

eSSENTIAL Accessibility Product Showcase

Client Webinar Series

Housekeeping Notes

- This webinar will be recorded and will be shared out with registrants afterwards
- Real-Time Captioning will be provided
- All participants will be muted upon entry, but will be given permission to unmute themselves when we start the Q&A
- Utilize the Chat function to alert eA team of any technical issues



Agenda

- Setting the Product Scene
- Introduction to the Dashboard
- Live Demo
- Q & A and Open Discussion



1,000,000
home pages

100,000
interior site pages

60.9 errors / home page

53 errors / interior page

[*The WebAIM Million](#)

Imagine This:

You have a website with 10,000 pages

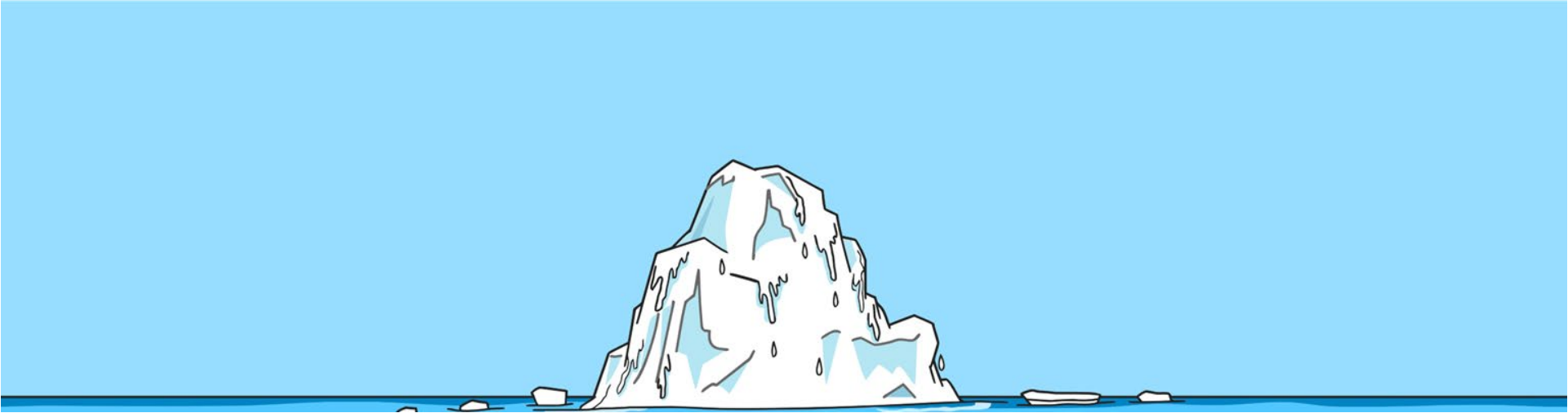
