

Holding threads together

Building cross-organisational accessibility

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Quick glossary:

A11y = Accessibility

PwD = People with Disabilities

We are A11y Ambassadors!

Product Management



Simone
Kilian



Christian
Schuhmann



Jana
Weidinger



Christoph
Schmidl

Engineering



Chris
Hohnerlein



Merlin
Pannowitz



Manuel
Puchta

Design



Martin
Jordan



Nadine
Stammen



Alisa
Sauer



Agnieszka
Bratek



Marion
Couesnon

Comms



David
Krebs



Joshua
Nowak

Getting started

We work at DigitalService

We develop digital solutions
for and with the German Federal
administration.

We work **user-centered**,
data-driven and **iterative**.





Raise awareness



Build capability



Define process



Compliance



Usability



0:11

FLIEGEN AB

4

9



2 replies



Agnieszka X Thursday at 11:52 AM

It's easy to get trapped in upselling when booking a Ryanair flight. Users with physical disabilities or visual impairments who **rely on keyboard navigation** will find themselves trapped even earlier: the **cookie consent** pop-up cannot be dismissed without using a mouse.

According to **BITV 9.2.1.2** 🧐:

- If the **keyboard focus** can be moved to an element on the page, it is possible to move the focus away from that element.

Regular

eine Tastaturfalle

- [WCAG: SC 2.1.2: No Keyboard Trap \(Level A\)](#)

learning bites

TV-Test Ergebnisse und

SURVEY RESULTS OF OUR POSTS

Less people understand a complex text, than I expected.

Use descriptive page titles

Many things! For example "konsistente Bezeichnung" from today!

