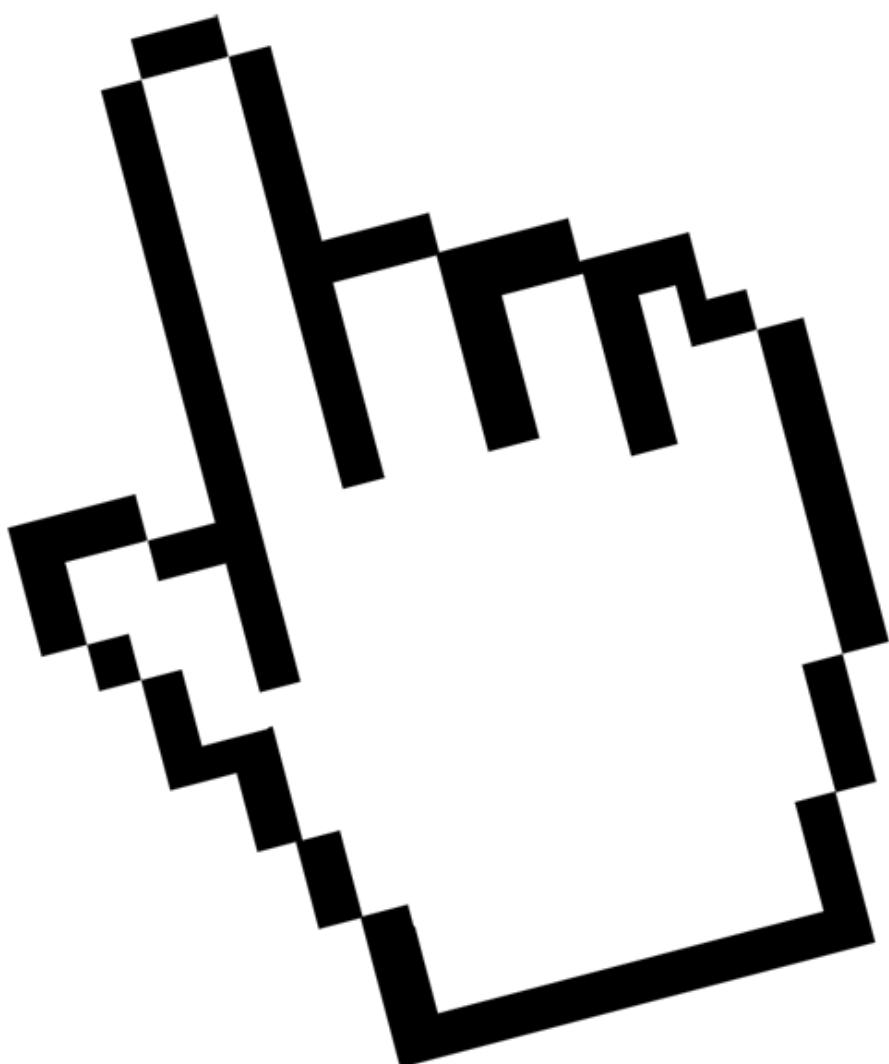


# Web Accessibility



Student	Client	Period	Version
Jan Carlo Hendriks	Bravoure	09-21 – 01-22	2.0

# **Table Of Contents**

<b>Table Of Contents</b>	<b>1</b>
<b>1. The Company</b>	<b>2</b>
<b>2. The Assignment</b>	<b>4</b>
2.1 The problem	4
2.2 Goal	5
2.3 Research Questions	5
2.4 Requirements	5
2.5 Deliverables	6
2.6 Scope	6
<b>3. Approach</b>	<b>7</b>
3.1 Description	7
3.2 Project Method	8
3.3 Research Method	8
3.4 Planning	9
<b>4. Communication Agreements</b>	<b>10</b>
4.1 Communication Overview	10
<b>5. Contact Information</b>	<b>11</b>

