

Accessibility Support

Accessibility Testing Report

For



9th May 2013

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Change log

Revision History

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03/05/2013	James Coston	1.1	Added task completion and updated issues N1 and S2. Updated in response to feedback from Sky

Reviewers and Approvals

Date	Name	Position	Version
24/04/2013	Alastair Campbell	Director of Accessibility	0.2
08/05/2013	Tim Blass	Senior UX Consultant	0.3

Distribution

Date	Name	Organisation	Version
25/04/2013	Suzie Leckie	Sky	1.0

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Executive Summary

Sky and Nomensa have been working together in order to improve the accessibility of Sky.com. In order to support Sky as they move to providing an accessible online experience, an Accessibility testing phase was introduced in order to compliment and support an Accessibility audit.

The sessions ran over two days, 11 different users were invited to navigate through Sky.com to gain an understanding of the challenges that people with disabilities face. **NB:** Two more users were added at a later stage to improve the coverage.

During the testing sessions we also found and noted any usability issues and whether they were exacerbated by a disability.

Across 13 testing sessions, 89 tasks were attempted. Of those, three users could not complete the key journey of purchasing a bundle, another three struggled with the task, admitting they would have contacted customer services.

Key strengths

- ✔ 81 of 89 total tasks completed;
- ✔ Most users felt supported regardless of disability.

Key issues

- ⚠ Complicated package options;
- ⚠ The Google site search caused one user to move to another site twice;
- ⚠ No clear starting point for purchasing.

Next steps

- i Implement changes highlighted alongside those in the accessibility audit to help Sky.com reach AA standard.

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Purpose and Objectives

The testing sessions and tasks were focused on Sky.com; however several tasks required users to move through to microsites such as the TV guide or channel pages to cover a range of journeys.

The testing aimed to cover a broad range of disabilities, including those with Autism, Parkinson's and users registered blind. These were conducted in order to give Sky an indication of areas that were not supportive and whether the some combinations of hardware/software exacerbated issues.

Nomensa's Approach

Overview

In order to ensure that the sessions provided coverage across Sky, Nomensa began the project by conducting a workshop in order to understand the most important tasks split by team.

Each participant, during the session with an experienced Nomensa facilitator:

The accessibility testing ran over two days in Nomensa's offices in Bristol. Participants were invited to bring their own hardware in order to feel more comfortable with sessions and promote realism.

- Completed up to 10 tasks;
- Explored their experiences with Sky and how (if at all) their disability impacts this.

Nomensa's facilitators used established techniques to explore and understand any issues that arose.

See Appendix B for the test plan and Appendix C for details of Nomensa's usability testing set-up.

Benefits of Approach

Usability testing is an extremely powerful technique for understanding how real users interact with a website. Analysis of actual interaction with the site can result in important recommendations for improving a website's usability.

By conducting this qualitative research with people who have disabilities, Nomensa uncover the issues that affect people most, allowing prioritisation of the issues found in the accessibility audit.

Measures

The measures below were recorded during each session. The findings and analysis discussed in this report are based on these measures:

- Answers to questions;
- Any mistakes or misinterpretations made during the scenarios;
- Path analysis of the participants' paths through the website compared to the optimal path;
- A comparison of actual site structure with what content participants expect to find in each section;
- Analysis of in-page interactions to establish the cause of barriers;
- Participant feedback throughout the session.

Task Performance

The following section provides an overview of participant performance across all tasks.

Core Tasks

1. *"You need to find and purchase a basic Sky TV package including unlimited broadband and telephone".*

- ✔ The shop landing page worked very well, users had a clear starting point for packages;
- ⚠ Confusing link styles in the dropdown prevented identification of where to start the task;
- ⚠ Overwhelming choice confuses users.

2. *"Review and upgrade your existing package to include movies".*

- ✔ Users found the upgrade section easily;
- ⚠ Participants felt that they were not able to clearly understand the choices made available to them;

3. *"Check your bill and then try to pay it."*

- ✔ All users found the bill section easily;
- ✔ Users stated the information was clear;
- ✔ Users found the pay my bill CTA easily.

4. *"You have forgotten the access code to your Sky box and need to request a replacement".*

- ✔ Whilst some users struggled to conceptualise what the PIN's purpose was, those that did were able to confidently find the information.




5. *"You have a 'No Satellite Signal error' on your Sky box; you are looking for an online guide to help work out what the problem is".*
- ✔ Users found the guide with no issues;
 - ✔ Users were able to move through the guide confidently without any issues;
 - ⚠ The link to launch the tool caused some issues for the dragon user;
6. *"Contact someone to discuss a faulty line connection".*
- ✔ Users easily found the contact information;
 - ⚠ A large amount of white space and a lack of automatic ordering of the contact methods were frustrating for some users.
7. *"You want to set the upcoming new episode of 'Mad Men' to be recorded on your Sky box".*
- ✔ Clear how to record, once you get there;
 - ⚠ Search could not cope with alterations in the spelling of 'Mad Men';
 - ⚠ It was not clear if and when captions were available to the user.

