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Project Plan: Web Accessibility

Version 1.0

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1. About The Company

Bravoure is a creative and digital company where strategy, branding and experience are at the core of their craft. Their portfolio includes Amsterdam Dance Event, Paradiso, Awakenings and much more. Bravoure operates in the intersection between Design and Technology; and has been awarded multiple times for their incredible work.

For me, there is an amazing chance to get involved in the higher ranks of creativity and development, expanding my horizons of what is possible within the digital world.

2. The Project

2.1 Project Description

Together with my internship mentor, we explored different topics where Web Accessibility sparked the greatest interest as it is an increasingly major subject requested by companies and governments. It is estimated that around 15 percent of the world's population live with some sort of disability; for whom most online services do not pay much attention to, leaving them isolated from the digital world. This also reflects on a company's revenue since services without web accessibility do not provide a solution for completing basic transactions (people with disabilities spend a colossal half-trillion dollars annually).

My initial assignment is to explore the current solutions available for web accessibility and how to integrate them into the production pipeline.

The end product will be a Web Accessibility Source Book where developers at Bravoure can check what is necessary in order to build an accessible component (buttons, modals, etc.).

2.2 Project Goals

Oftentimes Web Accessibility is left at the very end of the production pipeline or not included at all. This project will help to fill that gap for Bravoure, while at the same time giving them an advantage over their competitors that do not plan to implement this technology yet.

The main goal is to simplify the process of implementing Web Accessibility in the production pipeline without the cost of doing the research for each use case.

By fulfilling this goal, what I want to achieve is that Web Accessibility gets implemented in every project as part of the production pipeline, resulting in better experience for people with disabilities.

2.3 Project Analysis

2.3.1 Main Questions

1. What exactly is the issue?
To offer a solution for implementing Web Accessibility into the current production pipeline.
2. What is the problem to be solved or what is the challenge?
Currently there is no implementation at all for Web Accessibility due to it being perceived as difficult and time consuming. My job is to simplify this process.
3. Why this question?
Over the past years Web Accessibility has gained some more relevance in the Web Development space but still needs to be implemented in most development teams.
4. What is the urgency?
Since it has gained more relevance it is expected that more companies will take Web Accessibility into account, as well as presenting a major factor for SEO ranking. In this case the first companies to adapt will have a major advantage over their competitors.
5. What caused it?
Bravoure wants to get ahead and explore what is attainable in order to make Web Accessibility part of their production pipeline.
6. What are the consequences if nothing is done?
If this assignment is not completed the competitors of Bravoure will have more time to get ahead.
7. What has already been done to arrive at an answer?
Currently there is no implementation at all.

2.3.2 Design Challenge

Challenge frame: *How might we implement Web Accessibility into the production pipeline with as little effort as possible?*

Key outcome: *Developers can create accessible web components without the hassle of doing research for each component accessibility case.*

Constraints: *Extra time for development means more costs which reflect on the client's budget.*

Possible Solutions:

- *What if developers could easily browse through a library of components to obtain the adequate tools for making accessible web components?*
- *What if developers had all the relevant information regarding Web Accessibility ready to use and at hand?*

2.4 Project Requirements

1. The end product needs to offer a solution for implementing Web Accessibility.
2. The project needs to be finished within the duration of my internship.
3. The project has to be of help for developers within Bravoure.

2.5 Research Questions and Sub Products

For starting my research, first I want to explore how well acquainted developers currently are with Web Accessibility. Therefore I plan to run a small survey, then I will proceed with the Design Thinking methodology.

I plan to create the following subproducts:

Phase	Product
Empathize	<ul style="list-style-type: none">• Survey• Research in trends
Define	<ul style="list-style-type: none">• POV & HMW• User journey
Ideate	<ul style="list-style-type: none">• Brainstorm board
Prototype	<ul style="list-style-type: none">• Short Paper Prototype• Medium-High Fidelity Prototype
Test	<ul style="list-style-type: none">• Qualitative test• Quantitative test

2.6 Scope

The initial scope of my project only involves design, no further development included. This can certainly change in the future given the appropriate time and desirability of my client.

The subproducts of my design are explained under the “*2.5 Research Questions and Sub Products*” title on page 5 of this document.

Some risks to take into account:

- Availability of members of the development team to run some survey(s) or tests.
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3. Approach & Planning

For this project I will be applying the Design Thinking method in order to get to a conclusion and an answer for the problem stated before.

The following methods will be used:

<u>Research Strategy</u>	<u>Research Methods</u>
Library	Literature study
Field	Survey
Lab	Usability test
Workshop	Brainstorm & Prototyping

4. Management Agreements

The following table illustrates how communication and scheduling will take place within the permanent entity.

Entity	Contact Person(s)	Communication	Scheduling
Fontys	Judith Gaffert ¹	<ul style="list-style-type: none">• Microsoft Teams• Microsoft Outlook	<ul style="list-style-type: none">• Microsoft Calendar• Canvas
	Anke Bardie ²		
Bravoure	Lothar van Mourik	<ul style="list-style-type: none">• Slack• Microsoft Outlook	<ul style="list-style-type: none">• Google Calendar• Gripp