## 1. The Company



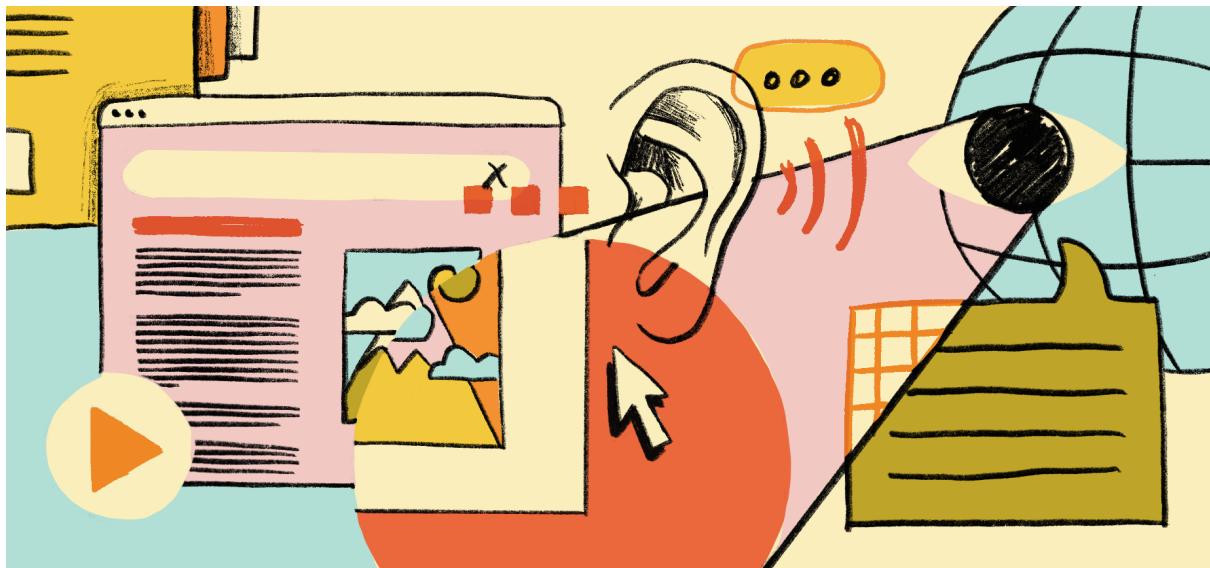
Bravoure is a creative and digital company where strategy, branding and experience are at the core of their craft. Their clients portfolio includes Amsterdam Dance Event, Paradiso, Awakenings as well as International Theater Amsterdam, Tassenmuseum Hendrikje, Eye Museum and much more.

Bravoure operates in the intersection between Design, Development & Strategy; 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 Assignment



### 2.1 The problem

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.

Bravoure, being a creative company that delivers digital products for other companies in the cultural sector, oftentimes finds itself in the position where Web Accessibility is of relevance.

Furthermore, because some of Bravoure's clients are semi part of the government they are increasingly being requested by [law](#) to meet some of the Web Accessibility criteria.

Currently there is no integration of Web Accessibility within Bravoure's product pipeline, making it harder to implement.

## 2.2 Goal

This project will deliver a solution for an easier implementation of Web Accessibility for the developers at Bravoure.

 **Design Challenge:** How Might We → improve the developer experience when building an accessible application?

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

## 2.3 Research Questions

What are the major accessibility issues that we can solve?

How can we implement Web Accessibility?

How can we make it easier for developers to implement Web Accessibility?

What are the (minimum) requirements for Web Accessibility?

## 2.4 Requirements

- Ease of use is very important, developers should not have a hard time using this product.
- Developers need to be able to find and copy accessible code snippets.

## **2.5 Deliverables**

- **Automated Accessibility Test**

This test will be run by a machine which will point out where the Bravoure's sites are lacking in terms of Web Accessibility. I will collect this data for further analysis.

- **Manual Accessibility Test**

I will run this test manually on a selected group of Bravoure's websites in order to dig deeper into the accessibility pain points that need improvement.

- **Advice Document**

This will be a document where the analysis of the previous tests can be found, together with tips to improve the issues found.

- **Product Prototype & Design**

This will be a clickable Medium Fidelity Prototype ready to be tested by a peer developer. After testing this prototype, I will create a new improved iterated prototype.

- **Product POC**

The POC will consist of a website that helps developers get started with Web Accessibility. In here, developers can find:

- A full list of requirements in order to meet the Web Accessibility standards
- A list of code snippets where developers can copy curated Web Accessible components

## **2.6 Scope**

The deliverables previously described are all within the scope of this project. Those are the products I will deliver for the project.

## **3. Approach**

### **3.1 Description**

First, this project will take a look at Web Accessibility, to be more precise: What is Web Accessibility and How can we implement it?

Furthermore, this project will seek which and where Bravoure's websites are in need of accessibility improvements.

In order to find out which clients need deeper research, this project will look into Bravoure's available analytics and define the 3 most visited websites.

From there on, this project seeks to bring all available solutions together and create a plan of execution that is reasonable within the extent of the available time.

If necessary, I will also create proof of concept(s) in order to gain in-field knowledge applicable to any of Bravoure's clients.

## 3.2 Project Method

I will use the scrum method for this project to help me stay organized and manage the state of each task that remains.

The planning is going to be divided in 3 different sprints, starting with research, then design and finally development.

