

# Translating roadmaps for different user groups

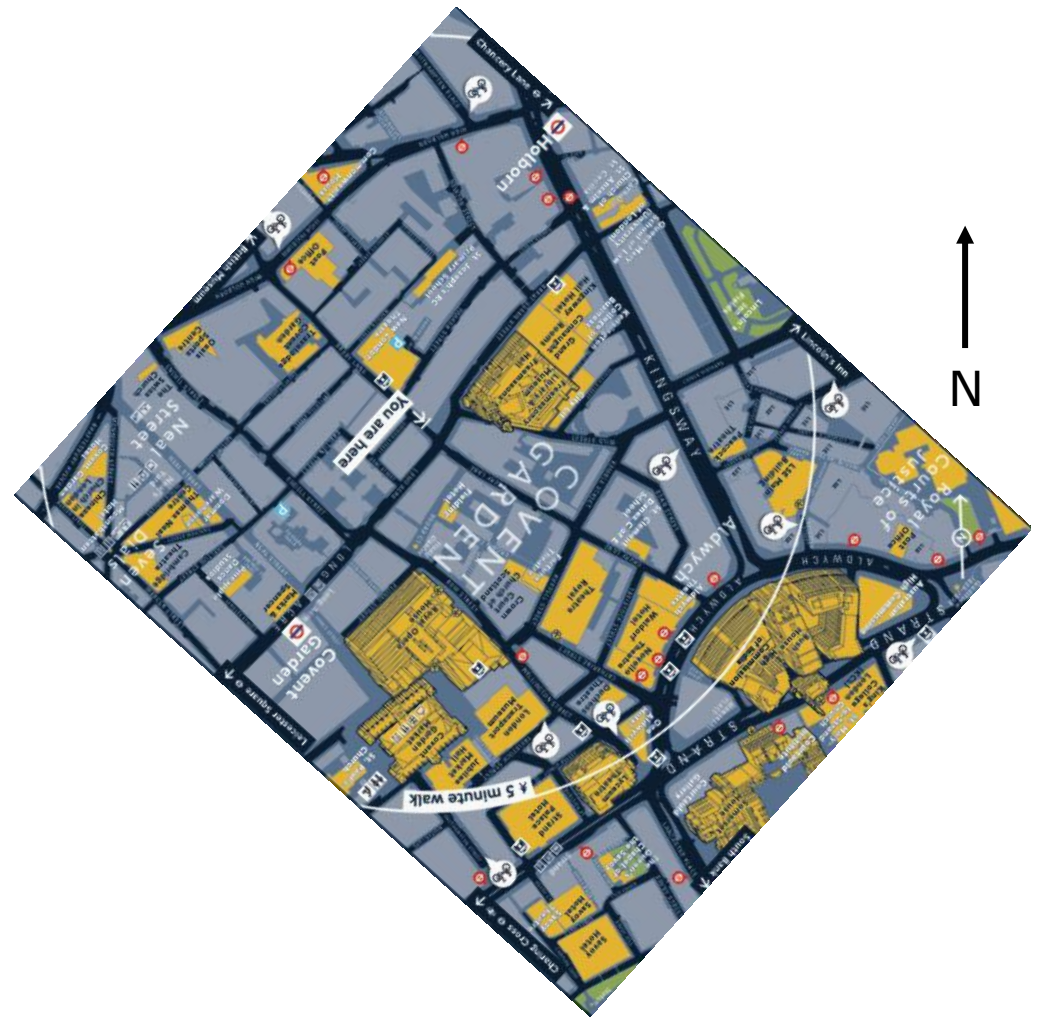
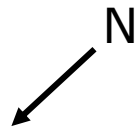
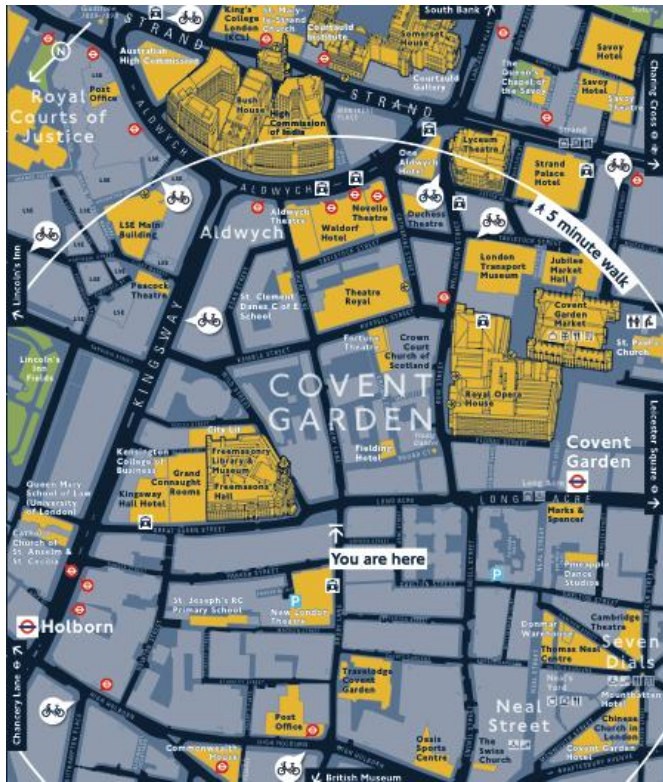
Chris M. Law

