

**Disclaimer:** This resource provides general guidance and is not legal advice. Consult qualified counsel for jurisdiction-specific requirements.



# Accessibility Compliance Playbook

Building and operating accessible digital products

**Prepared by:** AccessGuard

**Version:** 1.0

**Date:** October 18, 2025

**Standards:** WCAG 2.2, ADA, Section 508, EN 301 549

---

# Executive Summary

---

[Back to TOC](#)

This playbook provides a comprehensive framework for building and operating accessible digital products that comply with international accessibility standards including WCAG 2.2, ADA, Section 508, and EN 301 549. It serves as a practical guide for product teams, engineering organizations, and compliance professionals.

**Key Objectives:** Establish accessibility as a core product requirement, implement systematic compliance processes, and create sustainable practices that scale across your organization.

# Table of Contents

---

[Back to TOC](#)

- Executive Summary - Strategy Overview - Vision Statement - Strategic Pillars - Success Metrics - Maturity Model - Level 1: Ad Hoc (0-3 months) - Level 2: Managed (3-6 months) - Level 3: Defined (6-12 months) - Level 4: Optimized (12+ months) - Governance & RACI - Executive Steering Committee - Accessibility Center of Excellence - Product Teams - WCAG 2.2 Mapping (A/AA) & Test Procedures - Perceivable (Principle 1) - Operable (Principle 2) - Understandable (Principle 3) - Robust (Principle 4) - SDLC Integration - Design Phase - Development Phase - Testing Phase - Deployment Phase - Tooling Stack - Automated Testing - Manual Testing - Design Tools - Development Tools - KPIs & OKRs - Key Performance Indicators - Objectives and Key Results - Risk Management - Legal Risks - Technical Risks - Mitigation Strategies - Rollout Plan (90-180 Days) - Phase 1: Foundation (Days 1-30) - Phase 2: Pilot (Days 31-60) - Phase 3: Scale (Days 61-120) - Phase 4: Optimize (Days 121-180) - Training Plan - Executive Level (4 hours) - Management Level (8 hours) - Individual Contributors (16 hours) - Specialized Roles - Vendor Management - Vendor Selection Criteria - Contract Requirements - Ongoing Management - Audit & Evidence Templates - Accessibility Audit Checklist - Evidence Collection - Reporting Templates - Key

## Strategy Overview

---

[Back to TOC](#)

### Vision Statement

Create digital experiences that are accessible to all users, regardless of their abilities, while maintaining business objectives and technical excellence.

### Strategic Pillars

1. **Inclusive Design** - Accessibility as a fundamental design principle
2. **Systematic Compliance** - Structured approach to meeting standards
3. **Continuous Improvement** - Ongoing monitoring and enhancement
4. **Organizational Capability** - Building internal expertise and processes

### Success Metrics

- 100% WCAG 2.2 AA compliance across all digital properties
- Zero accessibility-related legal issues
- 95%+ user satisfaction scores from accessibility testing
- 50% reduction in accessibility-related support tickets

## Maturity Model

---

[Back to TOC](#)

### Level 1: Ad Hoc (0-3 months)

#### Characteristics:

- Reactive approach to accessibility
- Limited awareness and training
- Manual testing only
- No formal processes

**Key Activities:**

- Initial accessibility audit
- Basic team training
- Manual testing implementation
- Policy development

**Level 2: Managed (3-6 months)****Characteristics:**

- Basic processes in place
- Some automated testing
- Design system integration
- Regular reviews

**Key Activities:**

- Process documentation
- Automated testing integration
- Design system updates
- Regular compliance reviews

**Level 3: Defined (6-12 months)****Characteristics:**

- Standardized processes
- Comprehensive tooling
- Cross-functional collaboration
- Proactive approach

**Key Activities:**

- Process standardization
- Advanced tooling implementation
- Cross-team collaboration
- Proactive monitoring

**Level 4: Optimized (12+ months)**

## Characteristics:

- Continuous improvement
- Innovation focus
- Industry leadership
- Advanced analytics

## Key Activities:

- Continuous optimization
- Innovation initiatives
- Industry participation
- Advanced analytics

## Governance & RACI

---

[Back to TOC](#)

### Executive Steering Committee

**Responsible:** Strategic direction and resource allocation **Accountable:** CEO, CTO, CMO **Consulted:** Legal, Compliance, Product **Informed:** All stakeholders

### Accessibility Center of Excellence

**Responsible:** Program execution and technical guidance **Accountable:** Accessibility Director **Consulted:** Engineering, Design, QA **Informed:** Product teams

