**Transcript – Accessibility Insights with Ted Drake of Intuit, November 2021**

ANNIE MANNION: Hello everyone.

Welcome to today's webinar.

It has just gone one o'clock so I'll give everyone a chance to join.

Feel free to drop into the Q&A feature and say hi.

We've disabled chat function because it causes problems for some people

using screen readers.

Glad you could make it today.

I think we'll make a start now so hello everyone and welcome to the 17th

session in our accessibility insights series where Robin Christopherson

hosts a monthly online chat with people who are each working to improve digital

accessibility and digital inclusion.

This month he's chatting to Ted Drake, global accessibility and

inclusive design leader at Intuit, I'm Annie Mannion from AbilityNet and

I'll run you through today's session.

We have live captions provided today by MyClearText and you can turn them

on using the CC option on the control panel.

We also have additional captions available at Streamtext.

Streamtext.

net/player?=AbilityNet.

Slide share.net/AbilityNet and AbilityNet.org.uk/Intuit-webinar.

If you have any technical issues or need to leave early, don't worry, you

will receive an email with the recording and the transcript and the

slides and depending on how you joint the webinar you will find a Q&A window

so if you would like to ask Ted or robin any questions too respect to

those in the Q&A box and they will address them in a few days time after

today's session and we'll follow that up with a blog on our website

at/Intuit dot webinar.

We have a feedback survey that invite you to talk about any future topics

you would like us to covered so we'd appreciate it if you fill that in.

So over to Ted and robin.

ROBIN: Thank you Annie

Ted, really pleased to have you on.

Thank you so much for joy anyone us this month.

TED: Thank you so much for inviting

me, I have learned so much from the accessibility leaders in the UK and it

is great to be able to join again and give what I have back to the UK

leaders.

Fantastic.

As we have from US, active advocates in this area so a bit of interests and

Atlantic collaboration.

Mutually beneficial relationships.

Let's hope they remain strong regardless of any other aspects of

that particular trans Atlantic activity .

So what are you drinking to help you get through this ordeal.

I'm drinking interesting to tea.

I typically am a coffee drinker.

I didn't plan of grabbing this.

It is made by a deafblind Potter in the US.

What is interesting is it is a mat black coffee cup with several engraved

lines and there is a shiny glaze that drips down in multiple layers and his

concept is that multiple layers to people.

Someone that I deafblind or deaf or blind.

They are not like a cookie cutter one person is same as everyone else.

Everyone has different facets so his website itself website I believe is

deafblind Potter.

com.

Really worthwhile plug there.

Let's hope people go and visit that.

Thank you, later week tall talk about the more recent history Covid related

but the first question I ask a lot of my guests is what has been the last

decade of accessibility, what has been the big milestones and in your opinion

or experience and what are the big takeaways from the last 10 years?

I think the biggest thing that

happened in the last 10 years is if you wind back the clock when I started

working at and in did you there were 15 libraries we were using and a product

could have 4 or 5 versions of Javascript running.

What happened is that we've become standardised.

We've have react and react is pretty good.

IOs, android, their excellent.

Microsoft has done excellent work with window 10 and 11.

What this means is that the average developer doesn't have to fight with

creating everything over from scratch.

We don't have 500 carousels on our products.

We have maybe 2 or 3 carousels, and that is not just at and Intuit.

When someone comes, 30, 40% of the websites out there when it is powered

by WordPress it is easy to understand how it is going to work a when you

take consistency, when you take wedges and components and you don't have to

design those, you don't have to build those, it

gives people the time to design and build what is special but product.

So it frees up a lot of time.

Makes it easier for customers, makes it easier for developers.

Unfortunately sometimes that means that a platform becomes popular, that

is not accessible, that is the challenges we have a high charts is

this amazing graphic platform but a lot of companies and products moved away

from height charts because a sexier alternative came up and they wanted to

try a new graphic and all of a sudden our customers say wait a minute I

thought that chart worked, now I can't use it.

