Resource

How to Measure Digital Accessibility Success

Meaningful key performance indicators (KPIs)
for inclusive experience creation

For modern digital accessibility programs, reporting on performance is integral to success. Documenting areas of progress, and areas for improvement, is key to justifying your organization's investment in accessibility and securing additional resources for your program.

But if you're new to reporting on accessibility, it can be challenging to identify which metrics to track. And even if you've been providing data to stakeholders for a while, you may be unsure whether the metrics you're sharing are the right ones to showcase your program's impact.

In this practical resource, we'll introduce five key performance indicators (KPIs) that organizations can use to understand the efficacy of their digital accessibility efforts.

Measurement 101

In order to track meaningful KPIs, it's important to start with a baseline evaluation of your digital experiences. Both automated scanning and manual testing will reveal the number of accessibility issues in these experiences that may impact users with disabilities, as well as issue severity (critical, high, or low) and where those issues are located. Most organizations focus on metrics related to critical issues: issues with the most significant impact to users.

The number of critical issues provides the foundation for many of the metrics we cover in this resource.
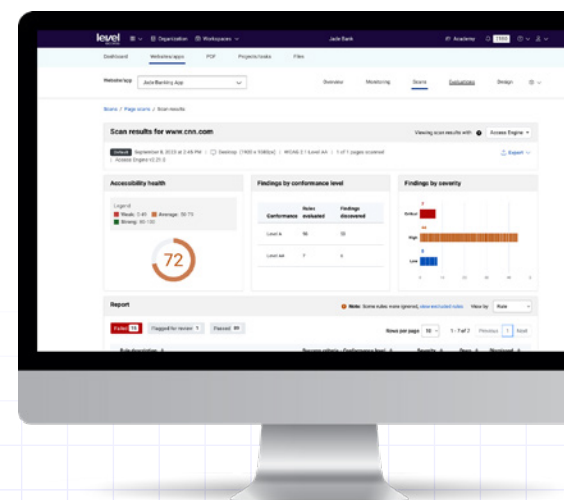
Digital accessibility KPIs

Proportion of critical issues that have been resolved

What it is:

The percentage of critical accessibility issues detected in a digital experience—or across your digital portfolio—that your team has addressed.

Why it matters:

Critical issues may constitute significant barriers to users' experience—so the fewer of these present on a website, app, or other digital property, the more likely it is to be usable for people with disabilities. However, the total number of issues detected in an evaluation may scale with the size and complexity of a digital experience, making benchmarking challenging.

By tracking the percentage of critical issues that have been resolved, you can understand how much progress your team has made remediating an individual experience. You can also monitor this metric across your entire digital portfolio to gauge the overall success of your team's remediation efforts.

Findings by conformance

Level	Rules	Findings
A	98	53
AA	14	

Findings by severity ⚠

Critical

High

Low

10   20   30   40   50

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Average amount of time that it takes to address critical accessibility issues

What it is:

The average amount of time that a critical accessibility issue sits in the backlog before it's resolved.

Why it matters:

Efficiency is a priority for many digital accessibility programs. Teams operating with limited resources are under constant pressure to accomplish more with less, while even well-resourced programs want to maximize their impact.

Tracking the time it takes, on average, for a team to resolve critical accessibility issues in your backlog is one of the most straightforward ways to evaluate the efficiency of your remediation efforts. A reduction in average time to address issues suggests that your team is becoming more knowledgeable about fixing accessibility issues, and establishing stronger, more streamlined processes for removing barriers to users' experience.
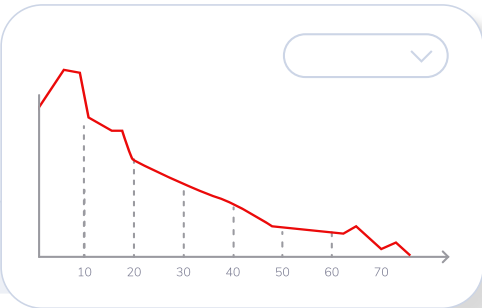
MARCH 2020

SU	MO	TU	WE	TH	FR	SA
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

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Change in the number of critical accessibility issues in key user flows

What it is:

The change over time in the total number of critical issues in <u>key user flows</u>: the paths users take to complete an important task. Depending on your industry, a key user flow might consist of logging in, making a purchase, scheduling a product demo, service, or appointment, or applying for a credit card.

Why it matters:

Every program manager knows that prioritization is key—and the same is true when it comes to managing an accessibility program. While many teams track the total number of critical issues across a digital property, it can be more strategic to focus on the issues most likely to impact users' experience: that is, issues in common user journeys. A decrease in the number of critical issues in your key user flows suggests that your team is effectively prioritizing meeting users' most urgent accessibility needs—and the more significant this decrease, the more successful your efforts are.

