

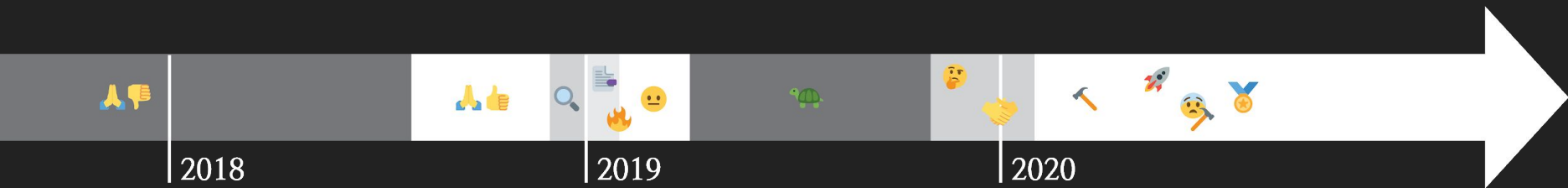
Everything we did wrong to do accessibility right at BuzzFeed.

Lessons learned by **Jack Reid** and **Plum Ertz**

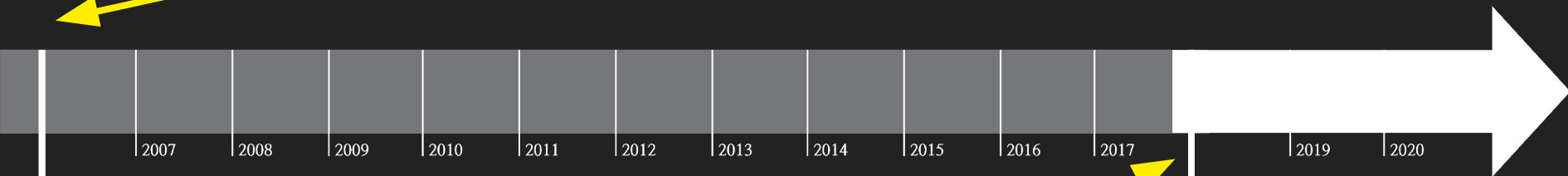
a lesson in communication

a lesson in logistics

a lesson in bravery



**When we
should have started**



2006

