LAB OPM

Accessible Design

Public Service Recognition Week Webinar

May 6, 2021

LAB°OPM

We foster innovation through human-centered design (HCD).

We work to:

- teach HCD across the federal government
- help deliver innovative solutions to address complex public-sector challenges

How We're Making Change

We're driving towards impact in four reinforcing ways.

We're growing design skills.

Through classes, custom workshops, and project-based learning, we're growing design skills within the federal workforce — both practical abilities and critical understanding of human-centered design methods and mindsets.

We're bringing design into new domains.

Through partnerships, we are expanding the contexts in which design is used to address public challenges. We are bringing design into public health, healthcare, science, human resources, and other fields where it isn't widely adopted and making unlikely pairings.

We're fostering conditions for design.

We're helping our long-term partners understand how to hire designers, what resources enable designers to do their work, and what conditions are needed to sustain a successful design practice in government.

We're leveraging community around design.

By connecting, developing, modeling, and supporting the growth of design communities, we're sustaining and socializing the practice of design beyond our direct reach.

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What We Offer

We build HCD capacity in the following ways.

Classes

Open-enrollment classes build critical skillsets for public sector innovation. They provide foundational knowledge of approaches and mindsets to broaden interest in and comfort with practicing HCD in government. Participants benefit from the cross-agency perspectives and connections they form in these open, collaborative sessions.

Custom learning programs

Teams or programs can request customized classes and workshops, enabling them to interpret the value of HCD in their work and imagine integrating it into existing processes and plans. Customized classes often lead to additional engagements with the Lab.

Project-based partnerships

The Lab builds partnerships to tackle process, program, and delivery challenges with applied HCD. Projects last months to years and help develop capacity for HCD. Partners gain new perspectives, fresh approaches, and support to solve pressing challenges.

Program development

A recognized leader in expanding the domain of design in government, the Lab advises organizations developing programs across government. Through these partnerships, the Lab grows and integrates design in new ways and in new contexts and sustains civic design practice.

Human-Centered Design and Accessibility

What is HCD and how does it relate to accessibility?

What is Human-Centered Design (HCD)?

An approach to navigating complex problems and creatively designing effective solutions to meet people's real needs.

HCD Process

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Human-centered design

Human-centered design

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What is Accessibility?

Design of products, devices, services, or environments so people with disabilities can use them unassisted or in a way that's compatible with their preferred assistive technologies.

Section 508 of the Rehabilitation Act of 1973

- Applies to developing, procuring, maintaining, or using electronic and information technology

- Must give people with disabilities comparable access

Section 508 Functional Criteria

Must be accessible to people

- Without vision, with limited vision, without perception of color

- Without hearing, with limited hearing, without speech

- With limited manipulation, with limited reach and strength

- With limited language, cognitive, or learning abilities

W3C Web Content Accessibility Guidelines (WCAG)

- Globally recognized, voluntary standard

- Testable statements that are not technology-specific

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Americans with Disabilities Act

- Prohibits discrimination and protects the rights of people with disabilities in public accommodations, jobs, transportation, government services, and telecommunications

What is Assistive Technology?

It's any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of persons with disabilities.

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Accessibility is more than compliance with standards.

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Inclusive design and universal design

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Photo:
[National Park Service](#)

Photo: U.S.
Air Force

Photo: U.S.
Air Force

Challenges to Accessible Design

What gets in the way of accessibility?

- **Lack of awareness**

- **It's too expensive or not enough time**

- **It's someone else's responsibility or specialized job**

- **Users with disabilities are "just edge-cases"**

- **It's hard to know where to start**

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	Permanent	**Temporary**	**Situational**
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak	Uses a communication device	Laryngitis	Heavy accent

Source:
Microsoft
Inclusive
Design

Permanent
26,000 per year

Temporary
13 million per year

Situational
8 million per year

Source:
Microsoft
Inclusive
Design

21million +

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Questions?

Additional Resources

- [Section508.gov](#)
  - [Create Accessible Digital Products](#)
  - [Find Your 508 Program Manager](#)
  - [IT Accessibility Laws and Policies](#)
- [Digital.gov Accessibility Resources](#)
- [Lab at OPM](#)
  - [Designing Accessible Communications](#)
  - [Fundamentals of Human-Centered Design](#)

OPM HR Solutions
Center for Leadership Development

Open enrollment courses & certificate programs
for leadership and professional development

Virtual learning ecosystems
to support the human capital lifecycle throughout government

Development programs focused on building decision-making skills through **human-centered design** and **process improvement**

Fellowship programs **to recruit and develop leadership** skills for highly-qualified talent for **Federal agencies**

Certification programs built specifically for government **skills for various professions,** such as the Federal HR Institute

Customized development program solutions to meet agency-specific needs

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Thank you for your participation & service to our nation!

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