

Two Birds, One Branch

A Strategy for Managing UX Debt
and Accessibility

Patrick Drake, Product Designer
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UX Debt

Accessibility

**Improved
Product
Experience**

UX Debt

The **conscious tradeoffs** that your organization accepts when it releases your product with **known concessions** in the user experience.

Accessibility

The characteristics of your product that allow it to be **effectively accessed and used by your intended audience** regardless of their potential differences in abilities.

Our Talk...

Some context (who, what, when, where)

The story behind the initiative (why)

Our six-step strategy (how)

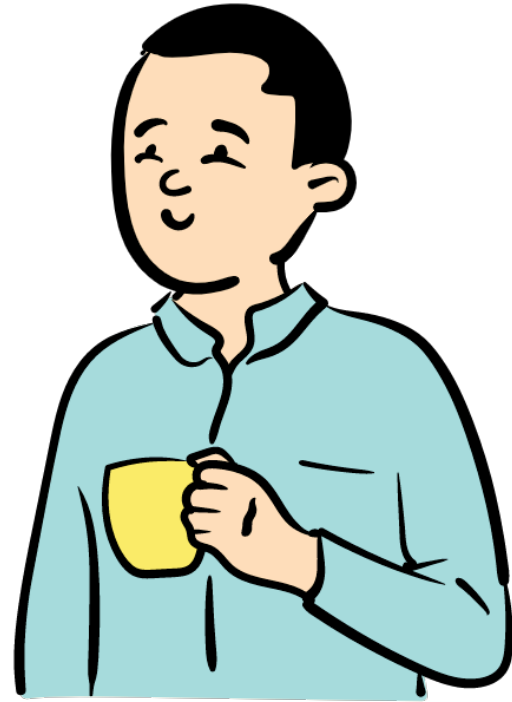
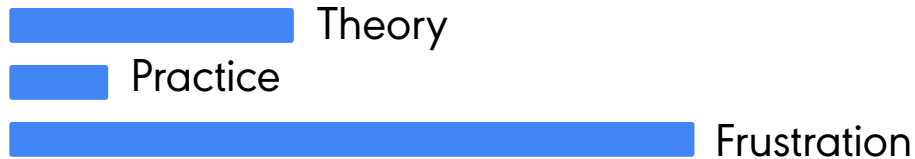
Q&A

