Creating a Meaningful Involvement Prototype for WCAG Silver

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Purpose of Silver Task Force

A generational transformation from WCAG 2.0/2.1

Some Goals:

- Make it Easier to Use & Maintain
- Include & Test with People with Disabilities
- Not Just Web -- Digital Accessibility Guidelines
- Not Just a Checklist -- Better Conformance Model

Getting Involved in Silver Community Group

Jeanne Spellman, Silver Task Force Co-Chair, came to #A11YTO in June

I got involved in:

- Plain Language Editing
- User Testing Surveys
- Conformance Model
- Meaningful Involvement
- Other (customization, data protection, community hub)

Meaningful Involvement - What Does It Mean?

There are two types:

- MI in Silver itself -- Creating Guidelines and Prototypes
- MI in Accessibility Guidance for Product Owners & Stakeholders

My current focus is on the 2nd, but there's room for feedback on the 1st too.

THE GOAL: To create a meaningful involvement prototype that guides product owners & stakeholders in improving usability & accessibility through inclusive design, rather than relying only on a checklist.

Meaningful Involvement is a Journey

For many organizations, meaningful involvement is a challenge.

Barriers include:

- Buy-in about value
- Recruitment of PWD
- Lack of Experience in Testing or Co-Design

So they need incremental steps to get there:

PLAN → DO (Usability Testing) → DEEPEN (Inclusive Co-Design)

Measuring Meaningful Involvement

Silver conformance model (under development) has three levels.

Each level could correspond to a step in MI process.

- **Bronze → Planning**
- **Silver-level → Usability Testing**
- **Gold → Inclusive Co-Design**

Feedback needed on each step.

Breaking Down Steps to MI: Developing Criteria

Planning (Bronze-level):

Who are stakeholders? What are barriers & opps? What can we do at each stage?

Usability Testing (Silver-level):

Who should we consult & how can we recruit? What budget do we need? What's the scope & scale of the project? How will we measure success?
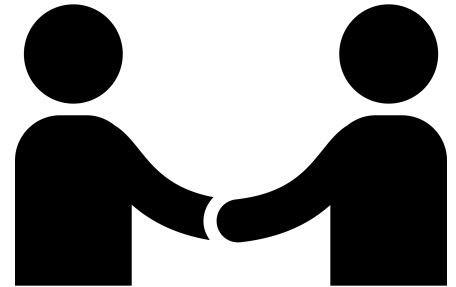
Inclusive Co-Design (Gold-level):

How can we work with PWD & communities as partners to innovate together?

Focusing on Gold-Level: Inclusive Co-Design

What strategies should be included in Gold-Level Meaningful Involvement Guidance for Silver AG?

- Recruitment (diversity of disabilities)
- Focus & Activity (what is best use of this time)
- Logistics (where, when, how)
- Gathering Insight & Feedback
- Implementation (how to use results)
- Other

Other Factors to Consider in MI at Gold-Level

Additional aspects worthy of attention include:

- Defining <u>Customization</u> (especially where needs clash - Raising the Floor, GPii?)

- <u>Data Protection</u> (privacy, disclosure, profiling, bias, consent)

- PWD Involvement in <u>Defining Questions</u> & problems

- Deepening <u>Relationships</u> with PWD: Identifying roles & skills

- Other

Focusing on Silver-Level: Usability Testing

Some organizations already do usability testing (banks, hospitals).

- Should Silver Task Force emulate them or reach higher?

- Do smaller orgs & start-ups need their own guidelines?

- When is usability testing on existing prototypes enough?

- How to best seek feedback for continuous improvement?

- How can this be a step on the way to Gold?

- What are best ways to measure success?

Focusing on Bronze-Level: Planning for MI

Sometimes the hardest step is just getting started.

What guidance could help an accessibility advocate within an organization plan:

- To get internal buy-in for a meaningful involvement program
- To identify barriers and opportunities internally and externally
- To consider what's doable early, now and at each stage of devt
- Other?

Visual Mock-Up of Prototype

Meaningful Involvement

PLAN - Bronze

DO - Silver

DEEPEN - Gold

PLAN - Bronze

Stakeholders	Yes	Not Yet
Jane Doe,CEO	✓	
Bob Developer		✓

Barriers to MI
1.
2.

Opportunities for MI
1.
2.

Resources

PLAN - Bronze (contd)

STAGE - MI Program

Prototype
1.
2.

MVP/MVE
1.
2.

Next Version
1.
2.

Your feedback is valuable!

I've raised a lot of questions and you likely have your own.

Here's what would help the most:

- What are best next steps to take, to create an MI prototype?
- What needs to be in conformance model to make this happen?
- How can we build interest in an MI program and in advancing it?
- What is the best way to create Meaningful Involvement while creating an MI prototype? How can we demo this in Toronto?

Ongoing help is appreciated: cybele.sack@gmail.com   -- Thanks!!