$$60.9 + (10,000 * 53) = 530,060.9$$

15 minutes per issue

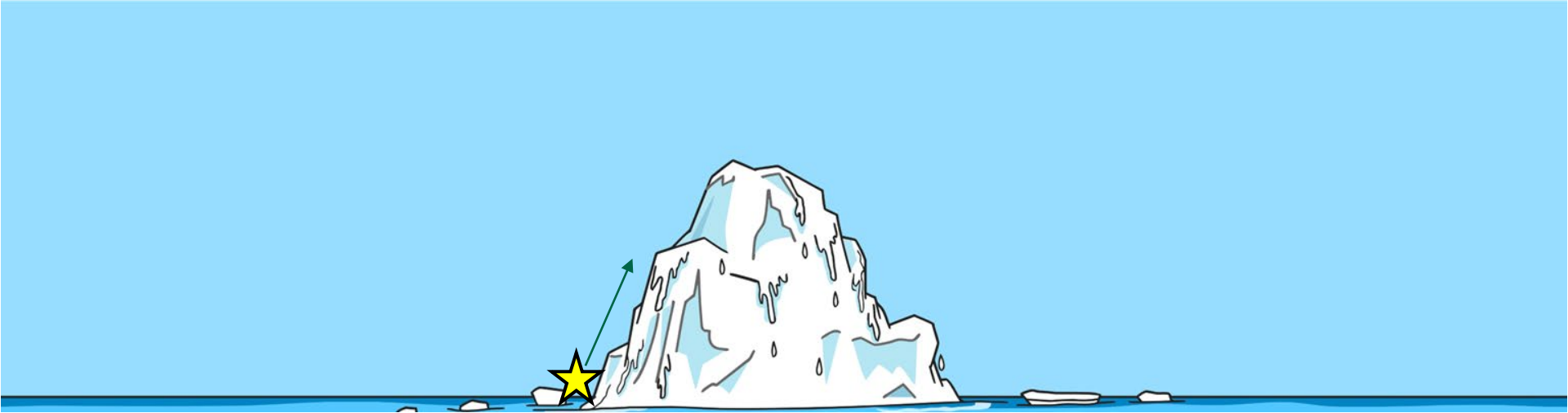
= ~7,950,000 minutes

= ~132,500 hours

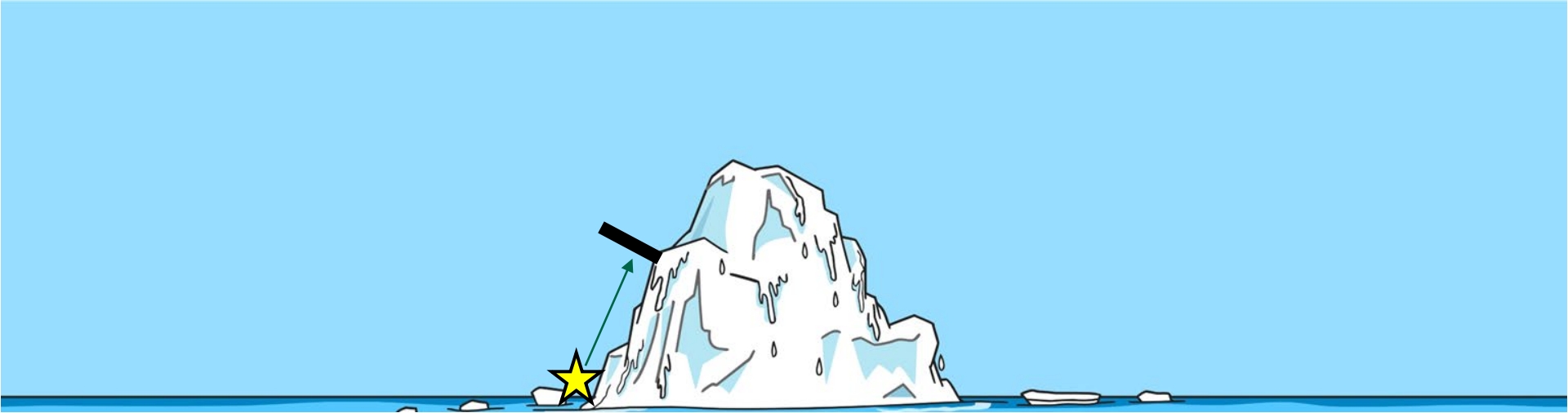
~1 person: 63 years



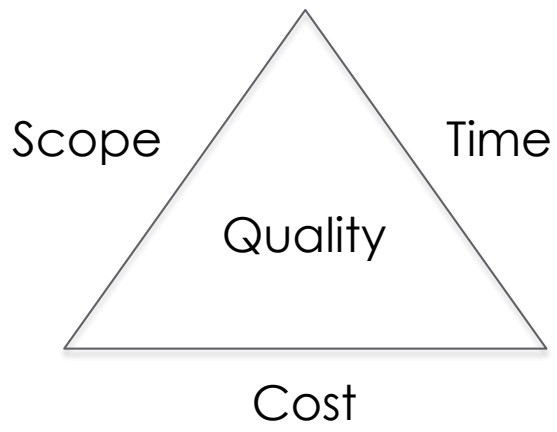
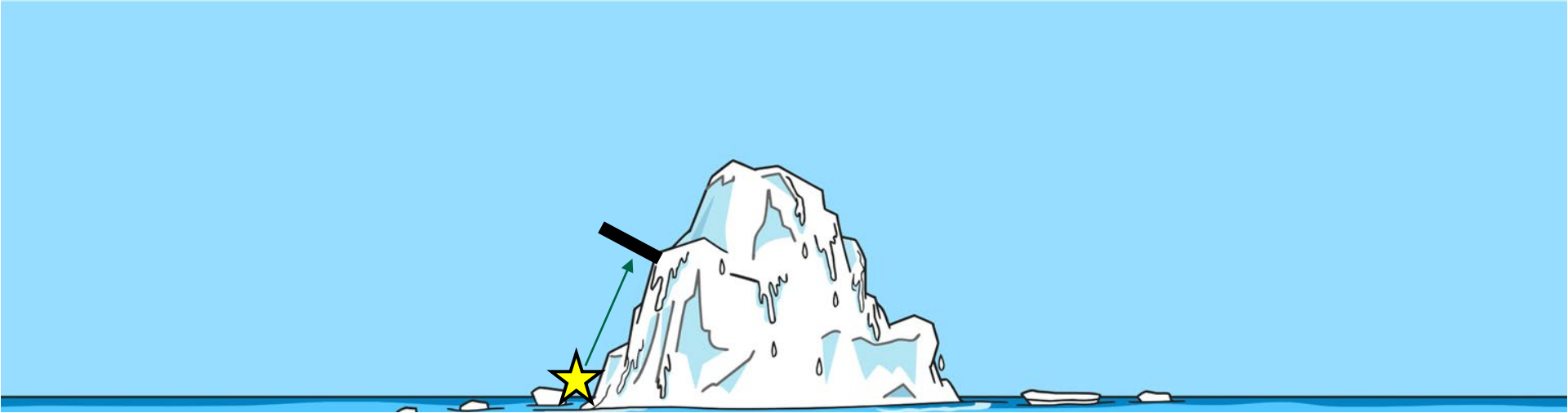
Where do I begin?

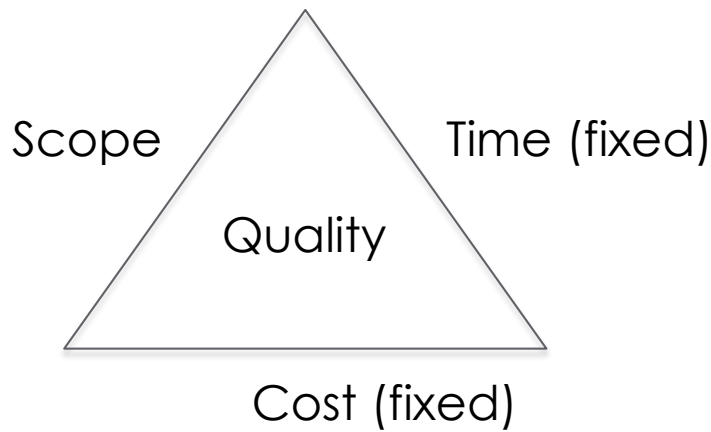
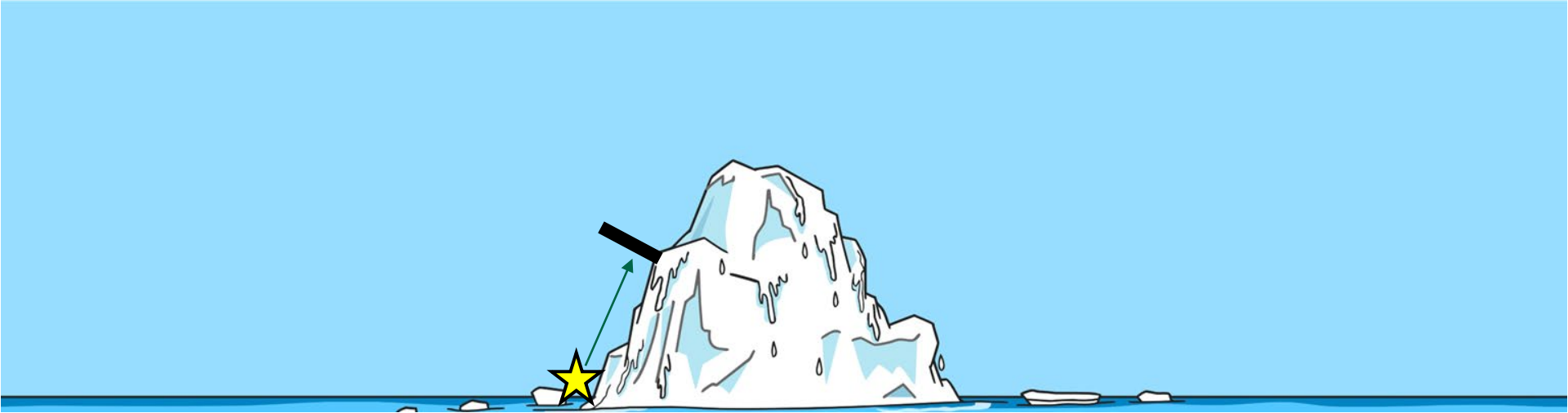


