

Professionals

Web Professional

Unmotivated - Motivated
Technical

Motivation	Starting Point	General Document Usage
Unmotivated	Most specific information relating to their job (i.e. HTML techniques)	Technology specific with minimal work, no use of best practices, gives up easily especially if all information is not all in one place. Wants as much specific relevant (probably quick) information as possible.
Apathetic	General Advice which is technically orientated (i.e. Techniques gateway)	Technology specific probably usage. Probably read best practice and general techniques without the need for a one stop shop. Might get discouraged by having to sift for information. Would probably do extended if isn't seen as too much additional work.
Motivated	Guidelines	Read guidelines, attempting to understand motivation. Look at general technical and specific technical information for a group of technologies.

Role Specific Web Professional

Unmotivated – Motivated
Technical (specific area)

Motivation	Starting Point	General Document Usage
Unmotivated	Techniques Gateway	Find the techniques relating to their specific role and apply them.
Apathetic	Techniques Gateway	Find the techniques relating to their specific role and apply them, also looking at best practice and external links.
Motivated	Techniques Gateway	Read around guidelines for the areas they are covering and use general and specific techniques and best practices.

Legal Assessor

Apathetic – Motivated

Non-technical

Motivation	Starting Point	General Document Usage
Apathetic	Guidelines	Read the guidelines and use them to form / check their organisational policy.
Motivated	Guidelines	Read the guidelines and use them to form / check their organisational policy. Check that people responsible for development are using techniques. Look at what techniques are available for technologies company has invested in. Probably look at general and specific technology techniques while accompanied by a technical expert.

Accessibility Professional

Motivated

Technical

Motivation	Starting Point	General Document Usage
Motivated	Anywhere	Quickly reference specific pieces of information, from guidelines to techniques to best practices for whatever they are working on. Find references to external material e.g. ALA articles on techniques. Get familiarity with guidelines and techniques.

Technology Decision Maker

Motivated
Technical

Motivation	Starting Point	General Document Usage
Motivated	General Technology Techniques	Look at general technology techniques and best practices to find suitable product to base a solution on.

WCAG Migration

Apathetic – Motivated
Technical

Motivation	Starting Point	General Document Usage
Apathetic	Mapping	Try to equate points from WCAG 1.0 to points from WCAG 2.0 so as to change and update only where necessary using the mapping document as a guideline. Possibly referring to techniques of new documents.
Motivated	Mapping	Migrate points from WCAG 1.0 to WCAG 2.0 but then refer to the guidelines and proceed to understand the new guidelines and techniques to fully comply with the spirit of WCAG 2.0.

High Level Policy Maker (Govt.)

Apathetic – Motivated
Non-technical

Motivation	Starting Point	General Document Usage
Apathetic	Guideline	Use guidelines to form general policy.
Motivated	Guideline	Use guideline to form policy. Assess as a legal definition of accessibility. Look through techniques to possibly make a standard for government. e.g. example accesskey standard from the UK govt.

Non-Professionals

PwD Rights Assessment

Motivated
Non-technical

Motivation	Starting Point	General Document Usage
Motivated	Guideline	Use the guideline to work out what they should be able to expect from web sites. Perhaps refer to specific techniques when they have found something hard on a web site. Look for specific solutions to certain problems for clarification.

Webmaster

Motivated
Technical

Motivation	Starting Point	General Document Usage
Motivated	Technology specific techniques	Use general technology techniques and specific techniques to find information relating to technologies being used. Perhaps read the standard.

International Issues

With Translations

This category of people should not behave any differently to the standard use cases. However external links in English should be referred to as *without translations* in terms of the motivational factor.

Without Translations

This category divides in two, those who have good English as a second language and those who don't. Those who do can be treated as *with translations*. Those who don't have good English as a second language find untranslated documents very difficult and will get frustrated easily. This will mean they are less inclined to stick with the documents. A machine translation may help to a small degree, but the general feeling is the value of machine translation is a best minimal, at worst destructive to the carefully crafted meanings of the documents.

Non-Eurmerican (European and American) cultures

Some cultures, most probably Asian or African, may have differing expectations of the standards. While the impact of those expectations on the development of the guideline is beyond the scope of this document it is a point worth noting exists. These cultures

may also expect different organisation or presentation of information than Eurmerican cultures. As such there needs to be some thorough investigation of the issues surrounding use of the documents by people from non Eurmerican cultures. This is something that could be addressed at the Tokyo f2f.