



Digital Accessibility Maturity Scorecard Results

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Hassell Inclusion test

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Hello,

Firstly, well done for completing the Digital Accessibility Maturity Scorecard and taking the first step to better understand where you are on your accessibility journey. We appreciate the time that you've put into answering the questions to kick things off - it's a great start in getting to know where your organisation sits when it comes to digital accessibility maturity.

Digital accessibility is something I, and all of my team at Hassell Inclusion, are incredibly passionate about.

My experience in helping organisations grow in accessibility spans many years. I put much of this experience into leading the writing of the British Accessibility Standard BS8878 in 2010, and led the translation of this into the International Standard ISO 30071-1 in 2019. What my team and I have learnt from helping organisations globally to get the best from these Standards, and applying them in their culture, I've written in my 2 bestselling books: 'Inclusive Design for Organisations' and 'Inclusive Design for Products'.

At Hassell Inclusion we believe that accessibility isn't just about fixing immediate problems in websites and apps (though that is important), but it's about embedding accessibility into your organisation and processes so you can sustainably and repeatedly deliver it in all you do digitally. What you've just completed will help you to understand how you're doing in that embedding.

I hope what follows is useful to you and, wherever you currently score, this report recommends a way to improve the accessibility of your organisation and to improve the digital experience of your customers and staff.

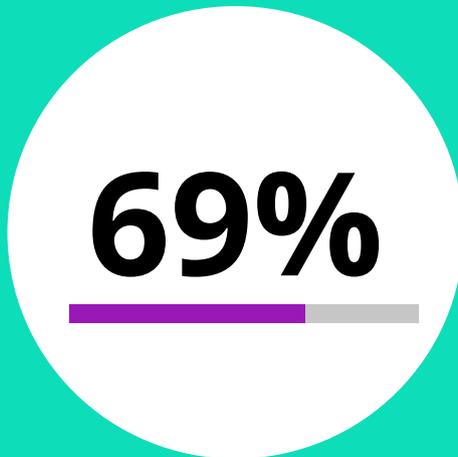
If you have any questions, please don't hesitate to get in touch.



Jonathan Hassell,
CEO Hassell Inclusion, lead-author ISO 30071-1



Your Overall Score



Interpreting your score: What this report means for you

Sustainable digital accessibility goes beyond checking if a website meets a list of web standards like WCAG. Their aim is to guide the delivery of an accessible website for everyone, and test how well you have achieved this at a moment in time. While this is essential, you can still meet a web standard like WCAG 2.1 and have a site that does not give a good user experience for up to 40% of your users.

Sustainable digital accessibility means embedding digital accessibility into the organisation, knowing what benefits it will give, and embedding it strategically in your policies, procedures, and capability to allow you to deliver accessibility repeatedly and consistently. It also ensures this continues as staff get promoted or move on.

The four tiers

0-24%

Awareness
Your organisation is making steps towards sustainable digital accessibility. But this is often in pockets across the business and is dependent on a few passionate accessibility champions, with the risk that it stops when those individuals move to new roles.

50-74%

Compliance
You are progressing well. Much of the leg-work has been done and you have many of the elements in place to deliver sustainable digital accessibility. There are a number of areas to go – typically these are moving from standards compliance to ensuring a great user experience for all; and making the way you deliver accessibility most efficient.

25-49%

Competence
You are aware that getting good at accessibility can deliver business results and are looking for practical ways to embed this in your organisation. You are starting to put this in place across the business, however significant work is required to make this sustainable.

75-100%

Advantage
Well Done! Digital Accessibility is embedded well in your organisation, you know what benefits you want to achieve and you're measuring your progress towards them. There's only a few areas to work on to meet ISO 30071-1 and gain recognition for your exemplary level of best-practice. Go for it!

Summary Score

your score

Motivation

Do you know what benefits your organisation desires from digital accessibility?



89%

Responsibility

Is it clear who is responsible for making accessibility happen?



74%

Capability

Are your teams competent and capable of implementing digital accessibility in their policies and products?