There is always a new flavour but I just remember 15, 20 years ago that

every page had to be done uniquely.

We were constantly working on how am I going to fix this particular line of

code and now we're looking at how we're going to fix that component.

Yeah, the best results use IE10,

blah blah blah.

Exactly.

With a brilliant basis like

WordPress for example we should mention you can still break accessibility of

course but tools we're working with out the box these days are really good and

HTML5 deserves a shout out for native inclusion, the building blocks that

people are using.

Flash died a death and so did more challenging technologies as well.

You mention HTML5.

A bit I found really interesting.

HTML4, I was working at Yahoo on tech products and one person said it

was like a web 2.0 clash so explosion in a fact tree there is was the shift from documents to applications.

We had Victor Tsaran working with us and we made that application

accessible from the beginning.

We're taking HTML4 and twisting it and breaking it and doing stuff it

wasn't meant to do.

Then Aria came out and that was a way for us to say we've got these documents.

We're destroying them in order to make them look good and single page

applications but they are fully inaccessible.

Then HTML5 looked at the best from Aria and took Aria required order

landmarks and making that part of the HTML5 spec.

2 years ago is that android started introducing Aria functionality as

native android so they took the live region and they pretty much took it

directs a direct light of Aria and put it into android so it is interesting

how you can take the best out of this and

that and all of this comes together into what is going to make it easier

for everybody in the future.

Absolutely.

I'd love to carry on talking technology at code but I want to get a

good mix here and you are going to be speaking this month at our big B2B

tech proceed and you are going to talk about accessibility champions within

organisations so tell me about how that works.

What is the role of accessibility champions within an organisation the

size of Intuit and would that role change within significant

organisations.

I think it changes for every organisation

That is the beauty of an accessibility champion programme.

It is a concept, community but it morphs as to how each company is built.

Intuit is very customer focused so our champions programme is mostly

focused on empathy we want people to learn and understand how

people use assistive technology, how you can use inclusive design, that is

part of our champion programme.

We want people to volunteer.

We want people to create captions.

Audio descriptions so that works for us but may not work for a different

company.

They may be more focused on documents and compliance.

They may focus on physical.

It coot be a gas station, and they may be more focused on how do you help

a customer at a gas pump.

For us the champion programme gave structure to an unstructured

community.

We had people that were passionate but we had no way of recognising them.

And we had no way of for them to say I

want to move forward in my career and focusing on accessible so what we gave

was an easy way to join the community, very easy way to join the community.

Ones you are in the community there is a reg already awareness.

Every day there is a new notice in the slack Carl look at this article or

watch this video and there is a roadmap for people to become product leaders

and subject matter experts and become a leadership within the company and that

is what has really been successful and Intuit.

Giving them the power to make a change.

Is that informal or is that

aspect of the people who choose to take on that role recognised fit some extra

bandwidth maybe some other remuneration or support.

Our level one champions which so

far we've had over 1,000 people become level one champions there is no extra

commitment on that standpoint other than at fact that they are going to be

hooked into a lot of new information and opportunities leval 2 champions

are product leaders and we work with their managers before they become

level 2 to get at least 10% of their time dedicated to accessibility.

Some of them have more than 10% and then our level 3 are subject matter

experts.

That is typically 100% accessibility so that is actually a job title change.

Wow, I hope I haven't stolen

your thunder from your TechShare Pro session.

Many more insights tune in guys.

Fantastic.

Let's move on.

Talk about how you guys are really knocking it out of the park internally.

There is a brilliant blog that Intuit have or you have around best

practice when it comes to employment and recruitment practices and policies.

Are there any takeaways you can give us or just to point people at it and

say dig in.

One thing we tried to do was be

open.

I have encouraged our champions to write articles and it is one thing to

say that we want to hire people, diverse.

I people it is another thing to show we are actually hiring people and

giving them the power and the respect they need.

So we just published an article this last week about one of our champions

who realised he had vestibular disorder and he has been actively helping our

motion designers testing their motion.

