

A roadmap for improving accessibility

How to make research more accessible to people with disabilities

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Scan QR Code for captions

Up to **1 in 4**

People in the general population have a disability (CDC, 2023)



Modalities impacted by disability



Vision



Hearing



Cognition



Communication



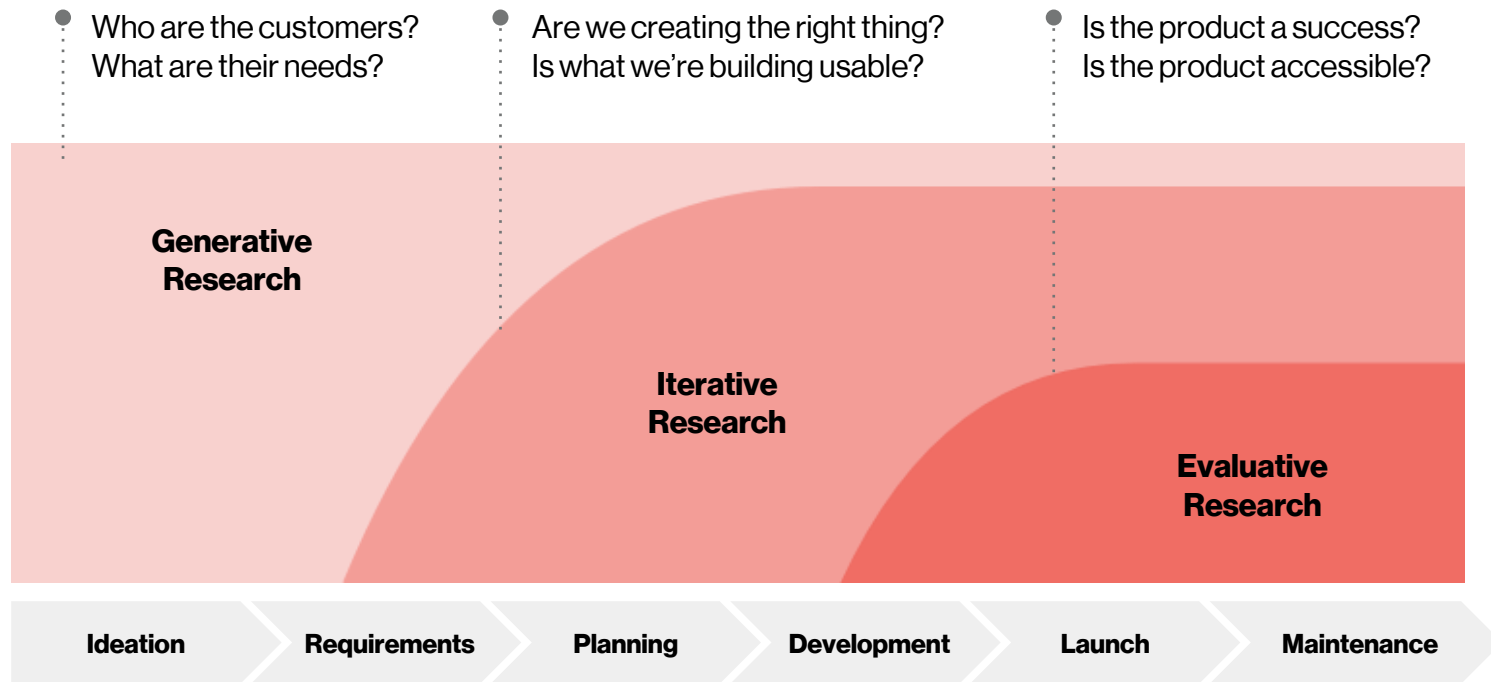
Mobility and Motor

Source: Tyler Feder/Ten Speed Press

Results in a range of impacts & required solutions

Today, the insights industry is only ***somewhat***
compliant with accessibility guidelines

Insights *should* be **born accessible**



The Accessible Insights Consortium

SMARTY PANTS
a brighter approach to insights and strategy



buzzback



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Goals

- + Ensuring people with disabilities have a voice in research
- + Collaborating as partners with a shared vision
- + Aiming for continuous improvement

Today, our goal is to share **easy wins to support accessibility in research.**

Easy wins

- + **Build accessibility into upfront planning of research projects.**
 - + Disability status & assistive tech screener questions
 - + Accessibility requirements in supplier MSAs and RFPs
 - + Time + resources budgeted according to familiarity/experience
- + **Improve experiences for participants with disabilities.**
 - + Solicit accommodations as part of recruiting
 - + Inclusive research design
- + **Carry accessibility best practices through to reporting.**

Accessible design principles

P.O.U.R.

(Perceivable, Operable, Understandable, Robust)

Perceivable

- + Sufficient text size and color contrast
- + Text alternatives/descriptions of important images
- + Captions for audio, and audio description for video

Submit

Operable

- + Interactable elements usable by keyboard
- + Able to navigate, find content, & orient themselves
- + Provided adequate timing to complete tasks

Filter Options

County (Required) New York	Plan Year 2020	Persons Covered (Required) --Select-- PARENT AND CHILD ONLY COUPLE INDIVIDUAL FAMILY	Overall Quality Rating --All--
Coverage Type --All--	Metal Level --All--		HIOS Plan ID --All--
Estimated Financial Help Estimate Financial Help		<input type="checkbox"/> Dependent Age 29 <input type="checkbox"/> Out Of Network	Reset All Search

Understandable

- + Plain language instructions, appropriate labels
- + Content appears & operates predictably
- + Clear affordances, error prevention/recovery

* Indicates required fields

Message Type: *

Request for Information

Message Topic: *

Housing

Your Message: *

ⓘ A message is required. Please type in your message.

2000 characters remaining

Robust

+ Compatible across OS, browsers & assistive technologies

Please rate your satisfaction with the following aspects of the service:

	Poor 0	1	2	3	4	5	6	7	8	9	Excellent 10	Not Applicable
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of Resolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being Kept Informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In our continuous effort to improve our support experience, please share why you chose these ratings. We also welcome any additional feedback.

Accessibility doesn't end with the respondent experience

Accessible design principles in **reporting**

- + **Perceivable:** sufficient color contrast, appropriate font size, descriptions & captions
- + **Operable:** correct reading order, in accessible format (like PPT, Google Slides)
- + **Understandable:** plain language, meaningful and accurate link text, unique slide titles
- + **Robust:** works with different formats/devices

Provide **text alternatives** to visual information

Alt text & labels help orient screen reader users

- + Use context and intent to create succinct descriptions
- + Not necessary for decorative images
- + If there are charts, describe them!



Mobility and Motor

▼ Alt Text

Accessed by screen readers for people who might have trouble seeing your content.

Description

Wheelchair icon, text reads: Mobility and Motor

Offer accommodations for presentations

- + Presentation available in advance - in digital and large print
- + Thank you again to Quirks for offering captioning during this presentation!

**If you are on this journey,
we would love to learn from you!**

**If you would like to learn more,
we are happy share!**



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