61%

Support

Do you have the expertise around you to make this happen across the organisation?



100%

Policies & Practice

Do your brand, technology and procurement policies embed accessibility as a requirement?



67%

Governance

Do you assess and manage risk in the level of accessibility in digital products you develop or procure before and after launching them?



100%

Product Development Process

Is delivering digital accessibility embedded efficiently in your software development lifecycle process?



95%

Measurement of ROI

Do you measure the ROI and benefits of your investment in digital accessibility?



47%

Innovation

Are you including digital accessibility in your engagement with digital trends and opportunities for business innovation?



65%

The Hassell Inclusion Way – 5 keys



Implementing accessibility is often done as an add-on or with pockets of excellence in a business. At Hassell Inclusion we saw more and more companies benefiting from putting accessibility in an organisational context. So we led the creation of the international Standard ISO 30071-1, which puts technical accessibility standards like WCAG in a framework so all aspects of an organisation's activities which impact accessibility & inclusion are considered - including process, governance and behavioural changes.

To help organisations get the best from ISO 30071-1, we created a unique approach which provides stepping stones to become ISO 30071-1 Ready, so that employees are clear and customers are served well. We call it The Hassell Inclusion Way.

It has 5 keys to help you unlock your accessibility potential and work towards being ISO 30071-1 Ready. Each key is designed to meet specific needs, depending on where you are on your accessibility journey. They can stand alone or work together to address your objectives.

The questions you answered to start this process, each relate to one of the keys, enabling us to map out exactly where you're doing well, or perhaps not so well, and therefore where you might need support. Throughout the rest of the report you'll see references to each of these keys in relation to next steps and appropriate services.

So, onto your detailed scores...

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Motivation



75-100%: Advantage

You're doing really well. But there could be a few more benefits that you've missed using, to fully advocate for accessibility in your organisation. Maybe you're only thinking about accessibility for external websites, or just for internal digital tools, or you've not connected the two. Or you've not yet considered the innovation benefits. Go broader with your benefits to get people in Diversity & Inclusion and R&D bought-in, and you've got more sources of support and funding for your accessibility programme.

Next steps:

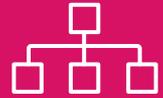
- Of all the benefits of accessibility, which are right for your organisation? Even if you couldn't answer them positively, did the Scorecard questions start you thinking more widely about accessibility benefits?
- Work out who your key stakeholders for accessibility should be in your organisation. Who stands to gain if you get this right?
- Come to one of Hassell Inclusion's 'Benefits of Digital Accessibility' workshops to be guided through how to think about this.
- Not got enough time for a workshop? Buy "Inclusive Design for Organisations" and work through the exercise in Chapter 3 to do it yourself.
- Write down the benefits you've selected, and start socialising it to your stakeholders to get their buy-in. You're on your way to achieving some of those benefits.

How we can help:

Check if there are any further benefits you may have missed, against the full list in Chapter 3 of our book *Inclusive Design for Organisations*, or at our next Benefits of Accessibility workshop. Or call us and we'll help you explore what could be next for you, and whether you're ready to work towards ISO 30071-1 certification.

Responsibility

your score

74%

50-74%: Compliance

You've got some form of recognised structure in place for responsibility, with product owners and executive buy-in. Individual projects and product teams may be delivering accessibility well. But to make sure you don't have gaps, you need to make sure that all your internal teams, and your suppliers, know their responsibility and deliver accordingly. And to deliver on your responsibility as an organisation you need a best-practice plan and programme to drive your accessibility forwards, to turn it into something delivered as part of your business-as-usual.