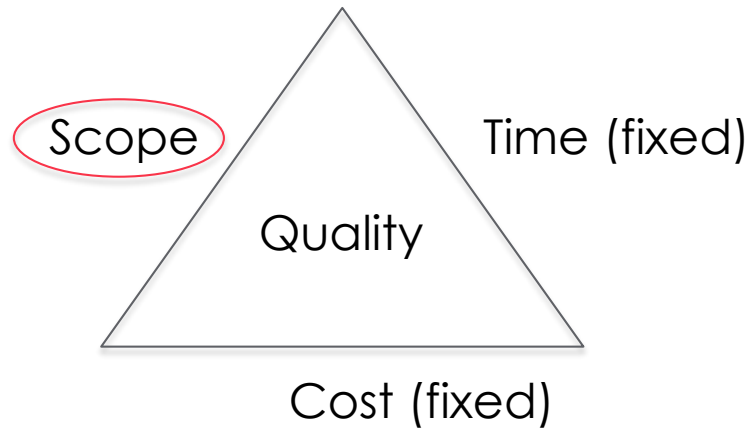
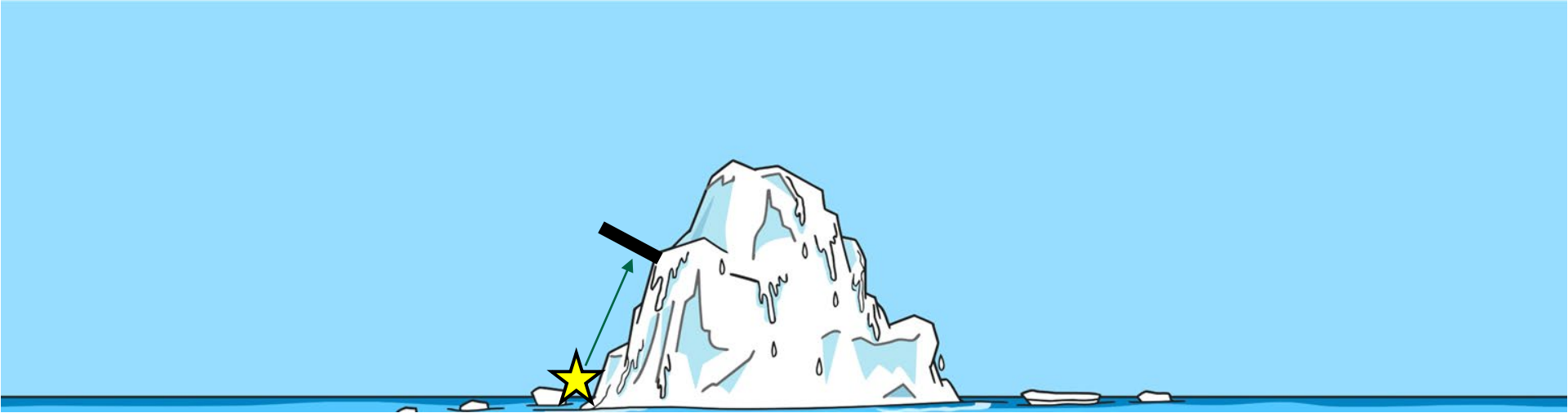
Remediate and prevent