Secondary Tasks

If the participant completed the primary tasks quickly, they were given the following further tasks to provide more coverage:

8. *"You want to upgrade your White Sky+ box to an HD version".*
- ✔ Clear signposting to the upgrade section;
 - ⚠ Ambiguity around what options were directly available.
9. *"You are moving home and want to find out how to move your subscription to a new address".*
- ✔ Clear how to get to home move.

10. *"You want to stream a live Sky programme on your browser, how would you go about doing this?":*

-  Clear how to stream, once you get there;
-  Not clear how to watch a live programme shown in the TV guide;
-  Users struggled with the term 'Sky Go'.

Summary of Issues

Below is a list of the issues identified within this report. For more information on each issue, please refer to the page number listed for each issue. See Appendix A for details of how severity levels are calculated.

Site wide issues

Ref	Issue	Severity	Project Impact	Page
N1	Links are styled inconsistently	Medium	Quick Win! ✓	14
N2	Navigation drop down disappears too easily	Medium	Quick Win! ✓	17
N3	Inconsistent location for navigation	Low	Long term	18
N4	MySky and Help & Support label conflict	Medium	Quick Win! ✓	19
N5	Navigation drop down is not announced	Low	Long term	20
N6	Contextual search results are confusing	Medium	Quick Win! ✓	21
N7	Default text in search box does not clear	Low	Quick Win! ✓	22
N8	Lack of fuzzy-matching in TV guide search	Medium	Long term	22
N9	Search results disappear with screen readers	Low	Long term	24
N10	Unwanted carousel effects	Medium	Quick Win! ✓	25

Homepage

Ref	Issue	Severity	Project Impact	Page
H1	No 'Buy Now' call to action	Low	Quick Win! ✓	27
H2	Carousel panes are not clearly marked	Medium	Quick Win! ✓	27

Shop

Ref	Issue	Severity	Project Impact	Page
S1	Overwhelming choice and varying assumptions	High	Long term	30
S2	Light boxes are not announced and do not feel integrated with the purchase	Medium	Quick Win! ✓	33
S3	Users struggled to find the basket on the 'Buy Sky' page	Low	Quick Win! ✓	35
S4	'Entertainment' label	Low	Quick Win! ✓	36
S5	No basket feedback	Low	Quick Win! ✓	37

Help & Support

Ref	Issue	Severity	Project Impact	Page
HS1	Article is confusing	Low	Quick Win! ✓	39
HS2	Too much white space on contact form	Medium	Long term	39
HS3	Buttons look like links	Low	Quick Win! ✓	40
HS4	Accessible image description	Low	Quick Win! ✓	42

TV Guide

Ref	Issue	Severity	Project Impact	Page
T1	Guide is not vertically responsive	Low	Quick Win! ✓	44
T2	Little indication of captions	Medium	Quick Win! ✓	44
T3	Not clear how to stream live TV	Medium	Quick Win! ✓	45
T4	Users did not find the accessible TV guide	Medium	Quick Win! ✓	46

Site wide Issues

The screenshot shows the Sky.com homepage with several annotations pointing to specific elements:




- Default Google search causes issues (p.21)**: Points to the search bar at the top right, which includes a "Search" button and a "Google" logo.
- Screen readers were able to use the menu successfully**: Points to the main navigation menu at the top, which includes links like "Home", "Find & Watch TV", "Sky Products", "Shop", "My Sky", and "Help & Support".
- Inconsistent Navigation (p.18)**: Points to the "My Sky" and "Help & Support" links in the navigation menu.
- MySky and Help & Support label conflict (p.19)**: Points to the "My Sky" link in the navigation menu.

The main content area features a "sky ATLANTIC HD" banner for "The Following" with a "Record" button and a "Catch Up" button. Below the banner is a "The Following Sneak Peek Gallery" with a "Pause Slideshow" button.

Key strengths & weaknesses

This annotated screenshot highlights the key positive and negative points affecting elements that persist across Sky.com. The issues raised are mostly consistency issues and on the whole users interact with many of the persistent elements comfortably.

Issue N1: Links are styled inconsistently

Medium Severity 	Impact on user	Users affected	Project Impact
	Major	Some 	Quick Win! 

Navigation

During the testing sessions, participants assumed some links in the dropdown menu were headings, not links. Eight participants failed to recognise the blue headings as links and always opted to use the deeper links. This became an issue when searching for the 'Contact us' link, as that was most obvious as a blue heading link. Three participants displayed a visual bias for the secondary 'Contact us' link and did not perceive the right hand links as active. See participant 5, 22:38.

The use of heading links is inconsistent even within the navigation, all sections except for 'Find & Watch' have clickable heading.



Figure 1: Many participants failed to recognise the headings as links

Many heading-links within in the drop down take users to potentially useful landing pages, so many users may be missing out on the overview content. This was particularly problematic for participants nine and twelve, who struggled to identify the options for selecting a bundle, see issue Issue S1: Overwhelming choice and varying assumptions.