Todd

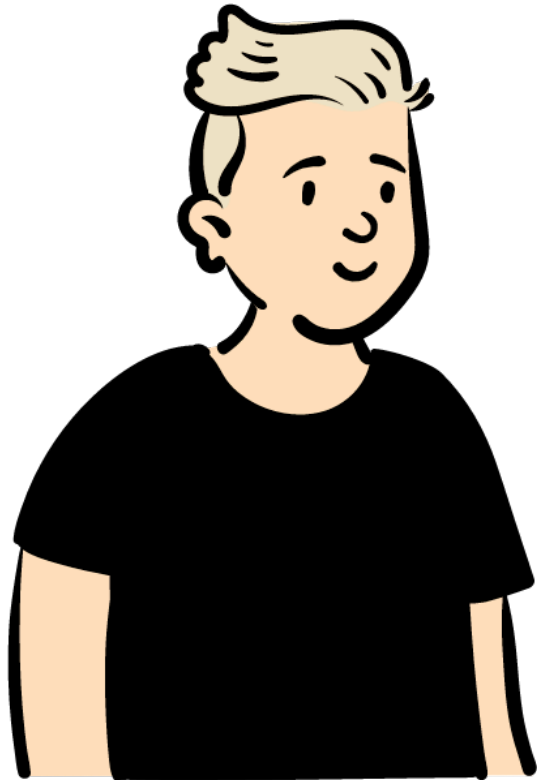
Accessibility



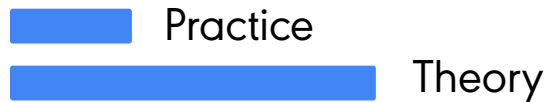
UX Debt



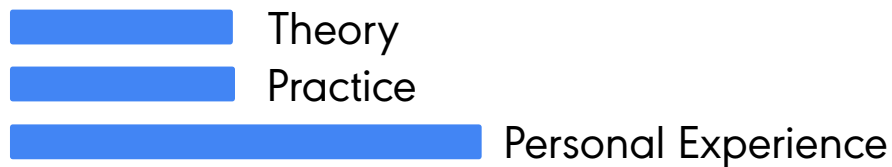
Patrick

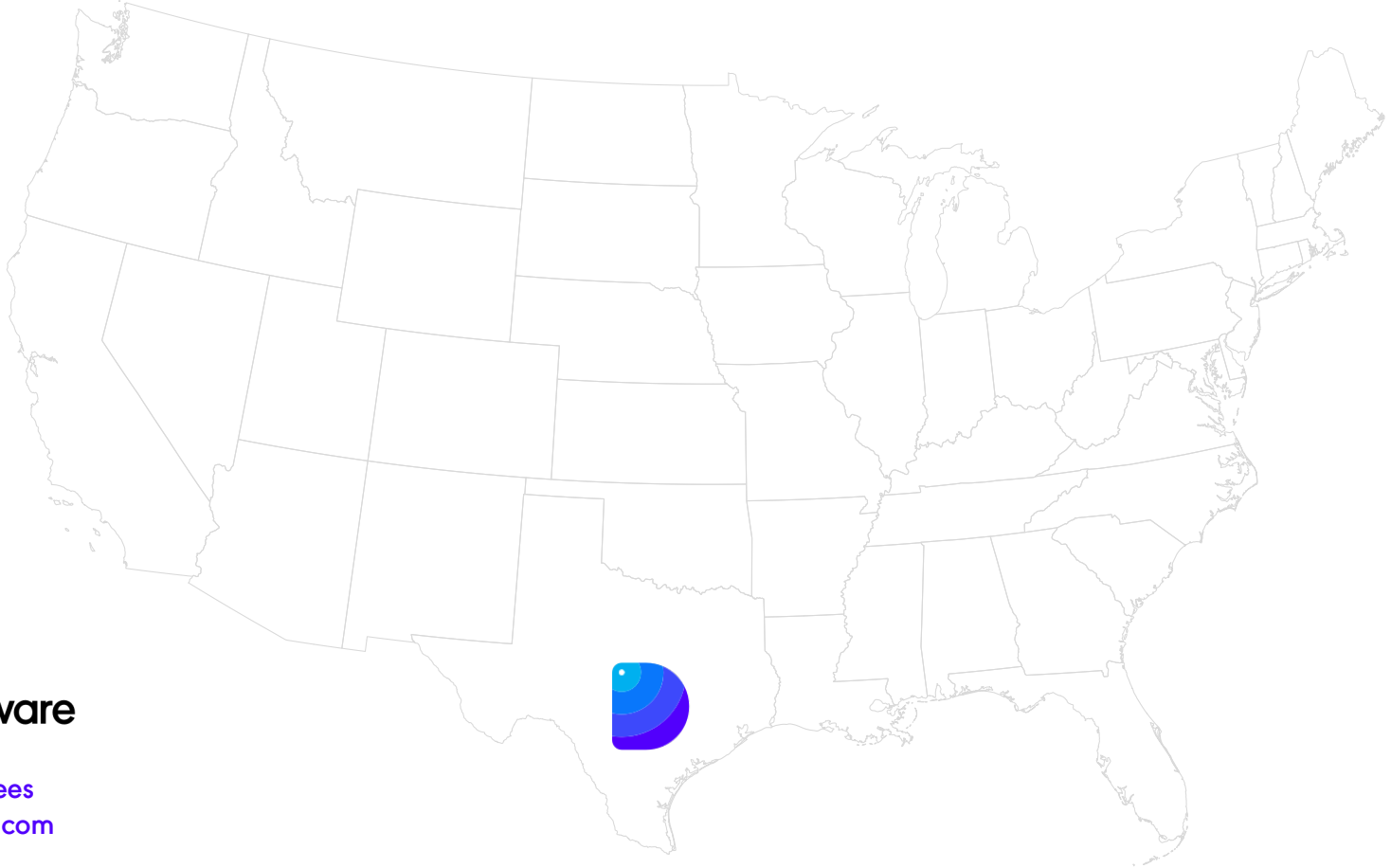