Consistent Naming

how important it is that it's possible to navigate only with your keyboard





**Raise
awareness**



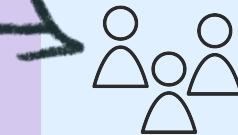
**Build
capability**



**Define
process**



Compliance



Usability

A11y onboarding for new joiners





**Raise
awareness**



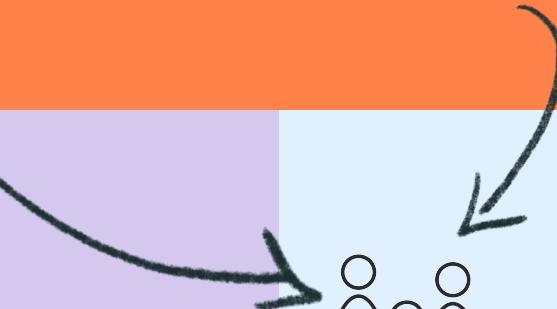
**Build
capability**



**Define
process**



Compliance

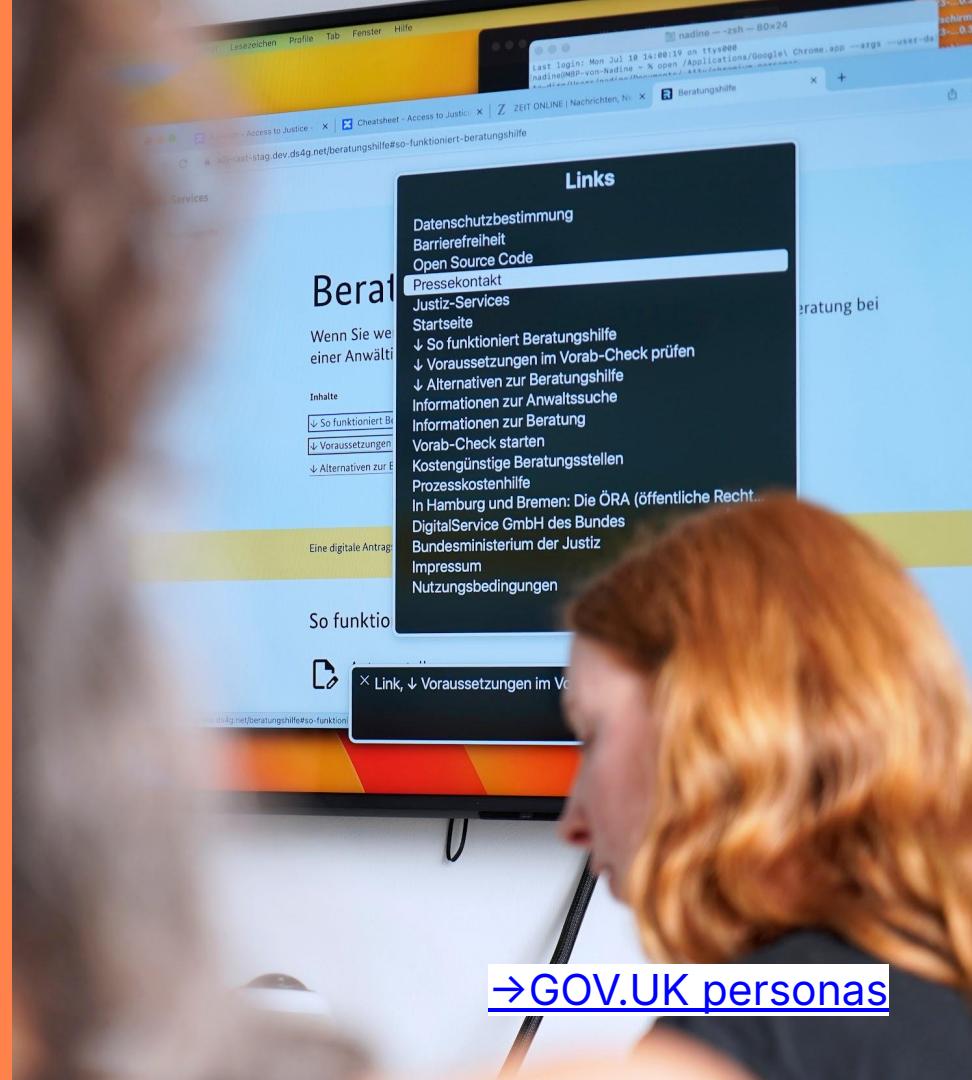


Usability

Build capability

Pizza-powered a11y test

- Review through the lens of PwD via GOV.UK personas
- A simulation is **never** a true representation of an impairment





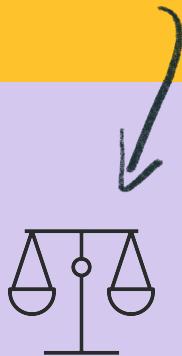
Raise awareness



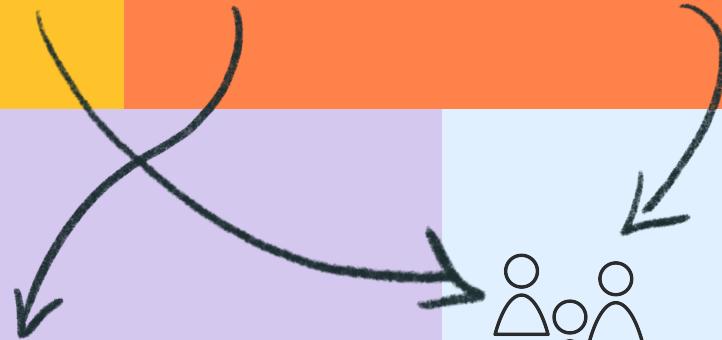
Build capability



Define process



Compliance



Usability

A photograph showing four people in an office environment. Three individuals are seated around a glass-topped desk, looking at a laptop screen which displays a map. One person is pointing at the screen. A fourth person is lying face down on the desk, resting their head on their hand. The office has large windows overlooking a cityscape. An orange banner with white text is overlaid on the bottom left.

Train with experts



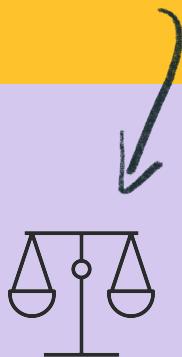
**Raise
awareness**



**Build
capability**



**Define
process**



Compliance



Usability

Roles

Drag and drop the role responsible for the action you defined.

Transformation manager	Product manager	Project Lead
Engineer	UX/UI designers	User researcher
Content designer	Customer support	Accessibility ambassador
Stakeholder	Other teams (e.g. Argent)	Other

Take a look at one of the 10 success criterion assigned to your team.

What can be done to meet each success criterion?
Discuss in your team and write down concrete actions.

