

case study

IBM Japan
Accessibility Center

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1) background of the selected case/good practice;

- Public sector has stepped forward to come into compliance with WCAG 2.0 A/AA.
- In private sector, it seems that a web accessibility is still ignored, no serious.
- Technology innovation, such as the popularization of CSS, search engine optimization, web standard and response to mobile phone, improved accessibility , but secondarily, and still delayed.

Why accessibility is ignored?

- Company doesn't want to pay money for accessibility.
- Web accessibility is a little bit complicated matter.
- They need to use latest technology.
- It's just kind of wait and see.

and so on...

2) objectives of the selected case/practices;

To give a motivation to face accessibility issues.

3). process/strategy used to implement the selected case/practices;

1. **Quantification and visualization** of the condition of web accessibility.
2. Development of a **life-cycle** to keep a good quality of web accessibility.
3. Cultivation of a **leader in the industry**.

--> Sustainability

4) what exact changes/progress achieved;

1. Quantification and visualization of the condition of web accessibility.
 - A status can be checked periodically (routinely).
 - By a comparison with the other company, it helps to set a goal. (no too high, no too low, just right level)
 - Also it is useful for budget planning and explanation about the needs of accessibility to top management.
2. Development of a life-cycle to keep a good quality of web accessibility.
 - For a good life-cycle, good education, good guideline and good process will be needed.
3. Cultivation of a leader in the industry.
 - If a no.1 or 3 company in the industry shows a good case, other companies will follow it.

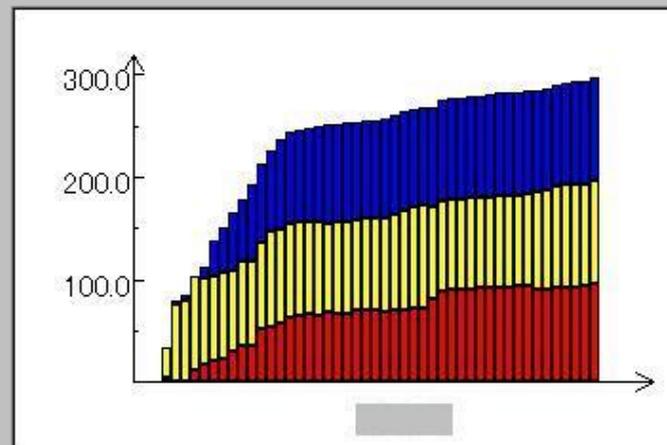
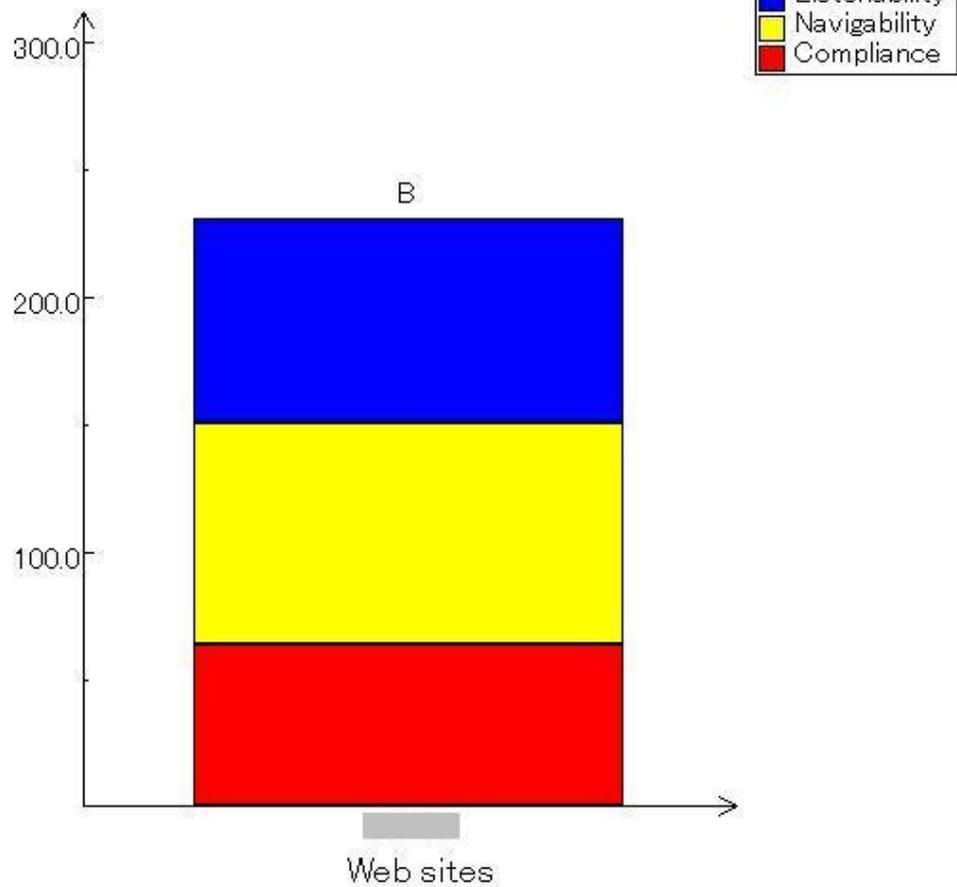
Categorized view