Heading links in the content

This issue is partly caused by an inconsistent approach to links on Sky.com. Depending on which section a user goes to, the headings presented may, or may not, be a link.

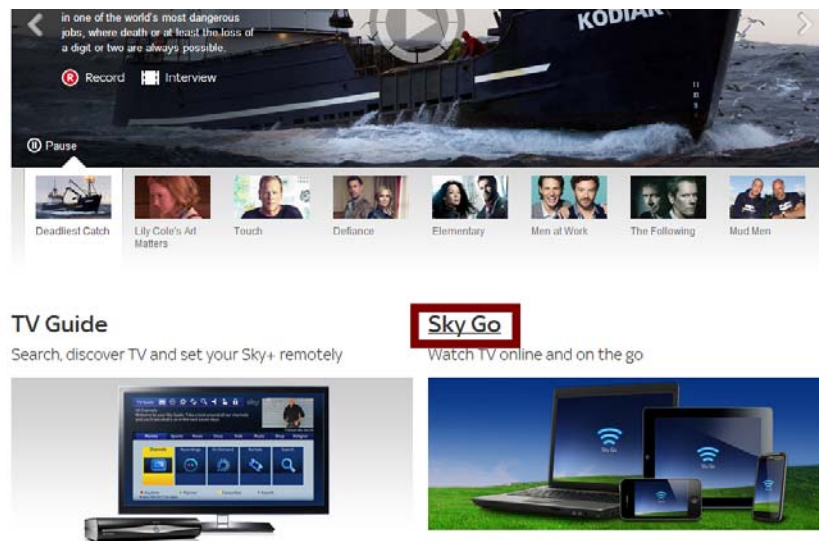


Figure 2: This heading from the find and watch page is an active link

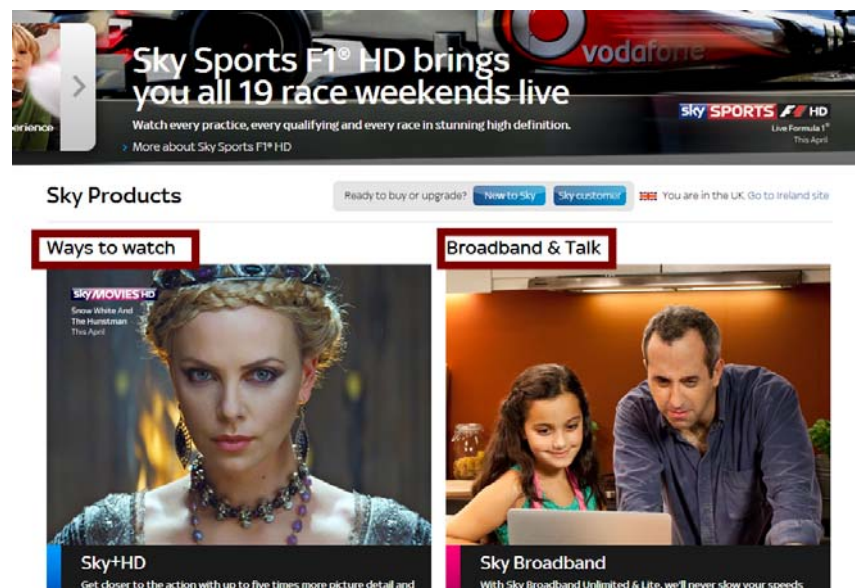


Figure 3: The headings on the products page are not links

During the testing sessions participants were often unsure which headings were links. This made searching for content harder, particularly when we consider that users were also unable to recognise links on the drop down navigation. In the 'MySky' section headings that are also links are styled differently to other headings

and links, and have no visual feedback through underlining when a user hovers over them making it harder for users to identify what a link actually is.

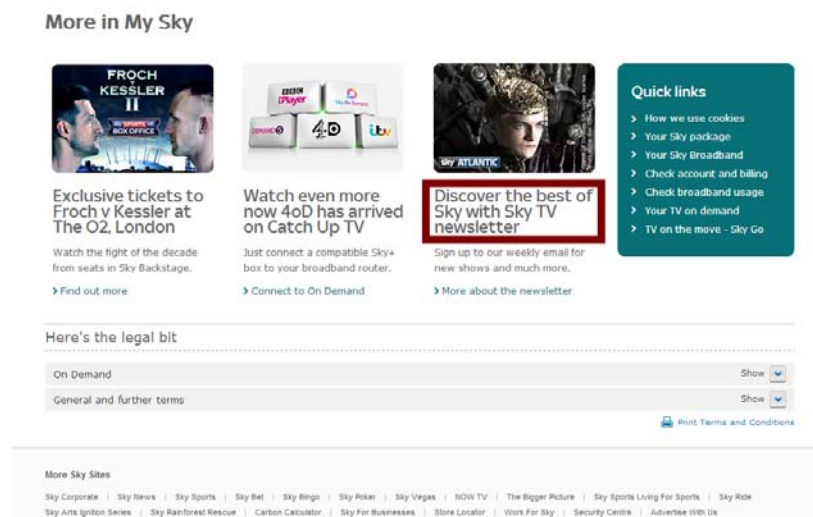


Figure 4: The headings on the MySky page are also links but styled differently

Impact

Users cannot learn which headings are links and which are static text only, reducing their confidence in using the site. Participants who find it hard to understand the package details and find information are more likely to call.

