

Section 508 Acquisition Tools Focus Group

27 October 2004

Introduction



What We Are

- A Focus Group is a relaxed group interview and moderated discussion. The hallmark of a Focus Group is the explicit use of group dynamics to generate data and insights that would be unlikely to emerge without the interaction of a group.
- Our Focus Group works to provide functional requirements and end-user perspectives to the design team developing computer-based tools to provide Section 508 related E&IT acquisition assistance for the federal government.

Who We Are

- People who represent a federal program requiring official perspective, and people from federal agency contracting offices
- People experienced in the acquisition process and in defining requirements for procurements
- People from E&IT industry who develop and market accessible products and services
- People representing E&IT end-user perspectives and user advocacy groups
- Group facilitators from the Accessibility Forum

What We Do

- Develop and validate a *domain model*: a model of the world that the computer system is supporting
- Identify and validate a set of *use cases*: typical interactions that a user has with the system in order to achieve some goal
- Review and validate *user scenarios*: prototype screens and logic flow that represent an evolving user interface design

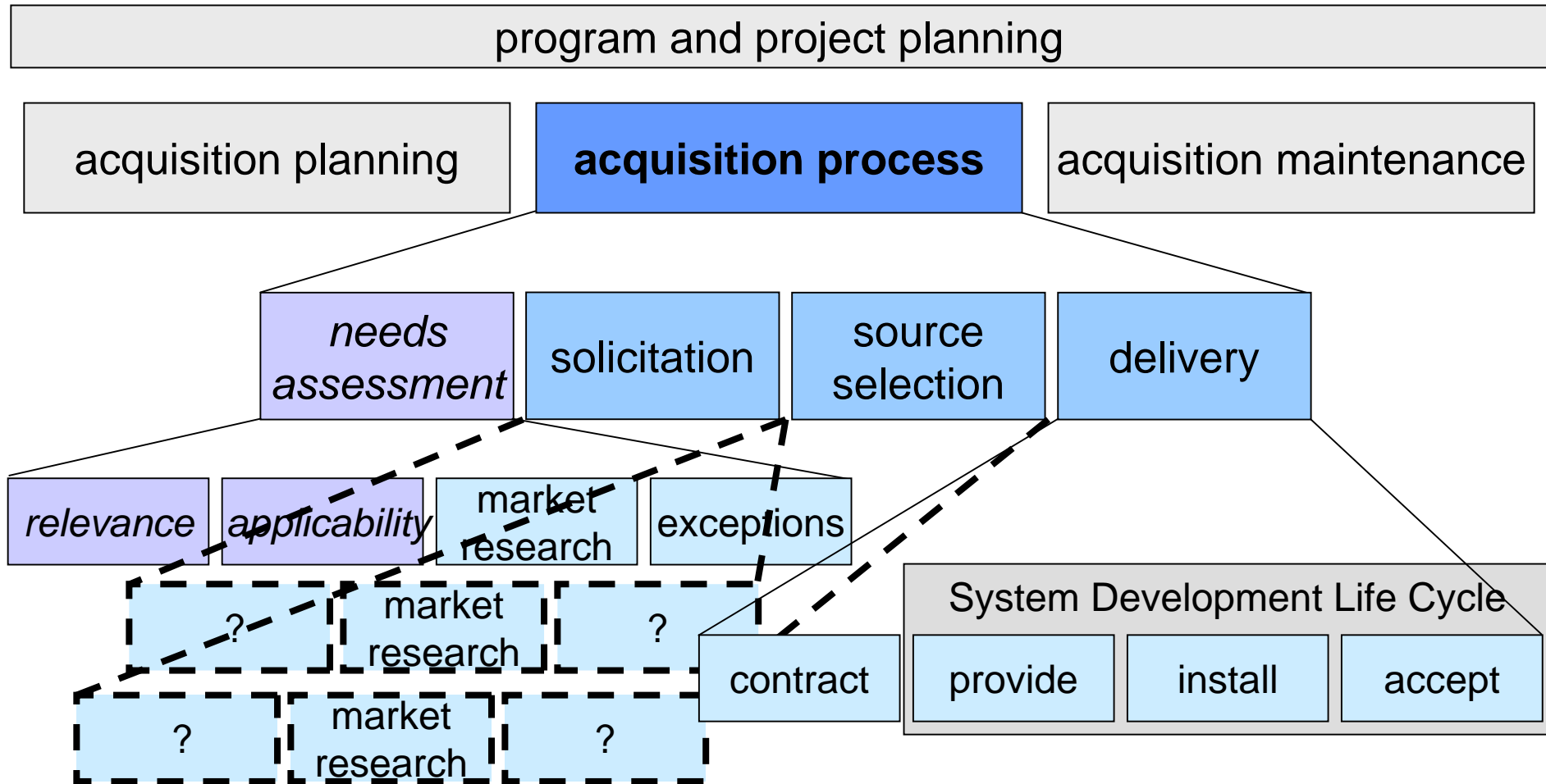
Market Research

- Important for different stages of process
 - Iterative step throughout acquisition
- Information about E&IT product/service
 - Focus on E&IT accessibility subset
- General flow from producer to consumer
 - Process may involve dialogue, iteration

Section 508 'Limitations'

- Exceptions specific to particular requirements
 - Undue Burden -1194.2 (a)
 - Commercial Non-Availability -1194.2 (b)
 - Fundamental Alteration -1194.3 (e)
- Based on the results of market research
 - Depends upon cost, availability, and use
 - Must be justified and documented

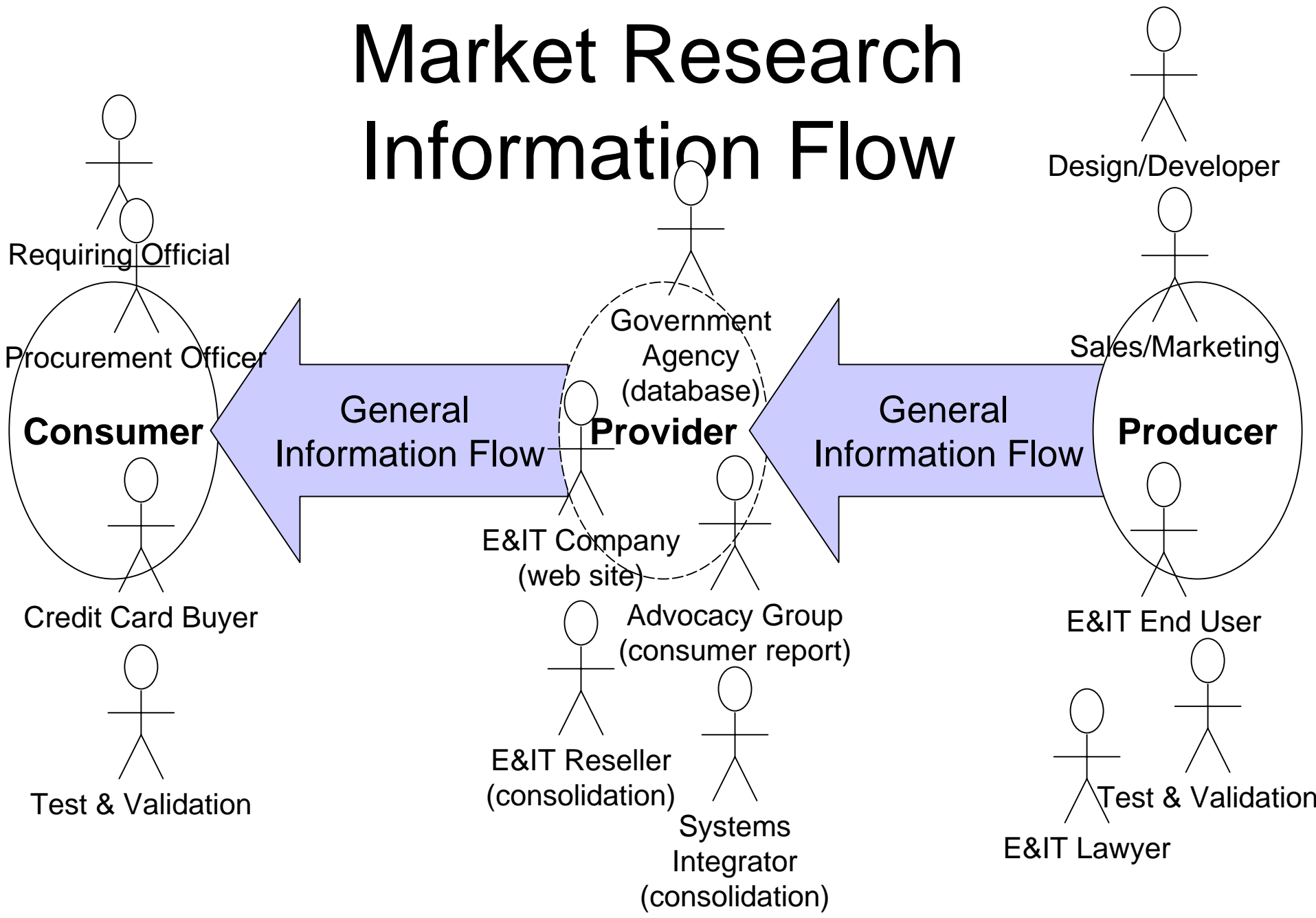
Market Research and the Acquisition Process



