# Agile ORLANDO 2023

JULY 24-28

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# Making Accessibility Advocacy Part of Your Everyday Practice

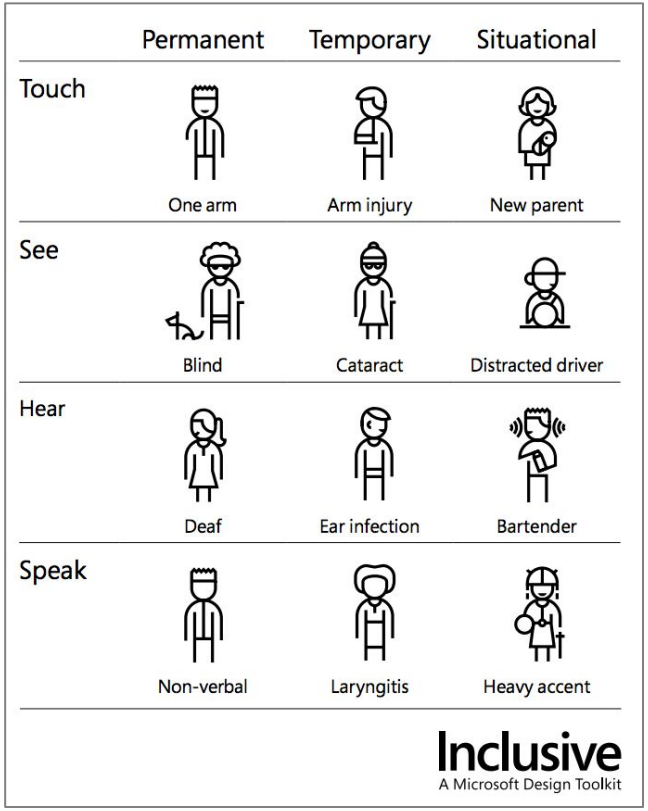
# What to Expect today…

- Accessibility Advocacy is about making choices that lessen challenges for all users, including those with disabilities. It starts with shifting the conversation.

**Outcomes:**

- Share **some techniques** that can aid in addressing some common usability challenges
- Space **to practice** to increase effectiveness in addressing inclusiveness and overcoming roadblocks
- Reflect on art of the possible '**your next steps as an accessibility advocate'**

# What comes to your mind, looking at this graphic?



# Tip 1

## Inclusive out the gate…

# Personas: Represent the user & helps teams

**Basics.** Include details that are bo*th relevant to the product and useful in helping teams* ***remember the needs and motivations of the people*** *using their product.*

**Remember to ask yourself:**

**Who is the intended user base, and who do you want it to be?**

**What group(s) of people might you be overlooking?**

**Persona Module**. Capture the 'what else'.

Some teams create ck lists to add on to all their personas

| CUSTOMER NAME | (Fictional) |
|---|---|
| Picture (Yes, draw it!) (Fictional) | Description |
| | Goals & Needs, Frustrations |
| Demographic info:<br>Age:<br>Occupation: | Tech Usage (web savvy, desktop, laptop, tablet, smart phone, favorite sites/apps...) |

# **NAME:** Sally

Picture (Yes, draw it!)

**Description**

- Married mother with one child in college, one at home
- Is the primary care-giver to her mother, who has Alzheimer's
- Family financial manager
- Works 40 hours a week
- She is social and outgoing; loves gardening

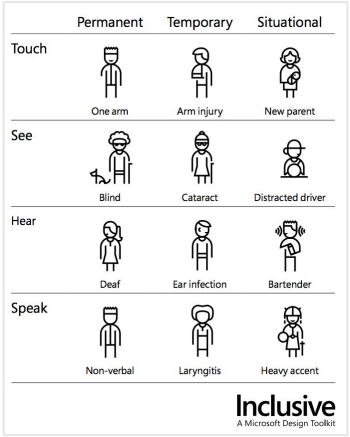
**Goals, Needs, & Frustrations**

- Finds it difficult to balance work, home, and taking care of her mother
- Is always looking for a way to save time and money
- Mom has different medical care providers, and it feels confusing

