

ICF  
Next+

# Planning & Designing for Accessible Experiences

**FOR GENERAL INQUIRES**

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# Best Practices When Navigating Guidelines



## **COUNTRY/STATE**

Know your state and national laws, because each jurisdiction can be different.

## **INDUSTRY**

Know your industry/category to see what level of the guidelines are best.

## **COMPLIANCE**

Research your level of compliance to ensure you are within the law.

## **TECHNOLOGY**

Target specific technologies for the audience of your website.

## **BUY-IN**

Get early buy-in from stakeholders from across your organization.

## **HELP**

Reach out for help from experts, online or from your legal departments.

# Best Practices for Design



## KNOW YOUR BRAND

Plan ahead for your project by checking your brand colors, photos, images and videos for accessibility.

## WRITING COPY

Write accessible content, be deliberate with content writing, have transcripts ready for captioning, etc.

## CHECK EARLY

Check the designs early at the wireframe, mid-fidelity and design comp stage for color contrast, color filter, text size.

## BUILD YOUR PALETTE

Build accessible color palettes using your brand guidelines.

## TEST LIBRARIES

Test your component libraries or design systems for accessibility or build them out net new.

## WATCH FOR BIAS

Conscious or not, all designers have bias. Get feedback on designs to account for these.

# Best Practices for Development and Testing



## EXPERTS

ICF Next has a team of accessibility experts who have backgrounds in coding. They are intimately familiar with the latest accessibility guidelines and tools needed to validate compliance.

## AUDIT

Perform a site audit to identify accessibility hotspots and determine compliance with standards agreed upon with client (ex: Section 508 and WCAG 2.0/2.1).

## AUTOMATED + MANUAL ANALYSIS

We combine automated tools and manual techniques to assess the accessibility and readability of pages/PDFs, looking at quality, usability, speech output, and keyboard navigation.

- × Automated tools followed by a screen reader to listen to how elements are announced.
- × Manual tests for issues such as keyboard non-compliance, color-contrast, appropriate alt text, link purpose.

## FINDINGS REPORT

Our team prepares an initial findings report, which is summarized and shared with clients, along with the details of any accessibility and readability issues.

## PRIORITIZATION

Once the report is issued, we can help determine and prioritize “fixes” and prepare the estimate for remediations, assuming we’d be supporting such efforts.

# Best Practices When Planning for Success



## SET EXPECTATIONS

Align on expectations with your clients and key stakeholders before estimations begin, so project goals are clearly understood by all parties.

## COLLABORATE

Once project goals are defined, work with your developers and designers to gauge level of efforts, especially on remediations.

## PRIORITIZE

Work with your teams to align on the most critical fixes, focus on those first, and then create a backlog for what follows.

## FUTURE PLANNING

Think ahead on what other enhancements will be made to your web property. Make sure accessibility testing will be part of those updates. Additionally, plan and budget for annual scans and remediations.

# Ways to Champion Accessibility

- 1 EDUCATE YOUR TEAM**  
Lunch'n'Learn style discussions, Q&A, knowing who the right resources are to leverage when opportunities come about.
- 2 START AN ACCESSIBILITY COMMUNITY OF PRACTICE**  
Cross-discipline group with passion for accessibility, shared experiences, and best practices.
- 3 DEFINE A PROCESS**  
Work with SMEs and business leads to write an Accessibility Playbook. *ICF Next's will be coming soon in 2020!*
- 4 STAY CONNECTED**  
Use your organizations' communication tools like TEAMS, Yammer, Slack, newsletters, and blogs to share news and spotlight great work.

# Helpful A11Y Resources

## PLANNING AND GENERAL INFORMATION

- × [w3.org/WAI/planning-and-managing](https://www.w3.org/WAI/planning-and-managing)
- × [WebAIM.org](https://www.WebAIM.org)
- × [section508.gov](https://www.section508.gov)
- × [usability.gov](https://www.usability.gov)
- × [nngroup.com/topic/accessibility](https://www.nngroup.com/topic/accessibility)
- × [A11yproject.com/checklist](https://www.A11yproject.com/checklist)
- × [LevelAccess.com](https://www.LevelAccess.com)
- × [w3c.github.io/wai-planning-and-implementation](https://w3c.github.io/wai-planning-and-implementation)
- × [wuhcag.com/web-content-accessibility-guidelines](https://www.wuhcag.com/web-content-accessibility-guidelines)

## DESIGN

- × [w3.org/WAI/tips/writing](https://www.w3.org/WAI/tips/writing)
- × [Webaim.org/resources/contrastchecker](https://www.Webaim.org/resources/contrastchecker)
- × [toolness.github.io/accessible-color-matrix](https://toolness.github.io/accessible-color-matrix)
- × [colorbox.io](https://www.colorbox.io)

## DEVELOPMENT AND TESTING

- × [w3.org/WAI/ER/tools](https://www.w3.org/WAI/ER/tools)
- × [w3.org/WAI/standards-guidelines/aria](https://www.w3.org/WAI/standards-guidelines/aria)
- × [Wave.webaim.org](https://Wave.webaim.org)
- × [getstark.co](https://www.getstark.co)



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