Discussion on Baseline Domain Model

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Market Research Information Flow



Market Research 'Actors'

- Information Producer
 - Individual that creates information about the accessibility of an E&IT product/service
- Information Provider
 - Organization that gathers, organizes, and presents information created by producers
- Information Consumer
 - Individual that requires information about the accessibility of an E&IT product/service

Information Producers

- Person with disabilities
- E&IT designer/developer
- Accessibility tester/validator
 - Both industry and government
- E&IT industry sales/marketing
- E&IT industry Lawyers

Information Providers

- Advocacy group
- E&IT vendor company
- Systems integrator/reseller
- Accessibility education/test center
- Federal government agency
- State government agency
- International government agency

Information Consumers

- Federal requiring official
- Federal procurement officer
- Federal credit card buyer
- Federal compliance monitor
- Accessibility tester/validator
- E&IT designer/developer

Types of Information

- Accessibility statements and claims
- Documented evidence of accessibility
- Testing application and results
- Best practices/guidelines/design rules
- Equivalent facilitation data
- Exception data
 - Fundamental alteration, commercial non-availability
- Legal precedent data points
 - Bid protests, end user/consumer complaints

Need Standardized Content and Language

Information Templates

Criteria	Supporting Features	Remarks and Explanations
Section 1194.21 <u>Software Applications and Operating Systems</u>		

Questions for Software and OS Accessibility	Meet Standard and How	Do Not Meet Standard	Not Applicable And Why
(a) If software is designed to run on a system that has a keyboard, are product functions executable from a keyboard where the function itself or the result of performing a function can be discerned textually?			

1194.22 Web-based Intranet and Internet Information and Applications

<i>Id</i>	<i>Provision Text</i>	<i>Applicable</i>	<i>How does the E&IT meet this requirement?</i>	<i>Please explain</i>
	<i>A text equivalent for every non-text element shall be provided (e.g., via "alt", "langde", "aria-label", or "aria-describedby")</i>			

Need Standardized Formats

Information Available Today

- Standard format and content language
 - VPAT format, standard language
 - VPAT-like format, ad hoc language
 - Non-VPAT format
- Not standard format or content language
- Available through a provider
 - Buy Accessible links
 - GSA Advantage! links
- Not Available from a provider
 - Direct from the producer, ... or find it yourself!

Conclusions

- Many structures (formats, templates) exist, but more harmonization is needed across them
- Some standardization of language exists, but more consistency is needed
- In addition, not all acquisitions are alike!
 - How do they differ, and what does that mean for the Wizard?

Key Questions

- Where should the Wizard provide support?
 - What are the acquisition profiles and information requirements?
 - Who are the key related producers, providers, and consumers?
 - How do the channels between them work?
- What kinds of information are needed?
 - How much is available and standard?
- We address these by *Use Cases* and *Scenarios*.

Break



Wizard Use Cases: user goals and user-wizard interactions

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Consumer Process

- Determine Relevance and Applicability
- Shopping for Information
 - Browse for E&IT products or services
 - Identify candidate vendors and products/services
 - Compare market research information
 - Review accessibility information available for each product or service
- Conduct preliminary exception analysis
 - Commercial availability screen, insight on other possible exceptions (undue burden, fundamental alteration) or equivalent facilitation



Information Consumer

Business Need



Information Consumer

*Shopping list of
Products/Vendors*



Information Consumer

*Market Research
Review*

E&IT Acquisition Process

*Section 508
Requirements*

*Section 508
Information 'matrix'*

*Section 508
Exception analysis*

Buy Accessible Wizard

Shopping for Information

- Identify candidate products/services
 - Past performance, recommendations, etc.
- Find accessibility information for each candidate product/service
 - Interface/interact with central information registration index (Buy Accessible)
 - Initial ‘solicitation’ for missing information?

