

Optimizing Design for Accessibility and Inclusion

How Level Access can help you transform your design practices to create inclusive digital experiences that are accessible, engaging, and usable by nature.





What Success with Inclusive Design Practices Looks Like

"Your app is accessible and usable, others seem clunky in comparison. Everyone can use this easily."

"The product is easy to use and required almost no adjustment to meet accessibility standards out of the box."

"People are spending more time on our website and our traffic has been building steadily each month."

"This app is really well designed, noticeably better than the others out there."

"We see our design as a competitive advantage."

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Wireframe and Design Comp Reviews

Designing a new app, site, or other system? The earlier the better when it comes to reviewing and planning for accessibility – why not address preventable barriers before development?

We will work with your design team to review design wireframes and comps to provide guidance and author acceptance criteria for accessibility. Our experts can surface potential problem areas preventing them from becoming actual issues – saving time (and frustration) spent in QA or even retrofit phases.



Addressing accessibility earlier has major advantages and efficiencies. Proactively addressing issues in the design stages prevents them from proliferating across templated objects and avoids tedious retrofitting projects.

Component Library Reviews

Embed accessibility best practices into the very building blocks of your content



Have us review your component libraries to catch accessibility violations that may be lurking in your frequently-used components or templates.



Provide developers and other internal partners all the insights they need to understand why a component is accessible, how to use it, and what is expected.



Optimizing your component library for accessibility is one big step forward towards building more inherently accessible systems, however it doesn't mean you're 'done'. Taking 10 accessible components and putting them together on a page doesn't ensure an accessible experience!

Optimizing Design Systems

Design systems communicate how interactions and other elements are to appear and shape the overall experience. They can also allow for a better structure for shared language between your designers and developers when it comes to accessibility.

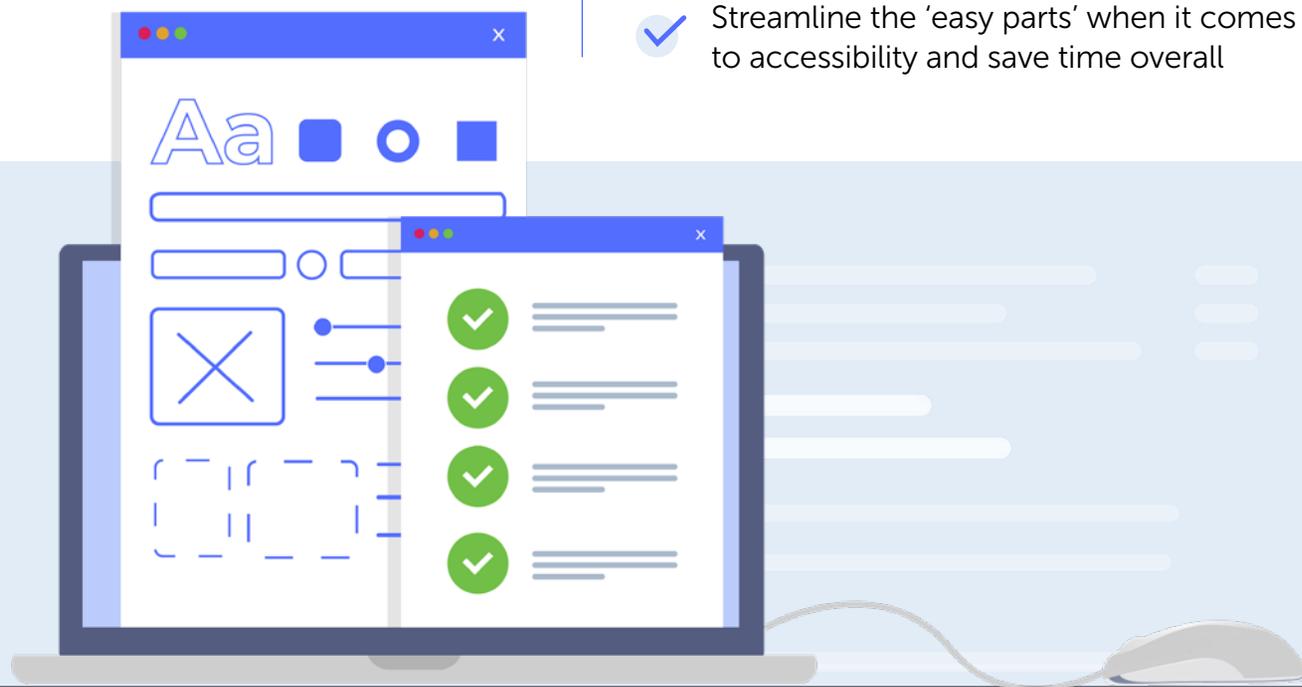
Whether you have an existing design system or are in the process of building one, our experts can review your page types, designs, and code patterns for accessibility. Level Access will provide actionable and detailed feedback, allowing you to fix individual problems that benefit multiple interfaces.