**When we
actually started**

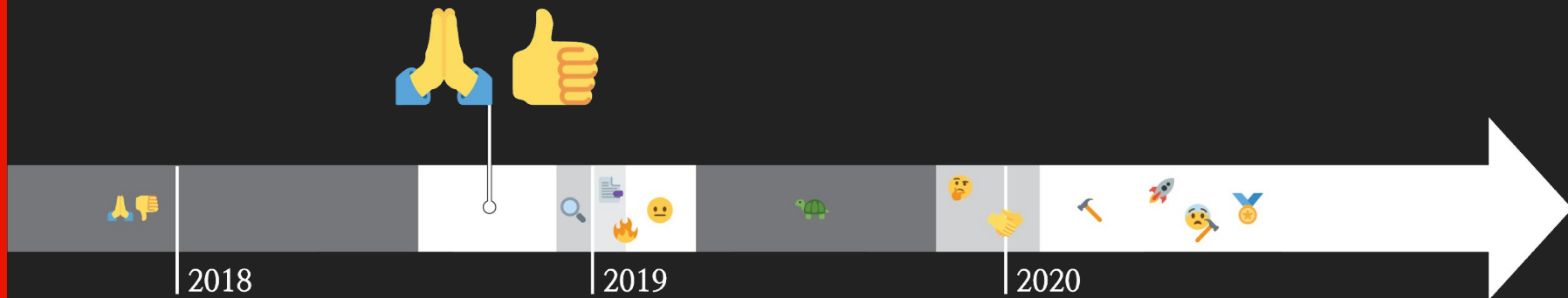


2018

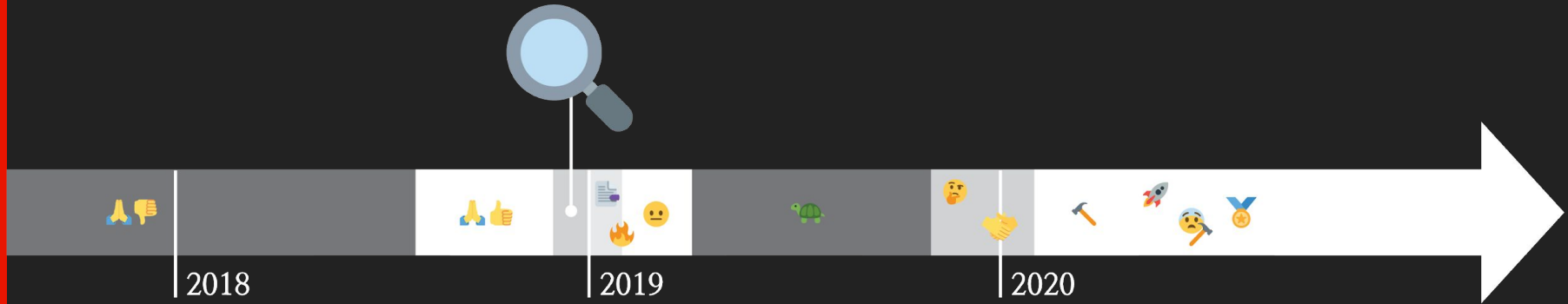
Didn't set ourselves up for a good partnership.



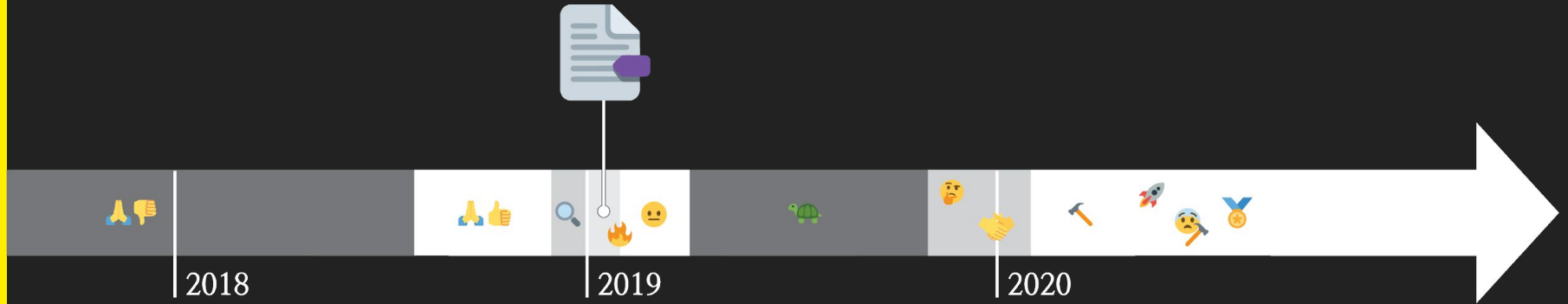
Got leadership buy-in, but not really.



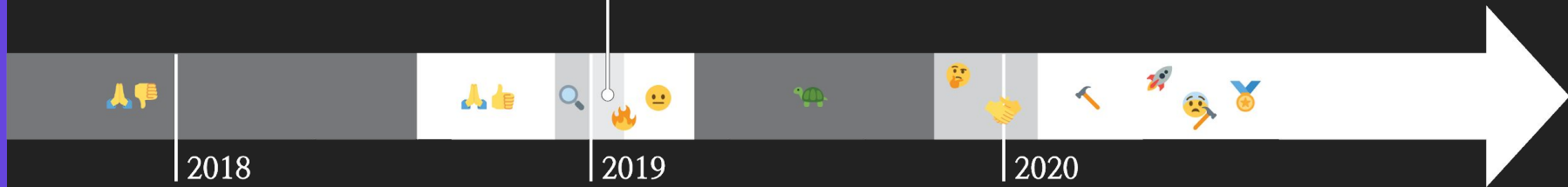
Got lots of work to do and nobody to do it.



