

**UsableNet Approach Comparison:
Guided Remediation with AQA vs.
Fully Managed Service with Assistive**

Table of Contents

Introduction

When it Comes to Web Accessibility, There Are No Shortcuts

Phase 1 - Plan and Communicate

Phase 2 - Test and Review

Phase 3 - Fix and Verify

Phase 4 - Maintain Accessibility

Which Approach Is Right for Me?

Choosing the Right UsableNet Approach For You



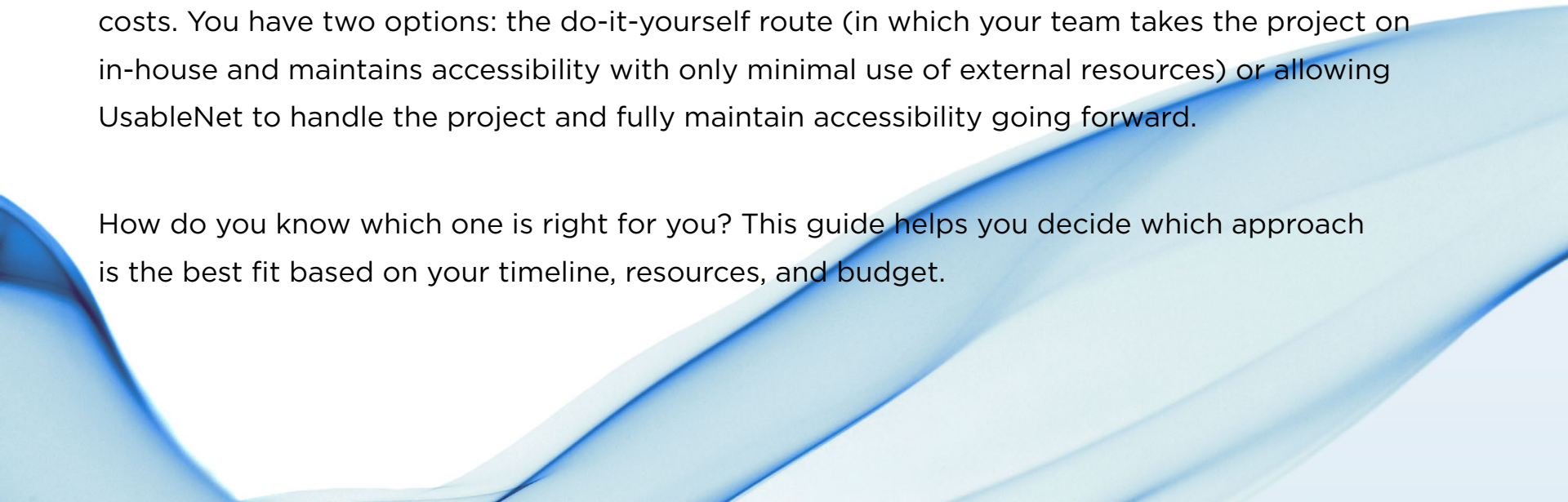
Introduction

If you're reading this, you know that making your site accessible is a priority. One of two situations has unfolded: Either you've been threatened with a lawsuit under the Americans with Disabilities Act Title III, or you're aware that these lawsuits are becoming more and more prevalent, and you want to avoid them.

In either case, you probably have an idea of who or what is involved. However, you don't know what kinds of resources you need, and you almost certainly don't have a plan or a budget.

What you need to know is what your options are based on: efforts, resources, timelines, and costs. You have two options: the do-it-yourself route (in which your team takes the project on in-house and maintains accessibility with only minimal use of external resources) or allowing UsableNet to handle the project and fully maintain accessibility going forward.

How do you know which one is right for you? This guide helps you decide which approach is the best fit based on your timeline, resources, and budget.



When it comes to **web accessibility**, there are no shortcuts.

Someone, whether internal or external, is going to have to do the work to make your web properties compliant. UsableNet has established two unique approaches, as some companies have the time and resources to do the work and others do not. But whichever route you take needs to include these phases:

[Phase 1 - Plan and Communicate](#)

[Phase 2 - Test and Manually Review](#)

[Phase 3 - Fix and Verify](#)

[Phase 4 - Maintain Accessibility](#)

The following outlines the people, resources, timelines and costs involved with both approaches.

Approach 1: You do it (with guided support). UsableNet AQA and Services provides guidance through the initial remediation of your site, and the same technology and services help you with ongoing maintenance through your new releases and site changes.

