



AbilityNet Digital Accessibility Maturity Model (DAMM)

Guided Assessment Session 1

TEMPLATE

May 2021

Digital Accessibility Maturity Model

- AbilityNet's vision is a digital world that is accessible to all
- Our Digital Accessibility Maturity Model helps any organisation deliver digital services and products that are accessible and inclusive
- First time, every time

Why is this important?

The Business Case for Digital Accessibility

- ✓ Better products and services for all customers
- ✓ Reach new customers – est £249bn annual spend of disabled people in the UK
- ✓ Reduce legal risk
- ✓ Better user-centred design and development processes
- ✓ Competitive advantage

How it works

What is the DAMM for?

- Top-level view of organisational development
- Prioritise key issues for change
- Focus on iterative, incremental, achievable next steps
- Benchmark for future review
- Create internal alignment

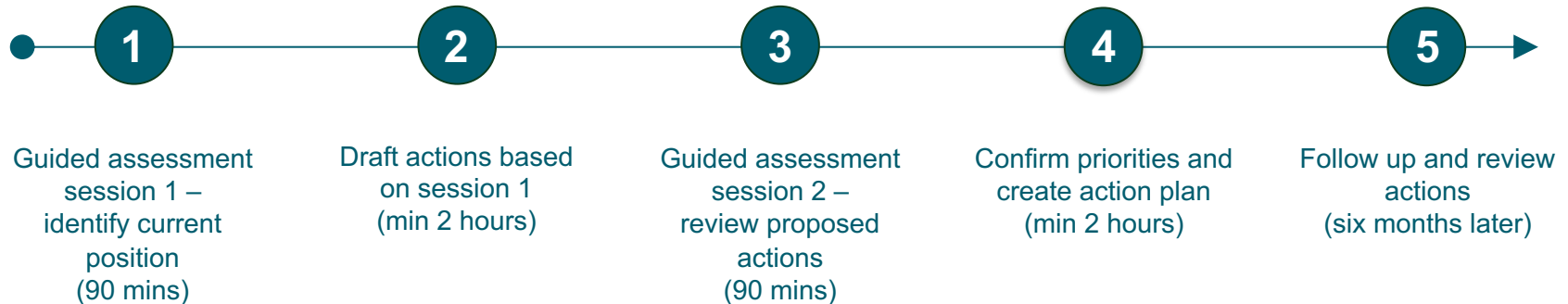
How it works

Who is the DAMM for?

- AbilityNet's DAMM is focused on the delivery of accessible and inclusive digital services and products to customers
- It is useful for the people working in digital teams, and the managers and senior decision-makers who work with them
- It also links to the work of other teams, such as HR, compliance and marketing

How it works

Guided Assessment Process



This Session

- Introduce key dimensions
- Identify current view of what level we're at
- Top-level view of organisation
- Provide a benchmark for future review

The Accessibility Journey

**“It’s useful to know where you are now
and get a clear sense of direction from the experts.**

**But in many ways the discussion in our team
is more valuable than the final report.**

**We assessed our position as a group and
identified clear, achievable actions for improvement.”**

AbilityNet Client

How it works

What does maturity look like?

Vision

Leadership

Processes

Procurement

Capability

Level	Characteristics
1: Informal	The start of the journey: the organisation recognises the need to address digital accessibility and inclusion
2: Defined	You have some policies, standards and processes defined, but not everyone is using them in a consistent way
3: Repeatable	Processes are starting to be implemented across the organisation, in most projects and are not dependent on one individual
4: Managed	The focus is on planning and metrics
5: Optimal	External leadership and continual improvement

Dimension	Goal
Vision	The organisation has a clearly stated vision about why and how it is adopting best practice in accessibility and inclusive design
Leadership	The organisation is committed to investing in the people and resources needed to deliver its vision
Processes	Accessibility and inclusive design activities are embedded in every stage of the project development lifecycle
Capability	The organisation has the skills, tools and resources to deliver its vision
Procurement	The organisation ensures that purchasing decisions are compliant and contribute to its vision

Assessing maturity

Vision

The organisation has a clearly stated vision about why and how it is adopting best practice in accessibility and inclusive design