Accessibility Track Consulting, LLC

Roadmap towards equal access in higher education M-Enabling Summit, June 13-14, 2016









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# Example Roadmap Entry:

- Ensure your public website is accessible
  - WCAG 2.0
    - A
    - AA
    - AAA
  - Section 508

## Big Business

- Deciding which accessibility guidelines to conform to
- How to test for accessibility
  - Manual methods
  - Automated methods
  - Mixed methods
- Who to assign the responsibility for testing
- etc.

## Small Business

- Very basic intro to web accessibility
- Ask your website vendor company to retrofit your site for accessibility
  - Was it in the original contract?
  - What to do if they say they can't
  - What to do if they say it will double the price
- etc.

## Employees

- How to investigate and document an accessibility issue
  - Is the issue isolated?
  - Is the site generally accessible?
- How to find who is responsible for web accessibility
- etc.

## Consumers

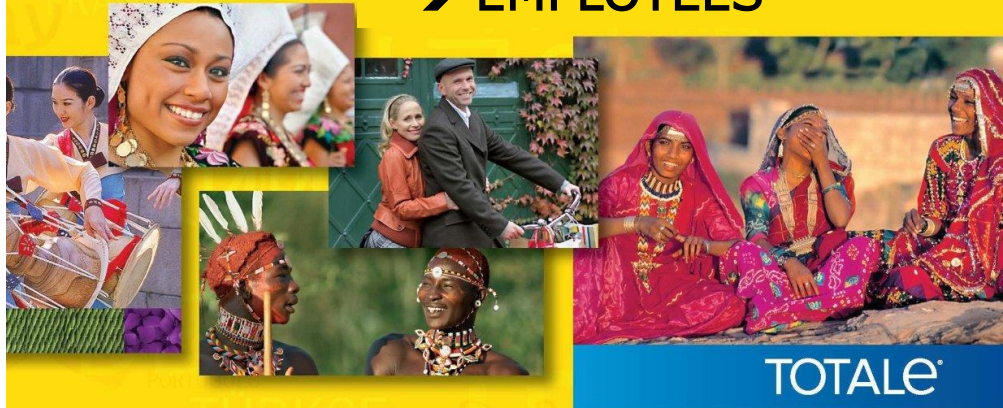
- How to investigate and document an accessibility issue
- Ask customer support to pass your issue on to whoever is responsible for accessibility
  - What to do if they refuse
  - What to do if they agree, but never take action
- etc.

RosettaStone®



REQUIREMENTS

- BUSINESS
- CONSUMERS
- EMPLOYEES



TOTALE®



Where do I start?

Where do I start?

Where do I start?

Where do I start?

BIG BUSINESS

small business

EMPLOYEE

CONSUMER

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