Using a Matrix to Define Accessibility Roles for Our Design Team

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WCAG

* Interaction Designers (define the interactions and components within each web design)
* Visual design (color pallets and overall design)
* Content strategists (content of the webpages)

Sample table based off of the [WebAIM checklist](http://webaim.org/standards/wcag/checklist): (Another matrix that you could use is <http://www.w3.org/community/wai-engage/wiki/Accessibility_Responsibility_Breakdown>)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **WCAG** | **Responsibilities** | **Content Strategists** | **Interaction Designers** | **Visual Designers** |
| [**1.1.1**](http://www.w3.org/TR/WCAG20/#text-equiv-all) | All images, form image buttons, and image map hot spots have appropriate, equivalent [alternative text](http://webaim.org/techniques/alttext/). | Yes | No | Yes |
| [**1.1.1**](http://www.w3.org/TR/WCAG20/#text-equiv-all) | Images that do not convey content, are decorative, or contain content that is already conveyed in text are given null alt text (alt="") or implemented as CSS backgrounds. All linked images have descriptive alternative text.. | Yes | No | No |
| [**1.1.1**](http://www.w3.org/TR/WCAG20/#text-equiv-all) | Equivalent alternatives to complex images are provided in context or on a separate (linked and/or referenced via longdesc) page. | Yes | Yes | Yes |
| [**1.1.1**](http://www.w3.org/TR/WCAG20/#text-equiv-all) | Form buttons have a descriptive value | Yes | No | No |
| [**1.1.1**](http://www.w3.org/TR/WCAG20/#text-equiv-all) | Form inputs have associated [text labels](http://webaim.org/techniques/forms/controls). | No | Yes | No |
| [**1.2.1**](http://www.w3.org/TR/WCAG20/#media-equiv-av-only-alt) | A descriptive text transcript (including all relevant visual and auditory clues and indicators) is provided for non-live, web-based audio (audio podcasts, MP3 files, etc.). | Yes | Yes | Yes |
| [**1.2.1**](http://www.w3.org/TR/WCAG20/#media-equiv-av-only-alt) | A text or audio description is provided for non-live, web-based video-only (e.g., video that has no audio track). | Yes | Yes | Yes |
| [**1.2.2**](http://www.w3.org/TR/WCAG20/#media-equiv-captions) | Synchronized [captions](http://webaim.org/techniques/captions/) are provided for non-live, web-based video (YouTube videos, etc.) | Yes | Yes | Yes |
| [**1.2.3**](http://www.w3.org/TR/WCAG20/#media-equiv-audio-desc) | A descriptive text [transcript](http://webaim.org/techniques/captions/#transcripts) OR [audio description](http://webaim.org/techniques/captions/#ad) audio track is provided for non-live, web-based video | Yes | Yes | Yes |
| [**1.2.5**](http://www.w3.org/TR/WCAG20/#media-equiv-audio-desc-only) | Audio descriptions are provided for all video content NOTE: Only required if the video conveys content visually that is not available in the default audio track. | Yes | Yes | Yes |
| [**1.3.1**](http://www.w3.org/TR/WCAG20/#content-structure-separation-programmatic) | [Semantic markup](http://webaim.org/techniques/semanticstructure/) is used to designate headings (<h1>), lists (<ul>, <ol>, and <dl>), emphasized or special text (<strong>, <code>, <abbr>, <blockquote>, for example), etc. Semantic markup is used appropriately. | No | No | No |
| [**1.3.1**](http://www.w3.org/TR/WCAG20/#content-structure-separation-programmatic) | [Tables](http://webaim.org/techniques/tables/data) are used for tabular data. Where necessary, data cells are associated with their headers. Data table captions and summaries are used where appropriate. | Yes | No | Yes |
| [**1.3.1**](http://www.w3.org/TR/WCAG20/#content-structure-separation-programmatic) | Text labels are associated with form input elements. Related form elements are grouped with fieldset/legend. | Yes | Yes | Yes |
| [**1.3.2**](http://www.w3.org/TR/WCAG20/#content-structure-separation-sequence) | The [reading and navigation order](http://webaim.org/techniques/screenreader/#linearization) (determined by code order) is logical and intuitive. | Yes | Yes | Yes |

Clarify the WCAG guidelines for each role

Clarify role for each specific tasks

Map the WCAG guidelines to each practice

Clarifies the relationship between the WCAG guidelines to each discipline

Understand how to translate the WCAG guidelines

Identify role-specific training resources

* Using practice specific guidelines we can easily identify and provide training resources to:
  + Develop training aids that depict meaningful examples that relate to each role
  + Create ad-hoc demos using desktop, mobile and tablet assistive technologies and software that is specific to each role

The matrix allows for the development of a roadmap

Customer experience accessibility roadmap roles matrix in excel

A few key points to remember about the matrix:

* Streamlines process for practitioners
* Determines which accessibility requirements to apply to each discipline
* Helps avoid confusion

Understand practice roles and responsibilities

* Visual and interaction design role
  + A visual designer’s initial design may include an infographic. The visual designer will work alongside the interaction designer and content strategist to incorporate text on the page that conveys the same information and use alternative text (if needed)
* Content strategist role
  + The content strategist will work alongside the interaction designer and visual designer to incorporate meaningful text and alternative text into their content deck.

Define the accessibility review process:

* Use several methods for project review
  + Peer-reviews
  + Mobile design meetings
  + Team forums for knowledge sharing
  + Practice training sessions
  + Weekly accessibility office hours

Codify the accessibility review process

* Narrow the scope of feedback based on role
* Create more productive and focused working sessions
* Delegate tasks appropriately
* Avoid ambiguity when presenting deliverables to business partners
* Encourage collaboration between team members