



# Accessibility Maturity × Continuous Accessibility

**Andrew Hedges, Assistiv Labs**

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[noti.st/segdeha](https://noti.st/segdeha)



# About me

Co-founder of Assistiv  
Labs

Formerly @ Disney,  
Apple, & Zapier

Pro web dev since  
1/1/1998

[equipoisewebcraft.com](http://equipoisewebcraft.com) 🙄🙄

# Agenda



- Talk about accessibility maturity models
- Talk about Continuous Accessibility
- Talk about how Continuous Accessibility can contribute to accessibility maturity

# About Accessibility Maturity Models



Photo by Irina Krutova on Unsplash

# Accessibility maturity models help us...

1. Identify the organization's current stage of maturity
2. Identify gaps between the current stage and the next stage
3. Develop a plan to move the organization from the current stage to the next stage

*From The Accessibility Operations Guidebook*

# Example maturity models

- AbilityNet's DAMM
- Level Access's DAMM
- Microsoft's Accessibility Evolution Model (AEM)
- W3C's Accessibility Maturity Model

# Maturity model structure

- Dimensions
- Stages
- Proof points



# **W3C Accessibility Maturity Model**

# Dimensions

- Communications
- Knowledge and Skills
- Support
- ICT (Information & Communication Technology)  
Development Life Cycle
- Personnel
- Procurement
- Culture

# Dimensions

- Communications
- Knowledge and Skills
- Support
- **ICT (Information & Communication Technology)**  
**Development Life Cycle**
- Personnel
- Procurement
- Culture

# Stages

- **Inactive** – No awareness and recognition of need.
- **Launch** – Recognized need organization-wide.  
Planning initiated, but activities not well organized.
- **Integrate** – Roadmap in place, overall organizational approach defined and well organized.
- **Optimize** – Incorporated into the whole organization, consistently evaluated, and actions taken on assessment outcomes.

# Example

- **Dimension:** ICT Development Lifecycle
- **Category:** User Research
- **Proof point:** User research includes disabilities

**The point:**  or 

# About Continuous Accessibility



Photo by Lukas Tennie on Unsplash

# Continuous Accessibility helps you...

- Have greater confidence in the quality of your code
- More easily deliver accessible experiences at scale
- Responsibly reduce your organization's risk