### Product Teams

**Responsible:** Implementation and testing **Accountable:** Product Managers, Engineering Leads **Consulted:** Accessibility specialists **Informed:** Executive team

## WCAG 2.2 Mapping (A/AA) & Test Procedures

---

[Back to TOC](#)

### Perceivable (Principle 1)

#### 1.1 Text Alternatives

- **1.1.1 Non-text Content (A)**

- **Test:** Manual inspection of all images, icons, and media
- **Tools:** Screen reader testing, automated alt-text validation
- **Pass Criteria:** All non-text content has appropriate alternatives

## 1.2 Time-based Media

- **1.2.1 Audio-only and Video-only (A)**

- **Test:** Content review and user testing
- **Tools:** Media player testing, transcript verification
- **Pass Criteria:** Alternatives provided for all time-based media

## 1.3 Adaptable

- **1.3.1 Info and Relationships (A)**

- **Test:** Code review and screen reader testing
- **Tools:** HTML validators, screen readers
- **Pass Criteria:** Information structure is programmatically determinable

## 1.4 Distinguishable

- **1.4.3 Contrast (Minimum) (AA)**

- **Test:** Color contrast analysis
- **Tools:** WebAIM contrast checker, automated tools
- **Pass Criteria:** 4.5:1 ratio for normal text, 3:1 for large text

## Operable (Principle 2)

### 2.1 Keyboard Accessible

- **2.1.1 Keyboard (A)**

- **Test:** Complete keyboard navigation
- **Tools:** Keyboard testing, screen readers
- **Pass Criteria:** All functionality accessible via keyboard

### 2.2 Enough Time

- **2.2.1 Timing Adjustable (A)**

- **Test:** Time limit functionality testing
- **Tools:** User testing, functionality verification
- **Pass Criteria:** Users can adjust or extend time limits

## 2.4 Navigable

- **2.4.1 Bypass Blocks (A)**

- **Test:** Skip link functionality
- **Tools:** Screen reader testing, keyboard navigation
- **Pass Criteria:** Skip links available and functional

## Understandable (Principle 3)

### 3.1 Readable

- **3.1.1 Language of Page (A)**

- **Test:** HTML lang attribute verification
- **Tools:** HTML validators, screen reader testing
- **Pass Criteria:** Language properly declared

### 3.2 Predictable

- **3.2.1 On Focus (A)**

- **Test:** Focus behavior testing
- **Tools:** Keyboard testing, user observation
- **Pass Criteria:** No unexpected context changes on focus

### 3.3 Input Assistance

- **3.3.1 Error Identification (A)**

- **Test:** Form validation testing
- **Tools:** Screen reader testing, user testing
- **Pass Criteria:** Errors clearly identified and described

## Robust (Principle 4)

### 4.1 Compatible

- **4.1.1 Parsing (A)**

- **Test:** HTML validation
- **Tools:** HTML validators, automated testing
- **Pass Criteria:** Valid, well-formed markup

#### 4.1.2 Name, Role, Value (A)\*\*

- **Test:** Screen reader testing

- **Tools:** Screen readers, automated testing
- **Pass Criteria:** All UI components have proper names and roles

## SDLC Integration

---

[Back to TOC](#)

### Design Phase

- **Accessibility Requirements:** Include in design specifications
- **Design Reviews:** Accessibility checkpoints in design process
- **Design System:** Accessible component library
- **User Testing:** Include users with disabilities

### Development Phase

- **Code Standards:** Accessibility coding guidelines
- **Code Reviews:** Accessibility checklist in reviews
- **Automated Testing:** CI/CD integration
- **Manual Testing:** Regular accessibility testing

### Testing Phase

- **Test Planning:** Accessibility test cases
- **Automated Testing:** Regression testing
- **Manual Testing:** Comprehensive accessibility testing
- **User Testing:** Testing with actual users

### Deployment Phase

- **Pre-deployment:** Final accessibility check
- **Monitoring:** Ongoing accessibility monitoring
- **Feedback:** User feedback collection
- **Updates:** Continuous improvement

## Tooling Stack

---

[Back to TOC](#)



## Automated Testing

- **axe-core** - Comprehensive accessibility testing engine
- **Lighthouse** - Built-in Chrome accessibility audits
- **Pa11y** - Command-line accessibility testing
- **WAVE** - Web accessibility evaluation tool

