From Data to Impact: Using Agile Metrics to Drive Accessibility Conversations

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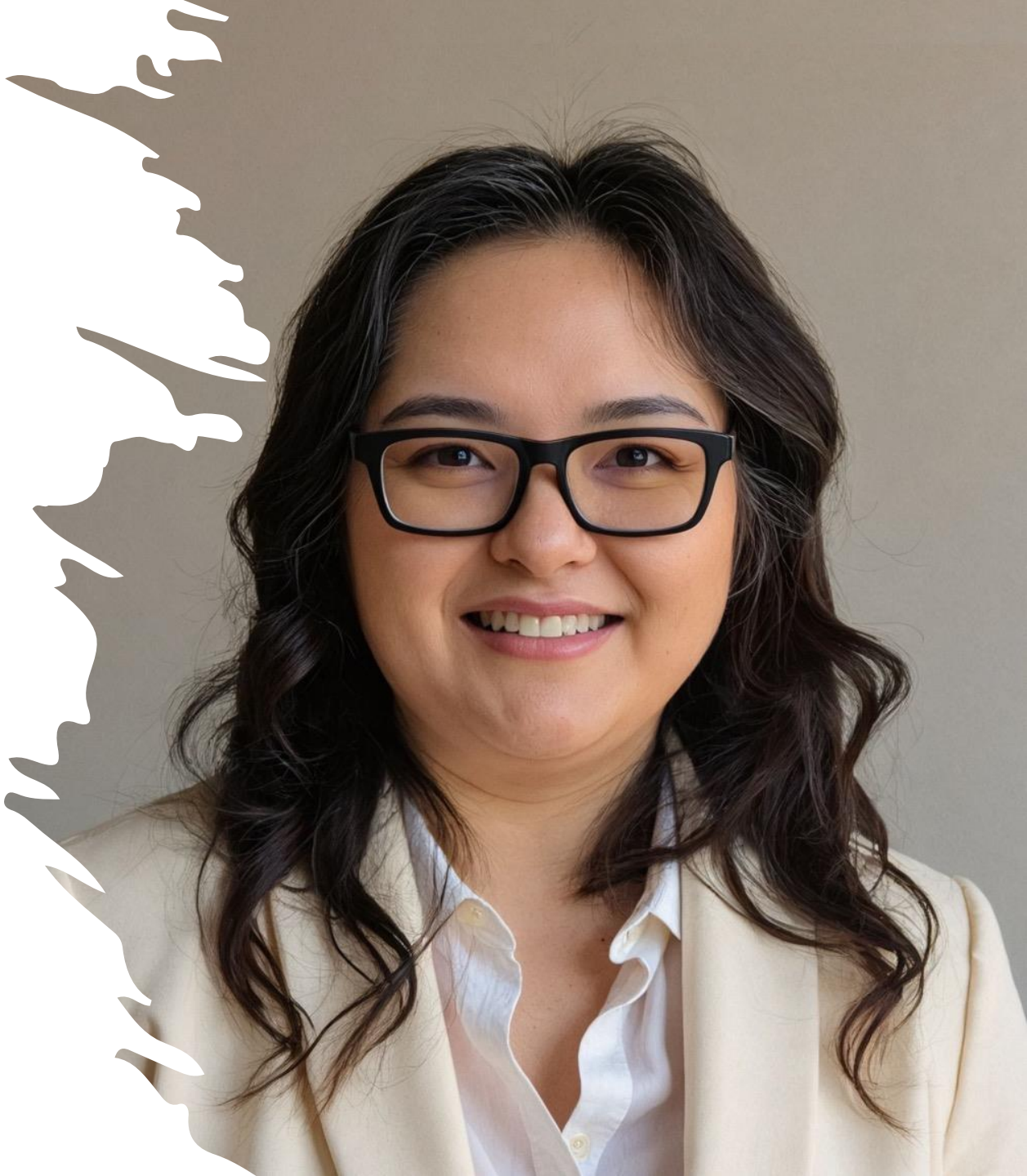
About me

- **Name:** Mi Ong Vang (pronunciation: [my awng vang])
- **Role**: Senior Accessibility Engineer Consultant
- **Accessibility passions:**

  Advocating for accessibility in the Hmong community by partnering with local organizations

  The intersectionality of …



What if the data your Agile teams are already collecting the key to securing leadership buy-in for accessibility?

What data is already being collected?

- Velocity
- Backlog trends
- Defect rates
- Time
- Accessibility is often present, but invisible

Presenting data that resonates with leadership

- **Positivity** engages leadership
  - **Effective**: We failed 30% of our accessibility checks
  - **Most effective**: We saw an increase of remediating accessibility findings during our QA phase, which saved us 100 hours of rework
- **Context** to understand what the data is saying
- **Why** – because impact drives decisions

Identify key metrics to strengthen your story

- Shift from ”what to collect” to “what I may already have”
- How are you tracking accessibility issues?
- Examples of metrics:
  - Accessibility defects logged vs. fixed
  - Time/cost spent remediating issues
  - User-reported accessibility barriers
- Storytelling is important. Metrics are only powerful when framed as *impact*

What I want to say
vs.
How I should probably say it

Finding and remediating issues before release is saving us money, bro!

We saved an estimated $X by fixing NUM accessibility findings before release.

Key metrics:

- **Cost per issue found** – Estimated cost of fixing issues late versus early
- **Number of findings** – How many issues were found pre-release

What goes into calculating cost?

Cost of: Developer, QA, Product Owner, Scrum Master, Accessibility Engineer, UX/UI

Average of $1,100 per issue post-release (on the low end)

Cross-collaboration?
Yeah, it works. Duh.

Working directly with the UX team has decreased our overall accessibility findings for Color Contrast by x%. This has saved us NUM hours of rework.

Key metrics:

- **Rework hours saved** – Comparing hours spent fixing defects post-release before vs. after
- **Regression prevention** – Number of repeat defects decreasing

Implementing accessibility isn’t slowing us down.

After integrating accessibility into our workflow, velocity trends show fewer spikes or dips caused by unplanned rework.

Key metrics:

- **Rework rate** – % of story points spent on fixing issues after discovery post release; compare the before and after integrating accessibility into the workflow
- **Defect leakage** – Number of accessibility issues found post-release compared to issues caught earlier in the backlog
- **Velocity over time** – Story points completed per sprint, highlighting spikes or dips caused by unplanned accessibility rework vs. integration of accessibility

Craving for more story bites?

Quick wins, for the win!

- **Early wins from accessibility integration** - Since embedding accessibility checks into sprint planning, we've seen a steady decline in new accessibility backlog items by x%.
- **Early detection saves money** – X% of our accessibility defects are being caught during development or QA rather than after release, saving us $X
- **Impact of process change** - After introducing accessibility automated testing, we saw an initial backlog increase as findings were uncovered, but resolution trends now show steady improvement at a rate of x%.

Long-term impact and maturity

- **Increased predictability in delivery** – After incorporating accessibility tasks, velocity became more stable. Teams were able to better estimate work because accessibility became part of the definition of done.
- **Team maturity and capability growth** – Velocity trends highlight that the team is now completing more complex stories that include accessibility considerations. This shows growing skill sets and team maturity.
- **Defects as learning opportunities** – Tracking accessibility defect patterns helps us identify common pitfalls and provide targeted training.
- **Demonstrating investment** - Accessibility tickets now make up x% of backlog items completed each sprint.

Closing and call to action

- You already have the data. Now tell the story.
- Start with one metric. Reframe it. Share the story.

Thank you for your time!

Let's continue the conversation:

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