By directory | By crawl layer | By Problem

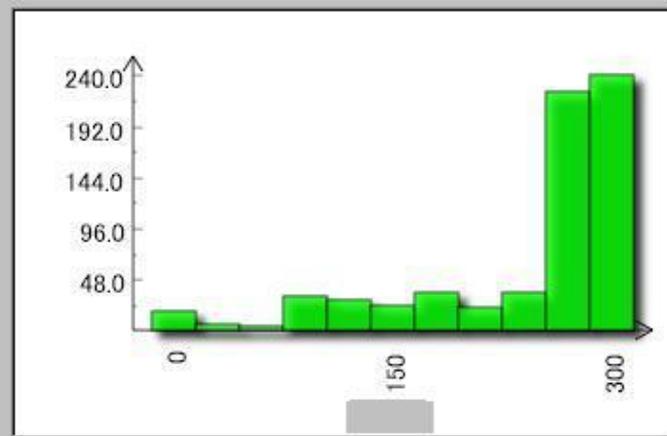
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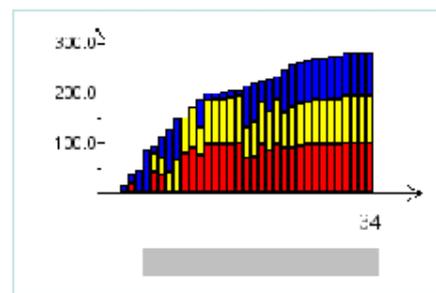
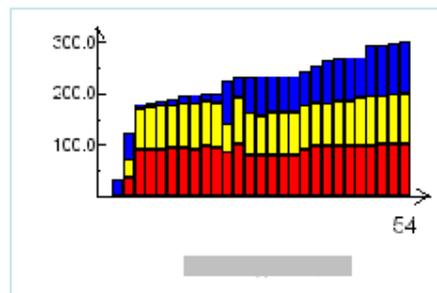
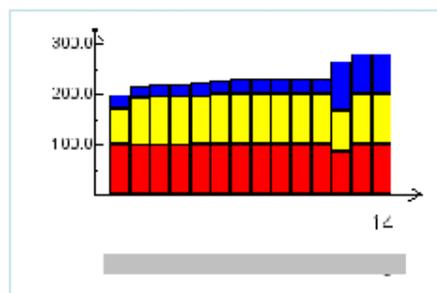
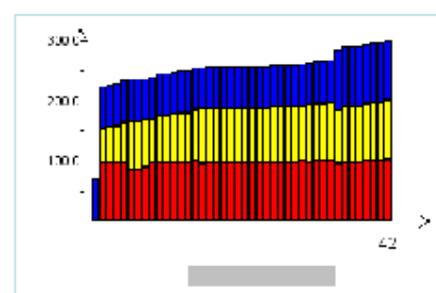
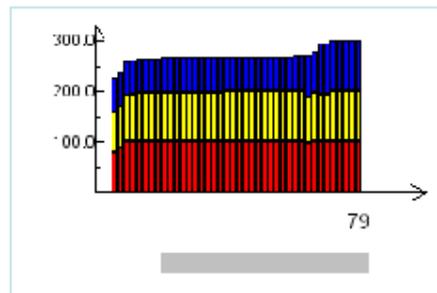
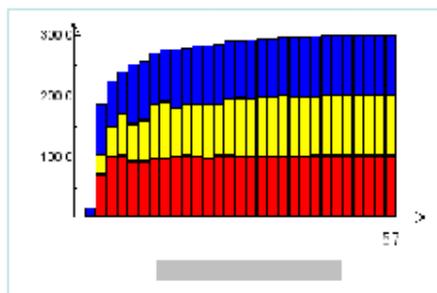
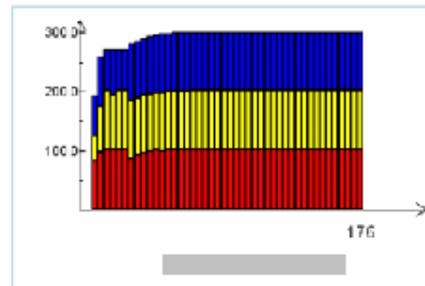
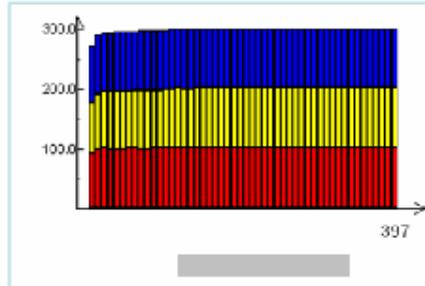
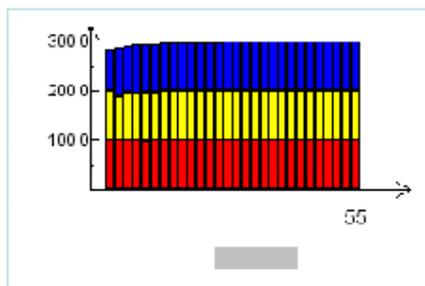
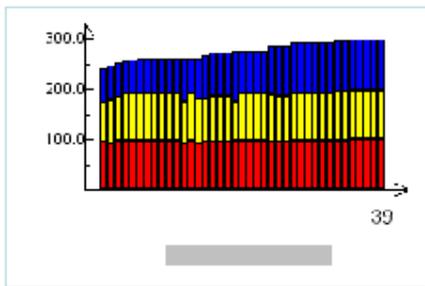
Graphs

aDesigner Rating



KIRIN





5) describe how the selected case is monitored/evaluated;

- Evaluate a web accessibility status of the other companies using a same evaluation method.
- Compare all of the companies quantitatively.

6) factors facilitating and /or hindering the success of the practice (learning points);

Facilitating

- reasonable scoring
- visualization
- comparability

Hinderng

- no social reaction

7) ways in which the selected practices could have been improved?

- tremendously large scale evaluation
- across borders, world wide evaluation
- very simple evaluation, not full set of WCAG.