Recommendation One

Ensure that links are styled consistently throughout the site and offer consistent visual indicators of links through underlining.

Recommendation Two

Consider adding styling to the heading-links in the drop down menus to appear more like links as in Figure 5: Converse use a clear signifier to indicate their header is a link



Figure 5: Converse use a clear signifier to indicate their header is a link

Follow up testing May 2013

During the testing sessions with Dragon (voice recognition software) users it was found that some links are not compatible with the software. Instead, able users are forced to use the keyboard to click on links (participant 13, 21:20). This also blocked the user from launching the satellite help tool. Furthermore, links that were too long could not be opened by the user because the software would start to act on words stated at the beginning of the link. E.g. when the user stated: "Launch the No Satellite Signal Help Tool" the software would pick up 'Launch' only and start Google.

Impact Not all users can use a mouse and will abandon the site.



Recommendation Three




Ensure that all links are compatible with speech recognition software.



Recommendation Four

Shorten links, such as 'Launch the No Satellite Signal help tool' to mitigate speech recognition software errors.

Issue N2: Navigation drop down disappears too easily

Medium Severity 	Impact on user	Users affected	Project Impact
	Major	Some 	Quick Win! 

Whilst most users experienced some problems when using the drop down navigation, several participants commented on the issues they faced. Screen magnifier users and users with motor impairments struggled the most when trying to use the drop-down navigation.

Many found it hard moving from the top level item to items in the menu as the drop-down would switch to another top level (sibling) link (Participant 1, 4:04)

Impact

Users become frustrated with an inconsistent drop down and can be forced to use alternative methods such as clicking straight onto the top level landing page.



Recommendations

Fine tune the drop down navigation so that users can move across corners on the navigation label and so that the drop down pauses for around a second before moving on. See <http://www.derbyshire.gov.uk/> for an example of this functionality.

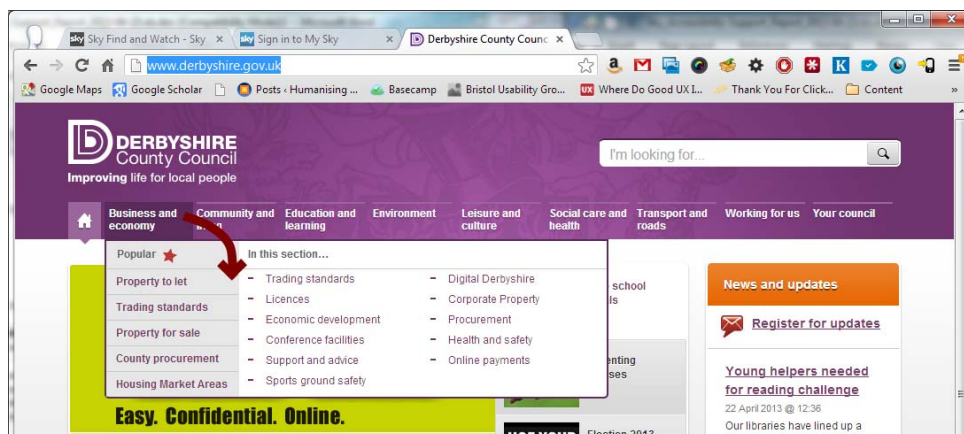




Figure 6: Derbyshire council's navigation allows users to cut the corners of other labels

0.3 second delay before closing the menu allows the mouse cursor to cross the corner without triggering a second menu.

Issue N3: Inconsistent location for navigation

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Some 	Long term

Three users struggled with an inconsistent top-navigation. When using the TV Guide, a partially sighted participant (participant two, 39:10) repeatedly clicked on the 'Now' link believing it to be the home button. The participant started to become frustrated when they realised that the link was not actually performing any action.

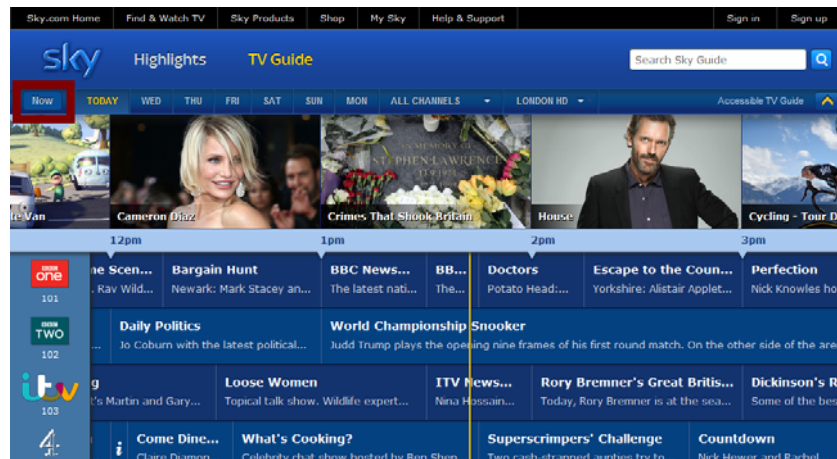


Figure 7: The navigation for the TV guide is inconsistent

Impact

Users become frustrated and confused by having to adapt to using a different navigation scheme in each area.



