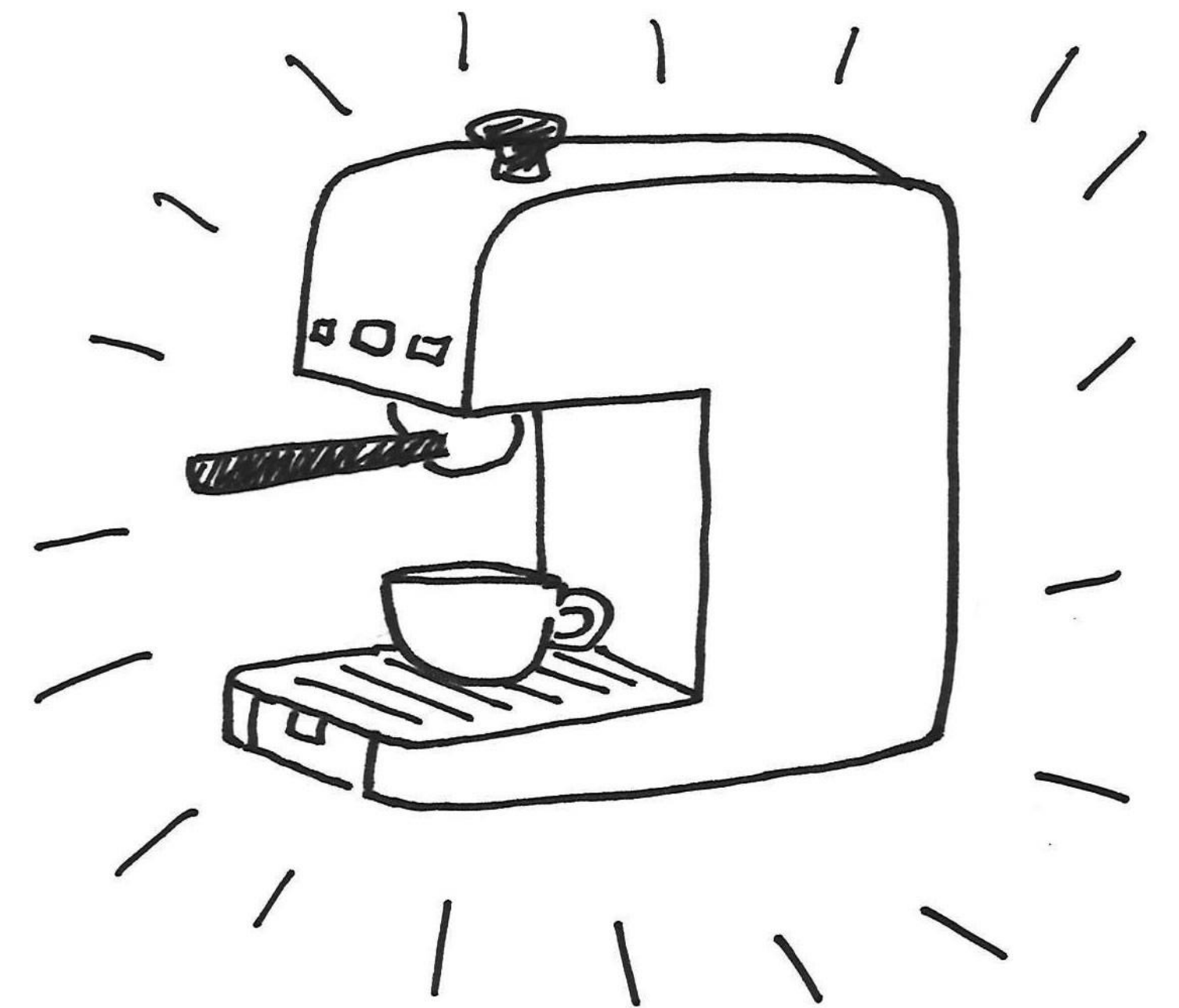
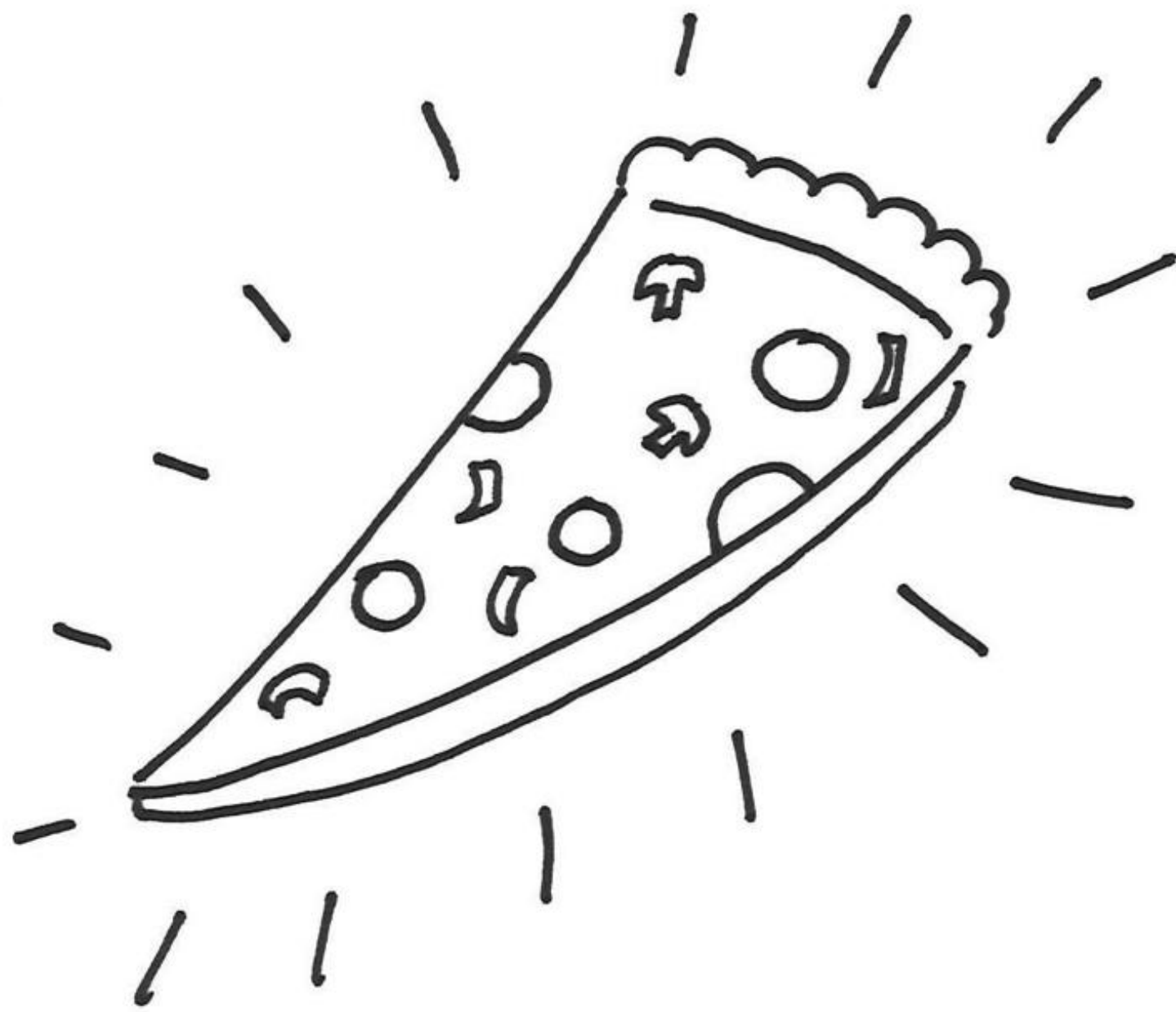
Embed on a Scrum Team