Approach 2: We do it. UsableNet's Assistive Approach provides a fully managed service that allows our teams to address your site's accessibility issues and deliver a dynamic, accessible view. UsableNet then maintains that accessible view throughout your new releases and site changes.

Phase 1 – Plan and Communicate

You Do It (With Our Help)

Your Team:	UsableNet:
<ul style="list-style-type: none">Establishes a team internally to start working on the project, including a Project Manager and the QA, UX, and Development teams.Gets the team's input on how this will change the current processes, a general idea of effort, and a list of people who will be involved and need training.Establishes a Web Accessibility Lead who will coordinate the teams and track progress.Has the Web Accessibility Lead create a plan for budget and resource review and establish a general timeline target for achieving accessibility.Creates and documents accessibility practices for UX, Dev, Project Management, and Quality Assurance teams to follow. Has each team sign off on process changes and resource estimates.Once a plan is established, creates a web accessibility statement, communicates it internally, and adds it to your website so people know you are committed to and working on accessibility.	<ul style="list-style-type: none">Provides guidance and advice on which internal team members to involve.Supports your Accessibility Lead on which items are needed in the overall process and how much time will be required.Provides web accessibility statement templates created for our clients in similar industries.

Average Timeline: 1-2 months

We Do It

Your Team:	UsableNet:
<ul style="list-style-type: none">Identifies the contact person for UsableNet to share plans and timeline with.Publishes the accessibility statement that UsableNet provides to communicate that you are addressing accessibility.	<ul style="list-style-type: none">Creates a plan and timeline.A project manager from the UsableNet team provides web accessibility statement templates created for our clients in similar industries.

Average Timeline: 1 week

Resource Effort

Phase 2 – Test and Review

You Do It (With Our Help)

Your Team:	UsableNet:
<ul style="list-style-type: none">Identifies the user flows and pages that your team will want tested and reviewed as part of an audit scope.Establishes if new features are planned that should be reviewed as part of the audit.Establishes user testing top 5 flows and shares testing scripts with UsableNet.	<ul style="list-style-type: none">UsableNet Audit team (using UsableNet AQA) tests and audits all in-scope user flows and pages.UsableNet's Accessibility Developers test and manually review against WCAG standards.Provides an executive summary of in-scope user flows and pages so you get a snapshot of compliance.Provides your developers with a detailed report outlining every issue that needs to be addressed.Provides access to UsableNet AQA, where the pages and user flows are stored for team review, with all the issues identified and developer notes to help speed up resolution.UsableNet's User Testing team executes testing with the disability community and provides a summary report to help prioritize top user issues.

Average Timeline: 2 weeks

We Do It

Your Team:	UsableNet:
<ul style="list-style-type: none">Provides UsableNet access to production and any staging servers.	<ul style="list-style-type: none">UsableNet Audit team (using UsableNet AQA) tests and reviews all in-scope user flows and pages and passes the report on necessary remediation to UsableNet's Assistive team.UsableNet's User Testing team executes testing with assistive technology users and reports back to UsableNet's Assistive team.

Average Timeline: 2 weeks

Resource Effort

Phase 3 – Fix and Verify

You Do It (With Our Help)

Your Team:	UsableNet:
<ul style="list-style-type: none">• Reviews audits and detailed reports and plans remediations.• Developers get training and guidance on any items that they are not familiar with.• Developers address the issues identified in the UsableNet audits from phase 2 based on severity and complexity.• UX team addresses any CSS and other required visual changes due to issues found in phase 2.• QA department starts to use UsableNet AQA to do automated accessibility tests on user flows.• QA team includes testing with screen readers to verify fixes because automated testing will not test all aspects needed.• Tests any new release features in dev stage using UsableNet AQA Chrome extension.	<ul style="list-style-type: none">• Provides access to developer training and help desk to address gaps in knowledge.• Provides UsableNet AQA for automated testing.• Screen Reader QA to test all new updates and releases.• Initiates re-audit process to ensure all issues identified in phase 2 audit and user testing are resolved.

Average Timeline: 1-6 months (depending on complexity)

We Do It

Your Team:	UsableNet:
<ul style="list-style-type: none">• Provides any credentials needed to test and fix website features such as login or “my account.”• Reviews the Dynamic Access View in a provided UAT environment.	<ul style="list-style-type: none">• UsableNet developers fix all accessibility issues found in phase 2.• Provides a UAT environment for client to review accessible view.• Conducts testing and Screen Reader Verification to confirm accessibility of Dynamic Accessible View.