UX Debt



Accessibility



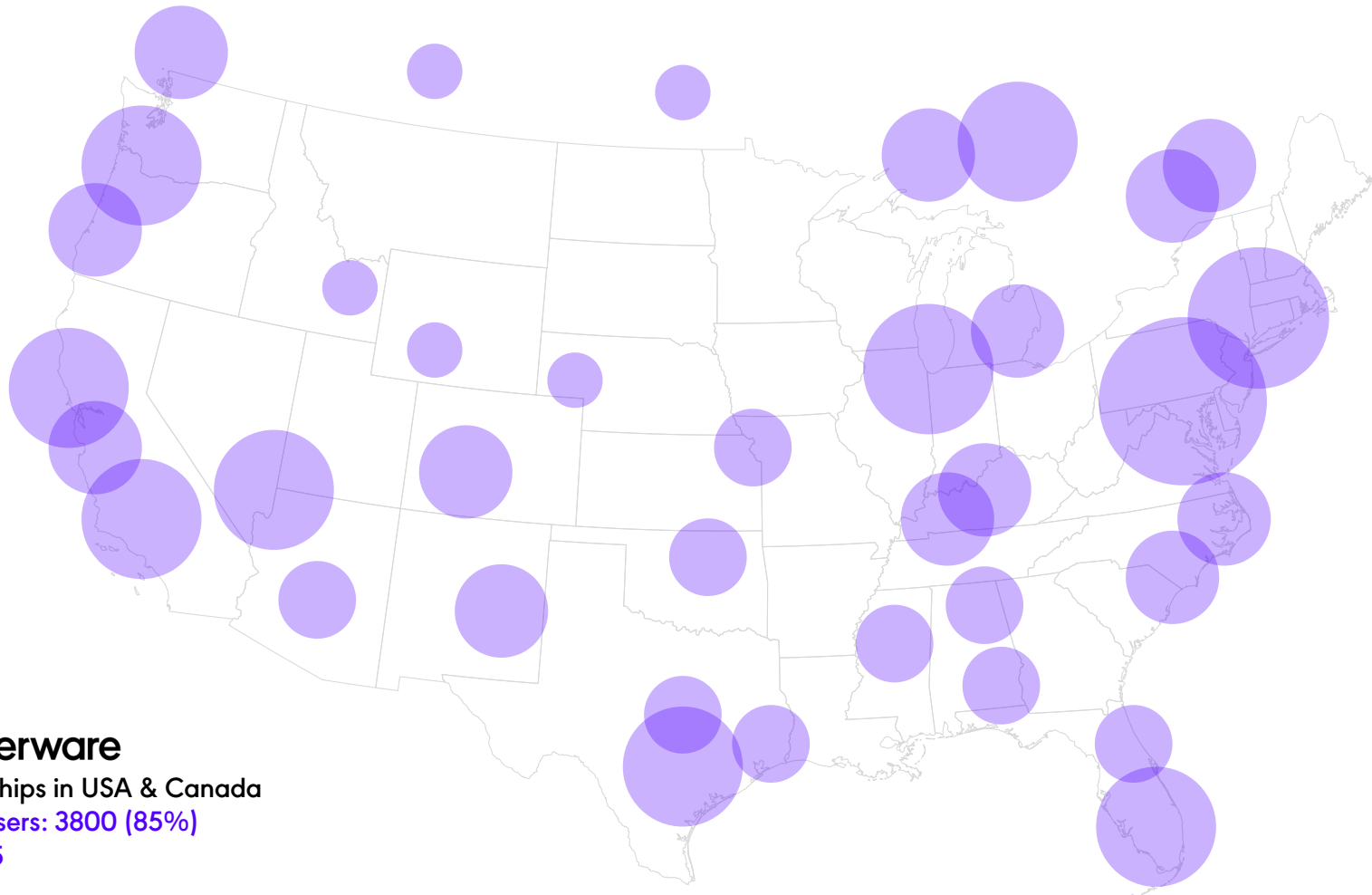


Dealerware

Austin, TX

153 employees

dealerware.com



Dealerware

Dealerships in USA & Canada

Daily Users: 3800 (85%)