SUCCESS

- Knowledge of your company's brand of agile
- Success building an accessible feature
- Proven to the team that accessibility is not a big hurdle
- Allies in UX, scrum leadership, development, and quality
- Path to embed on another, larger, more influential team

Create an Award

Recognize teams that ship accessible products. Reward should draw interest.

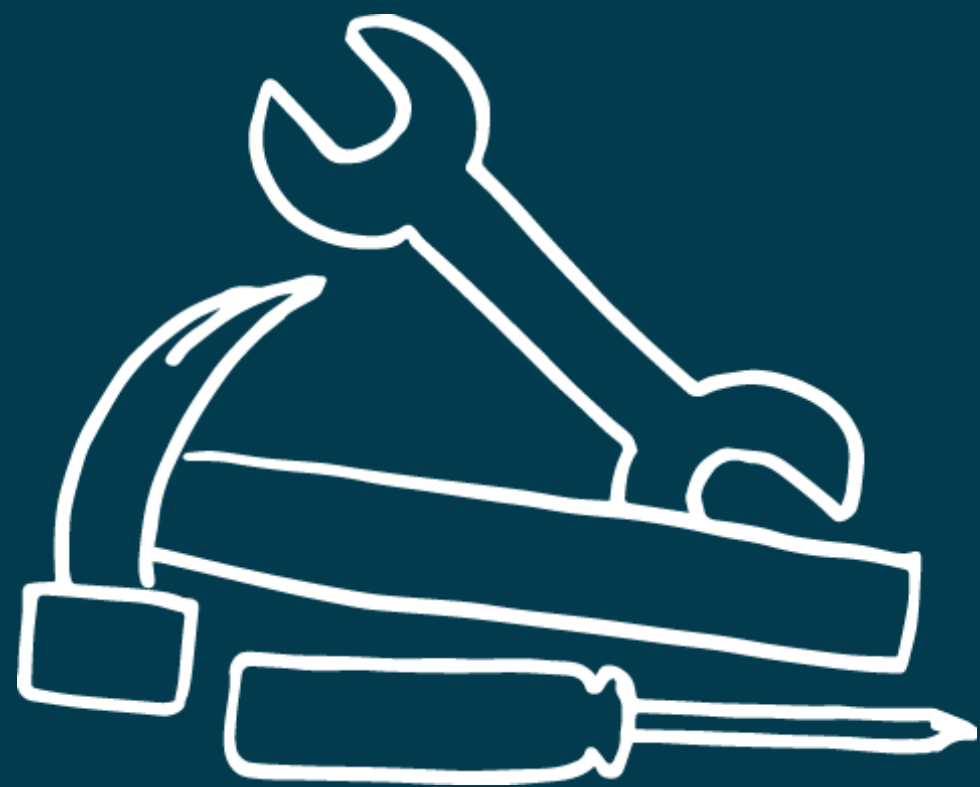


Create an Award

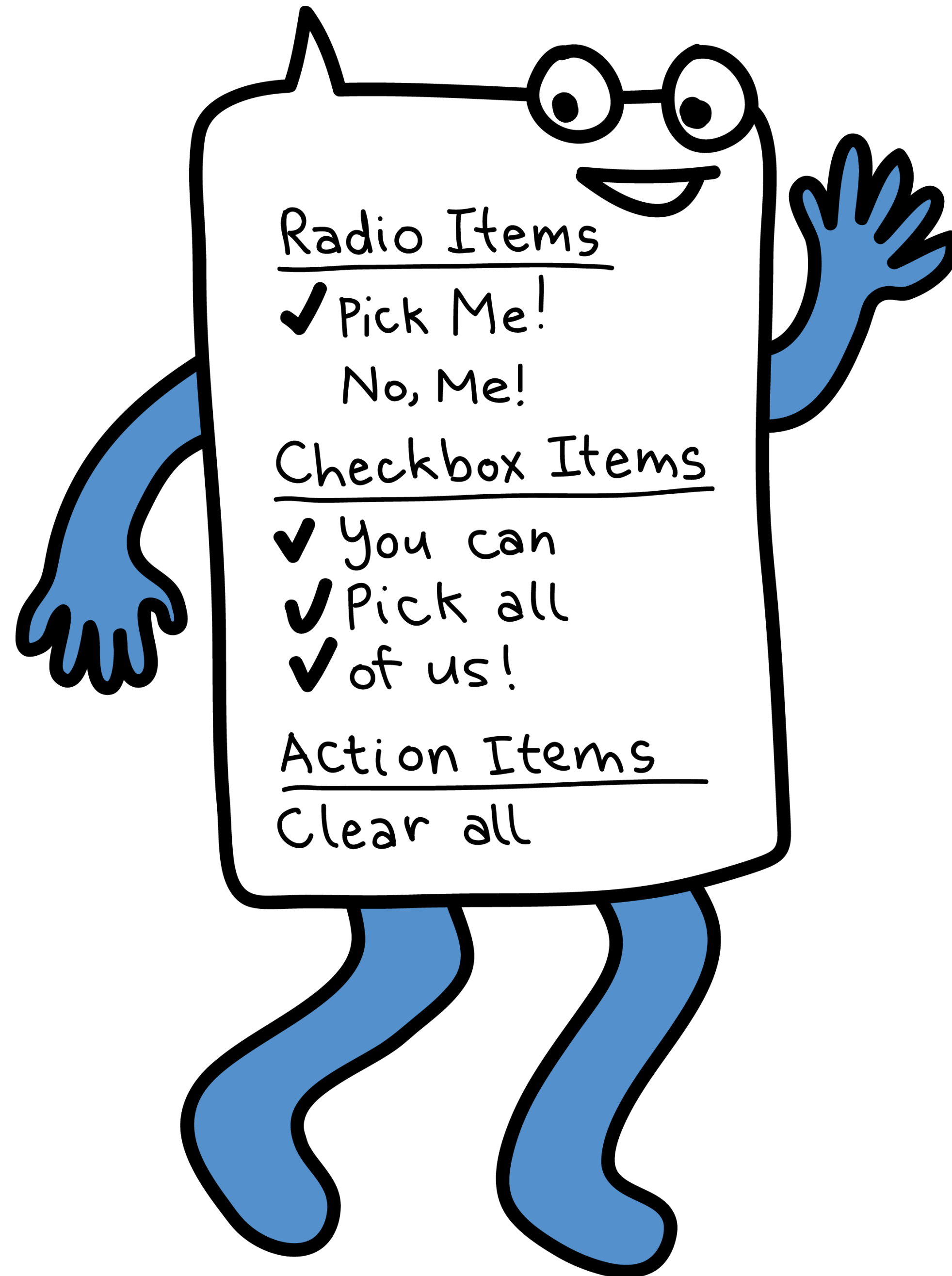
SUCCESS

- Promotion of accessibility by publicizing the winners
- Proven incentive for scrum teams to build accessible