Next steps:

- Take responsibility yourself if you own a product – the minimum: if it already exists and you haven't tested it, test it; if you're building it add in a test step before launch
- Assign responsibility for making accessibility part of what you do as an organisation – if you're a boss, find a keen person; if you're a keen person, ask if you can do this
- Get buy-in from as high-up as you can get – ideally from the Board
- Raise awareness – we could help you do a lunch and learn
- Create a plan – what's the next best step you can take? – suggest Making Accessible Organisations
- Create a legacy – train up a set of Champions

How we can help:

Embedding accessibility responsibility is critical. Thankfully, the thinking to help you achieve this has already been done - ISO 30071-1 provides a best-practice framework that you can adapt to suit your organisation. Read about it in Chapter 4 of our book, Inclusive Design for Organisations, join us at our next Making Accessible Organisations training to find out more, or call us and we'll help you accelerate your journey.

Capability

your score
61%



50-74%: Compliance

You're doing well. You've got your developers, designers and content authors trained. But have you got your QA Testers trained to test for accessibility during development, and your Product Managers trained to embed accessibility into your development process? Without these you're not doing things efficiently and consistently, so your accessibility costs will be higher than they should be. And you'll need to make sure your guidelines will work across all the types of digital product you have now (websites, mobile apps, social media) and those you may have in the future (AR/VR, watches, kiosks). That's how to go from 'Good to Great'.

Next steps:

- Check your guidelines – are they right for your products, this year?
- Check the problem - Get a survey of staff accessibility capability done – see how good they really are, quickly.
- Start strategically - Create a plan for who is furthest away from the level of training they need, and who impacts a11y most on your products, and start training them.
- Get good - Train the rest of the team
- Get consistently good - Work out a way of scaling that across all your teams
- Keep good - Work out a way of making sure new people are trained in their onboarding, or are checked before you recruit them. Make sure people who have been trained, have their knowledge kept up to date.

How we can help:

Assessing and improving your organisation's accessibility capability is covered in depth in Chapter 4 of our book, *Inclusive Design for Organisations*. To speed up your capability benchmarking and planning process, join us at our next *Making Accessible Organisations* training, or call us and we'll help you accelerate your journey.

Support



75-100%: Advantage

Sounds like you've learned lots from your support suppliers. But have you considered whether you could take in-house some of what you pay them to do for you, to become a core-competence that you maintain and grow for the ongoing benefit of your organisation? This can be much cheaper in the long-term. And, if you're a digital agency or IT supplier, it could also give you the possibility of providing accessibility as a service to your clients.

Next steps:

- Testing – Have you found a good accessibility testing agency to work with?
- Training – Have you found a good accessibility training & expert support agency to work with?
- Strategy – Have you found a good accessibility strategy agency to support your Accessibility lead?
- Consistency and harmony – Have you found one agency that can do all the above?
- Empowerment – And is that agency bought-in to supporting you to take things in-house by training you up to do stuff yourselves?

How we can help:

Check your organisation's accessibility support against best-practice in ISO 30071-1, and our advice on support, in Chapter 4 of our book *Inclusive Design for Organisations*. Or call us and we'll help you explore what could be next for you, and whether you're ready to work towards ISO 30071-1 certification.

Policies & Practice

your score
67%



50-74%: Compliance

You're doing well. You've published your internal and external accessibility policies, and accessibility has been reviewed and embedded into many of the relevant policies across your organisation. Your next step is to ensure people follow the policies, by building awareness, training people in how to use them, and giving people a place to ask questions if they ever feel they need to break them.

Next steps:

- Create or update your internal accessibility policy and publish on your intranet
- Create or update your external accessibility policy and publish on your website
- Embed accessibility into Procurement policies to ensure future tenders and requests for proposals have the correct level of accessibility referenced
- Review and enhance any design guidelines with current accessibility best practice
- Create or update your Workplace adjustments policy
- Build accessibility requirements into your Social media guidelines and train content authors to ensure they follow the guidance
- Create guidance on running inclusive events. Consider physical and virtual events, tailoring guidance appropriately
- Create or update your Technology policies

How we can help:

The policies that accessibility needs to be considered in are detailed in Chapter 4 of our book, Inclusive Design for Organisations. Join us at our next Making Accessible Organisations training to find out more, or call us and we'll help you accelerate your journey.