Automated scan

Scan title

Checkout User Flow Scan

📄 **View report**

⚠️ **5 critical findings**

N COUCH

Violet

Subtotal

Shipping

Accessibility testing tool by LA

< Automated Scan

Page report

| Summary | Failed | Need review |

Summary

Failed	Need review
23	47
These are confirmed accessibility concerns	These need manual check to confirm

Severity

5	10	8
Critical	High	Low

Change in the number of critical accessibility issues in global templates

? What it is:

The change over time in the total number of critical accessibility issues in global templates—templates used across your website or other digital experience.
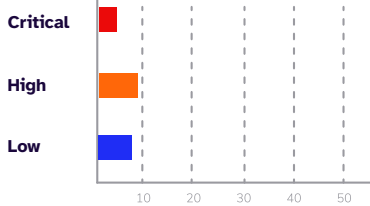
Why it matters:

In addition to prioritizing key user flows, prioritizing the accessibility of global templates is a strategic way to ensure you're directing resources to where they'll be most valuable. Because templates are repurposed across your experience, barriers in a single template may affect users on many different pages, not just one—and addressing these issues can result in sweeping improvements to your experience's overall accessibility.
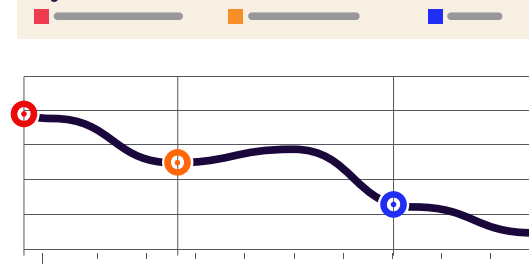
Like a decrease in critical issues identified in key user flows, a decrease in the number of critical issues in global templates demonstrates that you're focusing on work that makes the greatest impact on users. A steeper decrease indicates more efficient progress.

Findings by severity

Critical

High

Low

10 20 30 40 50

Monitoring conformance level and version

Legend

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Number of accessibility issues introduced in new updates compared to previous updates

What it is:

The total number of accessibility issues introduced by new, significant updates to your digital experience (such as a website redesign or feature release) compared to the number of issues introduced in previous updates.
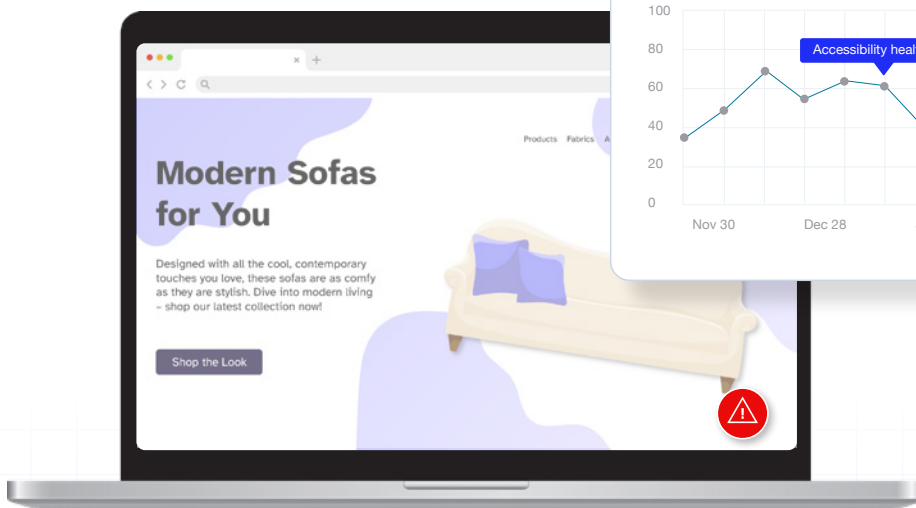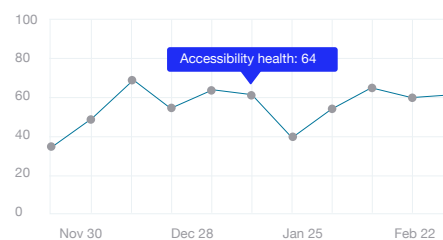
Why it matters:

At first, many teams are focused on understanding how effectively they're remediating issues in live digital experiences—but the most efficient path to long-term accessibility is to build experiences that are accessible by design. That means embedding accessibility into processes for creating new digital experiences, reducing the need for remediation altogether.

To understand how successfully your team is making this shift, you can compare the total number of accessibility issues introduced by a large-scale update to your experience to the number introduced by similar updates in the past. If fewer issues were introduced by the more recent update, you're making progress in proactively tackling accessibility. It can also be helpful to monitor trends in the types of new issues being introduced to identify opportunities for training and education.

Accessibility health trend

Accessibility health: 64

100
80
60
40
20
0

Nov 30   Dec 28   Jan 25   Feb 22

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Keeping track of organization-wide performance

Now that you understand what to measure to understand your digital accessibility performance, you might be wondering how to collect this information. Manually compiling data on your digital accessibility progress can be time-consuming—particularly if you're managing an entire portfolio of digital experiences. A digital accessibility solution like the Level Access Platform can help streamline reporting and reduce the need for manual data collection.

Our platform's Program Management dashboard is designed specifically to make reporting easy for organizations managing digital accessibility at scale. Quickly understand the accessibility status of individual experiences and your entire digital portfolio, with a breakdown showing the number of experiences that need attention, as well as those that are meeting your goals. Track the efficiency of critical issue remediation—as well as the frequency with which new issues are introduced—with a week-by-week accessibility status timeline.

The Program Management dashboard also automatically surfaces issues that will make the biggest impact on your accessibility progress, like those in key user flows and global templates, simplifying prioritization. Gain insight into trends in commonly detected issues to understand where your teams could benefit from more training.

To learn more about our Platform's reporting capabilities, contact a member of our team today.