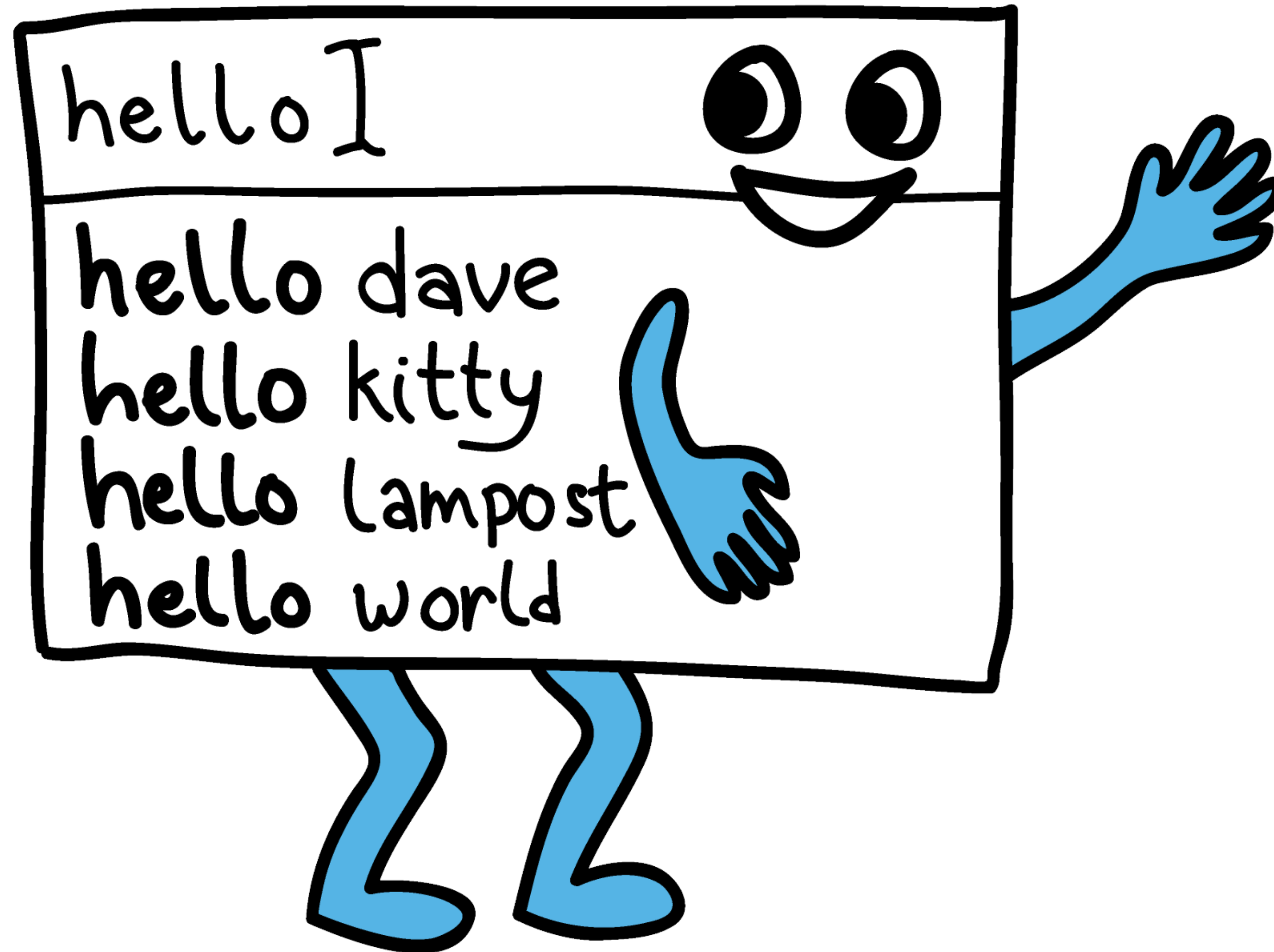
Reusable Components



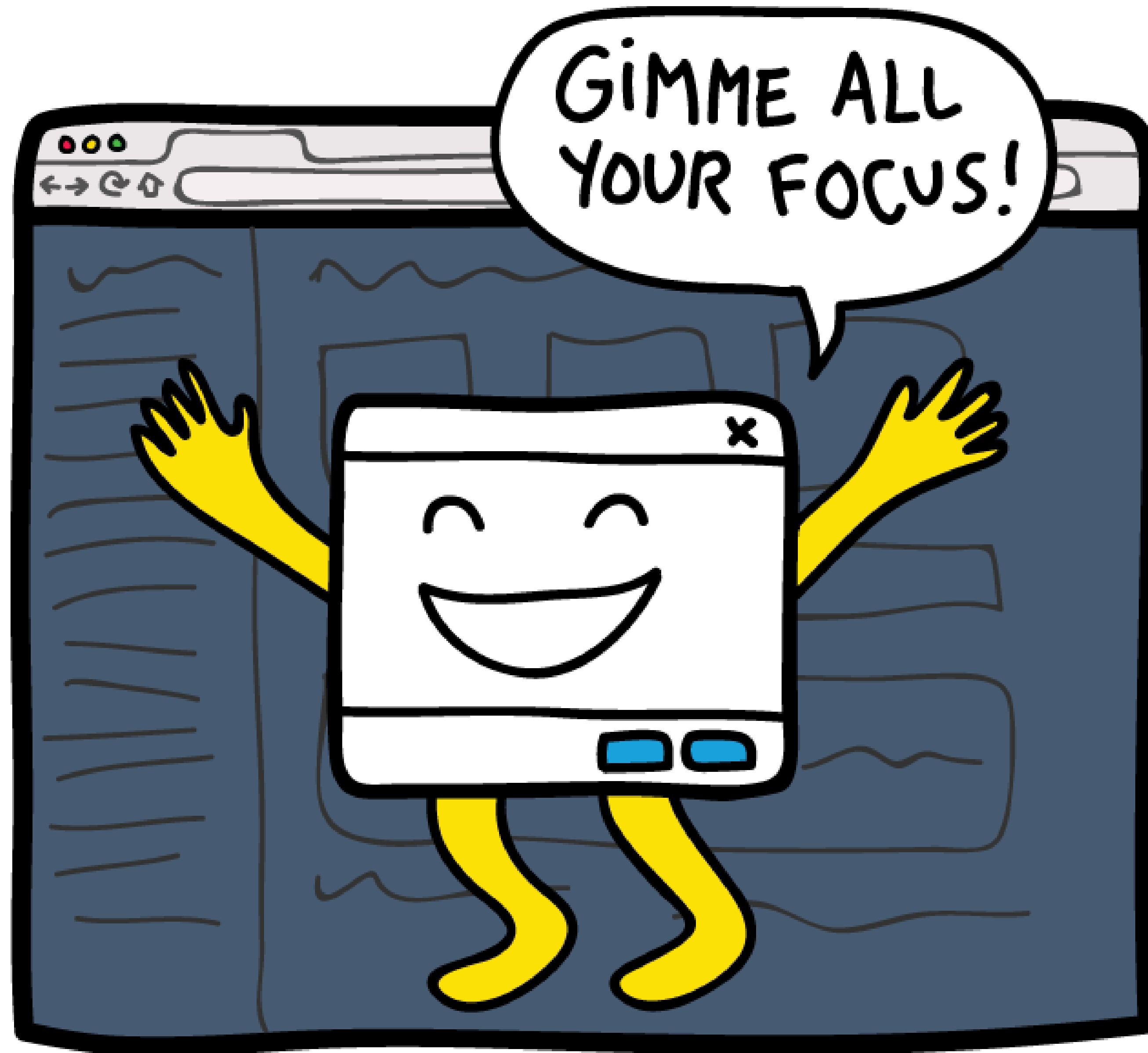
A Menu



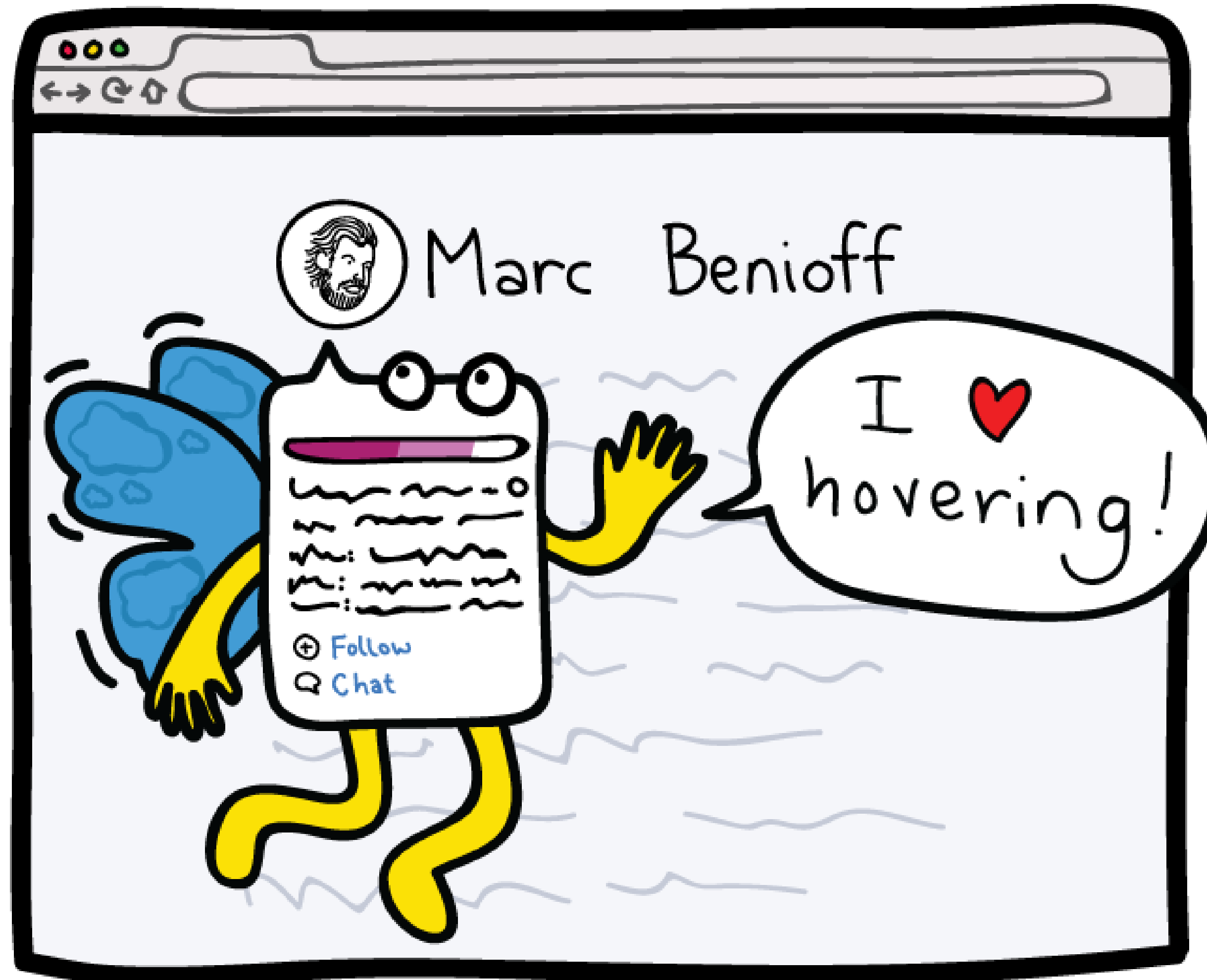
An Autocomplete Typeahead



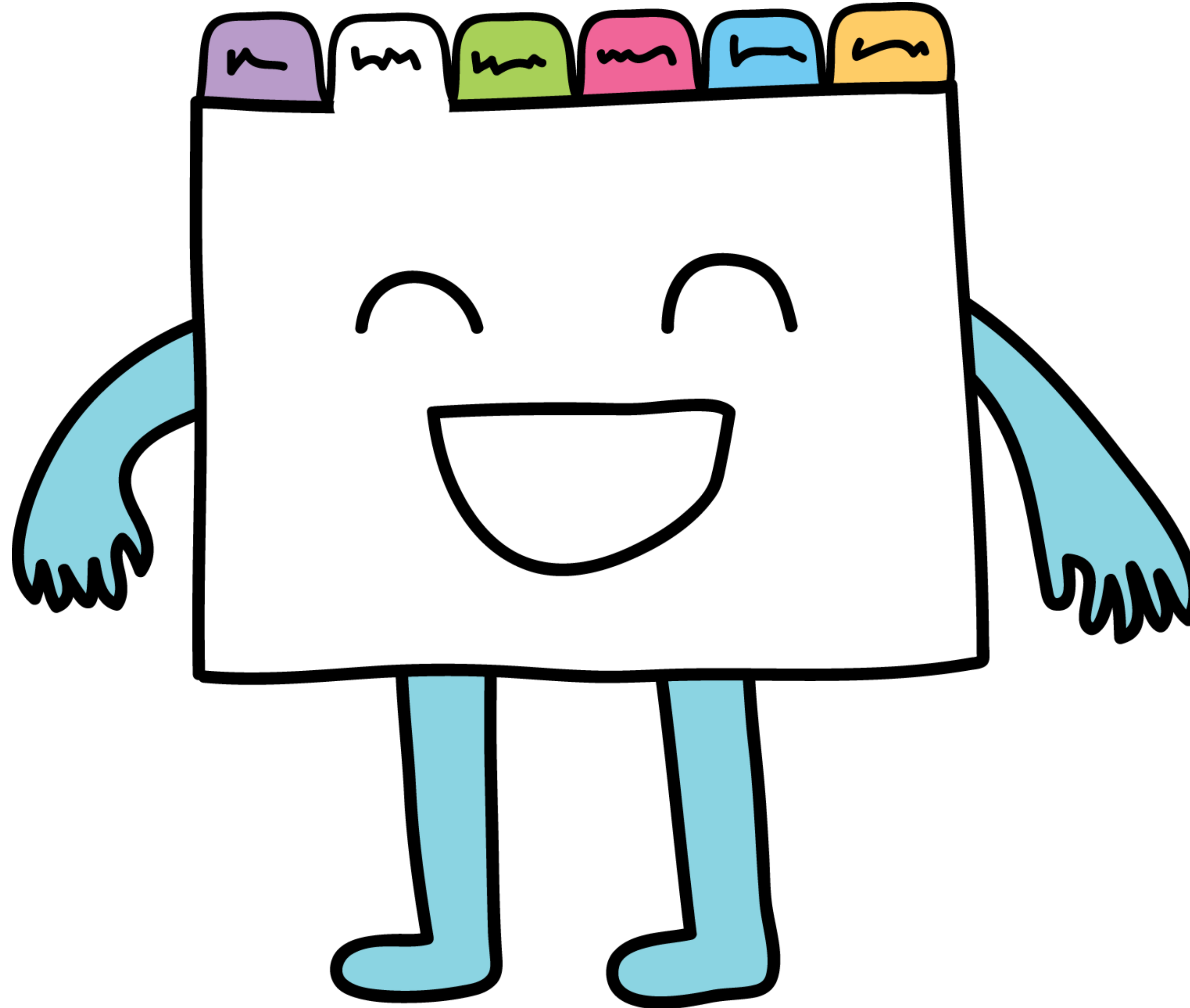
A Modal



A Non-Modal Dialog



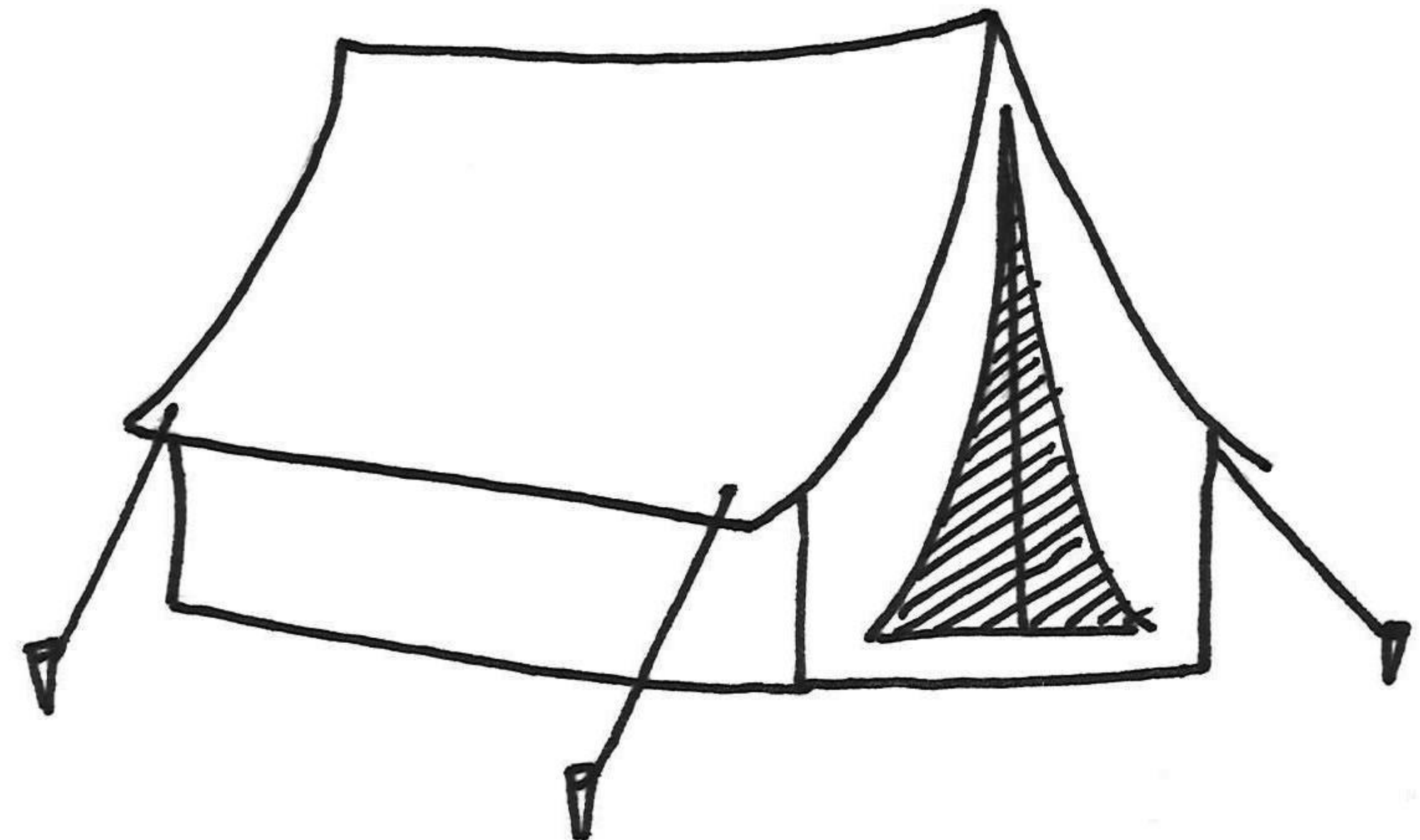
Tabset



What camp are you in?

Reusable Components

1. No reusable components
2. Custom set of reusable components
3. Components from a 3rd party UI library



Building Your Own Components

- Use your contacts to join the appropriate scrum team
- Guide them toward the development of accessible components



3rd Party Components

- Know which components are used
- Gauge their level of accessibility
- Catalogue functionally equivalent alternatives for inaccessible components
- Work with stakeholders to enlist accessible alternatives



Grassroots Marketing Campaign

THE MANY FACES OF AURA AUTOCOMPLETES (aka dropdown typeaheads)

hello I
hello dave
hello kitty
hello lampost
hello world

Grea I
Grease Lightning
Great Expectations
Great America
Alexander the Great
Great opportunity

My Very Important List
Search all lists
My Very Important List
-- The Best List
-- *DO NOT DELETE*--
MY LIST
Copy of **MY LIST**

They come in all shapes and sizes, but they're still all `ui:autocomplete` aura components at heart.