NPS: 55

Audi Service Drive



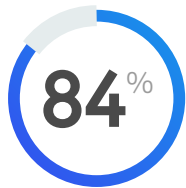
Audi Stevens Creek Service



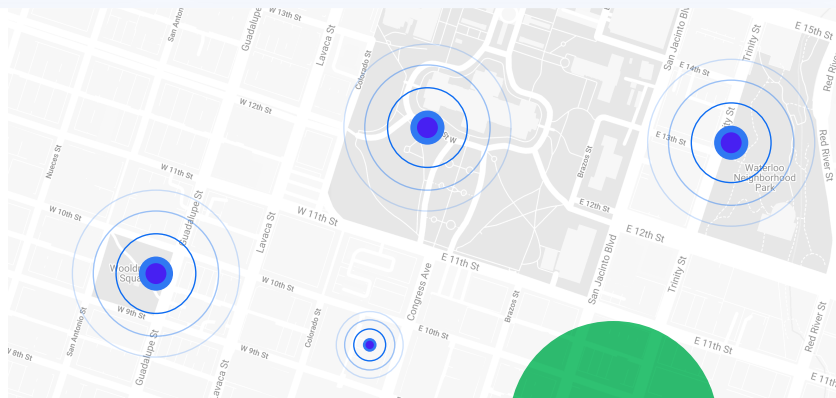


Service





Performance



Sign & Start

Clear

STEP 3 OF 3

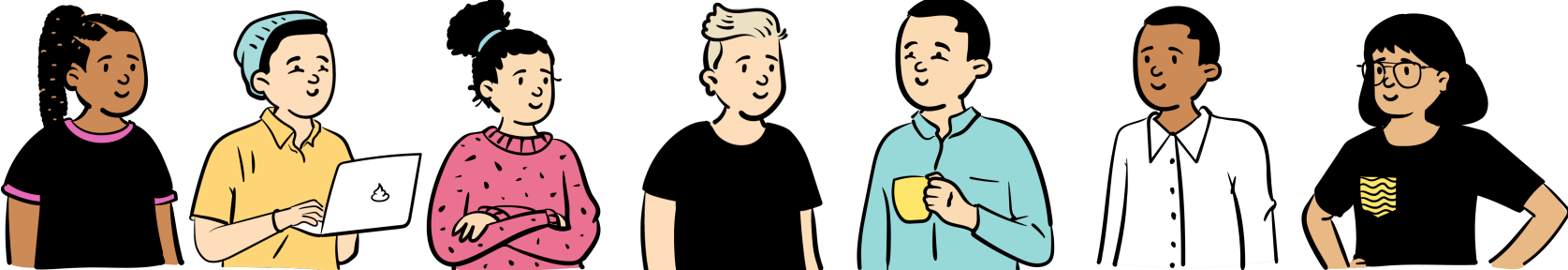
By signing below, I have read and agree to the [dealership's loaner agreement](#) and the terms outlined on the previous screen.

Signature

Start contract

Cancel

Dealerware Team



Design

Content Strategy

Agile Managers

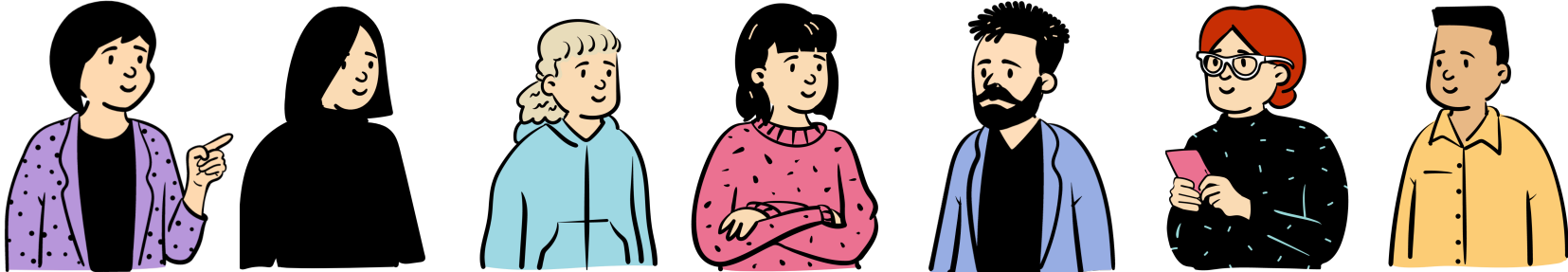
Product Management

Legal

Engineering

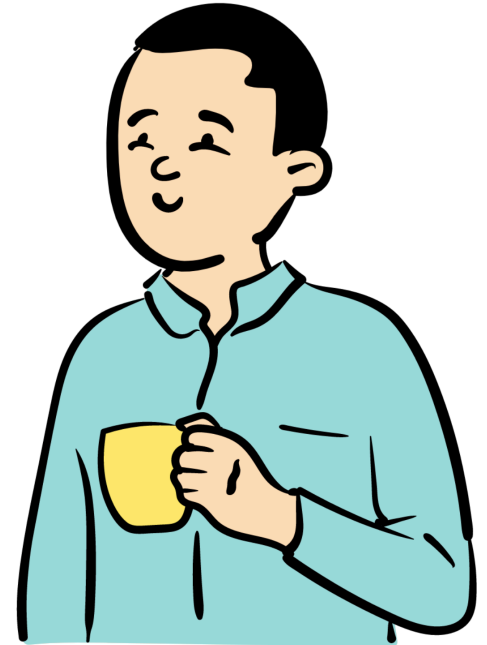
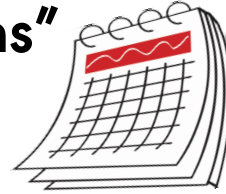
Marketing

Business Development



Accessibility

“Let’s show **meaningful progress** toward Level 2 compliance in next 18 months”