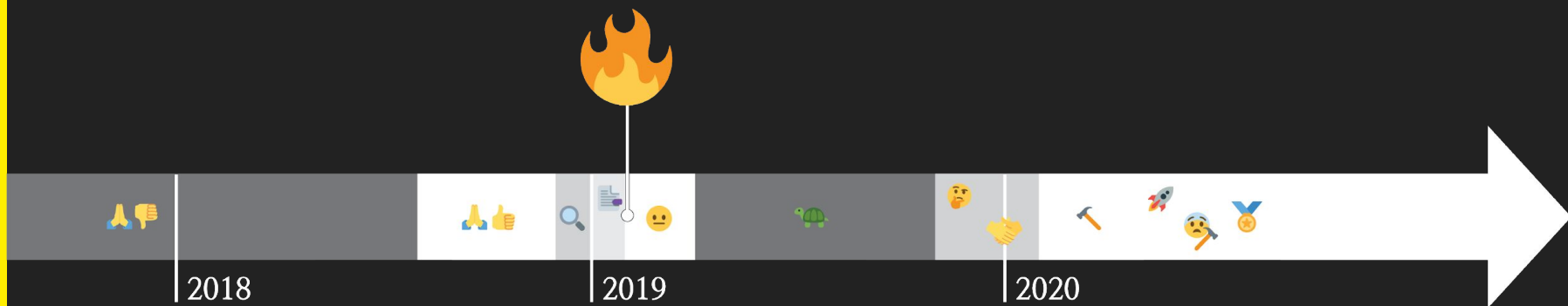
Manually added everything into JIRA.



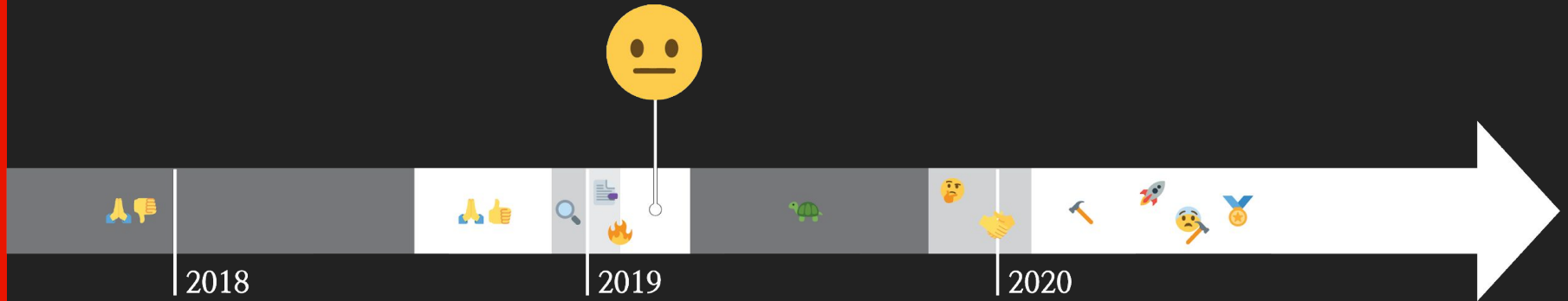
Asked a lot of unprepared people to do a lot of stuff.