Name	Location	Favorite Thing 1	Favorite Thing 2
Cookie Monster	Sesame Street	Chocolate Chip Cookie	Oatmeal Cookie
Fraulein Maria	Austria	Rai	Whiskers on kittens
Marc Benioff	San Francisco	Raindrops on roses	Philanthropy
Harry Potter	Hogwarts	Raisin cookies	Quidditch
		Raiders of the Lost Ark	
		Mt. Rainier	
		Singin' in the Rain	

Want to learn more about `ui:autocomplete`?
Read the Aura docs or join the Aura Help GUS group.

AURA COMPONENT CLARIFICATION LEAGUE PRESENTS

★ DROPPDOWN ★ ★ THROWDOWN ★

DROPPDOWN MENU VS. NON-MODAL DIALOG

★ COMPONENT STATS ★

UI:MENU	AURA COMPONENT	UI:PANELDIALOG
ARROW KEYS	KEY NAVIGATION	TAB KEY
TAB KEY, ESC KEY	SHORTCUT TO CLOSE	ESC KEY
FIRST CHARACTER QUICK JUMP	SECRET WEAPON	SHOWS ON HOVER OR CLICK
ONE ACTION PER ROW	USE THIS FOR	NON-LINEAR UI, MULTIPLE ACTIONS PER ROW, INPUTS

WHICH IS BEST FOR YOUR USE CASE?

CHECK OUT STATS FOR `UI:PANELDIALOG`, `UI:MENU`, & MORE KICK-ASS COMPONENTS IN THE AURA DOCUMENTATION.

START BUILDING YOUR AURA APP TODAY!

WHAT'S THE DEAL WITH AURA DIALOGS & MODALS? PART ONE: `UI:PANELDIALOG` IS SUPER VERSATILE!

`<ui:panelDialog isModal="true">`

GIMME ALL YOUR FOCUS!

You want to see what's behind me? Pick an action first! (or press Escape)

Save Cancel

`<ui:panelDialog isModal="false">`

Marc Benioff

I ❤️ hovering!

If you need me, I'm here on click!

Harry Potter @ Hogwarts Community

Harry Potter @ Order of the Phoenix

Hey, I'm gonna chill out over here until closed, okay?

What about `ui:dialog`?
That's deprecated.

And `ui:popup`?
That's ~abstract~

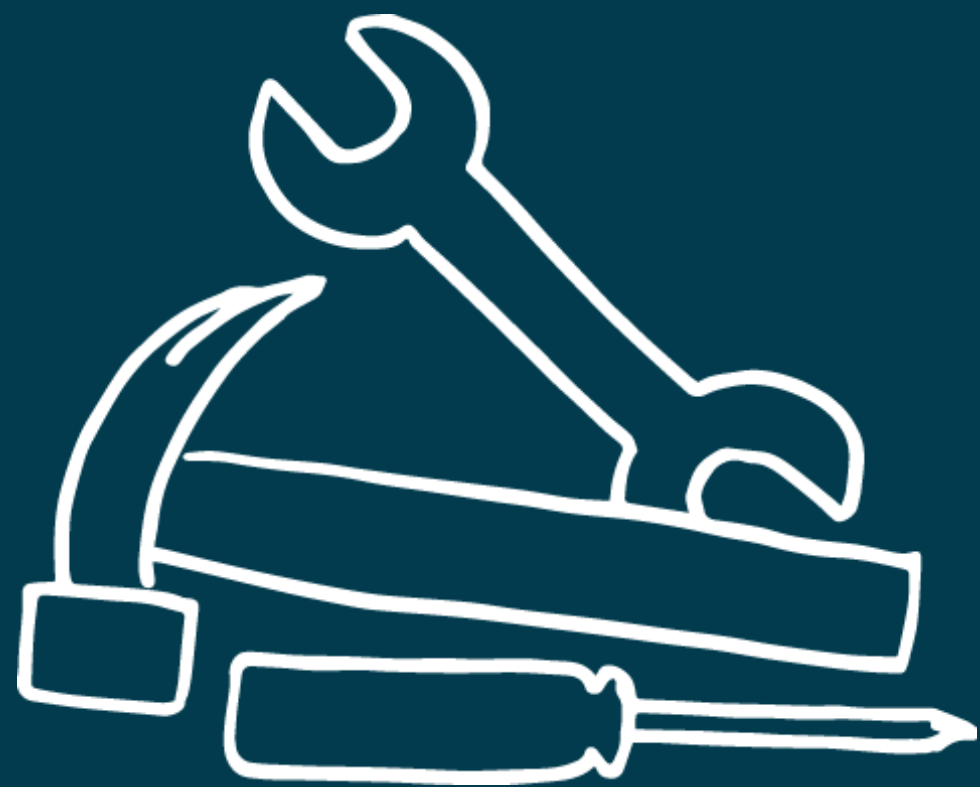
OK

Want to learn more about `ui:panelDialog`?
Read the Aura docs or join the Aura Help GUS group.