So he wrote about how the champion programme and how Intuit gave him the

chance to learn a lot about himself.

We have had others talk about their [inaudible]

Mental health, quizzical.

We have another personal she is about to publish, she is hard of hearing,

she is lipreading.

She is talking about how she works in Zoom environments.

Because it is what we have hoped to do is letting people know if you are

looking for a job and you want to work for someone that is going to support

you with comms accommodations, here is a company who is doing it.

Our big in say relation is Microsoft.

Microsoft has done a fantastic job at I would say the BBC.

You think about the BBC and how their accessibility team and employees

with ouch podcasts.

There are people there and you can relate to those people.

You mentioned the ouch podcast.

It is one of my favourites.

Just search for ouch guys if you want to have you understanding of

accessibility, disability, inclusion, and exclusion made very real with real

life experiences.

It is a fantastic listen, really good, ouch.

Cool so I should probably say as well at this point that AbilityNet run a

range of courses on accessible best practice in recruitment and on

boarding.

I would be remiss if I didn't mention that and I'm sure Annie can share

something at the end there too but there is really straight forward

things you can too to take away the fear and apply really sensible

adjustments or commendations in the area of the application process and on

boarding so it would be remiss not to mention that.

Let's talk about Covid then.

We talked about recent years and now let's talk about recent months.

What have you or your organisation as a whole learnt from Covid.

You know, we've all been on a journey haven't we.

Yes, it has definitely been interesting.

A lot of people have already talked about the obvious, know a, the ability

to work remotely.

Everybody now understands that it is possible and that has been a big help

for people with disabilities, especially moving forward.

I remember Cisco did a project where they were focusing on those I think

they called them transportation disabilities, in other words people

that were qualified to work in different positions but they weren't

necessarily able to get to the workplace so they created this project

about 10 years ago, how can we put technology in their house in order for

tome work remotely and they had to prove that.

What they did was they shifted one group in India and they noticed 250%

increase in productivity with that team versus the team that was going into

the fist.

That was a really great thing Cisco did.

But one of the things we learned was when Covid hit and Intuit shut down we

all came home at started figuring out what we're going

to do.

I realised that we essentially now have this 12 to 1 o'clock lunchtime

that was empty so the following week we started lunch and learn series reached

out to all our cham possible and my friends in the community and every day

we were having a presentation (champions), a webinar like this

internally and it really blossomed because people realised they could

learn something or share their story.

That has been tremendously impactful and in fact it just became

overwhelming for me to manage 5 days a week these seminar so after 5 months

we ended it and then we just restarted in September, but now it is only one

day a week so today I'm going to talk about personalisation and

inclusive design.

Last week we talked about WCAG and next week we have the centre for

the blind coming so in it is really a broad spectrum.

So I would say it has allowed people round the world to gather to share

information to do so in new ways.

It has given us the time and the space to expand what we normally would

have not had the time to learn.

I think Covid has taken the

requests, the long-standing requests or disabled employees, of more flexible

working and the option of home working and made it a reality and it has also

taken, some journalists or person data is have said 10 years of innovation

and concertinaed it down.

Let's home the benefits of some of the changes that Covid has brought for

disabled customers and employees and for every employee and means that

there will be, that will be a longer standing situation that we don't go

back to the norms of before so is there a legacy as far as Intuit that Covid

has brought do you think.

I would definitely say we have a

product for self-employed individuals and I think we're going to see a shift

away from large business to people that are now working on their own.

I was listening too podcast this morning about restaurant industry.

They were talking but lot of people that refuse to go back into the

restaurant industry because of the hours and pay and so they have

actually gone on and started their own business.

Like they are self catering or food trans poor session to we might see a

lot of those shifts.

One other thing, before Covid Zoom was the preferred platform.

People that were blind or use screen readers.

People who were deaf used closed captions.

Zoom used inclusive designed had worked with their customers to provide

things like being able to share your screen reader sound or not share you

screen reader sound.

A lot of complicated stuff.

