



Stop Trying to Avoid Losing and Start Winning: How BS 8878 Reframes the Accessibility Question

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The current pain...

- Most organisations are terrified about accessibility
- They don't understand people who are disabled... who always seem to ask for the impossible... at crunch times in a website's time-constrained development
- They feel whatever they do is probably not enough, but don't know how far they need to go
- And they don't know if there's anything in it for them other than risk mitigation
- Worse, if they get anything right, it's usually only for one product, or one version of a product...
- Or it's because of one committed, passionate individual... whose eventual departure leaves them needing to start all over again

Where you want to be...

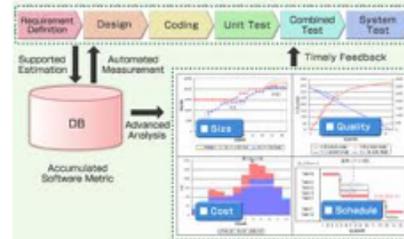
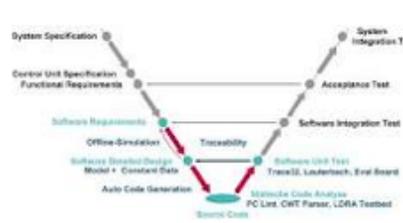
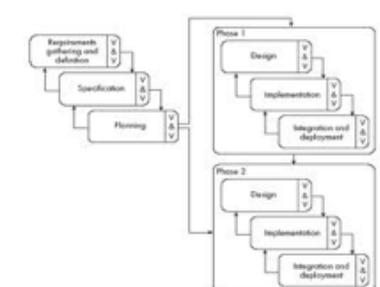
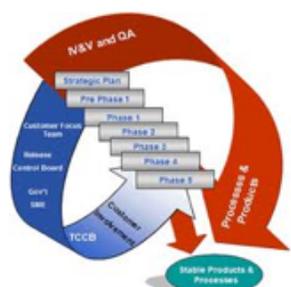
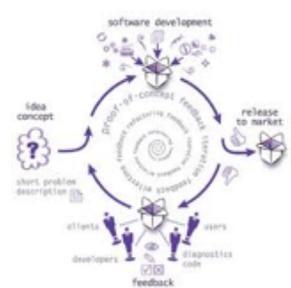
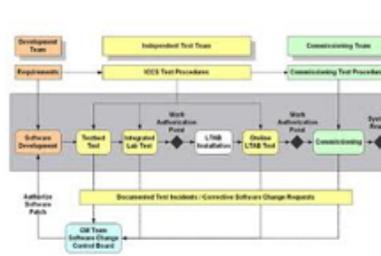
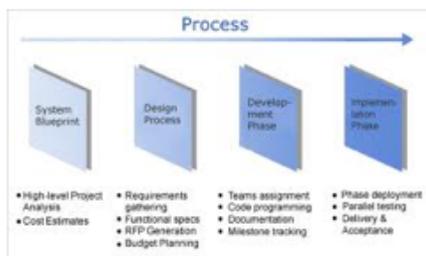
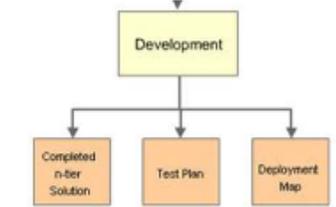
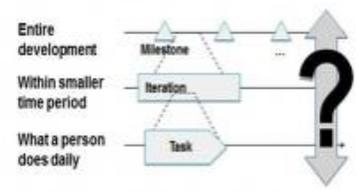
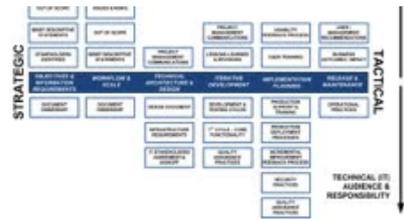
‘what I want is to *strategically embed inclusion into [my organisation’s] culture and business-as-usual processes,* rather than just doing *another inclusion project*’

Most common request
from Heads of Diversity & Inclusion
Vanguard Network 2011

As you'd like to be with many other web issues...