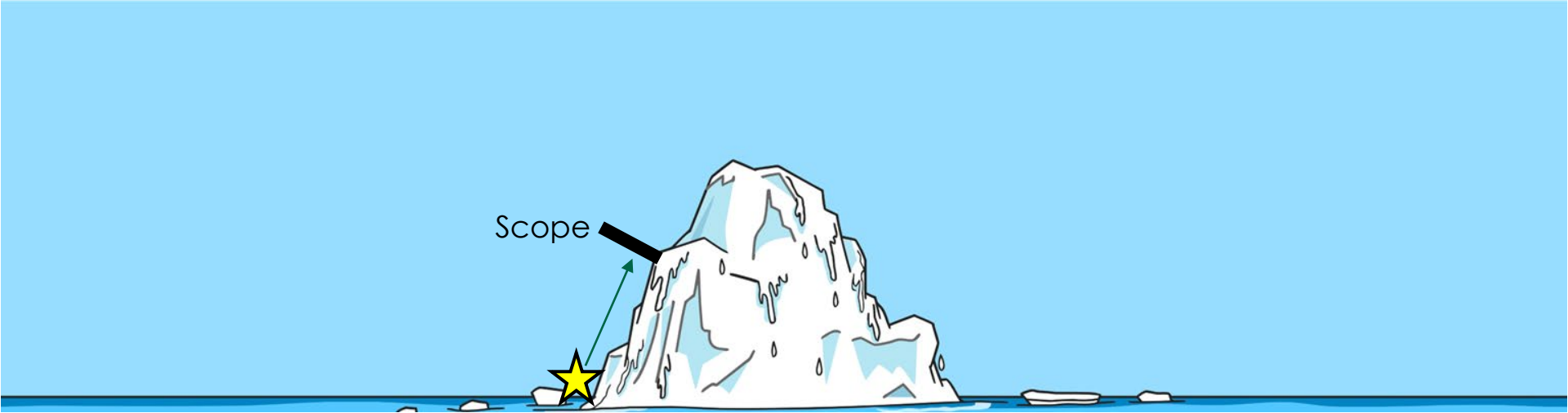


What gets in the way?

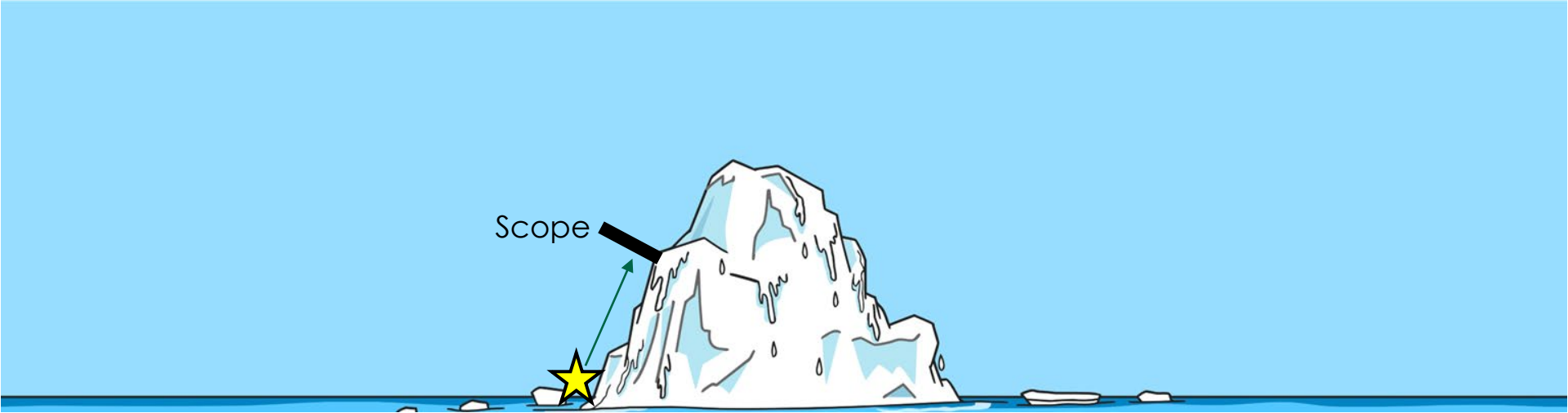








How do organizations typically increase unnecessary scope in quality assurance?