And Intuit we were using Zoom for customer reviews

and the company was using Blue Jeans but everybody realised that the only

platform set up to manage this broad spectrum of meetings was Zoom and it

was because Zoom had used inclusive design from an early stage and then

Google Meet and Microsoft Teams, they had to catch up because they were not

at prepared as Zoom so it is a good lesson on inclusive design.

Absolutely and I won't name any

products but certainly pre-pandemic days I would often be joining online a

meeting and my heart would sink when certain products would use because I

knew it was going to be a really tough 1.

I would not be able to mute myself.

I would have to make sure I had a pair of ties hand to click the join to

test my and microphone and camera.

Wow, we've moved along a long way, those particular platforms have up

their game as well.

Absolutely.

Let's go back to talking tech

then.

My favourite area.

Let's look forward.

What are you most excited about in the area of digital inclusion and

technology personally or within Intuit or the industry or the tech

environment more broadly.

So tech at future.

There are 2 things I'm looking

forward to.

One is an old idea and that is raising the floor which was this

concept that a person would have a personal profile and that personal

profile might be stored in the cloud but as I go up to an ATM an put my

cart in it recognises who I am and that I want high contrast screen.

If I go on an airplane I sit in a seat, it knows who I amount will

automatically turn on captions.

It is like the technology changes for me instead of me changing for the

technology and with today's technology we're actually seeing that happen.

We're seeing that someone on their device says that I don't want a lot

of animation so they pull up a page and the page automatically delivers a

reduced animation version.

That kind of stuff.

I think that is really exciting.

The other thing I'm excited about is the concept of no interaction -

interaction which means like the Apple watch, the watch detects if you

fall and it automatically if you are riding a bike

and you crash it will contact 911 for you so I'm not having to do anything

in my watch.

The watch is actually adapting to my personal experience.

If you leave your house and your thermostat turns the owner joy down, I

think that is going to be really exciting.

It is a big privacy concern (energy).

But we've been threading that

needle for some time.

What about AI.

I know that exists in the machine learning field but does AI feature in

your excitement going forward or is that a mixed bag.

When AI can help is when it

simplifies life.

It can help in tax product in the US and Canada, there is probably 70,000

or more screens that are involved in the tax process but each person may

only have to look at 15 of them.

But we use artificial intelligence as you are filling out the form.

I need to remove this screen from the queue, I need to make sure this

question is asked, and if that question is asked.

So AI can simplify life at that is where we might see forms that at

prefilled.

Screens that you don't have to go through because they have figured out

what it is.

Acknowledge, we think this is your personal, your mailing address and you

show your mailing address instead of asking someone to input their mailing

address.

I have a Tesla so I'm excited about the concept of autonomous driving.

I don't trust it yet.

I'll trust it on an empty freeway but I

don't trust it going to the store.

You don't want to Beta test that.

Wait for 4gen.

I'm jealous.

Maybe by then I will have one but the by then the idea of private car

ownership will be an anachronism.

I don't know if this is real AI but browser auto complete within forms, I

can now just hit a form and it will give me a.

Suggestion I can choose it from a respect to down for say my name and

with one single tab every other form field in that form has been auto

completed with other stuff as well.

Based on the la bells, probably not AI but it feels like ma joy to me as I

blind person.

magic to me as a blind person.

When I don't get that I feel

frustrated.

Yeah, we're raising the bar.

We're rushing of the finish line which is awful so let's finish off by

putting a question to you.

Last month we were interviewing Jonathan Mosen he is a blind CEO in

New Zealand for work bridge.

His question to put to you or Intuit in general was what are you doing to

make the lives of you disabled employees of all types as inclusive

axe possible to help them reach their full potential?

It is a really great question and

it goes back to are you really paying attention to non-just hiring people

but also allowing them to prosper?

That is the difference between diversity and inclusion is whether or

not someone can get the job but also exceed at the job and get promoted to

new levels.

The accessibility champion programme I hadn't expected that to happen has

actually had a major impact on it, a good example would be we had an intern

start and in her second week of the company she attended a big meeting

with the CEO.