**Tech
Debt**

Bugs

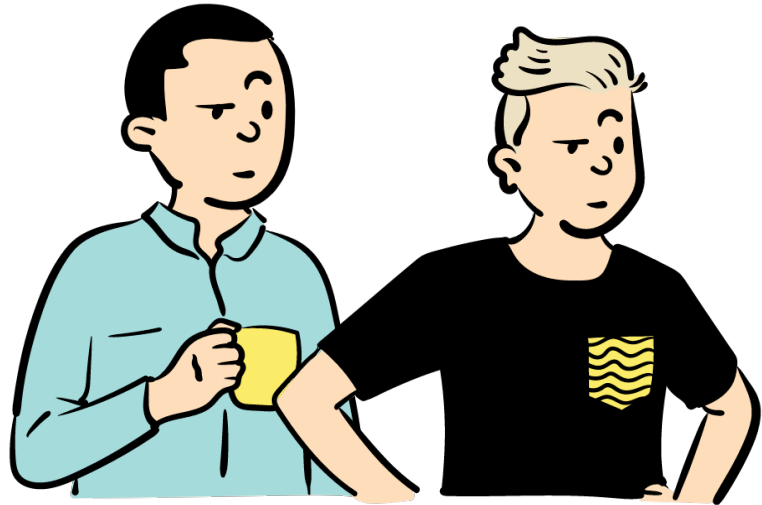


UX Debt

**Tech
Debt**

Bugs





What



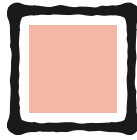
Why



Who

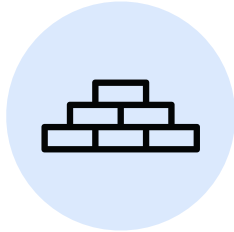
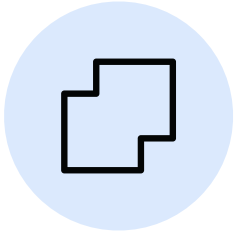


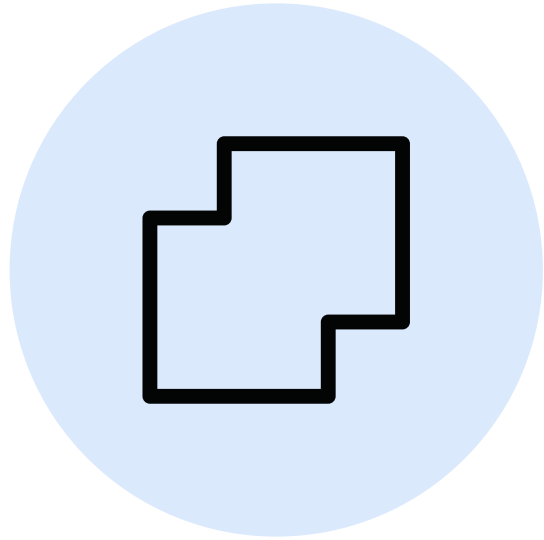
When



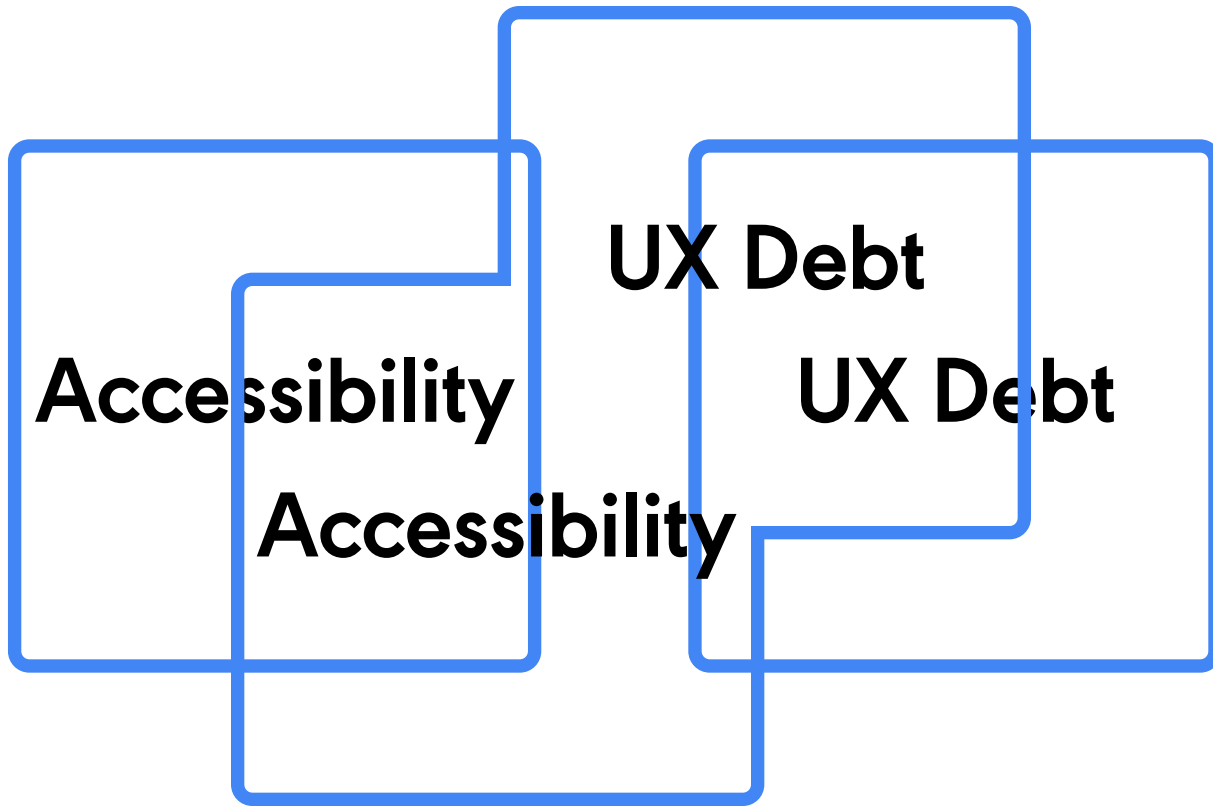
How

Our Strategy





**Bundle accessibility
& UX debt together**



Accessibility

UX Debt

UX Debt

Accessibility

When one part
does the work of two,
the elegance of the solution
is always enhanced.