1.1.1 Non-text Content



1.3.1 Info and Relationships



1.3.4 Orientation



1.4.4 Resize Text



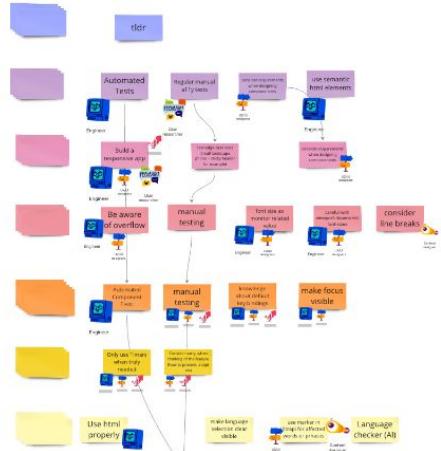
2.1.1 Keyboard



2.2.1 Timing Adjustable



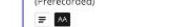
3.1.2 Language of Parts



Take a look at one of the 10 success criterion assigned to your team.

What can be done to meet each success criterion?
Discuss in your team and write down concrete actions.

1.2.5 Audio Description (Prerecorded)



1.4.1 Use of Color



1.4.10 Reflow



2.1.4 Character Key Shortcuts



2.4.7 Focus Visible



3.2.4 Consistent Identification



2.5.8 Target Size (Minimum)



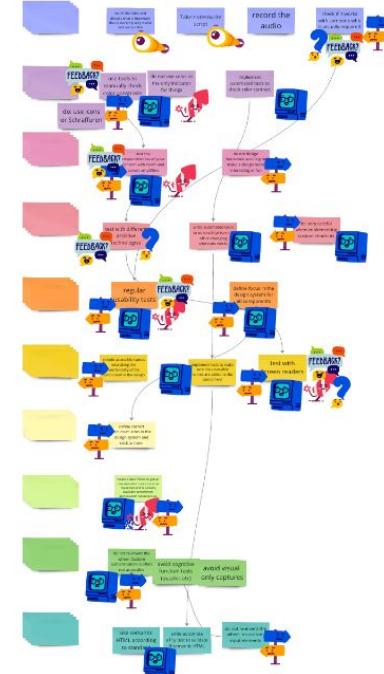
3.3.7 Redundant Entry



3.3.8 Accessible Authentication (Minimum)



4.1.2 Name, Role, Value



Engage with the teams



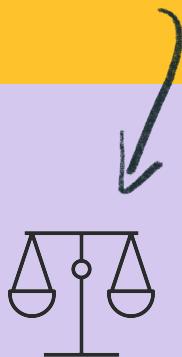
**Raise
awareness**



**Build
capability**



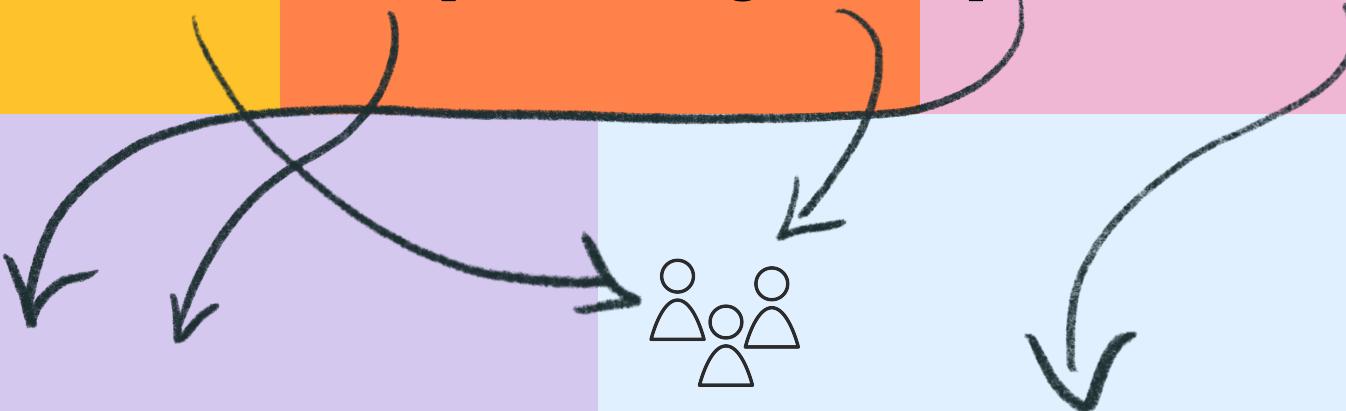
**Define
process**