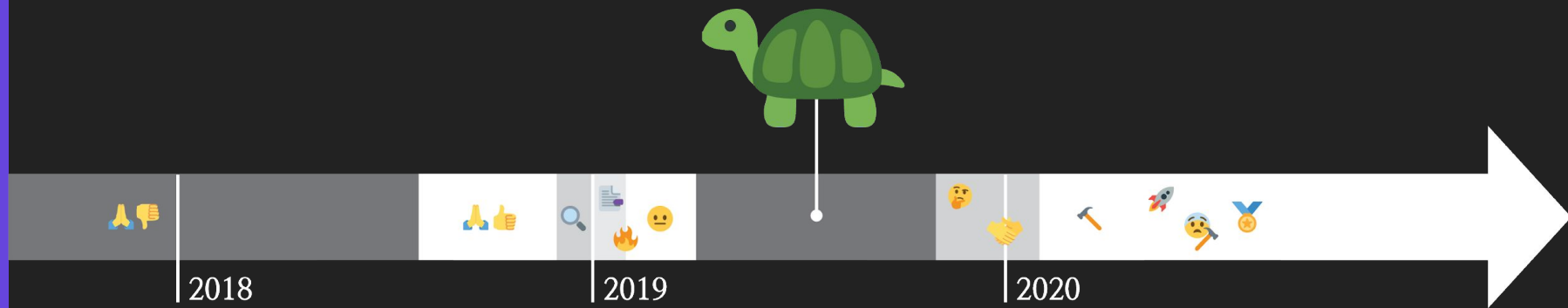
Didn't build flexibility into the plan.



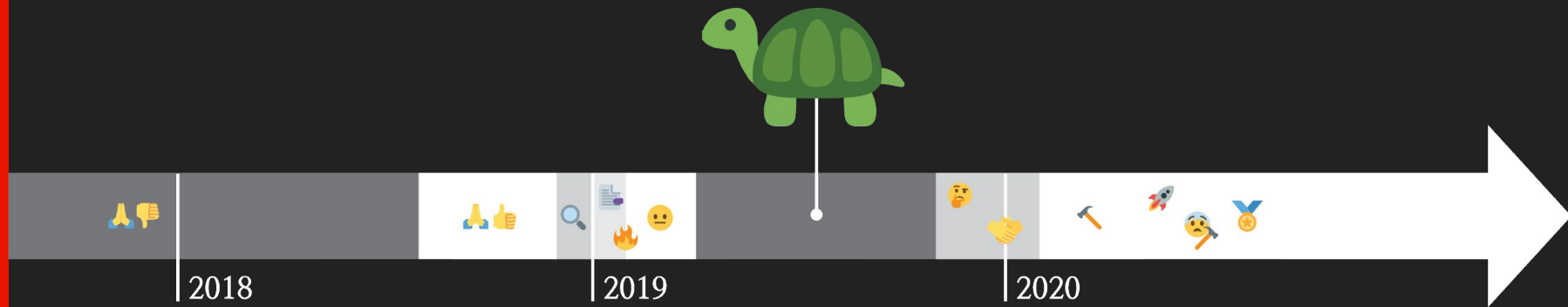
Didn't regroup quickly.



