Implementing & Leveraging Mobile Accessibility Across the Enterprise

June 2, 2015, Salon 3

- Bill Curtis-Davidson, Executive Architect, IBM Accessibility
- Matt Feldman, Senior Accessibility Consultant, Deque Systems, Inc.
- Tim Harshbarger, Accessibility Consultant, State Farm Insurance Companies
- Deborah Kaplan, Section 508 Policy Lead, US Dept of Health & Human Services
Introductions

Bill Curtis-Davidson  
Executive Architect  
IBM Accessibility  
wacurtis@us.ibm.com

Matt Feldman  
Senior Accessibility Consultant  
Deque Systems, Inc.  
matt.feldman@deque.com

Tim Harshbarger  
Accessibility Consultant  
State Farm Insurance Companies  
tim.harshbarger.cqwg@statefarm.com

Deborah Kaplan  
Section 508 Policy Lead  
US Dept of HHS  
deborah.kaplan@hhs.gov
Agenda: “Mobile Accessibility Across the Enterprise”

- **Panel Overview** – Bill Curtis-Davidson
- **IBM Mobile Accessibility Perspective** – Bill Curtis-Davidson
- **U.S. Federal Govt Perspective** – Deborah Kaplan, US Dept of HHS, CIO Council’s Accessibility Community of Practice
- **Private Industry & Consultant Perspective** – Matt Feldman (Deque) & Tim Harshbarger (State Farm)
- **Moderated Q&A with Audience** – Bill Curtis-Davidson
Overview: “Mobile Accessibility Across the Enterprise”

Interconnected Society

Enterprises Rethinking Accessibility

Organizational Success Factors

Technology Success Factors

4th M-Enabling Summit – June 1-2, 2015 – “Mobile Innovation: Smarter Living for All”
Overview: Technology Success Factors

- **Mobile accessibility requirements** (standards and guidelines)
- **Integration into existing processes** (buying, building in-house, building with vendors)
- **Methodologies, assets and tooling by role** (design, develop, test, QA)
- **Usability and user/customer engagement**
- **Documenting outcomes** (compliance, user experience, knowledge, etc.)
Overview: Organizational Success Factors

- Executive-level support
- Central authority for setting policy, developing and integrating standards/guidelines, training, tooling
- Design and technical organizations in distributed enterprise (e.g. user experience/design, development, testing, QA)
- Learning and knowledge management (social capture, sharing, curation, as well as formal training)
- Beyond compliance: business innovation (products, services)
Perspective on Mobile Accessibility from IBM
IBM Perspective

Delivering equal access for digital generations.

Personalization  Productivity  Compliance
IBM Perspective: Three Program Dimensions

- Organization
- Process
- Engagement
IBM Perspective: Organization Dimension

- **Central ICT Accessibility Hub** – Manages ICT Accessibility Program for an entire organization.

- **Distributed Accessibility Operation** – where individuals in various roles help accomplish the ICT Accessibility Program’s Goals.

Distributed Accessibility Operations

Central Accessibility Hub
IBM Perspective: Process Dimension

- **Integration** – Policy, Standards, Digital Frameworks, Methods
- **Procurement** – COTS, Custom ICT, Services, etc.
- **Quality** – Conformance to standards, satisfaction, UX, etc.
- **Reporting** – Internal & external
- **Operations** – Strategy, measure, optimize over time
- **Learning & Knowledge**
- **Resources** – People, tools, facilities
IBM Perspective: Engagement Dimension

- Describes how the Central Accessibility Hub interacts with the Organization’s Distributed Accessibility Operation... and vice versa.
IBM Perspective: Technology Considerations

- Accessible Design Tools
- Accessible Development Tools – Mobile Integrated Development Environments (IDEs) and tools
- Accessible Testing Tools – Mobile native / hybrid / web accessibility test tools – including syntax checkers, assistive technologies, etc.
- Outcome documentation tools / systems of record – conformance to mobile accessibility standards, other outcomes
IBM Perspective: Technology Example

- IBM AbilityLab™ Mobile Accessibility Checker
- SSB BART Group AMP® for Mobile
  - iOS® Native
  - Android™ Native
  - Hybrid Mobile
  - Learn more about AMP® for Mobile
Upcoming MOOC: GA Tech ICT Accessibility MOOC

• Launching soon in 2015 – Valuable MOOC on many dimensions of ICT Accessibility from Georgia Tech AMAC
• Bill Curtis-Davidson to guest instruct module on “ICT Accessibility Operations
• Module covers:
  – Market Forces & Organization Challenges
  – ICT Accessibility Operation Examples
  – ICT Accessibility Operation Model
  – Analyzing Your Existing Operation
  – Planning Your Future ICT Accessibility Operation