Mullet & Sano | Designing Visual Interfaces





**Leverage external
accessibility support**

Our Rationale



Lack of internal bandwidth



Thoroughness of vendor expertise



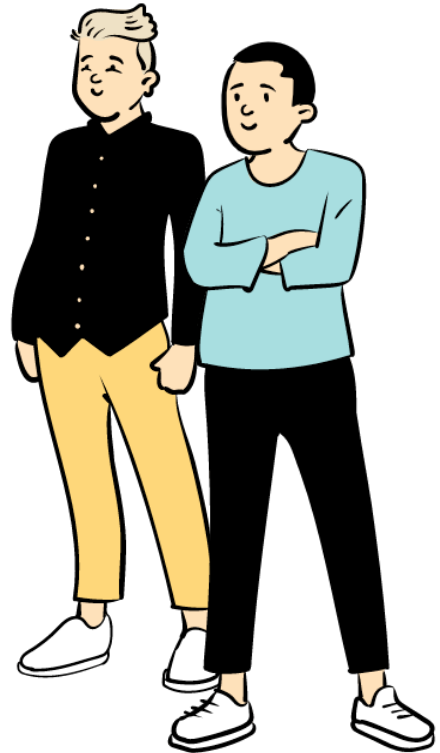
Improved credibility/impartiality



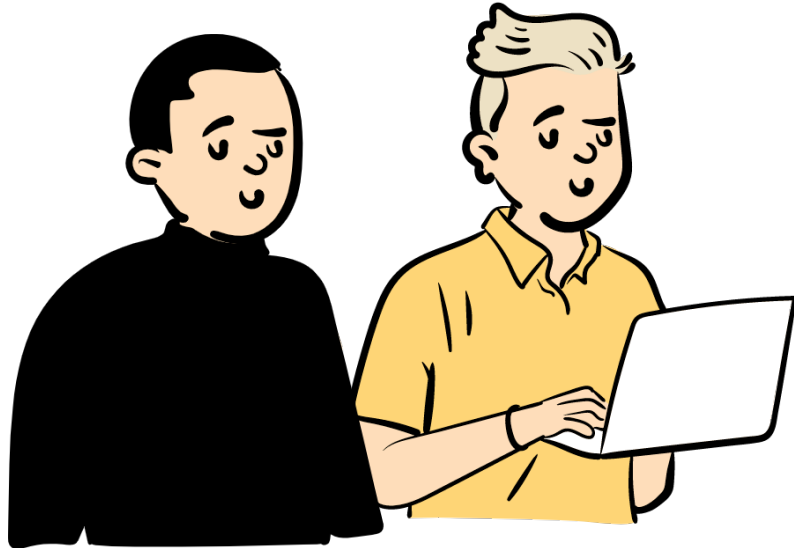
Raised profile of initiative



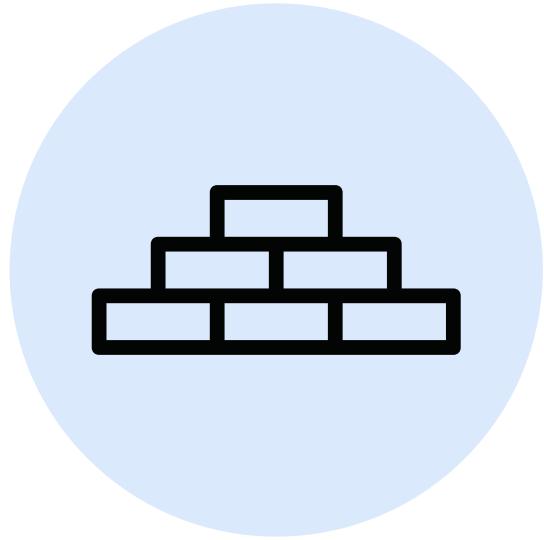
We didn't know what we didn't know



Vendor Criteria

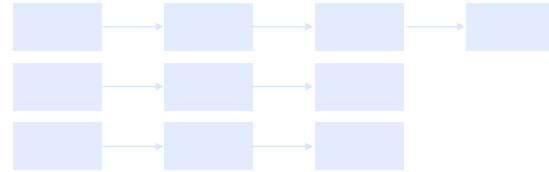
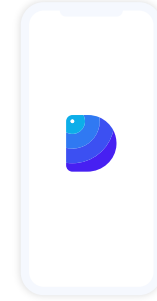
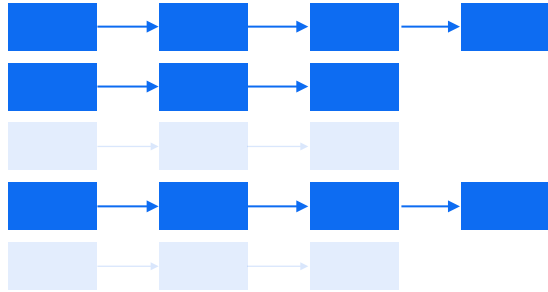
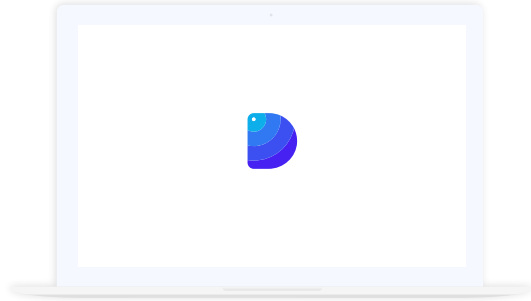


- Experience, Support, Cost...
- Number and Scope of Audits
- Automated + Manual Testing
- Web Portal & Dashboard
- Multi-year Agreement