Buy Accessible Portal Shopping Interface

The screenshot displays the 'Section 508: The Road to Accessibility' website in Microsoft Internet Explorer. The browser's address bar shows the URL: <http://section508.gov/index.cfm?FuseAction=Search>. The website header features the 'Section 508' logo and the URL www.section508.gov. A 'Site Layout Controls' panel on the right allows users to change the font to 'Verdana' and the font size to '12px'. A navigation menu includes links for 'Buy Accessible', '508 Law', '508 & You', '508 Training', '508 Coordinators', 'Accessibility Forum', 'FAQs', and 'Events'. The main content area shows search results for the query 'Printer', displaying 7 matches. The first result is 'Color Systems', described as high-quality digital color laser copying. The second result is 'IBM Serial Impact Matrix Printer Model 003', highlighting its print speed and capacity. The third result is 'IBM z/OS 1.5', noting its innovation and security features. The fourth result is 'Micrographics', discussing Canon's scanning and storage solutions. On the left, there is a search box with 'Printer' entered and a 'Search' button. Below the search box are radio buttons for 'Buy Accessible Products', 'Buy Accessible Services', and 'Section 508 Website'. A 'User Login' section on the right includes a 'Username' field, a 'Password' field, and a 'Login' button. Additional links on the left include 'Advanced Search', 'Communications/Media', '508 Tools & Resources', 'AT Showcase', and 'Contact Us'. The Windows taskbar at the bottom shows the Start button and several open applications, including 'Seema Jetli - I...', 'bin', 'Tomcat', 'Buy Accessibl...', and 'Section 508...'. The system clock indicates the time is 9:25 AM on 9/25/04.

Compare Market Research Information


- Review accessibility information available for each product or service
 - Compare ‘apples to apples’ with well-defined information types
 - Clear language for consistent interpretation

Wizard Screen Mock Up for Shopping and Comparison Interface

Buy Accessible Wizard Start - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost:8080/AccessibilityForum_beta2_dist/Browser.jsp



Available Market Research Data

Site Layout Controls

Change Font:

Change Font Size:


Home | Browser | Reporter | [Glossary](#) | [User Manual](#) | [My Profile](#) |

Search Comparable Market Research Data

Printer

Buy Accessible Products
 Buy Accessible Services

Selected E&IT	Vendor Information	Product/Service Statement	Individual Requirement Statements (VPAT)	Accessibility Documentation	Accessibility Testing Results	Accessibility Testimonials
E&IT #1	508 ✓ view	508 ✓ view	508 ✓ view		508 ✓ view	
E&IT #2	508 ✓ view	508 ✓ view				508 ✓ view
E&IT #3	508 ✓ view		508 ✓ view	508 ✓ view		
E&IT #4	508 ✓ view	508 ✓ view	508 ✓ view	508 ✓ view	508 ✓ view	



[What is comparable market research data?](#)

[Who can read and write Wizard data?](#)

[How does this relate to my procurement?](#)

Links to Other Resources: [Section508.gov](#) | [U.S. Access Board](#) | [Federal Acquisition Information Resources](#) | [Federal Acquisition Training Resources](#)

[Questions or Comments](#) | [Privacy Statement](#)

Local intranet

Conduct Preliminary Exception Analysis

- Commercial availability screen, insight on other possible exceptions (undue burden, fundamental alteration) or equivalent facilitation


Wizard Screen Mock Up for Preliminary Exception Analysis Interface

Section 508 Relevance: General Exceptions - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Links Google Customize Links Windows Media Windows SideStep

Address http://localhost:8080/AccessibilityForum_beta2_dist/GeneralExceptions.jsp Go

 **Do Any Specific Exceptions Apply?** Change Font Arial Change Font Size 12px Enter

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Please review and provide all information before continuing


Are there applicable requirements that are not commercially available? Yes No Maybe [I'm not sure, tell me more...](#)

Does an applicable requirement require alteration or the E&IT? Yes No Maybe [I'm not sure, tell me more...](#)

Is the required alteration fundamental to the nature of the E&IT? Yes No Maybe

- 1194.3 (e) states that this part shall not be construed to require a fundamental alteration in the nature of a product or its components.

Does meeting an applicable requirement impose an undue burden on the agency? Yes No Maybe [I'm not sure, tell me more...](#)

 Please answer to determine if a [general exception](#) to Section 508 requirements applies. Select **Yes** or **No** to describe a definite or likely characteristic of your E&IT acquisition. Select **Maybe** to describe a possible characteristic of your planned E&IT acquisition.

