case study

IBM Japan
Accessibility Center

Shinji Iizuka
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.
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

Hindering
- 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.