**Prioritize what to
audit and what to fix**

Prioritizing what to audit

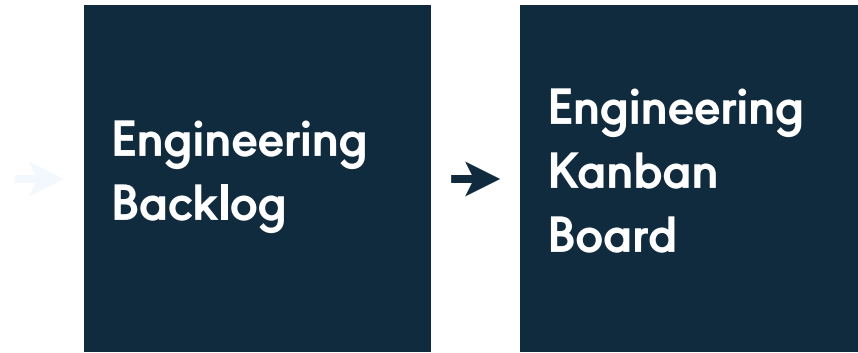


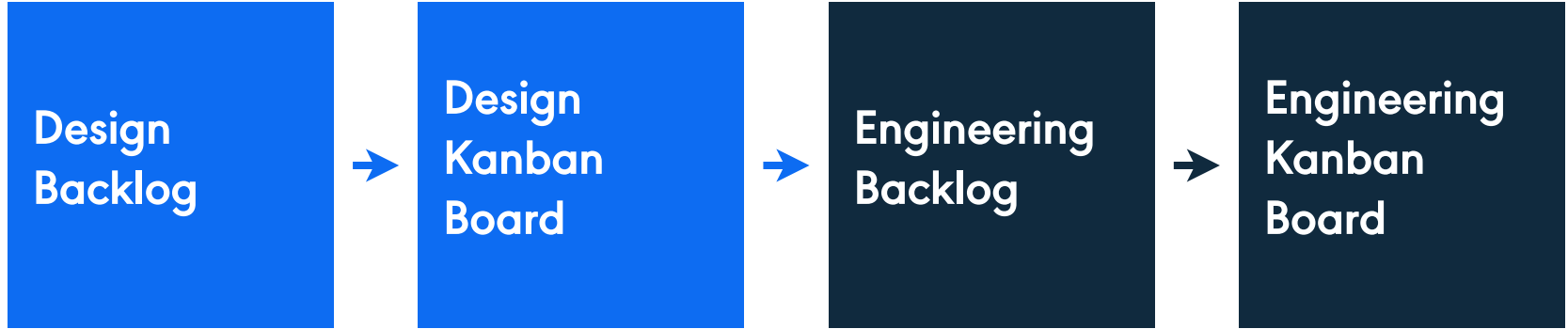
Prioritizing what to **fix**

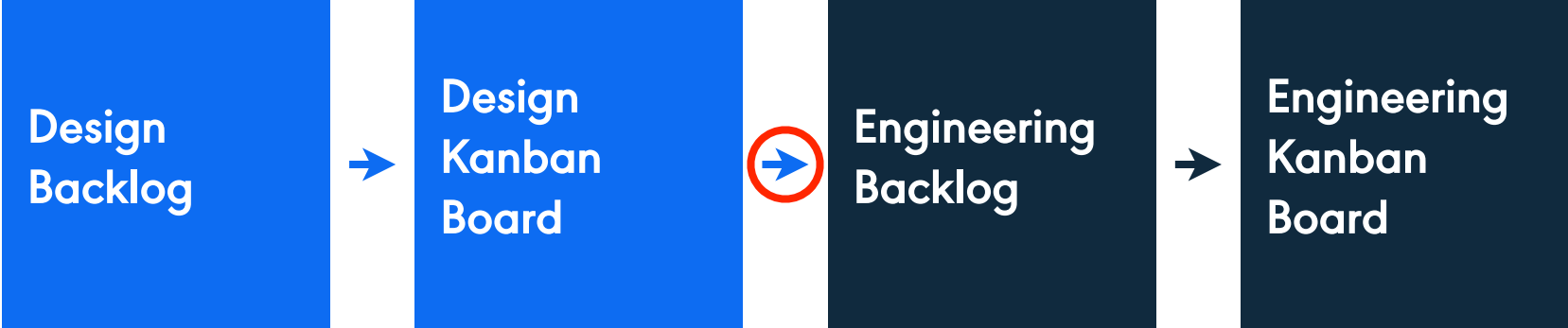
Violation	Severity	Tractability
Alt text required...	10	1
Form field labels...	10	2
Text and image contrast...	4	9
Data table elements required...	10	7



**Integrate with
internal workflows**







Jira

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Create New Issue

Accessibility

Scrum Team 1

The Problem

Potential Solution (If Known)

Jira

- _____
- _____
- _____
- _____
- _____
- _____
- _____

To Do

- _____
- _____

Backlog

- _____ Accessibility
- _____
- _____
- _____
- _____

Design Kanban Board

Jira

- _____
- _____
- _____
- _____
- _____
- _____
- _____

To Do

Research in Progress

Design in Progress

Peer Review

Design Done

Accessibility

Design System

Design Kanban Board

Jira

- _____
- _____
- _____
- _____
- _____
- _____
- _____

To Do

Research in Progress

Design in Progress

Peer Review

Design Done

Accessibility

Design System

Engineering Kanban Board

Jira

- _____
- _____
- _____
- _____
- _____
- _____
- _____

To Do

In Progress

Resolved

Scrum Team 1

Scrum Team 2



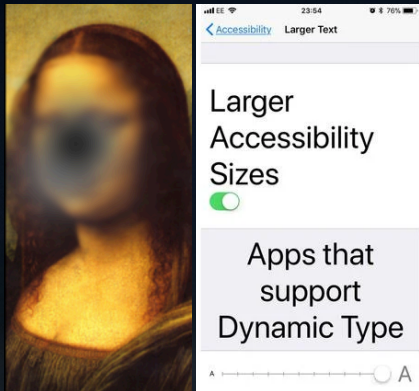
**Engage at an
emotional level**

Finder File Edit View Go Window Help

5% Sat 6:23 PM

Dealerware Monthly All Hands



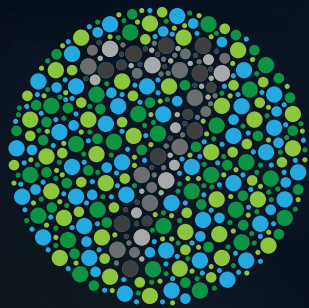


Stargardt's significantly affects facial recognition and reading small fonts



Finder File Edit View Go Window Help

5% Sat 6:23 PM



**Color Blindness
affects 5% of people.
We have 4500 users
so about 225 are
color blind.**