Done Local intranet

Start bin Microsoft Pow... Tomcat Section 508 ... 10:58 AM

Producer Process

- Determine Relevance and Applicability
- Create and Capture Information
 - Information identifying the vendor and each associated E&IT product or service
 - Templates for standard format structure
 - Content form fillers for consistent language
- Register Reference to Information
 - Register references to the information
 - Information maintained by producer



Information Producer



Information Producer



Information Producer

E&IT characteristics

E&IT accessibility information

Standard, consistent information

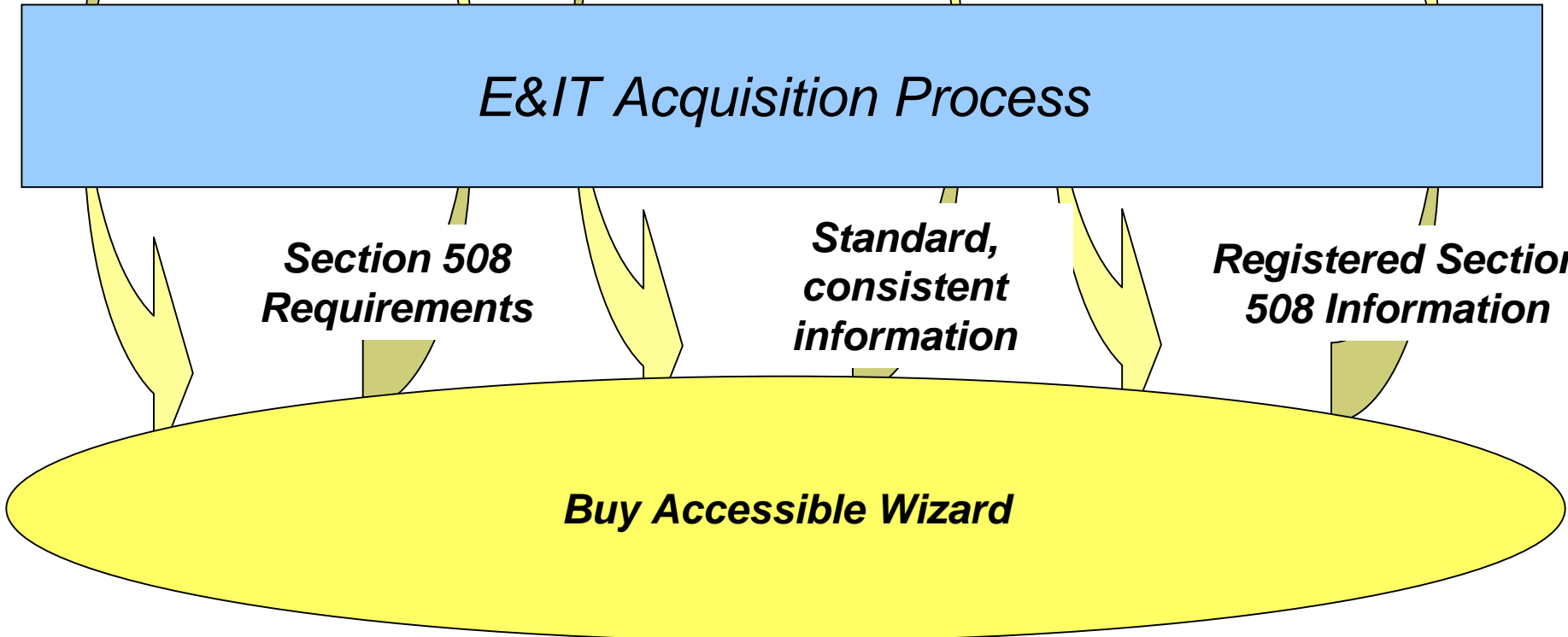
E&IT Acquisition Process

Section 508 Requirements

Standard, consistent information

Registered Section 508 Information

Buy Accessible Wizard



Create and Capture


- Information identifying the vendor and each related E&IT product or service
 - Relation is between E&IT and information
- Templates for standard format structure
 - ‘Meta-template’ for the types of information
 - ‘Sub-template’ for specific info e.g. VPAT
- Form fillers for consistent content
 - Standard language within sub-templates