Recommendations

Ensure the top navigation is persistent across the website and relevant microsites.

Issue N4: MySky and Help & Support label conflict

Medium	Impact on user	Users affected	Project Impact
Severity	Major	Some	Quick Win!

When asked to find the contact details for Sky customer support, and their personal account information, four participants struggled to work out whether the information they needed would be under 'MySky' or 'Help & Support'. When looking for their account information users would look in both sections before ultimately picking the MySky section. Typically an account section should be clearly signposted in the top right hand corner of a page.

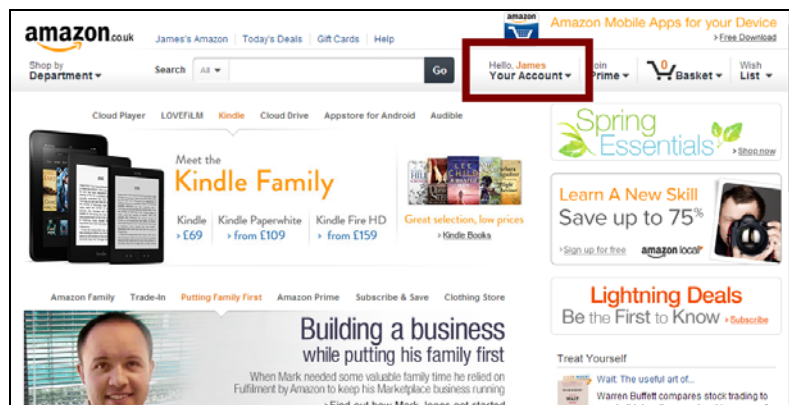


Figure 8: Users expect a clear and direct link to their account page

Impact

Users become frustrated and confused when looking for their account details.



Recommendation one



Rename MySky to 'Account', 'My Account' or 'Account settings'.



Recommendation two

Consider including a permanent link to a user's account in the top right hand corner of the page.

Issue N5: Navigation drop down is not announced

Low Severity	Impact on user	Users affected	Project Impact
	Major	Few 	Long term

During the testing sessions, neither of the screen reader users were able to use the drop down navigation. Whilst both were able to tab through each of the items in the navigation bar, there was no announcement of drop-down menus being available.

As a result screen reader users selected the top items (such as 'Shop') and browsed those pages instead of using the drop-downs. Due to this Participant three found it easier to browse and find the packages because she went straight to the shop landing page instead of looking for a "TV, Broadband and Talk" link.




Impact

Overall this has a positive impact assuming that the landing pages include the same links and content as the drop-downs. If this were to change, extra work would be needed to ensure the drop-downs were accessible to screen reader users.

Recommendation

Ensure the landing pages cover the content and links available in the drop-downs.

Issue N6: Contextual search results are confusing

Medium	Impact on user	Users affected	Project Impact
Severity 	Major	Some 	Quick Win! 

The majority of participants failed to realise that the search was sometimes a web search, sometimes searched Sky.com, and sometimes searched a section of Sky.com

The web search was particularly confusing for screen reader users as they were given little feedback to indicate that they were leaving Sky.com.

This was problematic enough to cause Participant seven (using a screen reader, 25:30) to end up on an entirely separate website on two out of the three tasks they attempted. Participants also became confused by the automatically contextualised search within some sections, as the search box is in the same place.

Issue N8 highlights the complications that arise when this is combined with unpredictable search terms.

Impact

Users had little success when they used the search and in this situation may lose trust in the search. Blind users who are not expecting to find external links or adverts will find themselves on other websites and could accidentally blame Sky for misleading information.

Recommendation

Either default to a Sky.com search, or clearly mark the web-search results as non-Sky sites.

Issue N7: Default text in search box does not clear

Low Severity	Impact on user	Users affected	Project Impact
⚠️	Minor	Few 👤	Quick Win! ✅

Users expect the default text written in search boxes to automatically clear when they click into the field. Participant one (dyslexic) repeatedly clicked the search box expecting it to clear before she would start typing. Dyslexia meant she was unable to rely on the cursor acting as a signifier and instead relied on the field clearing (participant 1, 44:32).

💡 Recommendation

Automatically clear the search field when a user clicks on it.