Governance



75-100%: Advantage

Your governance manager has full visibility of accessibility in all digital products in your portfolio, and can report back on the overall accessibility score for your whole organisation. Each new product goes through the governance process efficiently and, in general, its desired level of accessibility has been met, unless it is a known exception like a blue-sky innovation. Your Governance Manager is actively monitoring the accessibility of sites and apps post launch. Your risk is measured, managed, and decreasing. Your task now, is to make sure it's kept that way.

Next steps:

- Document all the products in your digital portfolio and their level of accessibility
- Create a product launch checklist
- Document any accessibility shortcomings of a product and outline the action plan for remediation
- Put a policy and process in place to ensure that new systems you buy are accessible
- Create checkpoints to test the accessibility of sites and apps after launch

How we can help:

Check your organisation's accessibility governance against best-practice in ISO 30071-1, and our full governance advice, in Chapter 4 of our book *Inclusive Design for Organisations*. Or call us and we'll help you explore what could be next for you, and whether you're ready to work towards ISO 30071-1 certification.

Product Development Process



75-100%: Advantage

Well done! You've managed to do what very few organisations have, and made accessibility part of your business-as-usual product development process. You're consistently delivering accessibility in an efficient, elegant way. So it's time to check if you're ISO 30071-1 Ready - getting your organisation certified, is a great way of proving your accessibility credentials internally, and an even better way of proving that you can be trusted to deliver accessible products every time if you're an agency creating them for clients.

Next steps:

- Review your existing development process to ensure accessibility is considered in your product requirements and Software Development Lifecycle Process
- Review your product design process to consider accessibility
- Review how accessibility impacts your choice of technologies, browsers and supported assistive technologies
- Create an accessibility go-live checklist
- Document a process for handling products that aren't fully accessible but can't delay launch till they are
- Embed accessibility into your sprint planning and test strategy
- Create post launch accessibility checklist and assign responsibility for monitoring

How we can help:

Check how you have embedded accessibility in your product development process against best-practice in ISO 30071-1, and our full process advice, in our book *Inclusive Design for Products*. Or call us and we'll help you explore what could be next for you, and whether you're ready to work towards ISO 30071-1 certification.

Measurement of ROI



25-49%: Competence

You're starting to measure your spend on accessibility and some measures of your Return on Investment. You're on your way to being able to justify that spend if anyone asks, or increase it as the impact of your accessibility work becomes apparent. But your ability to prove your ROI properly means measuring all aspects of it. So keep going! Every added cost or benefit metric improves your understanding of how future investment can deliver the best ROI. And, if you're finding that the number of people with accessibility needs using your site or app is lower than you expected, consider actively promoting the site to those audiences.

Next steps:

- Start measuring your ROI on accessibility – how many people visited your accessibility statement last month?
- Track the cost of accessibility by monitoring two similar projects. Purposefully follow the ISO process in one and measure the accessibility testing costs
- Track and document any customer feedback regarding accessibility support
- Track and document cost savings from people with access needs being able to use online customer service
- Consider surveying disabled people to gather feedback on your brand in the community. This may give you an indicator of the possible future legal threat.

How we can help:

Peter Drucker famously said, "What gets measured, gets managed." Measuring your ROI from Accessibility is covered in depth in Chapter 6 of our book, *Inclusive Design for Organisations*. Alternatively, call us to book a ROI Workshop where we can help you think about how to measure your ROI from Accessibility.