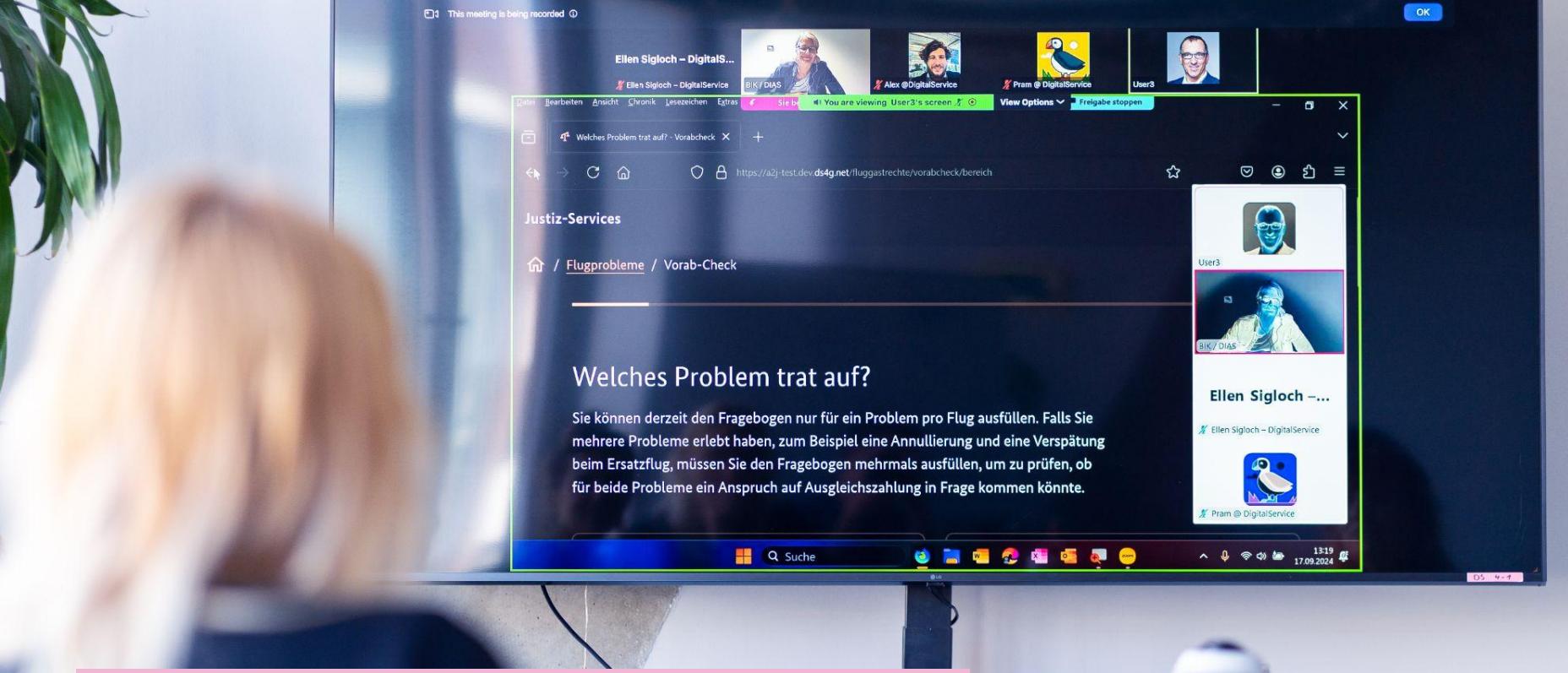


Compliance



Usability





Test with PwD

Last pair of advices...

Last pair of advice

Get to know the people first.

- Which **experiences** people have with a11y?
- How do they **feel** about a11y?
- What do they want to **learn** about a11y?

Last pair of advice

Keep the power dynamics in mind

- **Formal power:** Who makes the last call for key decisions?
- **Reward power:** Who decides how to share resources?
- **Coercive power:** Who can exercise power as a pressure mean?
- **Expert power:** Who is responsible for key expertise fields?
- **Information power:** Who may use or retain key information?
- **Referent power:** Who has a lot of social influence?

Keep it fun!





Celebrate success



**Learn to
unplug**



**And you,
what do you do in
your government
to spread a11y?**

Thanks for your attention!

digitalservice.bund.de

Blog: digitalservice.bund.de/blog



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