Issue N8: Lack of fuzzy-matching in TV guide search

Medium Severity	Impact on user	Users affected	Project Impact
⚠️	Minor	Some 👤	Long term

The TV guide search field relies on users entering a show title perfectly and is not forgiving with spelling alterations. Around half of the participants tried to search for 'madmen' instead of Mad Men on the TV Guide section (participant 2, 36:13). When entering the 'wrong' information, users were given a null result with no recommended products.

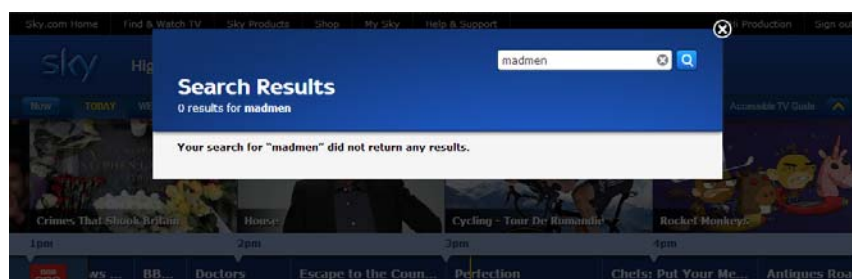


Figure 9: The TV guide's search results don't help users find what they really want

One user typed into the homepage search: 'record mad men', their results were filtered poorly and presented with few results from

Sky.com. Instead the results they were presented with were generalised to the web.

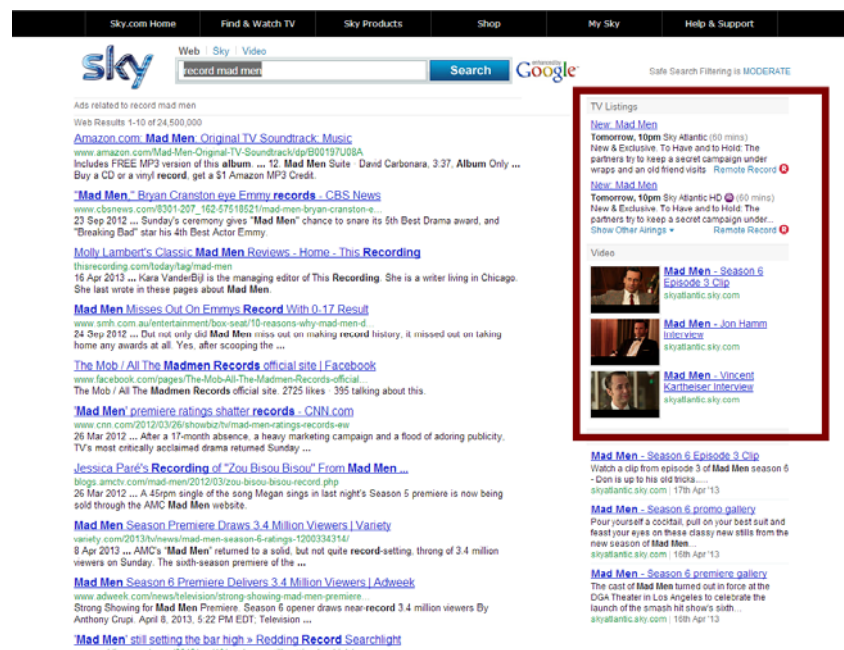


Figure 10: Users are not presented with links relevant to Sky.com within the main listing

Although the actual results that users want are posted on the right hand side, nobody realised that this was the case because they expected the results to be near the top of the regular listing. The combination of presenting information as a Google search and presenting imagery on the right hand side causes users to perceive the most useful links as adverts and ignore them

Impact

Customers are unable to find what they want; potentially missing programmes and ultimately being left dissatisfied.



Recommendation one



Consider tagging programmes and items with more variations to ensure the search function picks them out, or investigate a fuzzy-matching algorithm to match terms more robustly.



Recommendation two

Present the TV listings results for the matching programme in the main body rather than separately.

Issue N9: Search results disappear with screen readers

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Long term

When participant three (using a screen reader) used the TV guide search they were met with a blank set of results.

It appears they entered 'mad men', selected search and tabbed to the results. When tabbing through to the results the search field cleared as they went through, and then something reloaded the page. It is not clear why the page reloaded, it might be a script on the page being activated or it could be the screen reader detecting a page update and refreshing its buffer (participant 3, 48:09).

In either case the terms were lost and the user was left with a blank page.