Age: 55
Occupation: Accountant
Former Military; Masters Degree

**Tech Usage (web savvy, desktop, laptop, tablet, smart phone, favorite sites/apps...)**

- Primarily uses her phone and iPad to browse the web and send email
- Uses a laptop for work but not much use past MS Office tools
- Would rather text than call; appreciates auto reminders




**Quote ”Make it easy for me, and you will have my loyalty."**

Particular/s:

Sight: stigmatisms that make it hard to see small screens

Touch: Difficult to fill out forms on her mobile device

# Paradox of Specificity

**What is the Paradox of Specificity?**

The Paradox of Specificity, is simply the idea that by adapting our efforts to the **needs of a more specific audience** will create solutions that are **useful to a much broader set of needs.**

# The Rollaboard suitcase

Did you know?

The Rollaboard suitcase was invented by a pilot named Robert Plath

It was designed with just a tiny group in mind — **airline cabin crew** — and was inspired by his own experience of spending a lot of time moving around airplanes and airport terminals

# Persona Spectrums ~ Shared Motivations

Are specific to human **motivations** and the way those motivations are shared across multiple groups. It shows how that motivation can change depending on context

https://inclusive.microsoft.design/tools-and-activities/InclusiveActivityCards.pdf

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# Set the stage for Exercise 1

## Scenario

**Your team has been hired** to design and develop a website for a dentist office. The client already has a basic web site with information about the office such as contact information, hours, services offered, and bios on the dentists and dental assistants. ***The dentist office wants to provide the ability for patients to request appointments.***

- You have done some research on the users of dentist's system and want to build personas to help communicate information about the users to help the team.

# Act 1 Exercise: Create some personas to share

## Material & Directions

- Each table break into two or three teams
- See pages 5-7 in handout/guide for examples, directions
- Use any of the supplies at your disposal create a persona with at least one particular

- *We will check in at the 7-minute mark!*

Persona

CUSTOMER NAME:

| Picture (Yes, draw it!) | Description |
|---|---|
| | Goals & Needs |
| Age:<br>Gender:<br>Occupation: | Tech Usage (web savvy, desktop, laptop,<br>tablet, smart phone, favorite sites/apps...) |

Source: https://www.agilealliance.org/wp-content/uploads/2018/12/08.031.17-Agile-Playbook-2.1-v12-One-Per-Student.pdf (Agile Playbook - Page 24)

# Tip 2

## Address motivations of the person (people) playing out the interactions

# Snapshot: User Stories

- **User stories** are short, simple descriptions of a solution that your team has come up with, told from the perspective of the **person who is playing out the interaction**. They are part of a larger epic that describes the actual problem to be solved and why you're solving it.
- The operative word here is *user*, meaning a user story puts **the focus on the user, not the product.**
- A user story usually focuses on three areas: As a (*who*) I want to (*what*) So that (*why*).
- This is all usually followed by **acceptance criteria**, which define how you know if the interaction is successful.

# Snapshot: Behavior Driven Development (BDD) & the Gherkin format

## Gherkin format: another way to develop user stories.

Provides a full scenario that help developers and testers understand both the outcome and the output of a particular user interaction. Steps are written in plain language. Then the developer will use these scenarios to implement the solution. The quality assurance (QA) team will write relevant automation scripts for each step.

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**Scenario** — the behavior you're going to describe

**Given** — the beginning state of the scenario

**When** — a specific action that the user takes

**Then** — a testable outcome, usually caused by the action in **When**

**And** — this continues any of the other three operations if necessary

# Set the stage for Exercise 2

## Scenario

- **Your team has been hired** to design and develop a website for a dentist office. The client already has a basic web site with information about the office such as contact information, hours, services offered, and bios on the dentists and dental assistants. ***The dentist office wants to provide the ability for patients to request appointments.***

## Set the Stage

- Your  team has persona material to help you understand your users
- As a team write a couple user stories that are inclusive