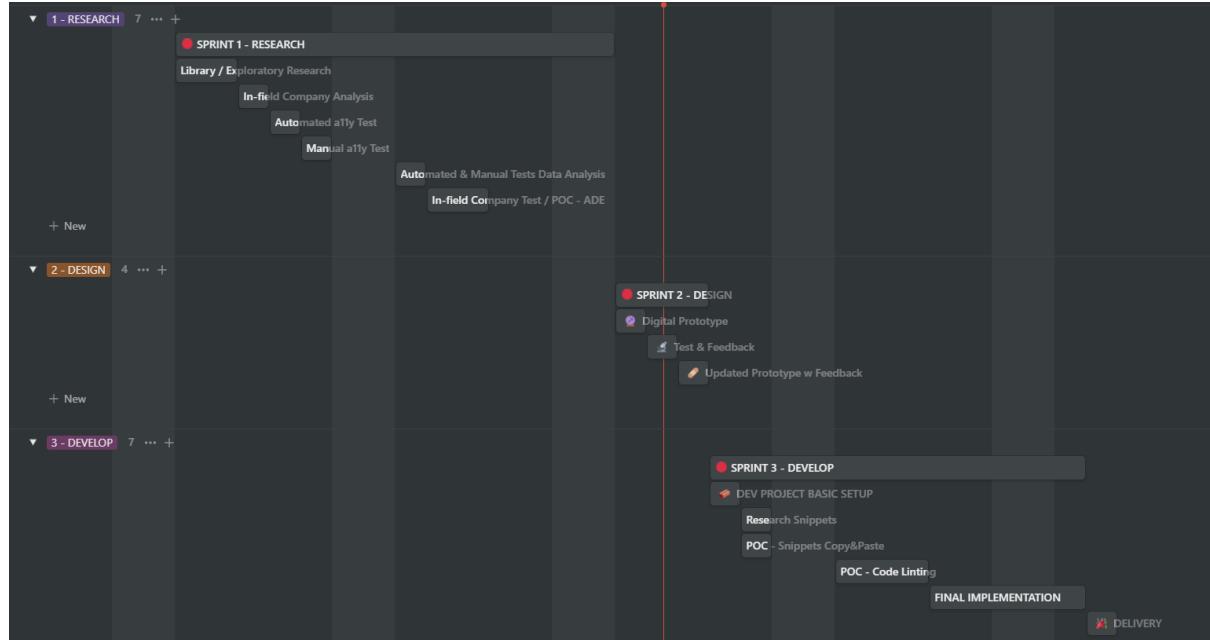
## 3.3 Research Method

For my research I will be using the [DOT framework](#) which consists of certain research methods categorized by Strategy. Below a more detailed table overview.

Research Strategy	Research Methods	Research Questions	Description
 Library	Literature study	 <a href="#">How can we implement Web Accessibility?</a>  <a href="#">What are the (minimum) requirements for Web Accessibility?</a>	I will use the literature study technique in order to dive into what is achievable within Web Accessibility. I will also look for existing solutions.
 Field	Exploratory data analysis	 <a href="#">What are the major accessibility issues that we can solve?</a>	I will collect some of Bravoure's clients data and explore what problems there are that can be solved with Web Accessibility.
 Lab <span data-bbox="324 1158 387 1181">OPEN</span>	Usability test	 <a href="#">How can we make it easier for developers to implement Web Accessibility?</a>	I will test my prototypes with the developers to ensure the ease of use of my product.
 Workshop	Prototyping	 <a href="#">How can we make it easier for developers to implement Web Accessibility?</a>	I will create a product prototype in order to develop a concept solution in order to have a concrete idea of what the end product will look like.
 Showroom	Peer review	 <a href="#">How can we make it easier for developers to implement Web Accessibility?</a>	I will ask my colleagues for feedback and to look at my product concept. This will improve the final product.

## 3.4 Planning

The planning is going to be divided in 3 different sprints, starting with research, then design and finally development.



## 4. Communication Agreements

Twice a week I will have a meeting, either with the Company Technical Director, with my Company Supervisor or both at the same time. These meetings will take place on Tuesday and Friday, but are subject to change depending on everyone's schedule.

These meetings will help focus and maintain a good quality of the deliverables.

For any feedback request I can contact my Company Supervisor, Lothar van Mourik.

### 4.1 Communication Overview

 Entity	 Contact Person(s)	 Communication	 Scheduling
<b>Fontys</b>	<b>Judith Gaffert</b> (1st Assessor) <b>Anke Bardie</b> (2nd Assessor)	Microsoft Teams Microsoft Outlook	Microsoft Calendar Canvas
<b>Bravoure</b>	<b>Lothar van Mourik</b> (Company Supervisor) <b>Jochem Boon</b> (Technical Director)	Slack Microsoft Outlook	Google Calendar Gripp

## 5. Contact Information

Name: Jan Carlo Hendriks

E-mail address: [jancarlo.hendriks@student.fontys.nl](mailto:jancarlo.hendriks@student.fontys.nl)

Student number: 2366487