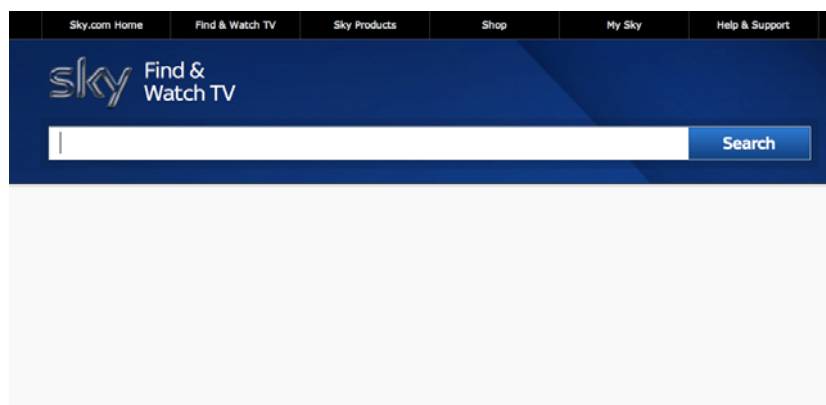


Figure 12: The results set when tabbing through a page and refreshing

Impact




A few users may be unable to find the information they need and not be aware why there are no results for their search.



Recommendation

Ensure that *for user-entered data* an input field does not clear when tabbing through (onfocus). People familiar with Google search results will generally expect the search query to be maintained.

Issue N10: Unwanted carousel effects

Medium	Impact on user	Users affected	Project Impact
Severity 	Major	Some 	Quick Win! 

Several participants struggled with the carousels. Those with a visual impairment find it difficult to manage imagery that moves because their view when scanning pages is very narrow.

As a result they pay little attention to the carousels and hero images and instead focus on the rest of the content. With this behaviour participants failed to realise that they can pause the carousel. More importantly, some participants failed to realise that there were links relevant to their task within Hero Images and the Carousel.

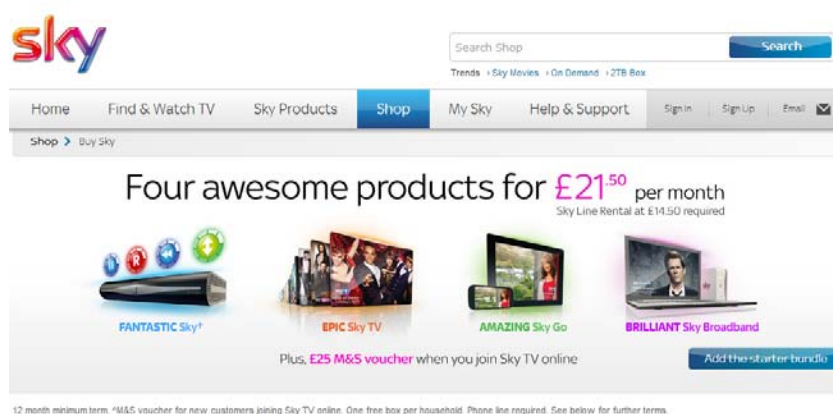


Figure 11: Users miss the CTA in the hero image

Impact

Users perceived the carousel and hero images as adverts and did not believe they would contain useful links.