'Adapting to responsive web design has required a complete redefinition of how we approach the web at Jisc infoNet. It's had an effect on every part of the service; not just in web development but from content management and creating resources, to our processes, workflows and how we manage web projects.'

Abstract of David Cornforth @ JISC InfoNet's talk
straight after me here at IWMW-13



The Software Development Game
Discover and implement the best solution



But the accessibility world's solutions often seem piecemeal and tactical, not strategic

**And often seem like competition
for your time,
rather than linking in with any
other useful web strategies**





**So how do most do accessibility?
Do the bare minimum... then all hands to the pump to fix things...**

How to Meet WCAG 2.0

A customizable quick reference to Web Content Accessibility Guidelines 2.0 requirements (success criteria) and techniques

Introduction

[\[Hide Introduction\]](#)

This document lists all of the requirements (called "success criteria") from [Web Content Accessibility Guidelines \(WCAG\) 2.0](#). It also lists techniques to meet the requirements, which link to more details. The "Understanding" links go to descriptions, examples, and resources.

You can customize the list by selecting the technologies that apply to your Web project, and the [levels](#) and techniques that you want included in the list.

Technology-specific techniques do not supplant the general techniques: content developers should consider both general techniques and technology-specific techniques as they work toward conformance.

Note: In some customized views, no techniques will be listed under some headings. This indicates that there are no documented techniques for the technologies chosen.

See the [WCAG Overview](#) for an introduction to WCAG and supporting documents, including more information about this document.

About the Techniques

Customize this Quick Reference

Technologies:

- Show HTML techniques and failures
- Show CSS techniques and failures
- Show SMIL techniques and failures
- Show Client-side Scripting techniques and failures
- Show Server-side Scripting techniques and failures
- Show Flash techniques and failures
- Show PDF techniques and failures
- Show Silverlight techniques and failures
- Show WAI-ARIA techniques and failures

Levels:

- Show Level A Success Criteria
- Show Level AA Success Criteria
- Show Level AAA Success Criteria

Sections:

- Show Sufficient Techniques and Failures
- Show Advisory Techniques

Save Settings Option:



But to fix it, you don't just need to do this.. You also need to do this...



**And you need to fix the problem in the process, not the product,
to prevent it re-occurring**



Snr Mgrs



Finance



Legal



Marketing



Strategy



Project Mgrs



Product Mgrs



Developers



Designers



Writers



Research & Testers

You need to make *everyone* involved in making your products engaged and responsible, not just the 'accessibility superhero'

This is hard...

'Most internal web teams in higher education agree their web strategy is being held back by the culture and organisation of the institution. Unfortunately [they] feel unable to bring about change. They feel like a small cog in a very big machine...'

Abstract of Paul Boag @ Headscape's talk
at 14:45 today, here at IWMW-13



Especially if you're not clear why you should do it in the first place...



We need to reframe the accessibility conversation...