Blend accessibility into your:

- Instructions and Guidelines
- UX Principles and Best Practices
- Technical Documentation
- Core Templates and Components
- Brand Identity

Accessibility makes good design systems even better

- ✓ Build things quicker and more inherently accessible
- ✓ Get prototypes running more easily
- ✓ Receive rapid feedback
- ✓ Ensure more overall consistency in your apps, sites, and content
- ✓ Streamline the 'easy parts' when it comes to accessibility and save time overall



Usability Studies

Embed accessibility best practices into the very building blocks of your content

Don't just stop at a particular compliance level, aspire to create a UX that works for everyone! The ultimate measure of success is how well your creation performs in the real world, with real people, and that includes those with a range of disabilities and needs.

We recruit and select participants with specific assistive technologies and considerations to ensure a wide representation of user needs, creating the appropriate profiles and scripts.

A final report includes expert analysis and documents why something is a problem along with recommendations on how to remedy it – helping you improve your product and find new areas for innovation.



Get rubric-based and structured inclusive usability testing.



You'll uncover barriers that exist within key tasks and workflows – invaluable information that will help you improve the experience for all users.



Trained facilitators observe, document, and ask probing follow-up questions to really understand what someone is experiencing as they use your site, app, or kiosk.

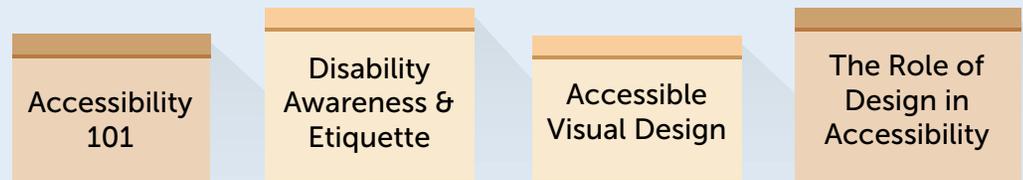


Engaging, Impactful Training

Live training services and digital courses

- Advance the knowledge and skills of your designers to create more inherently accessible content and products.
- Learn how to implement accessibility and inclusive design principles into the product lifecycle.
- Practical tools for incorporating functional user needs into personas and other UX artifacts, as well as how to integrate users with disabilities as active participants earlier in the design process.

 This is a sample of the available design training for your team – we can collaborate with you to plan a robust training roadmap with learning paths for any role!



Go Further: General and Custom Consultation

Partnering together, we can do so much more! Level Access can provide custom consulting services to your team for planned or ongoing work to ensure your unique needs are met for critical projects.

Here are some examples of what we can do:

- ✓ Teach and facilitate engagements where you can work alongside people with disabilities (and ask or observe them) to discover potential accessibility solutions that are the most valuable.
- ✓ Consult on inclusive design for highly interactive experiences, as well as with cutting-edge technology like new digital platforms, hardware, or VR.
- ✓ Provide guidance and coaching throughout the entire design and development process, capping it all off with a full audit of a release.
- ✓ Teach your team to design *with* people with disabilities, not just for people with disabilities.

If you want to practice inclusive design, you **must**:

- Work with people with disabilities while exploring the problems you're trying to solve
- Talk with people with disabilities about a variety of possible solutions
- Engage in workshop activities to co-design and co-create solutions to the problem
- Involve people with disabilities in your design process

...Fortunately, Level Access can assist with all the above, and much more!



Contact Us!

We help organizations of all types, industries, and sizes put the right culture in place to deliver powerful and equal experiences to all customers and users.

Get in touch with us right away so we can plan the optimal roadmap for transforming your design and development practices. Teach your team to design with people with disabilities, not just for people with disabilities.



Connect with us



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Since 1997, Level Access has been developing software, training and consulting solutions to address the specific challenges presented by accessibility requirements. We're proud to have a diverse team of engineers, programmers and consultants, many of whom have disabilities themselves. This gives us a real edge in testing and creating products and services with accessibility and usability in mind.