# Act 2: User Story Exercise

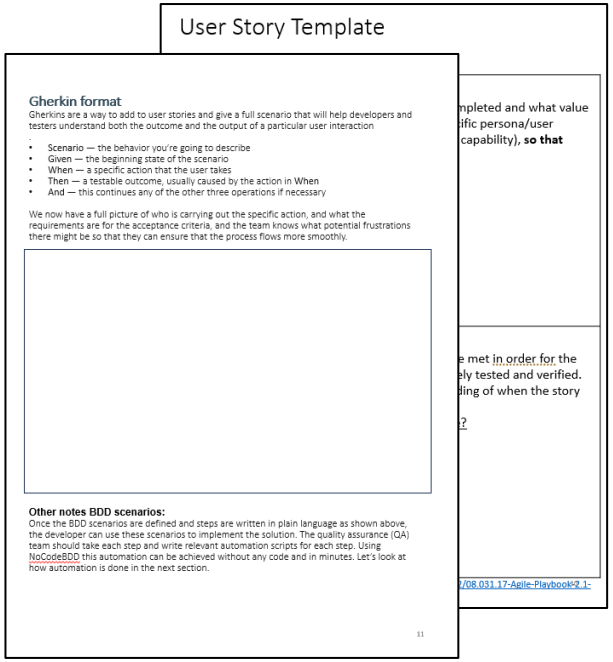
## Materials

- Packets as reference
- Supplies on the table
- **Personas around the room**

## Instructions

- Break out into your groups
- Reference the package as a team write a couple user stories (pages 10, 11). Focus on outcome/experience

- *We will ck in at 7-minute mark…*


User Story Template

**Gherkin format**

Gherkins are a way to add to user stories and give a full scenario that will help developers and testers understand both the outcome and the output of a particular user interaction

- Scenario — the behavior you're going to describe
- Given — the beginning state of the scenario
- When — a specific action that the user takes
- Then — a testable outcome, usually caused by the action in When
- And — this continues any of the other three operations if necessary

We now have a full picture of who is carrying out the specific action, and what the requirements are for the acceptance criteria, and the team knows what potential frustrations there might be so that they can ensure that the process flows more smoothly.

**Other notes BDD scenarios:**

Once the BDD scenarios are defined and steps are written in plain language as shown above, the developer can use these scenarios to implement the solution. The quality assurance (QA) team should take each step and write relevant automation scripts for each step. Using NoCodeBDD this automation can be achieved without any code and in minutes. Let's look at how automation is done in the next section.

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# Tip 3

## Trust and Verify

## Strive to prevent disability bias in design/code

# Prevent Disability BIAS

By 2026 according to one Gartner study, scanning tools powered by visual AI will increase the identification of detectable accessibility issues to 80 to 90 percent, up from the current level of 40 to 60 percent.

According to Microsoft, the only way to prevent bias in AI is upfront design and development decisions

The most critical step in creating inclusive is to recognize where and how bias impacts the system during design, then continue to build test processes into how we work.

# Trust and Verify, Some Tools available now….

## Validation Software

- Total Validator
  - Site: https://www.totalvalidator.com/
  - Cost: Free to $49 for Pro
- Web Accessibility Evaluation Tool (WAVE)
  - Site: https://wave.webaim.org/
  - Cost: Free

## Screen Reader

- NVDA
  - Site: https://www.nvaccess.org/
  - Cost: Free

## Color Blindness Simulators

- Colblindor
- Pilestone

# Tip 4

# Being an accessibility advocate is a Mindset

# Quotes

"To so many people, [disability] remains a mystery, this very scary and overwhelming topic," … "We don't talk about it. We ignore it. We shy away from it. We hide it away. But that's not what we should do when it comes to disability, because it's just something that's part of what makes people who they are.“ – *Emily Ladau*

“I've lived in this body a long time. I'm quite fond of it. It does the things that I need it to do, and I've learnt to use it to the best of it's capacity, just as you have." ... "No amount of smiling turns a flight of stairs into a ramp.” – *Stella Young*

Ladau, Emily. *Demystifying Disability What to Know, What to Say, and How to Be an Ally*, Ten Speed Press, Emeryville, 2021

# What Are you taking away?

## Accessibility Advocate: Mind Map/Gallery

# Your feedback would be appreciated.

## Please use the Agile2023 mobile application to provide feedback for Rich and Lynn

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