**Central Auditory
Processing Disorder
affects how the brain
processes spoken
language**



**Attach initiative to
organizational OKRs**

Objectives & Key Results (OKRs)

“There are some positive features of OKRs. They’re fashionable.”

“As a shared activity, the definition of OKRs can help align User Experience with the work that other disciplines are doing.”

Peter Hornsby, Director - Edgerton Riley
UXmatters, Aug 23, 2021

OBJECTIVE

Improve the overall user experience of Dealerware by **integrating the UX Debt and Accessibility backlog into our continuous development process.**

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KEY RESULTS

Implement a **total of 15 tickets** comprising both UX debt and accessibility tickets

Increase web accessibility score by 5%
with a Q3 audit based on completed tickets

OBJECTIVE

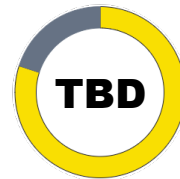
Improve the overall user experience of Dealerware by **integrating the UX Debt and Accessibility backlog into our continuous development process.**

KEY RESULTS

Implement a **total of 15 tickets** comprising both UX debt and accessibility tickets

Increase web accessibility score by 5% with a Q3 audit based on completed tickets

80%



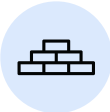
Our Strategy



Bundle accessibility & UX debt together



Leverage external accessibility support



Prioritize what to audit and what to fix



Integrate with internal workflows



Engage at an emotional level



Attach initiative to OKRs

What's next?

Future OKRs...

Achieving 'true integration'

Continuing the emotional engagement

Thank you



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todd.zazelenchuk@dealerware.com