TPG Workshop: Web & Software Lifecycle End-to-End Accessibility

Join The Paciello Group (TPG) for an in depth exploration of how to integrate end to end accessibility into an organization's workflow to ensure a positive user experience for all users.

So often the focus is on compliance and code which, when done in isolation, is rarely enough. Without the appropriate vision, strategy, governance and training in place the overhead to deliver accessible products can be very high, and repetitive. Real success comes from investing in your people, building an internal knowledge base, understanding your audience's needs and applying accessible user experience principles from commissioning a product through to delivery.

Drawing on their years of experience, the TPG team will explore different models for integrating accessibility whether you work in a large or small organization, in an agile or waterfall environment, are experienced or starting out. Detailed case studies from the UK Government Digital Service, BBC and many others will be examined in this full-day workshop.

Given integrating accessibility relies on a diverse set of skills ranging from project management through to design and development, this workshop is structured to be inclusive and engaging to all skill levels regardless of experience. Attendee's participation will be encouraged as TPG explores the entire process of building not only an accessible product, but a culture of inclusion that sustains their ongoing delivery.

Presenters Karl Groves, Henny Swan, Joshua Marshall, Leonie Watson, Steve Faulkner, Shane Paciello, Billy Gregory, Hans Hillen, David Sloan, Sarah Horton and Patrick Lauke will share successes and lessons learned from past projects to ensure that all attendees, regardless of their practice or skill level, understand the role they play in creating an accessible digital product.

CSUN Submission requirements:

- An enhanced and in-depth exploration as opposed to a general overview
- Offer distinct learning objectives with gained practical knowledge
- Include an interactive or hands-on learning experience

All proposals will be reviewed based on how well they meet the following criteria:

- Addresses an innovative or new perspective in technology
- Offers beneficial strategies for effectively implementing assistive technology practices
- Incorporates hands-on learning
- Demonstrates how learning objectives will be met
- Provides a diversity of learning modalities and styles

- 3 Learning objectives
    a. To gain an in-depth understanding of how to integrate accessibility into every phase of product lifecycle. From planning to design, development, launch and maintenance
    b. A firm understanding of what's expected from each stakeholder in a project and the role they play in ensuring a successful launch
    c. Learn how to cultivate an environment that encourages the creation of accessible applications, and how to sustain it, and integrate it into pre-existing processes

- Program description (including summary, format and how objectives will be met)
- Equipment needs (it is the responsibility of all presenters to communicate their technology set-up and to provide their own equipment beyond what is made of available)
- Audience type (beginner, intermediate or advanced): all

Workshop outline

- Introduction
  - Assuming this is a company that has some but not expert level a11y experience
- Getting started
  - Internal buy in
  - Start small (i.e. on one project) or start big (i.e. company wide)?
  - Governance
  - Standards and guidelines
  - Accessibility champions network
  - Training
- Project lifecycle
  - Accessibility and agile
  - Continuous development (?)
- Program/ Project management
  - The role and responsibilities of Program/Project Management
    - Activities
      - User Stories
      - Prioritization
    - Deliverables
- User experience and design
  - The role and responsibilities of UX
    - Activities
    - Deliverables
  - Understanding your users
    - Avoiding assumptions
    - Focus on outcome over compliance
  - Annotated UX
    - what it is
    - why it is important (feeds into User Stories > UATs / Cucumber Tests etc)
    - How to annotate UX
    - What to annotate (structure and semantics, visual design , interactions etc)
  - Usability testing with disabled users
  - Case study: BBC iPlayer
- Development
  - The role and responsibilities of development
    - Activities
    - Deliverables
  - The basics
    - html / best practices / standards / design patterns
  - the advanced stuff
    - ARIA / JS / Mobile / apps

- Testing
  - The role and responsibilities of QA and test
    - Activities
    - Deliverables
  - manual
    - tools / AT
  - automated
- Remediation
  - how to fix once the site is live
  - prioritization of issues
  - Definition of Done