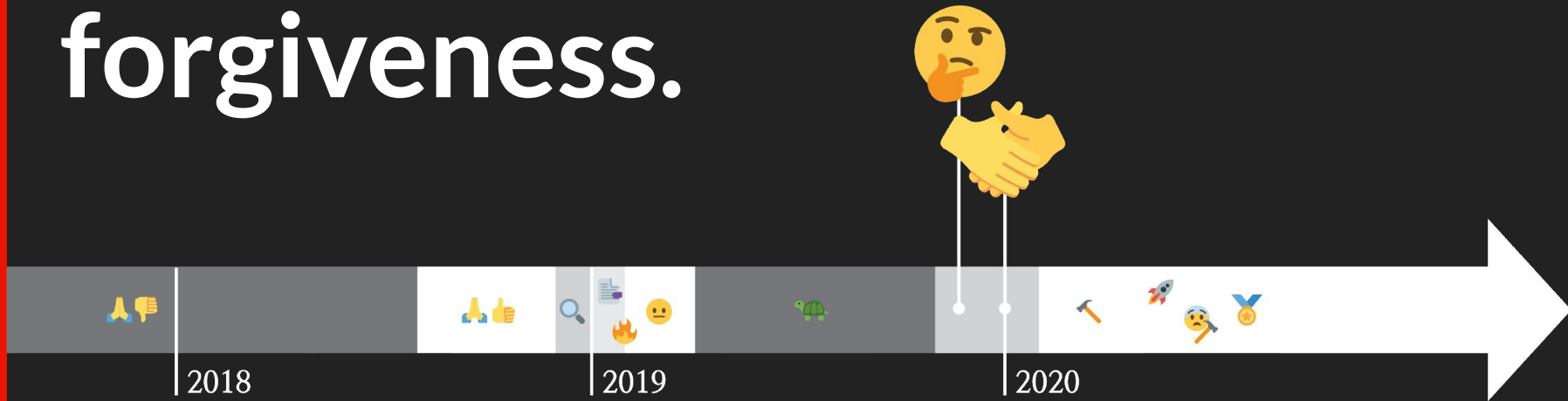
Told the story in terms of dollars instead of sense.



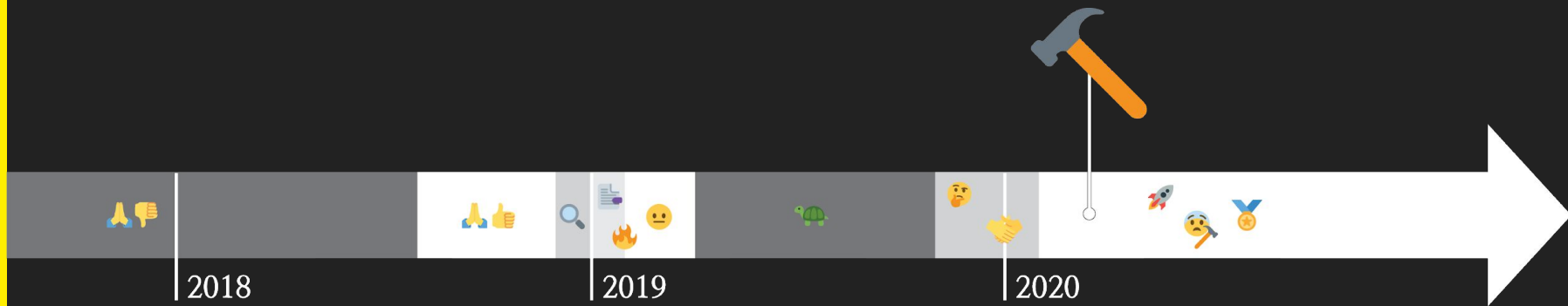
Biased toward fixing the new.



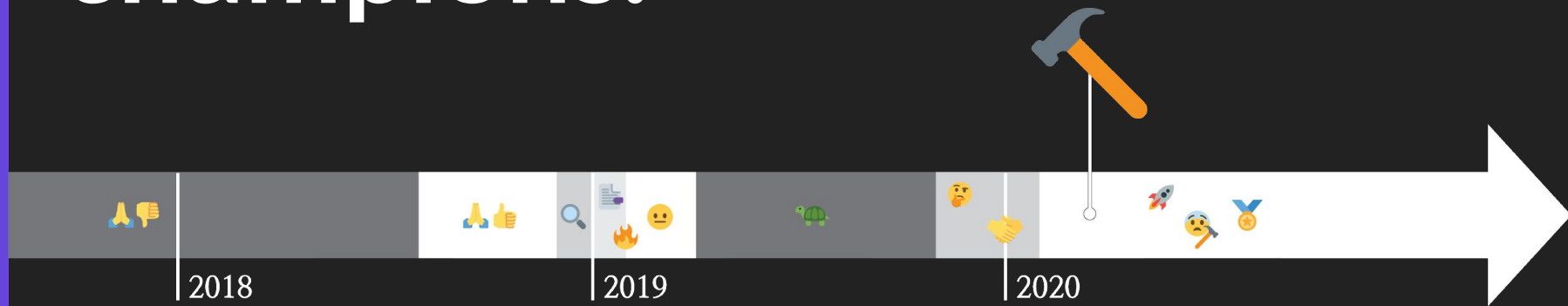
Asked for permission instead of forgiveness.