Application complexity

-

False Positives

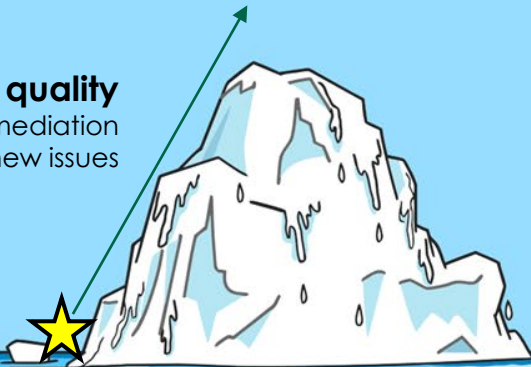
-

Quality of test cases → test automation

Dashboard

Manage scope and improve quality

Prioritize remediation
Monitor for new issues



Dashboard

Manage scope and improve quality

Prioritize remediation
Monitor for new issues



User Experience Research

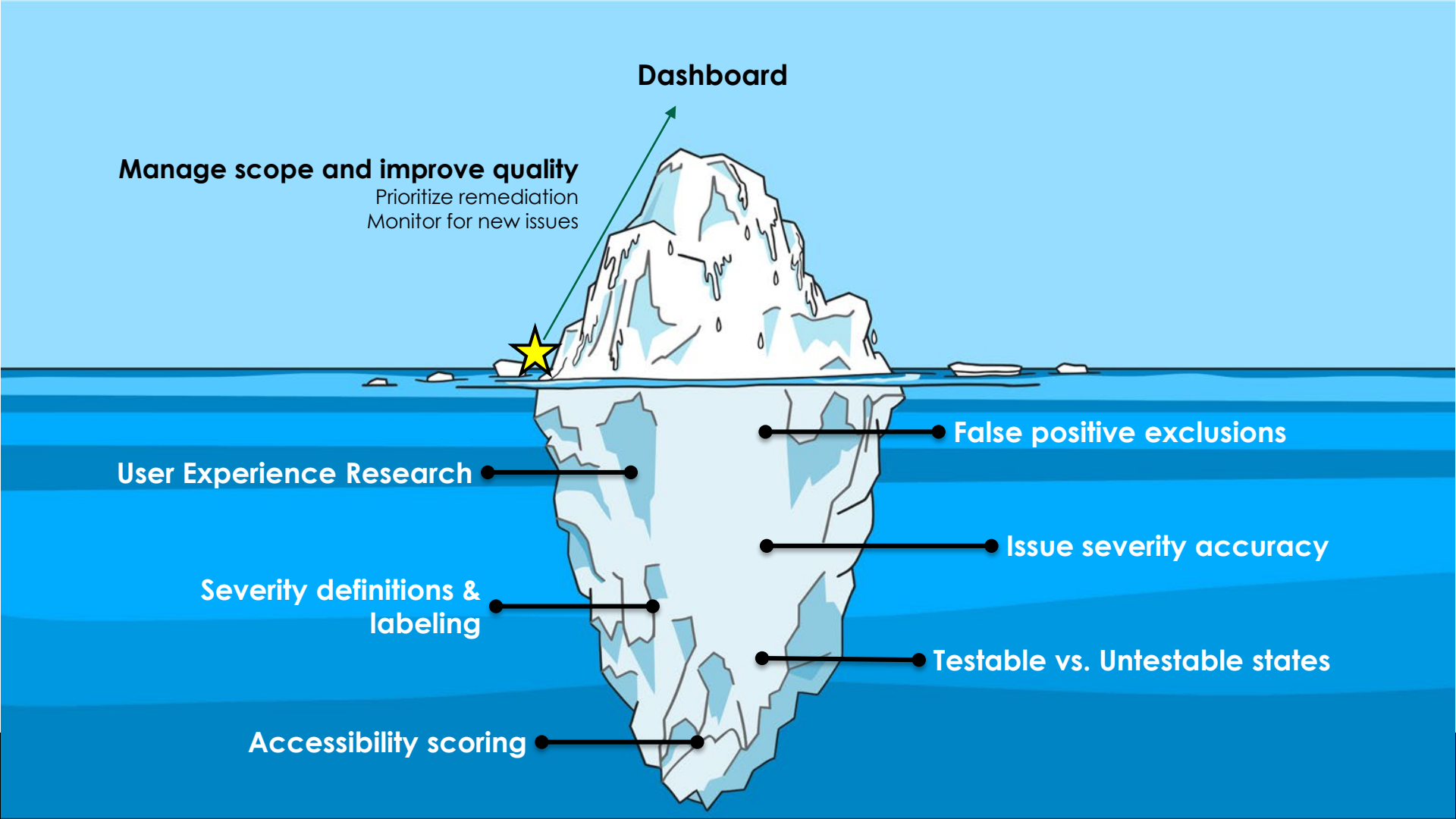
Severity definitions & labeling

Accessibility scoring

False positive exclusions

Issue severity accuracy

Testable vs. Untestable states



Keep moving, in the right direction.

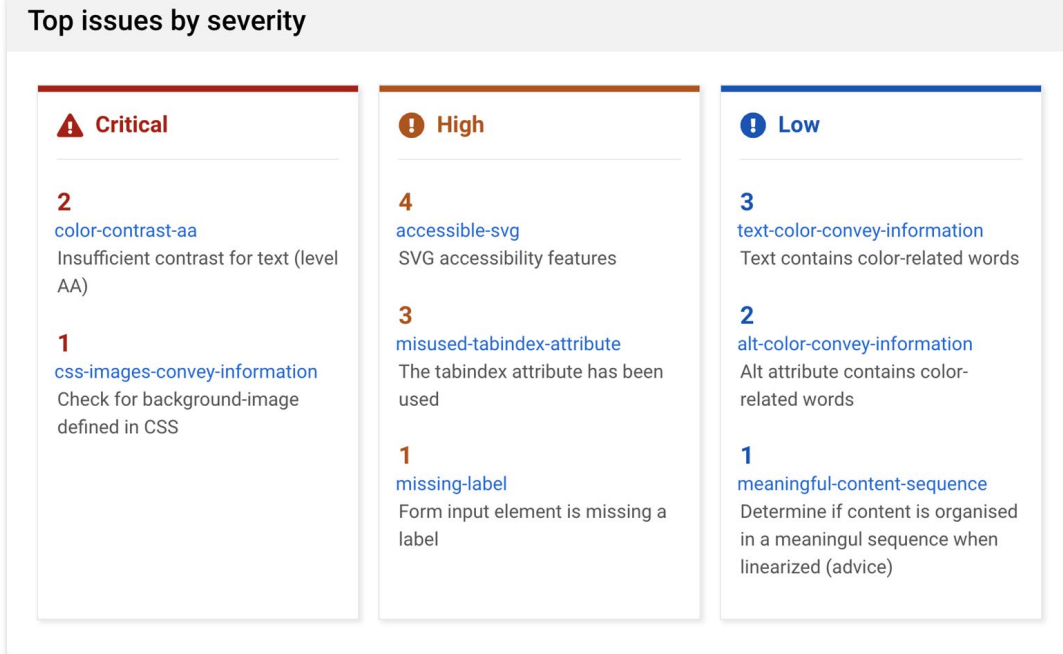
Focus on the issues that matter.

Track your progress.

Keep your team in the know.