Innovation

your score
65%



50-74%: Compliance

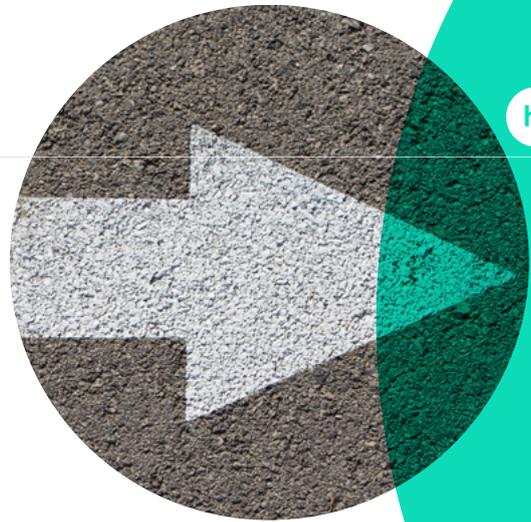
You're getting there! It may be taking you some time to find the best insights in how technology changes are impacting accessibility, but you are looking for them. You might appreciate someone to do the hard work for you, and summarise what's important. You're taking steps into investigating innovative ideas that you've gained from listening to people with disabilities talking about what they'd improve in your product space. Time to start considering adding your expertise to the teams creating accessibility guidelines at W3C and ISO.

Next steps:

- Start to monitor accessibility with a view to including in your technology roadmap
- Join an Accessibility Community
- Leaders - subscribe to Hassell Inclusion Newsletter to get our thought leadership, and follow the #a11y twitter hashtag to access the wider accessibility community
- Make sure accessibility considered when you look at emerging technologies and partners
- Use accessibility as a topic to inform your customers about how you are innovating in this space
- Consider co-creation of digital solutions by including disabled people at the very earliest stage of development
- Set up an empathy lab to exploring new accessibility ideas

How we can help:

Continually evolving your accessibility strategy and using accessibility to prompt innovation is covered in depth in Chapter 7 of our book, *Inclusive Design for Organisations*. Alternatively, call us and we can help you explore how to keep your best-practice optimised, innovative and up to date.



What's next?

Hopefully you've been able to take away something useful from what you've just read.

This is a checkpoint on your accessibility journey, to find out how far you've come, and gain perspective for the rest of your journey ahead.

What follows is up to you, however often it's beneficial to explore next steps with specialists. A conversation with one of our accessibility experts can help you shape out next steps specific for your organisation.

In our experience, organisations often separate into two types:

Product-first: those who want to work on their key digital product's accessibility first, then build out from there into processes that work across products, then into policies and governance

OR

Governance-first: those who have so many digital products that they want to start with establishing their policies, standards, governance and process, then applying them across all products efficiently and consistently

- Product decision
- Standards
- Try out process
- If it works, try on another
- Board buy-in to make it official
- Policies
- Responsibilities & Governance

- Board decision
- Responsibilities
- Policies
- Standards
- Governance
- Process
- Products



Our services

We have a range of services to help. They range from benchmarking and training courses to testing and expert support. Take a look to find out more:



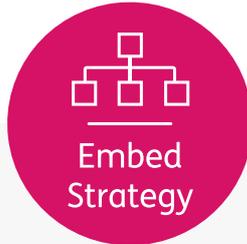
Expand Awareness

Benefits of Digital Accessibility Workshop

A workshop to help you build the business case for accessibility to meet your business goals.

Accessibility Maturity Benchmarking

A benchmarking of your current level of accessibility maturity – both in your policies, development processes, and the accessibility of your resulting products.



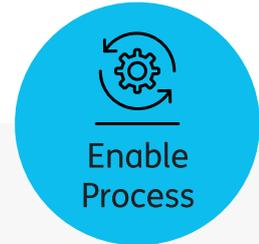
Embed Strategy

Accessibility Strategy Review

Deeper review of the accessibility strategy of organisations with multiple products, and development of action plan.

Accessibility Champions

Training to create internal digital accessibility advocates to implement and support your accessibility strategy.



Enable Process

Product Team Training

Empower and equip product team members in accessibility for each role.

Accessibility Audits

WCAG Compliance or our unique Live and Snapshot Audits.

Inclusive User Testing

User testing of your product with disabled people, or adding disabled people into your existing user testing.

Expert Accessibility Support

On-call accessibility support, or scheduled ‘surgeries’, over the course of a project.



Measure Effects

Accessibility ROI Workshop

A workshop to examine different elements of ROI from accessibility, and how to identify and measure which are most important for your organisation.

Accessibility ROI Benchmarking

A programme supporting you to introduce mechanisms to measure and analyse your key return on investment elements.