It was an all hands in that location.

She was from the national technology institute for the deaf.

She was hard of hearing.

She was having problems hearing his speech so she messaged me on Slack and

I suggested in the temporary that she opened up the Google chrome, Google

slides at moment.

Open up a slide presentation and let's Google slide translate it but I

suggested that she go up to the CEO afterwards and tell him and that is

one of the things we want to do.

Give people, everyone, the ability to have some ownership and some

confidence so she did, she went up to the E on and showed him the Google

slides that she was using and explained that she was not able to hear him so

he kicked off a specialised team and next week and that included people

from our technology team, our accessibility team and within 3 weeks

we had a protocol set up so that from now on any time a leader speaks there

is going to be a CART.

There is going to be live captioning and whenever anybody in the audience

needs and IASL interpreter there will always be one.

That was a fast action because one personal had just become an

accessibility championed was now part of this community at had the

confidence to go forward and talk to the CEO.

We had started the ideas but we didn't have that traction yet.

It took that 1 person to come up and share her experience.

Every day there is something new.

Communication.

Open communication where disabled employees, well all employees who are,

it is a diverse workforce we're all different shape and sizes going back

to the cup at the very beginning.

We're layers upon layers, we don't any of us fit into simple boxes.

That open communication and the champions networks are a brilliant

framework or conduit for that level of communication.

Fantastic.

Well, the final then, final question is for next month's guest who I can't

actually name yet, but it is going to be someone from the gaming industry so

have you Scott anything to pass on to this person, this mystery person about

inclusive game design?

Sure.

Personally I'm not much of a gamer I don't have the time for gaming but I

was listening to a podcast.

I listen to a lot of podcasts.

I love that you do.

They are the hidden gems.

They have been around forever but more people need to listen to them.

They are amazing but it was this

conversation with game designer and a woman that had schizophrenia and she

was talking about how she was a consultant on this game and how the

game used her and her experiences in a very positive way so my question is,

and I'll read it so that it is more understandable.

It is one thing to make a game accessible, it is another level O

incorporate diverse experiences in game development.

Hell blade is a game a that is sensitively incorporates psychosis in

the story and game play.

What are other examples and trends that include diverse experiences and

abilities indeed game's development?

Wow, what a brilliant note to end

on I will pass that on to the mystery person.

Thanks so much Ted.

It has been an absolute pleasure so much to take away, I'm sure we'll get

brilliant questions in the Q&A and fantastic feedback.

Keep up the good work and hopefully we can speak again.

Thank you.

Thank you so much.

I'll pass back to Annie.

Yeah, thank you so much Ted and

robin.

There are lots of questions that we hope to answer online in the next few

days and you will all receive an email to access them.

So finally just a bit more information that might be of true to

you.

As robin mentioned.

We also run online training sessions on digital accessibility and you can

find out more at AbilityNet.org.uk/training.

We have a special code use on our training courses for webinar attendees

which is AbilityNet webinar 10 so you can save 10% on all of our courses and

some courses coming up soon include on the 10th November how to use assistive

technology at work, in education and at home, and then on the 11th,

accessibility for designers.

On the 25th November video game accessibility and on 30th November how

to run accessibility inclusive meetings and events and then just also to let

you know about tech share pro.

It is Europe's largest accessibility and inclusion gathering, on 16th, 17

and 18th November.

You can book now the AbilityNet and

you can also use the code TSP21 and that is a half price ticket offer for

people A10 zing this webinar.

Then just finally you can sign up to our newsletter at/newsletter for

further information about digital accessibility, we have a YouTube

channel and you can download our podcast then we have a suite of

accessibility services that are available to suit all types of

organisations and then also don't forget about our next few webinars

that you can access at/webinars.

On the 7th December we have our next accessibility insight session and then

on 14th December we have a session looking at career development so thank

you again Ted and robin and everybody who joint us and once again please too

fill out the feedback form you will be directed to at the end.