Take Advantage of Redesigns

- Product redesigns are common
- Be prepared with a set of accessible, reusable components
- Beware of redesigns

Testing Framework



Quality Engineering

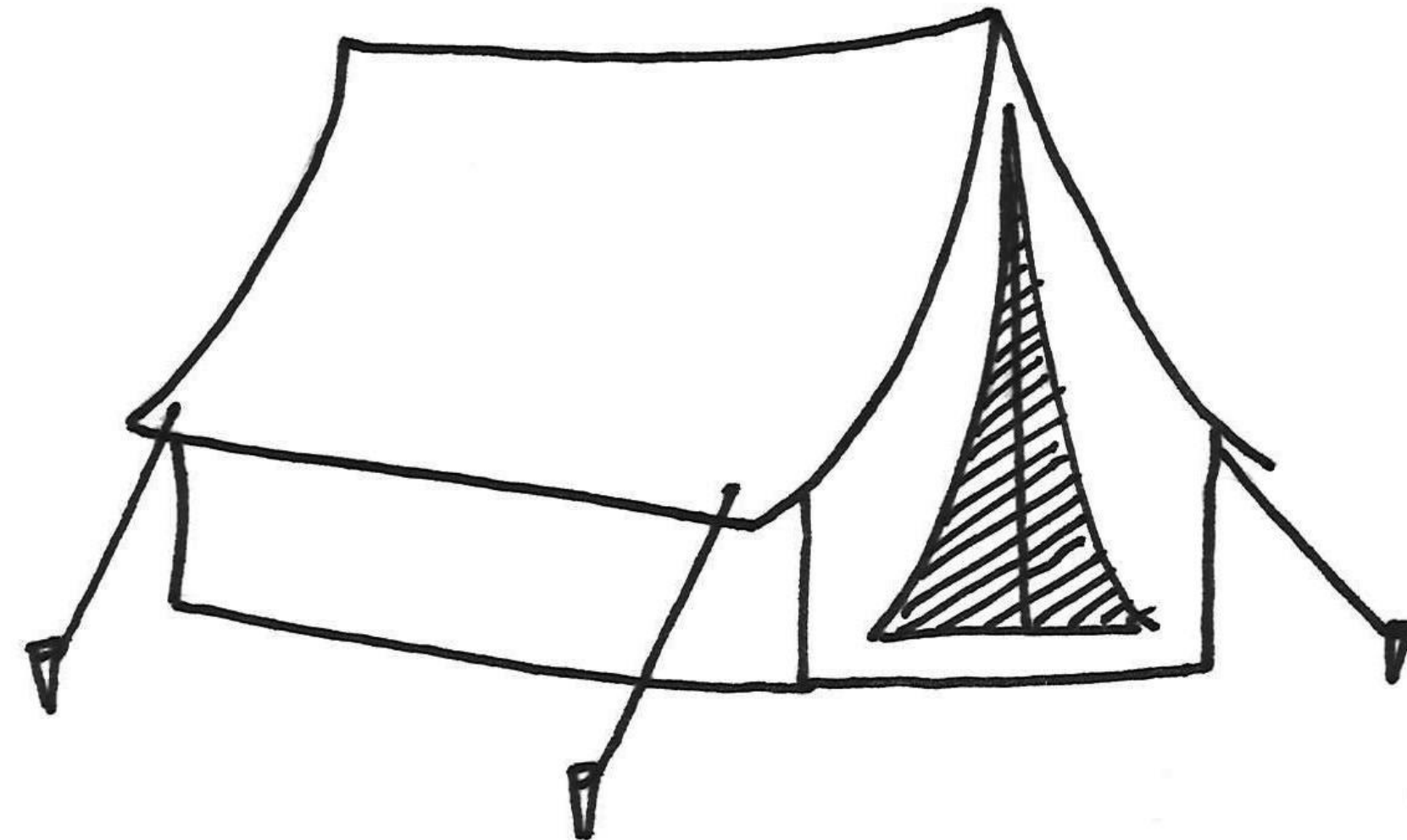
- Reliability
- Efficiency
- Security
- Maintainability

Accessibility verification is not a traditional part of quality testing.

What camp are you in?

Test Automation

1. Accessibility can't be automated. Too many manual checks are needed.
2. Accessibility tools are great, but it's hard to get organizations to use them.
3. Accessibility automation is awesome when done properly.



Automation is Key to Accessibility

Build test automation that is specific to your environment

- Opt everyone in
- Automatically issue test failures where possible
- Test for patterns that indicate accessibility bugs
- Perform manual spot checks
- Track everything



Automation is Key to Accessibility

DOM test the simple things

- Images have alt attribute
- Labels associated with form elements
- Buttons and links aren't empty
- Color contrast between text and background
- Page and frames have title
- Data tables have properly associated headers
- Use of fieldset and legend
- Proper heading usage

This email is better.

From: Your CEO

To: All Employees

Subject: Accessibility

Starting tomorrow, all products will be opted into our new accessibility test automation suite. Furthermore, tests will ensure everyone is using our new UI components.

Regards,
Your CEO



Process Change



How does your company
implement a new process?

Develop a Plan

- Problem statement
- Teams or groups who will be impacted
- Proposal detail
- Tracking and success metrics
- Exception policy
- Release sign-off process
- Communication plan

Executive Sponsor

Their main job is to believe in your idea.

Executive sponsorship can come from...

- Product or Scrum management
- Development or Quality
- User Experience
- Your managerial chain



An Example Meta Process

1. Define the problem
2. Identify impacted parties
3. Engage Forums - present proposal, gather feedback
4. Go/No go
5. Re-socialize revised proposal, get alignment, final buy-in
6. Go/No go
7. Visibility to executives
8. Communication and rollout

This email is best.

From: Your CEO

To: All Employees

Subject: Accessibility

Starting this release we will be following the new accessibility process. Thanks to everyone for their input in helping to make this process fit everybody's workflows.

Details in the [Accessibility Process Document](#).

Regards,
Your CEO



Culture, Tools, and Process

- ✓ Cultivate support
- ✓ Provide good components
- ✓ Leverage your test framework
- ✓ Institute process change
- ✓ Keep it going



Thank You