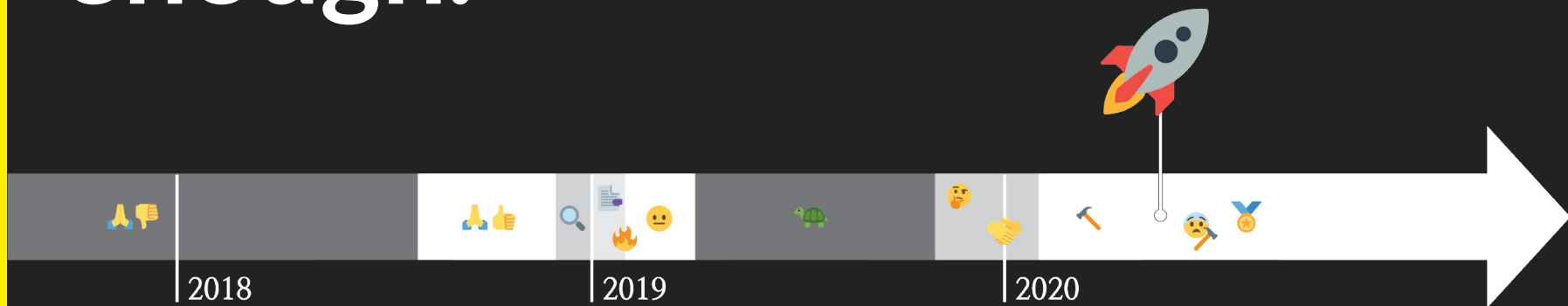
Saved the hard stuff until the end.



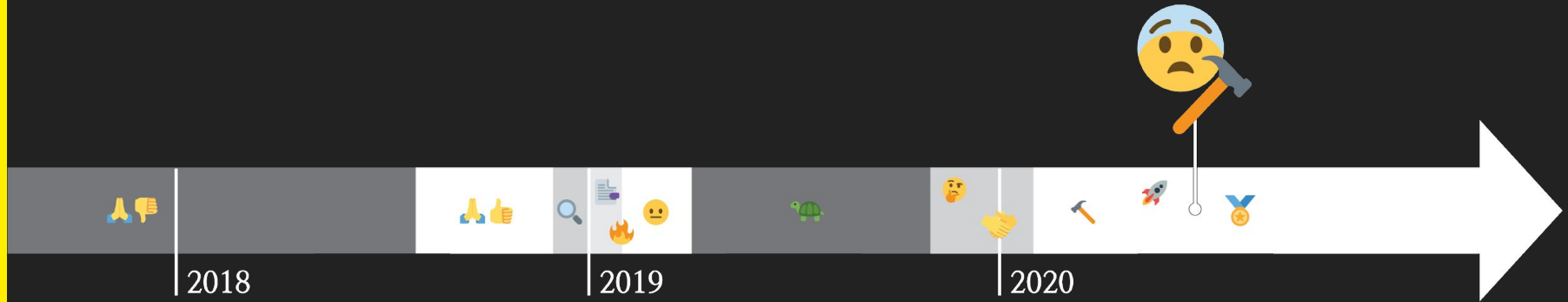
Missed out on some key accessibility champions.



Didn't guard against regressions fast enough.



Didn't keep in regular sync with our auditors.





We did a lot wrong...

...but some things right.

Let the students
become the
teachers.



**Took accessibility
off the bargaining
table.**



Built a culture of
empathy and
expertise around
accessibility.



Thank you.

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