*From [ContinuousAccessibility.com](https://ContinuousAccessibility.com)*



# Continuous Integration / Continuous Deployment (CI/CD)

# **Automatic versus Automated**

# What Continuous Accessibility is not:

- Manual QA
- Periodic audits

**What makes Continuous Accessibility  
compelling?**

# What makes Continuous Accessibility compelling?

- Attention decay

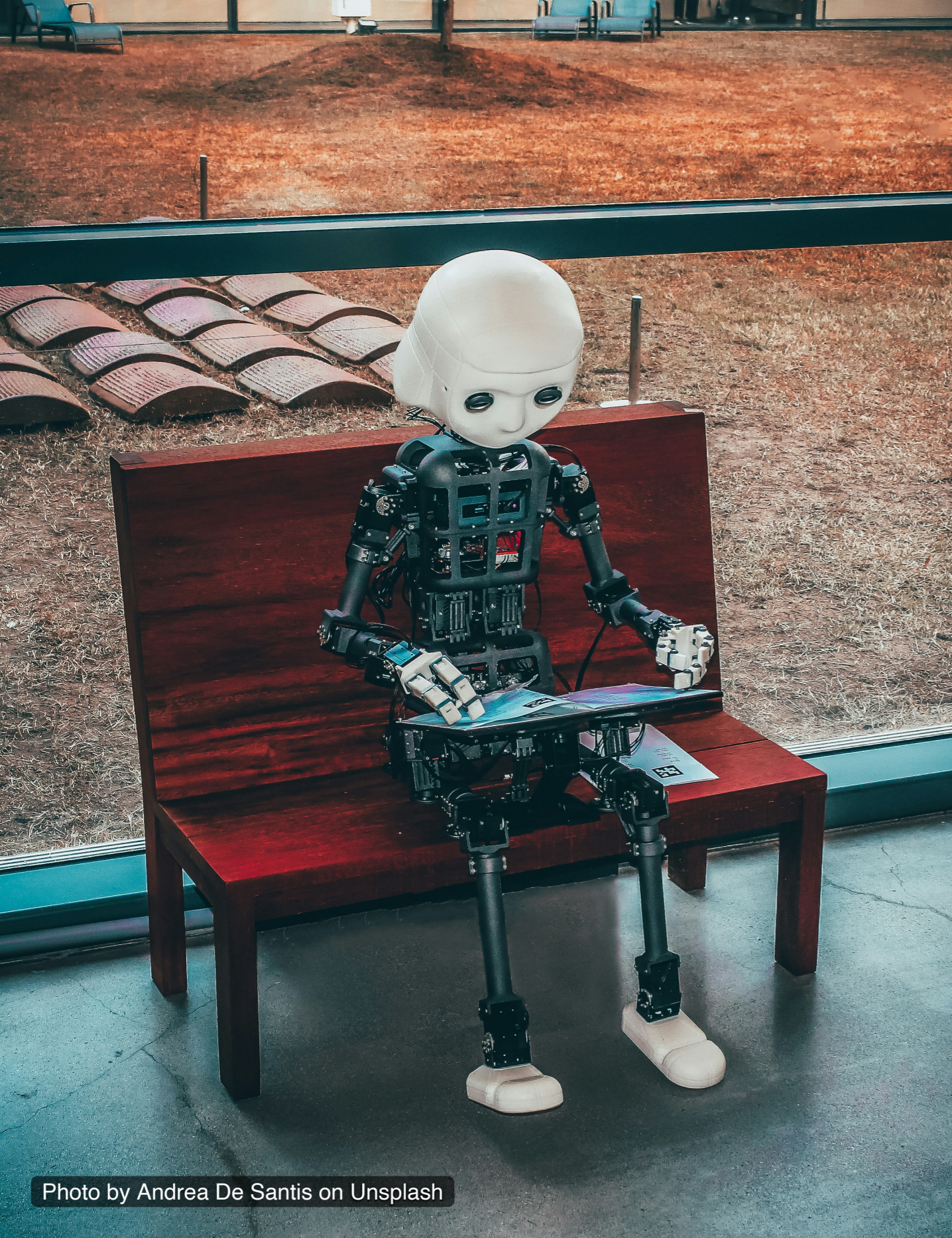
# Automatable tools

## Automatic

- Linters
- Scanners
- Flow-based tests with axe integrated

## Automated

- Accessibility-first end-to-end tests



**Continuous  
Accessibility  
+  
Accessibility  
Maturity**

# Relevant proof points under the ICT Development Life Cycle dimension

## Development

- Developer's accessibility checklists
- Consistent approach to implementing accessibility features across products

## Quality Review Through Release

- Consistent approach to testing and releasing products
- Testing process includes automated accessibility testing
- Accessibility identified as product release gate



# Methodology

1. Created a copy of Devon's spreadsheet
2. Duplicated the "ICT Dev Life Cycle" tab to create a version with all proof points reset to "no activity" where I could record the effect of implementing Continuous Accessibility
3. Updated the stage evidence for the proof points mentioned earlier by logging the *minimum* state which *must* be true if CA is applied

# Development

# Development

- Developer's accessibility checklists

# Development

- Developer's accessibility checklists

*Partially implemented*

# Development

- Consistent approach to implementing accessibility features across products

# Development

- Consistent approach to implementing accessibility features across products

*Partially implemented*

# Quality Review Through Release

# Quality Review Through Release

- Consistent approach to testing and releasing products



# Quality Review Through Release

- Consistent approach to testing and releasing products

*Partially implemented*



Photo via healthline.com

# Quality Review Through Release

- Testing process includes automated accessibility testing

# Quality Review Through Release

- Testing process includes automated accessibility testing

*Complete*

# Quality Review Through Release

- Accessibility identified as product release gate

# Quality Review Through Release

- Accessibility identified as product release gate

*Started*

# Results



40/300 (13.3%)

# Tools + Process =

## Development

- Documented way to triage and prioritize fixing accessibility issues and address customer-reported feedback on accessibility

## Quality Review Through Release

- Prioritization and grooming system for accessibility defects
- Bug tracking system includes an accessibility category



# More to watch 👁️👁️

## Design

- Accessible design review process with templates, checklists, and output
- Consistent approach to designing accessibility features across products

## Quality Review Through Release

- Documented testing steps and cadence for agile delivery of changes that do not go through a full release cycle.

# Results



108/300 (36%)

# Conclusions



*Y'all increasing your accessibility maturity using Continuous Accessibility after this talk, probably.*





Photo by Hadija on [Unsplash](#)

# Questions?

# Resources

## Accessibility Maturity Models

- [AbilityNet's DAMM](#)
- [Level Access's DAMM](#)
- [Microsoft's Accessibility Evolution Model \(AEM\)](#)
- [W3C's Accessibility Maturity Model](#)

## Continuous Accessibility

- [Continuous Accessibility by Melanie Sumner](#)

## Articles

- [Confronting ableism to build a more inclusive web by EJ Mason](#)
- [Reminder – automatic accessibility testing can detect inaccessibility but can't detect accessibility by Bogdan Cerovac](#)

## More

- [The Accessibility Operations Guidebook by Devon Persing](#)
- [W3C Accessibility Maturity Model sample data spreadsheet template](#)
- [W3C Accessibility Maturity Model spreadsheet with Continuous Accessibility applied](#)