

User Scenarios or Use Cases for Silver Conformance

Audiences for Conformance

1. Organizations that don't really want to do accessibility and therefore just want to do the minimum. Either they are being legally forced to meet accessibility standards (WCAG) because of a court order or settlement or they want to reduce their legal risk for the least amount of effort.
2. Organizations that realize the value of accessibility and want:
 - To know how they are doing
 - Be recognized for their good work
 - Show good faith by demonstrating their conformance
 - Helps the organization know that they are doing a good job
 - Understand the techniques needed to measure task completion
3. Organizations that are new to accessibility but see the value and want to do a good job.

Regulators and Legal stakeholders

1. Minimum

- a. Regulators must answer the question from organizations "what's the minimum I need to do?"
- b. Many companies want a checklist and will either make their own, use a publicly available checklist on the web or will get one from an accessibility consultancy.
- c. If we set a minimum that is lower than WCAG 2.x AA, then we run a serious risk in lowering accessibility globally. Judy told a story of the Netherlands (?) making a minimum below WCAG A and it became the default standard of the country.
- d. If we allow organizations to select which guidelines to implement, we run the risk of organizations focusing on the easiest (cheapest) to implement and focusing on a single disability or ignoring a disability (the way cognitive disabilities have been largely overlooked in the past).

2. Transparency

- a. There is no definitive answer for why an individual WCAG 2.x success criterion is assigned to the level (A, AA, or AAA) it holds. In the Silver research civil rights oriented lawyers say that judges often ask them why a success criterion has a particular level.
- b. Regulators need transparency of priorities of why something is scored the way it is.

3. Civil Rights

- a. Regulators need equity between disabilities for civil rights -- the conformance structure cannot prioritize one disability over another.
- b. There is a disproportionate number of WCAG A success criteria serving people with no vision and a disproportionate number of WCAG AAA success criteria serving people with cognitive disabilities. AAA success criteria are rarely implemented.

Organizations using Silver

4. Cost of Accessibility for small organizations.

- a. Small organizations ask for:
 - Simplicity of what to do (checklists)
 - Clear instructions
 - Easily evaluated
 - Low-cost testing - (reduce manual testing)
- b. Some testing costs can be reduced through thoughtful wording of the guidelines.
- c. Automated tests can improve accessibility for lower costs than manual testing
- d. The WAI Easy Checks can improve common accessibility barriers for a low cost.

5. User-generated and Third Party content

- a. Social media and other organizations want to manage user-generated content that minimizes legal risk
- b. Tight control or implementing Authoring Tool Accessibility Guidelines (ATAG) 2.0
- c. What happens for tools like a wiki that have much more flexibility for authors to make inaccessible content?
- d. What about uploading photos, graphics and video? How to encourage or ensure accessibility? (with uploaded photos and videos, 1.2.1-1.2.9 and 1.1.1 are often violated.)
- e. If a contract with a third party content provider requires Accessibility conformance, how does that impact the claim of the content host?
- f. Even if the site provides information or restrictions to provide accessibility, there may be restrictions on copyright that prevent changing the posting.
- g. How to address situations where the criteria is about how something is described (e.g. 1.3.3 Sensory Characteristics or 1.4.1 Use of Color) when the site includes user generated content: Example of a personals ad.
- h. Third party content can be copyrighted or have other intellectual property restrictions, making it difficult or impossible to adapt that content and make it accessible.

6. Always under development

- a. WCAG conformance claim is specifically defined as something that covers “one page, a series of pages, or multiple related Web pages.” Many large sites are in the 100,000 to millions of pages.
- b. Large sites are always under construction including changing the user interface. Very large web-based applications that are developed in an agile manner can deliver updates in rapid succession, often on an hourly basis.
- c. There may be multiple versions of the same task because of A/B and multivariate testing
- d. Templates and design patterns are constantly evolving
- e. A focus on qualitative testing instead of quantitative testing would improve accessibility and allow conformance without requiring testing of every page.
- f. As a consequence of an evolving website, there are sometimes older legacy components which may be very difficult and expensive to update as new SCs are implemented.

7. Manual Testing for Very Large Sites

- a. A large site with over 10,000 individual pages and thousands of templates or design patterns cannot be manually tested.
- b. How can we allow sites to claim conformance if they cannot manually test each page or even each template?
- c. [Challenges with Conformance for Large, Complex and Dynamic Websites and Apps](#) lists specific WCAG success criteria that present serious problems for large organizations.

8. Organizations need to claim conformance for highly dynamic content

9. Organizations new to accessibility need an on-ramp.

10. Not a standard web page - like, single page apps

11. Getting away from 100% or 0%

12. Accessibility changes by user agent or platform

Silver Requirements

13. Scoring system needs to be flexible to include ever-expanding guidelines