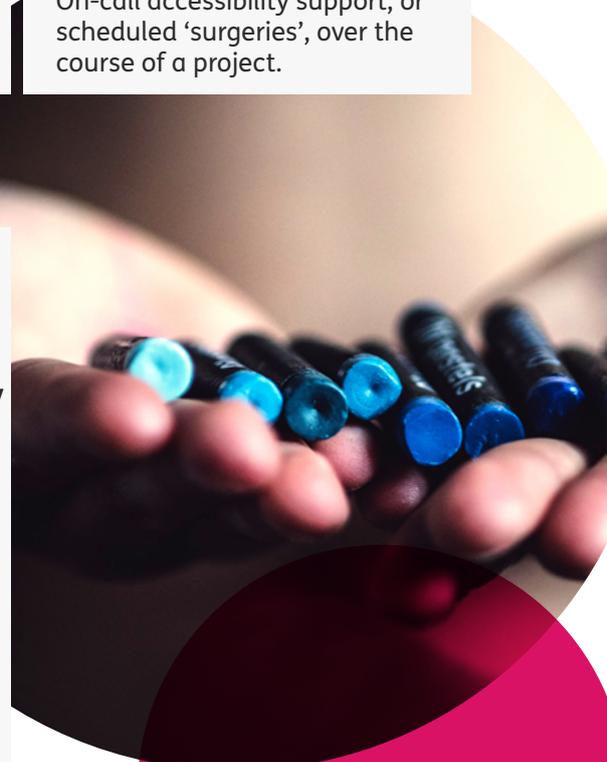
Continually Evolve

Accessibility Support Community

Become part of our Accessibility Community to keep up to date with advances in technologies, standards and assistive technologies.

Innovation Programme

A programme to help your digital teams ‘think differently’ by engaging with disabled people’s needs, inspiring them to deliver innovations in your proposals and products.



Why Hassell Inclusion?

About Us

We are a group of experienced digital accessibility experts, led by founder and CEO Jonathan Hassell. Our mission is to remove barriers in digital technology to make it accessible to everyone.

Our Approach & Experience

We believe that digital accessibility is about winning, not avoiding losing – it should help organisations reach their business goals.

Businesses, governments and charities, both in the UK and globally, come to us to activate and embed digital accessibility into their organisation and digital products in a way that is simple, digestible and scalable.

With over a decade of accessibility experience in each of our consultants, alongside specialisms in digital strategy, product management, development, UX, content and testing, our customers get clear insights drawn from our practical experience of helping organisations get the best from accessibility standards, many of which we helped write.

Our aim? To empower you to achieve your goals, through training, support and consultancy.



Some of the organisations we've helped

Google

HSBC

NEW LOOK

SCIENCE MUSEUM

Pearson

mirum

AnalogFolk

BBC

Canon

The Telegraph

Accessibility Statement

As inclusion is Hassell Inclusion's purpose, we are committed to making all our documentation usable by all people, whatever their abilities or disabilities.

However, we know that some parts of this PDF report are not fully accessible to all. The scores in the document are inserted by a third-party automated tool, and we are working with the tool's developers to improve the accessibility of that process.

While we have worked to ensure the design of the PDF is accessible to many (for example, scores are provided via text and colours), its current accessibility limitations are:

- PDF Tags are not fully used, which may mean screen readers may struggle with the sequence of information on the page
- Images may not have alt-text for screen readers
- The PDF document properties are not fully populated

If you are finding difficulty with accessing the information in this report, please contact us at contact@hassellinclusion.com and we will endeavour to help you.

This statement was last updated on 12th May 2020 and follows the advice on accessibility statements in [ISO 30071-1](#).



Contact Us

If you'd like to know more about what you've learnt in your report, want a greater understanding of what it means, or perhaps need further advice on what to do next, then please get in touch and we can arrange for one of our experts to talk to you.

email:

contact@hassellinclusion.com

website:

<https://www.hassellinclusion.com/contact-us/>