Vision

Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Value of accessibility is not recognised at senior level	Organisation's websites and apps have an accessibility page which mentions standards but no details about compliance issues	Accessibility statement on websites and apps identifies known issues, current plans for remedy and contact details	Inclusion and accessibility are considered in business planning processes	Commitment to accessibility and inclusion valued as part of corporate communications
Accessibility not mentioned on organisation's websites or apps	Reference to disability and accessibility in corporate diversity plans	Annual review of progress towards achieving our vision for accessibility and inclusion	Annual accessibility review identifies priorities for action, internal ownership, achievable targets, evaluation of progress over time, future focus areas and budgets	Accessibility benchmarking reports shared with Board, available to all external stakeholders and used for future planning
	Main aim is to avoid prosecution and reputational damage			

Assessing maturity

Leadership

The organisation is committed to investing in the people and resources it needs to deliver its vision

Leadership

Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Policies yet to be mandated across the organisation	Executive level accessibility champion/sponsor	Management level accessibility champion responsible for delivering accessibility strategy	Executive level accessibility champion with strategic view across all business areas	Seen as a leader within the accessibility community
Resources and budget yet to be secured	Some knowledge and responsibilities identified within delivery teams	Sufficient budget provided with investment strategy in place	Accessibility recognised by all as 'business as usual' for all new projects	An early adopter of new external standards
	Some budget available	Collaboration within the organisation to achieve accessibility goals e.g. HR and digital teams		Key staff contributing to external standards development e.g. WCAG

Assessing maturity

Processes

Accessibility and inclusive design is embedded in every stage of the project development lifecycle

Processes

Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Minimal/ad hoc consideration of accessibility throughout lifecycle	Development and testing documentation includes specific accessibility standards and guidance	Accessibility considered, and tested for, throughout development lifecycle	Accessibility and inclusive design treated as business as usual at all stages of every project	Innovation and inclusive design excellence recognised as an advantage across delivery teams
Lack of specific accessibility testing processes for new digital projects	User testing included throughout project lifecycle	Accessibility considerations mandated and included in standard requirements	Diversity embedded in all user testing and design personas	A range of individuals with lived experiences of disability involved in development and usability testing
		Disability and impairments recognised in design personas and user testing	Accessibility considered 'business as usual' in all development decisions for all projects	Best practice in processes and documentation shared across teams

Assessing maturity

Capability

The organisation has the skills, tools and resources to deliver its vision

Capability

Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Specific digital accessibility training yet to be provided to technology staff	Automated testing and checking tools selected and made available	Digital accessibility training delivered as standard across all digital teams	Digital accessibility training included in induction/on-boarding for digital teams	Accessibility and inclusion awareness included in induction for all staff
Requirements for accessibility and/or inclusive design omitted from relevant job descriptions	Ad hoc digital accessibility training available on request	Requirements for accessibility and/or inclusive design included in all relevant job descriptions	Training strategy fully delivered	Influencing external professional qualifications & membership organisations relating to accessibility
Testing tools and other resources need to be identified and made available	Disability awareness training offered but not required		Internal accessibility champions network is active in identifying and meeting training needs	

Assessing maturity

Procurement

The organisation ensures that purchasing decisions are compliant and contribute to its vision

Procurement

Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Minimal steps taken to ensure accessibility of procured digital products/services	Digital accessibility requirements considered on an ad hoc basis	Robust procurement process in use and mandated	Suppliers influenced/ partnerships created	Organisation works with suppliers to promote best practice
Lack of policies and guidance on inclusive procurement	No guidelines available to support decision-making processes	Guidance provided on how to meet accessibility requirements in procurement processes	Procurement decisions routinely include usability and accessibility in selecting product/service	
Legal compliance is assumed		Lead staff trained on how to select accessible supply partners	All staff involved in procurement decisions trained on how to select accessible supply partners	

How it works

Where are you on the scale?

	Level 1 Informal	Level 2 Defined	Level 3 Repeatable	Level 4 Managed	Level 5 Optimal
Vision					
Leadership					
Processes					
Capability					
Procurement					

What next?

Guided assessment session 2

