

5 key accessibility questions to ask when buying digital tools, sites or apps



For buyers of digital tools from software vendors

Can I trust your tool now?

- 1 Did you create the tool's VPAT yourselves or get an independent expert to create it?
- 2 Is it up to date? What's your roadmap to improve the tool's accessibility?

Can I trust you in the future?

- 3 How are you going to keep the tool accessible going forwards?
- 4 What proof do I have that you'll do that?
 - Look for ISO 30071-1 certification.
 - Is accessibility embedded in your company culture & training of new people?
 - Do you have a history of delivering accessible updates?

What happens if you fail?

- 5 If you can't deliver accessibility in a release, what will you do to make that ok for us and our users?
 - Will you be transparent and give us notice of issues?
 - Will you provide workarounds for users who are affected?

For buyers outsourcing their website & app creation to digital agencies

Can I trust your proposal will deliver accessibility?

- 1 Give me an example of where and how your team have delivered accessibility for another client?
- 2 What proof do I have in your process for delivering accessibility?
 - Look for ISO 30071-1 certification.
 - Ask follow up questions:
 - When was the last time your team received jobrole based training in accessibility?
 - What process does your team follow in production to ensure accessibility in requirements, design, coding and content authoring?
 - Where does accessibility feature in your testing
- 3 What is the most challenging part of my product to make accessible?
 - How will you achieve this?

Can I trust you in the future?

- 4 How are you building in mechanisms to help me keep this product accessible after launch?

What happens if you fail?

- 5 If you can't deliver accessibility in the deliverables, what will you do to make that ok for us and our users?
 - Will you give us notice of issues and provide workarounds for users who are affected?