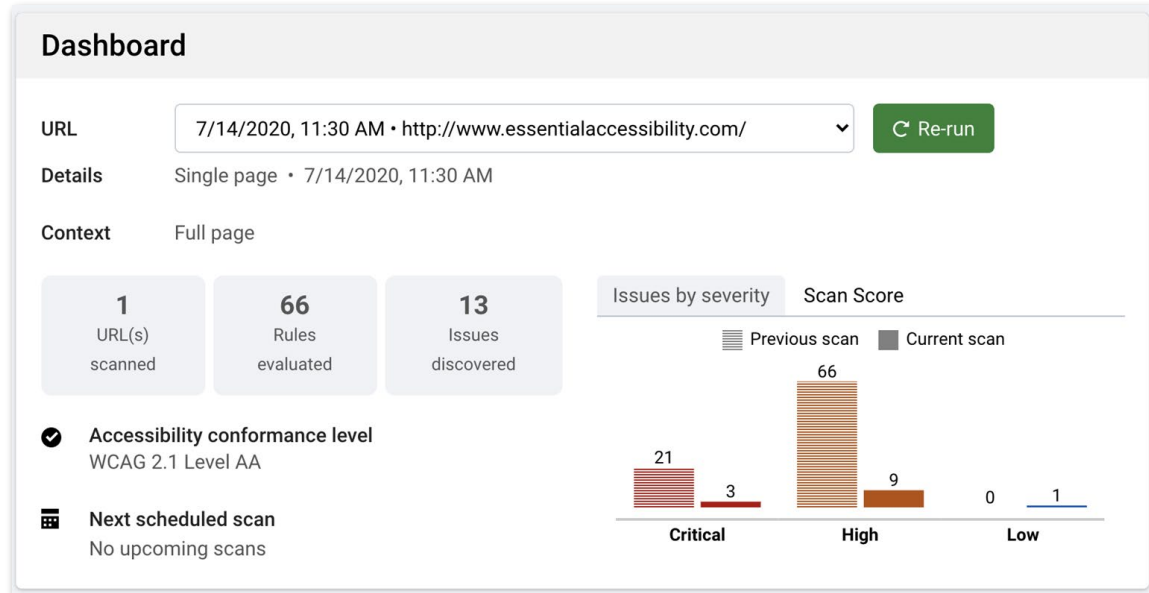
Focus on the issues that matter.

- Easily identify your top priority issues
- Quickly identify risk exposure with breakdown by severity
- Start remediation with one-click access to issue details



Track your progress.


- Keep your teams on track with automatic scan comparison
- Monitor progress across multiple products all from one place
- Always work with the latest information with one-click re-scan options







Keep your team in the know.


- Stay up to date with your team with recent activity feeds
- Focus on what matters with activity feed customization
- Get the help you need with easy access to your accessibility team


Recent Activity

 Settings

-  Andrew performed a [Entire site scan](http://www.essentialaccessibility.com/) on <http://www.essentialaccessibility.com/> and it completed with a status of completed 1 hour ago
-  Calen Siddall performed a [Single page scan](http://www.maccosmetics.com/) on <http://www.maccosmetics.com/> and it completed with a status of completed 10 hours ago
-  Marcus Stroman performed a [Single page scan](https://elpaso.ttuhs.edu/) on <https://elpaso.ttuhs.edu/> and it completed with a status of completed 10 hours ago
-  Justin Smoak performed a [Single page scan](https://www.idbny.com/) on <https://www.idbny.com/> and it completed with a status of completed 10 hours ago

Your Accessibility Team

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Focus on the issues that matter.

Track your progress.

Keep your team in the know.

What's next for Dashboards and Data?

Enhance the accessibility scoring algorithm



Our accessibility scoring algorithm needs a small update to provide our users with an even greater degree of accuracy on where they stand with respect to accessibility.

Enable testing and test results across multiple viewport sizes



We're currently thinking about how to enable testing of websites across multiple form factors.

Introducing the "Review" issue status



Our current issue severity and status classification will be update to help our users better understand their issues in the context of achieving compliance. We are providing guidance in our application using WCAG guidelines. As such, we will be introducing a new issue classification called **Review** and re-

Portfolio level dashboards



Our users manage a diverse ecosystem of digital assets. We're thinking of new ways to group and visualize accessibility data across their digital portfolio.

A Unified Manual & Automated Testing Experience



User Journey

One of our core value propositions to customers is our ability to provide our expertise when it comes to manual testing. Also, combining this with automated testing is an important part of ensuring our customers can see a complete picture of their

Improve the precision of our automated testing through...



We are continually refining a number of our automated tests to make them as relevant, accurate and informative as possible. In this iteration, we are making a number of improvements including:

- Improving the helpfulness of the feedback for the Object General Alt and General Alt test.

Q & A

Submit questions via the Q&A button
or by “raising your hand”

Thank you.

Contact: product@essentialaccessibility.com