## Manual Testing

- **Screen Readers** - NVDA, JAWS, VoiceOver
- **Keyboard Testing** - Tab navigation, keyboard shortcuts
- **Color Testing** - Contrast analyzers, colorblind simulation
- **Zoom Testing** - Browser zoom, text scaling

## Design Tools

- **Figma** - Accessibility plugins and templates
- **Sketch** - Color contrast and accessibility plugins
- **Adobe XD** - Accessibility design kits
- **Stark** - Color blindness and contrast testing

## Development Tools

- **React** - Accessibility testing libraries
- **Vue** - A11y testing utilities
- **Angular** - Accessibility testing framework
- **Web Components** - Accessible component libraries

## KPIs & OKRs

---

[Back to TOC](#)

## Key Performance Indicators

### Compliance Metrics

- WCAG 2.2 AA compliance percentage
- Critical accessibility issues resolved
- Automated test pass rates
- Manual audit scores

## Business Impact Metrics

- Customer satisfaction scores
- Support ticket reduction
- Revenue from accessibility improvements
- Market share in disability market

## Operational Metrics

- Development velocity impact
- Rework and bug fix reduction
- Training completion rates
- Employee engagement scores

## Objectives and Key Results

### Q1 Objectives

- **Objective:** Establish accessibility foundation
- **KR1:** 100% team accessibility training completion
- **KR2:** 80% WCAG 2.2 AA compliance
- **KR3:** 50% reduction in critical issues

### Q2 Objectives

- **Objective:** Scale accessibility practices
- **KR1:** 95% WCAG 2.2 AA compliance
- **KR2:** 100% new features accessibility tested
- **KR3:** 75% reduction in accessibility support tickets

### Q3 Objectives

- **Objective:** Optimize and innovate
- **KR1:** 100% WCAG 2.2 AA compliance
- **KR2:** Industry recognition for accessibility
- **KR3:** 90% customer accessibility satisfaction

## Risk Management

---

[Back to TOC](#)

## Legal Risks

- **ADA Lawsuits** - Risk of accessibility-related litigation
- **Regulatory Fines** - Government penalties for non-compliance
- **Contract Violations** - Breach of accessibility requirements
- **Reputation Damage** - Negative publicity from accessibility issues

## Technical Risks

- **Legacy System Integration** - Challenges with older systems
- **Third-party Dependencies** - Inaccessible external components
- **Performance Impact** - Accessibility features affecting performance
- **Maintenance Overhead** - Ongoing accessibility maintenance costs

## Mitigation Strategies

- **Proactive Compliance** - Regular audits and testing
- **Legal Review** - Regular legal compliance assessment
- **Vendor Management** - Accessibility requirements for vendors
- **Training Programs** - Continuous team education

## Rollout Plan (90-180 Days)

---

[Back to TOC](#)

### Phase 1: Foundation (Days 1-30)

**Objectives:** Establish governance and baseline

- Executive sponsorship and budget approval
- Accessibility Center of Excellence formation
- Comprehensive accessibility audit
- Legal and compliance assessment
- Employee awareness training

### Phase 2: Pilot (Days 31-60)

**Objectives:** Prove value through focused implementation

- Select 2-3 high-impact properties for pilot

- Implement accessibility testing automation
- Train pilot teams on accessibility practices
- Establish baseline metrics and KPIs
- Create accessibility design system components

### Phase 3: Scale (Days 61-120)

**Objectives:** Roll out accessibility practices across organization

- Expand accessibility practices to all product teams
- Integrate accessibility into development lifecycle
- Implement automated testing in CI/CD pipelines
- Launch comprehensive training program
- Establish accessibility review processes

### Phase 4: Optimize (Days 121-180)

**Objectives:** Achieve excellence and drive innovation

- Advanced accessibility training and certification
- Innovation lab for accessibility R&D
- Industry thought leadership initiatives
- Customer accessibility advisory board
- Advanced analytics and personalization

## Training Plan

---

[Back to TOC](#)

### Executive Level (4 hours)

- Business case and ROI
- Legal and regulatory landscape
- Strategic planning and governance
- Industry best practices and case studies

### Management Level (8 hours)

- Accessibility fundamentals
- Team leadership and change management

- Resource planning and budgeting
- Metrics and performance management

## Individual Contributors (16 hours)

- Role-specific accessibility training
- Hands-on tool usage
- Testing and validation techniques
- Continuous learning and certification

## Specialized Roles

- **Designers** - Inclusive design principles and tools
- **Developers** - Accessible coding practices and testing
- **QA Engineers** - Comprehensive testing methodologies
- **Product Managers** - Accessibility requirements and planning

