

Silver Surveys—Strategy

This document provides a proposed strategy for designing, administering and analysing the results of surveys of Silver's key stakeholder groups.

Dave Sloan August 25th 2017

Background

Work as at August 2017

Surveys already open, gathering data:

- UX professionals (Pete McNally)

Questions we've created:

- Standard set of demographic questions for use in all surveys
- Questions focused on UX professionals
- Additional questions on usability of specific WCAG 2.0 SCs

Translation support offers:

- Japanese
- Portuguese
- Spanish

Silver stakeholder groups

Refer to the Stakeholder map at:

<https://docs.google.com/spreadsheets/d/128vPnCweXN9t4JBG7-AOeBhT-KquaWXcCsi3H-f8u94/preview>

This provides the best guide for stakeholder groups and research questions.

Research questions

The following high-priority research questions are ones for which we could use surveys to gather data. Obviously the research questions are high-level, and we'd want to create some more specific questions for inclusion in a survey

Supporting people with disabilities:

- How well does the current content of W3C Accessibility Guidelines meet the accessibility needs of people with disabilities?
- What are the needs of people with disabilities who are under-served from a standards perspective?

Supporting stakeholders:

- How usable are W3C Accessibility Guidelines to different stakeholder groups?
 - How well does the current structure of W3C Accessibility Guidelines serve different stakeholder groups?
 - How well does the current structure of W3C Accessibility Guidelines support learning and remembering key principles of web accessibility?
- How well does the current conformance model for W3C Accessibility Guidelines serve accessibility for people with disabilities short-term and long-term?
- How well do W3C Accessibility Guidelines support the creation of tools for evaluating accessibility?
- How flexible are the current web accessibility standards in supporting emerging consumer technology trends?

Next steps

Surveys are a fairly efficient way to gather a lot of data that can help us learn more and make decisions about the next generation AG, so we should focus on them as a data collection method.

On the assumption that the Silver TF needs to lead on survey design, distribution and analysis, with help from others where possible, the following actions are proposed.

0 Prioritise research questions

There is an incomplete match between stakeholder groups and research questions, and prioritising questions helps us prioritise stakeholder groups.

Suggestions (Silver TF meeting Aug 25th)

(HIGH, MEDIUM, LOW are initial categories to allow us to rank questions, rather than absolute categories)

HIGH PRIORITY: Suggest we cover in the same survey:

- How well does the current content of W3C Accessibility Guidelines meet the accessibility needs of people with disabilities?
 - Abi Roper can provide input on gathering data related to aphasia (including survey design)
- What are the needs of people with disabilities who are under-served from a standards perspective?

Stakeholders best placed to answer these questions (list to be refined):

- Accessibility consultant/advisor
- Accessibility helper/specialist/organisation
- Accessibility influencer

- Assistive technology developer
- Call Center Representative with focus on disability/accessibility
- Chief accessibility officer
- Disability organisation
- Government policy makers
- Influencer in disability
- Lawyer
- Organizational policymaker
- Professional/industry organisation
- Researcher
- Standards developer
- Technology innovator
- WCAG WG

Supporting stakeholders questions:

- How usable are W3C Accessibility Guidelines to different stakeholder groups?
 - MEDIUM PRIORITY: How well does the current structure of W3C Accessibility Guidelines serve different stakeholder groups?
 - Stakeholder Roles: All of them
 - LOW PRIORITY: How well does the current structure of W3C Accessibility Guidelines support learning and remembering key principles of web accessibility?
 - Stakeholder Roles: All of them
- HIGH PRIORITY: How well does the current conformance model for W3C Accessibility Guidelines serve accessibility for people with disabilities short-term and long-term?

Stakeholders best placed to answer these questions (list to be refined):

- Likely to be all stakeholder groups, distinguished between implementers and beneficiaries
- When we come up with questions and for survey design, we need to be careful to give weight to responses from people who think creatively about conformance, while also recognising the views of people who may have a less nuanced perspective on how a conformance model should be constructed
- Stakeholder Roles
 - Accessibility consultant/advisor
 - Accessibility designer
 - Accessibility developer
 - Accessibility influencer
 - Accessibility specialist/helper/org
 - AT developer
 - Authoring tool developer
 - Chief Accessibility Officer
 - Content provider/producer
 - Disability organization

- Evaluation tool developer
 - Government policy
 - Influencer in disabilities
 - Lawyer
 - Organizational policy
 - People with disabilities
 - Platform developer (hardware, os, browser)
 - Product manager
 - Professional/Industry Org/Assoc
 - Project manager
 - QA specialist
 - Researcher
 - Standards developer
 - Teaching resource developer
 - Technology innovator
 - WCAG WG
- MEDIUM PRIORITY: How well do W3C Accessibility Guidelines support the creation of tools for evaluating accessibility?
 - Accessibility consultant/advisor
 - Accessibility designer
 - Accessibility developer
 - Accessibility influencer
 - Accessibility specialist/helper/org
 - AT developer
 - Authoring tool developer
 - Content provider/producer
 - Designer
 - Developer
 - Evaluation tool developer
 - Government policy
 - Platform developer (hardware, os, browser)
 - QA specialist
 - Standards developer
 - Teaching resource developer
 - Technology innovator
 - WCAG WG
 - HIGH PRIORITY: How flexible are the current web accessibility standards in supporting emerging consumer technology trends?

Stakeholders best placed to answer these questions (list to be refined):

- Accessibility consultant/advisor
- Accessibility designer
- Accessibility developer

- Accessibility influencer
- Accessibility specialist/helper/org
- AT developer
- Authoring tool developer
- Chief Accessibility Officer
- Content provider/producer
- Designer
- Developer
- Disability organization
- Evaluation tool developer
- Government policy
- Influencer in disabilities
- Instructor/trainer
- Lawyer
- Organizational policy
- People with disabilities
- Platform developer (hardware, os, browser)
- Product manager
- Professional/Industry Org/Assoc
- Project manager
- QA specialist
- Researcher
- Standards developer
- Technology innovator
- WCAG WG

1 Prioritise stakeholder groups to survey

Decide who to survey, based on factors such as importance to Silver, ease of distribution to relevant audiences.

2 Populate the question bank with questions that could be asked of more than one stakeholder group

We already have the core demographic questions.

We can probably identify other questions that we can ask of multiple stakeholder groups. We should author them and store them in our question bank, before adding stakeholder-specific questions.

Surveys should make as much use as is appropriate of the question bank questions.

The question bank should also store a standard survey intro page text that is used with minor modification for each stakeholder survey. This will explain the purpose of the survey, the conditions of participation, and what will happen to the data that we collect.

3 Write stakeholder-specific questions

Assuming that each stakeholder group will need specific questions, we need to write a set of questions for each.

We can use the research questions for guidance.

4. Identify distribution plan

For each given stakeholder group, we need to decide how we'll launch the survey so as to hit as many of the target audience as possible.

This may require input from our translator supporters and others in different geographical locations.

We also need to define a launch and close date that fits with Silver's schedule and available help for distribution and analysis.

5. QA survey

A pilot, to make sure each survey is appropriate for the target audience, that branching works, that question types and answer options are appropriate.

6. Create Translated version

Once the survey is QAd, we need translated versions

7. Launch survey

Periodic reminders that the survey is open, with notification of closing date.

Timing discussion (Sept 1st)

- Final closing date—sometime in November, to give us time to analyse data and produce some usable findings
- But also, we want to be thinking about how we continuously gather data to reflect change over time

8. Analysis

Log survey design and progress

As an ongoing process, we should have a central Google Sheet to record progress with survey design, distribution, translation and analysis.