Wizard Screen Mock Up for Create and Capture Information Interface

Buy Accessible Wizard Start - Microsoft Internet Explorer

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Create and Capture Market Research Data

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Create Comparable Market Research Data



[What is comparable market research data?](#)
[Who can read and write Wizard data?](#)
[How does this work with my existing market research data?](#)

E&IT	Vendor Information	Product/Service Statement	Individual Requirement Statements (VPAT)	Accessibility Documentation	Accessibility Testing Results	Accessibility Testimonials
Identify E&IT	Edit	Edit	Edit	Create	Edit	Create

Links to Other Resources: [Section508.gov](#) [U.S. Access Board](#) [Federal Acquisition Information Resources](#) [Federal Acquisition Training Resources](#)

[Questions or Comments](#) [Privacy Statement](#)

Local intranet

Register with Wizard

- Register one time as vendor, then once for each E&IT product or service
 - Information is associated with the E&IT
- Register references to the information
 - Producer owns and hosts information
- Information maintained by producer
 - Owner updates and revises the information

Producer User Scenarios


- Register information with the Wizard
 - Relationship between vendor and E&IT
 - one to many
 - Relationship between E&IT and information
 - one to one
 - Register once, information available to all
 - Consumers access information via Buy Accessible, Government ePortals, etc.

Wizard Screen Mock Up for Register Reference to Information Interface

Buy Accessible Wizard Start - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost:8080/AccessibilityForum_beta2_dist/Browser.jsp




Register Standard Types of Market Research Data

Site Layout Controls
Change Font:
Change Font Size:

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Register Comparable Market Research Data



[What is comparable market research data?](#)
[Who can read and write Wizard data?](#)
[How does this work with my existing market research data?](#)

E&IT	Vendor Information	Product/Service Statement	Individual Requirement Statements (VPAT)	Accessibility Documentation	Accessibility Testing Results	Accessibility Testimonials
E&IT #1	508 Register	508 Register	508 Register	Register	508 Register	Register

Links to Other Resources: [Section508.gov](#) [U.S. Access Board](#) [Federal Acquisition Information Resources](#) [Federal Acquisition Training Resources](#)

[Questions or Comments](#) [Privacy Statement](#)

javascript:newwindow('PrivacyStatement.jsp') Local intranet

Provider Process

- Determine Relevance and Applicability
- Shopping for Information
- Consolidate Information
- Register Reference to (consolidated) Information

Conclusions

- Information producers and providers can use the Wizard to help provide information
- Producers, providers, and consumers all need to participate for the system to work

Wizard User Scenarios: prototype screens and logic

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Consumer User Scenarios

- Shop for E&IT products or services
 - Identify candidate vendors and products/services
- Compare market research information
 - Review accessibility information available for each product or service
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Consumer Profiles

- Competitive RFP/RFQ with associated contract
 - Baseline process
- MAS/IDIQ type contract with subsequent buys/task orders
 - Similar process
- Micropurchase using federal credit card
 - Simplified process

RFP/RFQ with Associated Contract

- Shop for E&IT products or services
 - Identify candidate vendors and associated products/services in Needs Assessment
- Compare market research information
 - Review available voluntary accessibility information for each product or service
 - Solicit preliminary information if not already available
- Conduct preliminary exception analysis
 - Assess commercial availability, fundamental alteration, undue burden, ...

MAS/IDIQ Contracts with Subsequent Buys/Task Order

- Master contract established first
 - Vendors register voluntary information for products/services – FAR requirement
- Subsequent buys by requiring officials
 - Shop for E&IT products or services
 - Compare market research information
 - Conduct preliminary exception analysis

Micropurchase Using Federal Credit Card

- Typically MAS-type acquisition
 - Master contract established first
 - Subsequent buys by requiring officials
- Simplified acquisition process
 - Buyer in the roles of both requiring official, contract officer, and compliance monitor

Producer User Scenarios

- Create and capture E&IT product or service accessibility market research information
 - Voluntary during *needs assessment*
 - e.g. VPAT ‘primes the pump’, vendor knows product features/functions and can determine general applicability (independent of specific intended use)
 - In response to specific request and requirements during *solicitation*
 - RFP/RFQ lists applicable requirements identified by buyer
- *Register information references with Wizard*

Next Steps

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Next Steps

- Focus Group deliverables and meeting schedule
 - November 17 next meeting date ...
- Buy Accessible Wizard version1 release
 - Publicized at IDEAS, 508 Coordinators, ATIA, CSUN, ...