## Vendor Management

---

[Back to TOC](#)

### Vendor Selection Criteria

- Accessibility compliance requirements
- WCAG 2.2 AA compliance certification
- Accessibility testing and validation processes
- Ongoing accessibility support and maintenance

### Contract Requirements

- Accessibility compliance clauses
- Regular accessibility audits
- Accessibility training and support
- Performance metrics and SLAs

### Ongoing Management

- Regular accessibility reviews
- Performance monitoring

- Training and support
- Continuous improvement

## Audit & Evidence Templates

---

[Back to TOC](#)

### Accessibility Audit Checklist

- WCAG 2.2 AA compliance verification
- Automated testing results
- Manual testing documentation
- User testing results
- Legal compliance review
- Performance impact assessment

### Evidence Collection

- **Test Results** - Automated and manual testing reports
- **User Feedback** - Accessibility user testing results
- **Legal Review** - Compliance assessment documentation
- **Performance Data** - Impact on system performance
- **Training Records** - Team training completion

### Reporting Templates

- **Executive Summary** - High-level compliance status
- **Technical Report** - Detailed testing results
- **Action Plan** - Remediation and improvement plan
- **Progress Tracking** - Ongoing compliance monitoring

## Key Terms

---

[Back to TOC](#)

**Accessibility** - The practice of making digital products usable by people with disabilities

**WCAG 2.2** - Web Content Accessibility Guidelines version 2.2, the international standard for web accessibility

**ADA** - Americans with Disabilities Act, US law requiring accessibility compliance

**Section 508** - US federal accessibility requirements for government technology

**Assistive Technology** - Tools and devices that help people with disabilities use technology

**Screen Reader** - Software that reads digital content aloud for users with visual impairments

**Keyboard Navigation** - Using only keyboard input to navigate and interact with digital interfaces

**Color Contrast** - The difference in light between text and background colors

**Alt Text** - Alternative text descriptions for images and other non-text content

**ARIA** - Accessible Rich Internet Applications, standards for making web content accessible

## Appendix: Code & Patterns

---

[Back to TOC](#)

### HTML Accessibility Patterns

```
<!-- Good: Proper heading structure -->
<h1>Main Page Title</h1>
<h2>Section Title</h2>
<h3>Subsection Title</h3>

<!-- Good: Form labels -->
<label for="email">Email Address</label>
<input type="email" id="email" name="email" required />

<!-- Good: Table headers -->
<table>
```

```

<thead>
  <tr>
    <th scope="col">Product</th>
    <th scope="col">Price</th>
    <th scope="col">Stock</th>
  </tr>
</thead>
<tbody>
  <tr>
    <th scope="row">Widget A</th>
    <td>$19.99</td>
    <td>In Stock</td>
  </tr>
</tbody>
</table>

```

## CSS Accessibility Patterns

```

/* Good: High contrast text */
.text-primary {
  color: #1f2937; /* Dark gray on white = 16.5:1 ratio */
  background-color: #ffffff;
}

/* Good: Focus indicators */
.focus-visible {
  outline: 2px solid #4f46e5;
  outline-offset: 2px;
}

/* Good: Skip links */
.skip-link {
  position: absolute;
  top: -40px;
  left: 6px;
  background: #4f46e5;

```



```
color: white;
padding: 8px;
text-decoration: none;
z-index: 1000;
}

.skip-link:focus {
  top: 6px;
}
```

## JavaScript Accessibility Patterns

```
// Good: Keyboard event handling
function handleKeyDown(event) {
  if (event.key === "Enter" || event.key === " ") {
    event.preventDefault();
    // Perform button action
  }
}

// Good: Focus management
function openModal() {
  const modal = document.getElementById("modal");
  const firstFocusable = modal.querySelector(
    'button, [href], input, select, textarea, [tabindex]:not(|
  );

  modal.style.display = "block";
  firstFocusable.focus();
}

// Good: ARIA updates
function updateProgress(percent) {
  const progressBar = document.getElementById("progress");
  progressBar.setAttribute("aria-valuenow", percent);
}
```

```
progressBar.textContent = `${percent}% complete`;  
}
```

**Implementation Support:** AccessGuard provides comprehensive accessibility compliance consulting, auditing services, and ongoing monitoring. Our platform automates testing while our experts guide your strategic implementation.

*This playbook is prepared by AccessGuard and represents industry best practices for accessibility compliance implementation.*