

WORKSHEET

C.A.R.E. Framework

One reusable structure for any accessibility story — an internal update, a conference talk, a case study, or a Gaady Award application.

Catalyst

Approach

Results

Evolution

HOW TO USE THIS WORKSHEET

Start with one story

Work through the four C.A.R.E. components in order. Answer the prompts in your own words — messy notes are fine, this is a thinking tool, not a final draft. The examples in italics are there to jog your memory; you don't need to cover all of them.

C — Catalyst. What prompted the work, and why it mattered.

A — Approach. Where people with disabilities shaped decisions.

R — Results. What outcomes improved, with evidence.

E — Evolution. What was hard, and what is still ongoing.

About this story

Project

Product or feature

Launch date

CATALYST

What prompted this work?

Where did this start? (check any that apply)

- | | |
|--|---|
| ☐ Customer feedback | ☐ Research findings |
| ☐ Accessibility audit | ☐ Legal or compliance |
| ☐ Product redesign | ☐ Strategic initiative |
| ☐ Other: | |

Dig deeper

What problem were people experiencing?

What couldn't someone do?

What evidence showed this was a problem?

Examples: support tickets, complaints, usability research, audits, analytics, observations.

Why did this matter to the business?

Examples: customer retention, conversion, compliance, brand trust, innovation, market opportunity.

APPROACH

Where were people with disabilities involved?

Mark every stage where they took part.

Discovery

- ☐ Interviews ☐ Diary studies ☐ Concept testing

Design

- ☐ Wireframes ☐ Prototypes

Development

- ☐ Reviews ☐ QA

Launch

- ☐ Validation ☐ Beta

After launch

- ☐ Continuous research

Dig deeper

What decisions changed because of the input you received?

This is probably the single most important question. Don't stop at "We tested." Get to "We changed X because participants showed Y."

Who was involved?

Examples: disability types, assistive technology, number of participants, moderated or unmoderated.

What made this collaboration meaningful?

Examples: co-design, iterative testing, prioritization, roadmap decisions.

RESULTS

What outcomes improved?

These lists aren't exhaustive, and you don't need to check them all. Aim for 2–3 strong outcomes across different categories, so you can speak to different audiences. Check the ones you can back up, and note the specifics where you can.

User outcomes

- | | |
|--|---|
| ☐ Task completion | ☐ Confidence |
| ☐ Satisfaction | ☐ Time on task |
| ☐ Reduced frustration | ☐ Participant quotes |
| ☐ Other: | |

Product outcomes

- | | |
|---|---|
| ☐ Fewer issues | ☐ Higher usability |
| ☐ Faster release | ☐ Better design |
| ☐ Other: | |

Business outcomes

- | | |
|--|-----------------------------------|
| ☐ Reduced support tickets | ☐ Revenue |
| ☐ Retention | ☐ CSAT |
| ☐ NPS | ☐ Adoption |
| ☐ Other: | |

Accessibility outcomes

- | | |
|---|--|
| ☐ WCAG conformance | ☐ Audit improvements |
| ☐ VPAT | ☐ Critical issues fixed |
| ☐ Other: | |

What evidence do you have?

Evidence type

- | | |
|------------------------------------|---|
| ☐ Numbers | ☐ Videos |
| ☐ Quotes | ☐ Research |
| ☐ Analytics | ☐ Before and after comparisons |
| ☐ Other: | |

EVOLUTION

What was hard, and what's ongoing?

What was unexpectedly difficult?

What recommendations couldn't be implemented yet?

What would you do differently?

What changed about your team's process?

Don't skip this one. Process change is what shows organizational maturity — it turns a single project into a repeatable practice.

What changed? (check any that apply)

- | | |
|--|--|
| ☐ Added accessibility earlier | ☐ Changed Definition of Done |
| ☐ Updated design system | ☐ Built reusable components |
| ☐ Created new training | ☐ Changed research recruiting |
| ☐ Other: | |

What's next?

Accessibility is never finished — what's Phase 2?

BEFORE YOU WRITE**Evidence checklist**

Do you have...

- | | |
|---|---|
| ☐ Before metrics | ☐ After metrics |
| ☐ Quotes from participants | ☐ Videos |
| ☐ Research findings | ☐ Examples of design changes |
| ☐ Business outcomes | ☐ Accessibility outcomes |
| ☐ Lessons learned | ☐ Next steps |

A few unchecked boxes usually point to where the story still needs stronger evidence. Once every box is filled and each component has a clear answer, you have everything you need to write the story — for a nomination, a talk, or a case study.

BONUS

Using the framework for your Gaady Award application

Map each C.A.R.E. component to the written questions on the Gaady Awards nomination form:

Gaady application question	Draw primarily from
How did the team make accessibility a core technical requirement (ideation, design, dev, testing, launch)?	Approach — plus Catalyst for the baseline you started from
How did the team gather input from people with disabilities?	Approach — focus on where input changed a decision
What accessibility and inclusion challenges did you face, and how were they managed?	Evolution
What technical or design challenges did you face, and how were they overcome?	Evolution — plus Results for the outcome once overcome