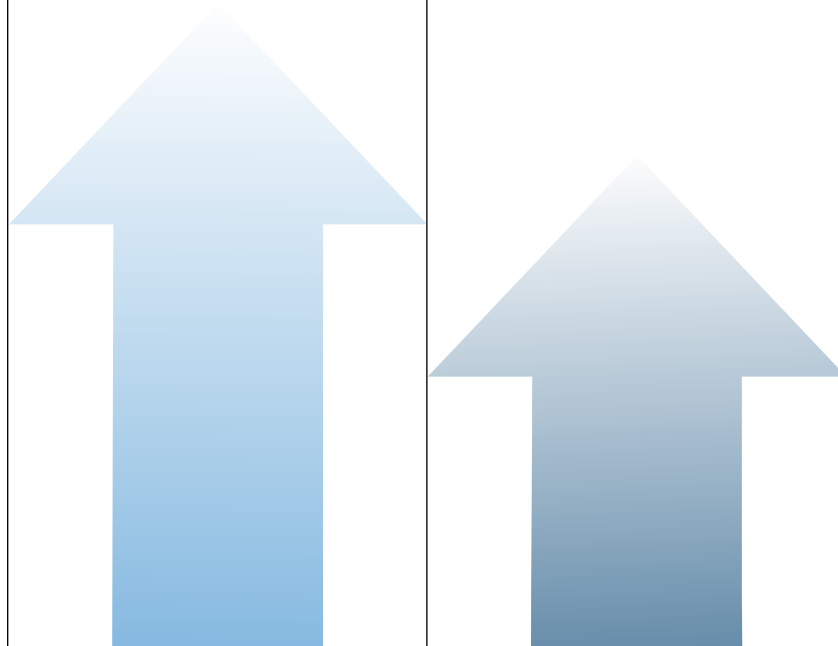
Average Timeline: 2-8 weeks (depending on complexity)

Resource Effort

Phase 4 – Maintain Accessibility

You Do It (With Our Help)

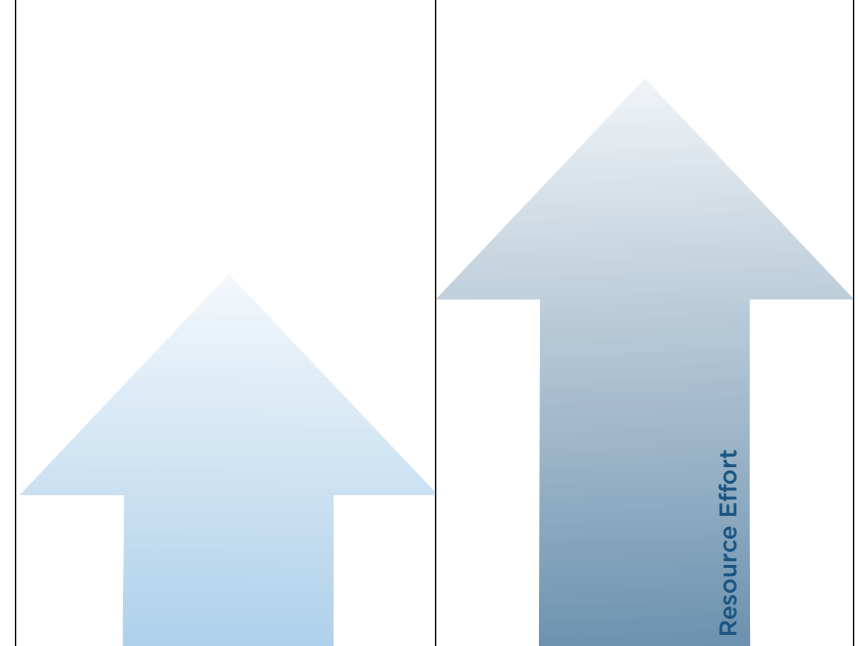
Your Team:	UsableNet:
<ul style="list-style-type: none">• UX, Development, and QA teams start to test and address accessibility.• Uses UsableNet AQA to test all new content and all releases.• Includes Screen Reader Verification on every release or on a monthly cadence.• Trains new staff on accessibility standards and processes.	<ul style="list-style-type: none">• Provides UsableNet AQA and best practice setup and guidance to the team.• Provides Screen Reader QA service to verify new releases.• Provides options for ongoing training.



Average Timeline: ongoing

We Do It


Your Team:	UsableNet:
<ul style="list-style-type: none">• Provides a contact who will get updates from UsableNet.	<ul style="list-style-type: none">• Continues to test Dynamic Accessible View and remediates any new issues added by client releases.• Becomes responsible for maintaining the accessible view of the site.• Provides support to any assistive users that need help accessing any features.



