

Vendor Accessibility: Continuous Improvement Strategies

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This guide presents strategies for vendors to consider as they work to continuously enhance the accessibility of their products and services. It includes strategies for accessibility documentation, procurement processes, product testing, user engagement, and fostering a company-wide culture of accessibility. With this focus on continuous improvement, vendors can ensure long-term compliance with accessibility standards and improve user experiences.

Information and Documentation

Strategy	Action items	Tasks
Develop comprehensive accessibility statements	• Craft a detailed accessibility statement that outlines your commitment to accessibility, the standards you adhere to (e.g., WCAG 2.1), and the measures you take to ensure your products are accessible. • Include information about the testing methods and tools used to evaluate accessibility.	
Maintain up-to-date documentation	• Regularly update your accessibility documentation to reflect the latest features, improvements, and testing results.	

Strategy	Action items	Tasks
	• Ensure that documentation is easily accessible to all stakeholders, including potential users.	
Create clear and detailed user guides	• Develop user guides that provide clear instructions on how to use accessibility features within your products. • Include FAQs and troubleshooting sections to help users address common accessibility issues.	

Procurement Process and Communication

Strategy	Action items	Tasks
Enhance product demonstrations	• Ensure that accessibility features are a key part of your product demonstrations. • Provide detailed walkthroughs of accessibility features and how they benefit users with disabilities.	
Develop robust feedback mechanisms	• Implement structured feedback mechanisms that allow clients to report accessibility issues easily. • Regularly review feedback and prioritize addressing reported issues promptly.	

Strategy	Action items	Tasks
Improve communication channels	- Establish clear and open communication channels for discussing accessibility concerns with clients. - Train customer support teams to handle accessibility-related inquiries effectively.	

Accessibility Conformance

Strategy	Action items	Tasks
Integrate accessibility into development processes	- Embed accessibility considerations into every stage of your product development lifecycle, from design to deployment. - Use tools and frameworks that support accessible design and development	
Regular and comprehensive testing	- Conduct regular accessibility testing using both automated tools and manual evaluations. - Involve users with disabilities in testing to gain valuable insights into real-world accessibility issues.	
Ongoing staff training	Provide continuous training for your development and design teams on the	

Strategy	Action items	Tasks
	latest accessibility standards and best practices. • Encourage staff to obtain relevant certifications and attend accessibility workshops and conferences.	

Addressing user needs

Strategy	Action items	Tasks
User engagement	• Ensure that users with disabilities are engaged in all aspects of product development. • Develop flexible solutions that can be customized to meet individual user needs.	
Ongoing monitoring and adjustment	Continuously monitor the effectiveness of accessibility features and make adjustments based on user feedback and testing results.	

General strategies for continuous improvement

Strategy	Action items	Tasks
Establish an Accessibility Task Force	Form an internal task force dedicated to overseeing and driving accessibility initiatives. This group can be responsible for setting goals, monitoring progress, and celebrating achievements.	
Regularly Review and Update Accessibility Policies	Keep your accessibility policies and practices up-to-date with the latest standards and best practices. Regular reviews ensure continuous alignment with industry advancements.	
Engage with the Accessibility Community	Participate in accessibility forums, conferences, and professional networks to stay informed about new trends and innovations. Engage with experts and users to gain insights and feedback.	
Promote a Culture of Accessibility	Foster a company-wide culture that prioritizes accessibility. Encourage all employees to take part in accessibility training and to consider accessibility in their roles.	
Celebrate Milestones Publicly	Publicly celebrate major milestones and achievements in accessibility. Use blog posts, press releases, and social media to share your progress and successes with a wider audience.	