Opportunity: the commercial business case – maximising reach

11m

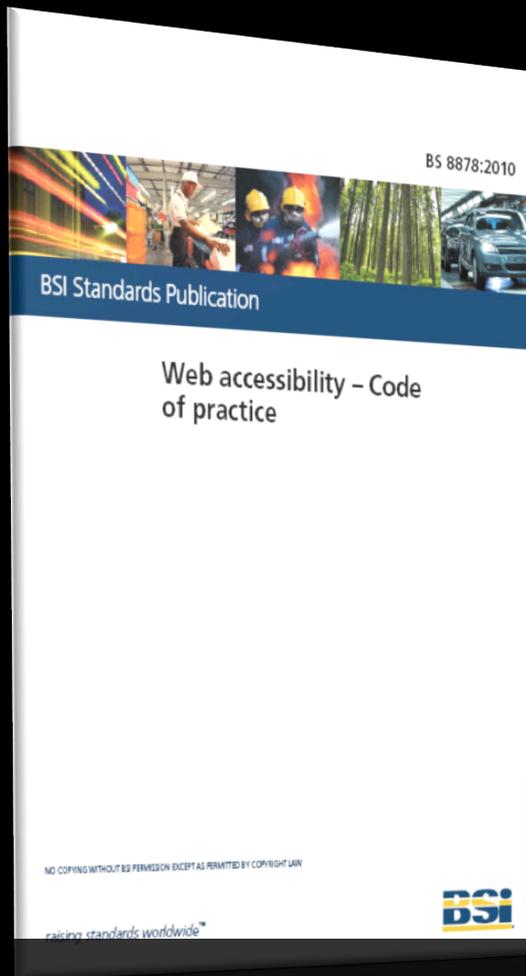
disabled
people

12m

older
people
(of pension age)

7m

adults with low-
literacy levels
(<age 11)



=



+



+



Embedding: motivation... competence... process...

The people behind BS 8878...

Created by accessibility experts from:



Reviewed publicly worldwide by:

- 328 accessibility experts worldwide
- incl: experts in personalisation, aging, mobile accessibility, IPTV, inclusive design, usability, user-research and testing, disability evangelism



Training already delivered to:



BS 8878 has given us a framework to help reduce costs and improve our quality when delivering accessible web products for our customers.



Rob Wemyss
Head of Accessibility
Royal Mail Group



Royal Mail



Uses WCAG 2.0 for what it's good at...

Not what it isn't...



**Make your product mould itself
to one set of guidelines...**



**Or choose the guidelines for
your product & audience...**

- Well-known American pioneer of Inclusive Design
- Sam Farber's wife, a keen cook, suffered from arthritis...
“Why do ordinary kitchen tools hurt your hands?”
- First 15 products launched in 1990
- Sales growth over 35% per year from 1991 to 2002
- The line has now grown to over 500 products
- Over 100 design awards received

OXO GOOD GRIPS



Building a *better* product... not just a *compliant* one

1st stage:
The right
Research
before you start

- 1. Purpose
- 2. Target audiences
- 3. Audience needs
- 4. Preferences & restrictions
- 5. Relationship with users
- 6. User goals

2nd stage:
Making strategic
Decisions
based on that
research

- 7. Degree of UX
- 8. Inclusive cf. personalised
- 9. Delivery platforms
- 10. Target OSes, browsers & ATs
- 11. Create/procure, in-house/contract-out
- 12. Web technologies

3rd stage:
Delivery
and launch

- 13. Web guidelines
- 14. Assuring accessibility
- 15. Launch information

4th stage:
Repeat over
maintenance & versions

- 16. Post-launch planning



ards Publication

Web accessibility – Code of practice

BS 8878's process in 88 seconds



**Book available
from BSI Press
Q3-2013**



*Implementing
BS 8878
Jonathan Hassell*

Including
interview
with Brian
Kelly (and
many
others)

email: book@hassellinclusion.com



If you need support & training – I'm happy to help...

hassell**inclusion**



**Training &
support for
Embedding**



Innovation



Standards



**Strategy &
research**

www.hassellinclusion.com



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BS 8878 web accessibility and inclusive design standard – introduction and news

The BS 8878 Web Accessibility Code of Practice is a process-oriented standard enabling organisations to:

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Jonathan Hassell What's new Help My Groups Account Log out

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Let's Meetup and...

1 UPCOMING 0 PAST CALENDAR

I'M GOING Update | Can't go

Let's discuss what we want out of the Group.



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This Meetup needs a location [Suggest a location](#)

1 Members going

Talk about this Meetup - Post a comment



Upload a photo

London, United Kingdom
Founded Feb 8, 2011

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8 hours ago | Greet | View Profile

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"I am a Sector Team Leader for ICT & Healthcare standards at BSI."
12 hours ago | Greet | View Profile

Join the community:
www.meetup.com/bs8878-web-accessibility/



Thank You

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