Average Timeline: ongoing

Which Approach Is Right for Me?

So which approach is right for you? The answer to that will depend on how you respond to the questions below:

- How urgently do you need your website to be accessible?
 - Does your in-house team have the time, budget, and resources for this project?
 - Do you have the right key staff in place, or will you be hiring someone to execute and implement the project?
- 

Assistive

Guided

How urgently do you need your website to be accessible?

IMMEDIATELY

The threat of a lawsuit means that time is of the essence. Your business doesn't have the time to undertake the process of making its website accessible on its own. If your company needs a site made accessible immediately, the best option would be the Assistive Approach.

NOT URGENT

Website accessibility generally doesn't become an issue until you're threatened with a lawsuit. However, if your organization is looking to get a step ahead and avoid any possible future lawsuits, it's still a good idea to make sure your website is ADA-compliant. In this case, consider the Guided Remediation Approach.

Does your in-house team have the time, budget, and resources for this project?

YES

Do you have large Web Dev, QA, and UX teams that have the time to devote to this project, but perhaps not all of the skills they need? The Guided Remediation Approach is for you. Through this approach, your own staff works on the project while receiving guidance from UsableNet's website accessibility experts.

NO

Your Web Dev, QA, and UX teams are busy with other mission-critical tasks. There are only so many hours in a working day, and they might not have the capacity to take on this project. In that case, the Assistive Approach is right for you. Option 2 frees up your staff to work on what they do best while ensuring that your website will be accessible to all visitors.

Assistive

Guided

Do you have the right key staff in place, or will you be hiring someone to execute and implement the project?

THE RIGHT STAFF IS IN PLACE

If you already have the right staff in place (meaning that they have the time as well as the foundational skill set to handle the project), the Guided Remediation Approach is for you. This approach allows your employees to work on the project as they draw from UsableNet's expert knowledge on how to make websites accessible and ADA-compliant.

YOU'RE HIRING SOMEONE IN-HOUSE

For firms that need to hire someone in-house to make sure their website is accessible, the Assistive Approach is the best fit. The hiring process can be long and expensive, especially if the people doing the hiring aren't accessibility experts themselves.

The Assistive Approach saves you that time and effort because UsableNet's website accessibility experts take care of the entire project from start to finish.

Do you have the legal awareness to make your website accessible?

YES

Are you aware of all of the legal requirements a website must meet in order for it to be accessible? Guided Remediation is the right choice for you. It allows you to use your own resources to make your website accessible—with guidance from accessibility professionals to ensure regulatory compliance.

NO

For those who aren't familiar with ADA Title III, the Assistive Approach is the best option. UsableNet has experience making websites accessible (and ADA-compliant). We have over 250 clients across the world. In 2015 and 2016, over 30 UsableNet clients—including The Ritz-Carlton, Selfridges, Xoom, Dressbarn, and TopShop—won Silver and Gold awards from W3 and the Communicator Awards.

Assistive

Guided

Do you have the budget to take this project in-house, considering hidden costs?

YES

The in-house approach can fit into your budget if making your website accessible isn't urgent and you have all of your other resources and timing lined up. If that's the case, choose the Guided Remediation Approach. It's meant for companies that have the resources to tackle much of this project on their own.

NO

Have you realized that there are a great number of hidden costs (the lack of time, staff, and legal awareness) that you can't afford? The Assistive Approach is right for you. It guarantees that your website will be ADA-compliant quickly without the need to hire extra staff or bring in more legal consultants.



Choosing the Right UsableNet Approach for You

UsableNet works with clients who want to make their website accessible on their own as well as those who let UsableNet handle the entire project. The right choice for you is that which best fits your individual situation (based on costs, resources, time, etc.)

The threat of a lawsuit is generally what motivates companies to make their websites accessible. They're faced with two choices: Use their own resources to tackle the project, or turn to an expert.

How urgent is your need? Can you afford to complete the project in a couple of months, or are you bound by deadlines? Does your staff have the time, knowledge, and expertise to carry out this work? Will you have to hire additional staff, or is there already someone at the company who can do this? Do your employees possess the legal awareness of ADA Title III, or does their lack of knowledge put you at risk for more lawsuits? Bearing in mind that taking this project in-house has hidden costs, can you afford to do this on your own? Answering these questions carefully and honestly will lead you to the right decision.

Request a **Free Consultation**
and **Website Review >>**

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