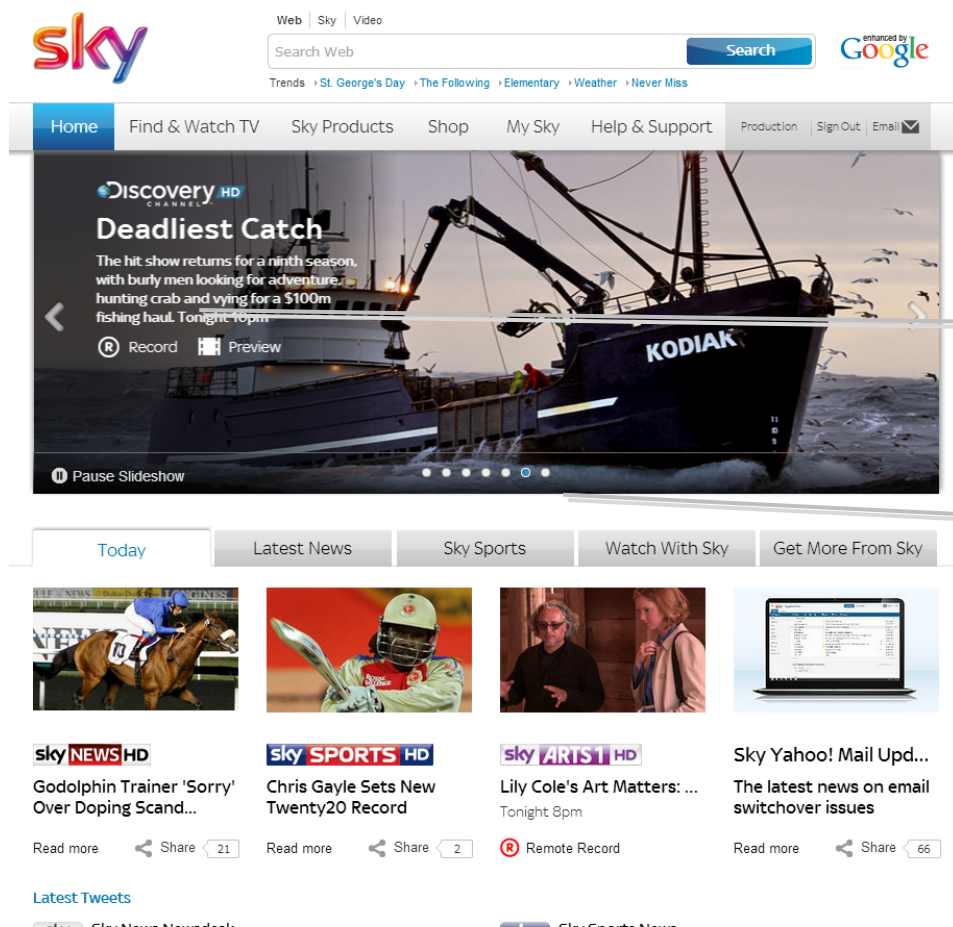
Recommendation

Avoid placing task critical calls to action in the in hero images and move the pause button to a consistent place outside of the carousel image.

Homepage

Key strengths & weaknesses

This annotated screenshot highlights the key positive and negative points affecting the Homepage. The page works well with a strong sense of identity, although several users struggled to find a clear starting point for purchasing a package.






⚠️ No buy now call to action (p.27)

✅ Clear overview of upcoming popular TV shows

⚠️ Panes are not clearly marked (p.27)

Issue H1: No 'Buy Now' call to action

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Quick Win! 

Three users struggled to find an immediate start point for buying a package from Sky. Two participants tried to start at the 'Sign up' link without realising that they were actually registering for a Sky ID. When users were scanning the drop down options they perceived the bundles as segregated and were unaware where to start (see Issue N1: Links are styled inconsistently). It suggests that people new to Sky see it as a purchase and do not consider it a package. Whilst nearly all visited the products section initially they looked for a clear starting point as opposed to a section to browse options and products. Participant seven said he expected a clear link to start the transaction, or bundle building process.

Impact




Users are unclear how to start buying products and often get confused, possibly leading to more phone contact.



Recommendation

Improve the prominence of Buy Now located on the drop down under shop. Consider also presenting this on the homepage.

Issue H2: Carousel panes are not clearly marked

Medium Severity	Impact on user	Users affected	Project Impact
	Major	Some 	Quick Win! 

Screen reader users are unable to access content on the homepage because they are given no indication that a carousel is being used. They have to go through all the content (as though it were a list of items) and then find the carousel controls afterwards.

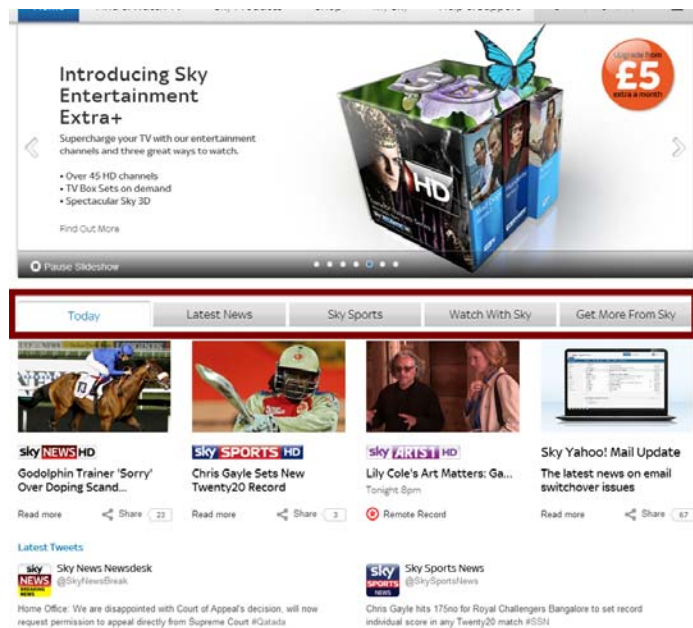


Figure 12: Tab interactions aren't announced to the user

The (homepage) carousel includes an auto-pause feature for keyboard users so that it does not change while you are tabbing through. However, that aspect of the script does not seem to active when using a screen reader.

Impact

Screen reader users have a lot of (changing) content to get through if they are not interested in the carousel content.



Recommendation

Investigate the carousel script to ensure it pauses when 'arrowing' through we with a screen reader, as well as when tabbing through.

Shop

Key strengths & weaknesses



This annotated screenshot highlights the key positive and negative points affecting the Shop area.

Generally the shop is the most complex part of Sky.com. It has many variations in purchasing which becomes complicated when shown through the navigation. It seems that many people start to purchase a Sky package at a different stage causing inherent problems in trying to understand the package options.



Figure 13: Sky Shop home

Issue S1: Overwhelming choice and varying assumptions

High Severity	Impact on user	Users affected	Project Impact
	Major	Some 	Long term

This issue is associated with Issue H1 and Issue N1. Participants struggled with a lack of transparency and clear starting point for purchasing Sky. Many struggled to find a point to start their purchase and were confused by the variations in the way that products were presented to them.

Few participants realised that the 'Buy Sky' link under the Shop drop-down was a link and not a heading; instead they browsed the third level links to find the call to action. In this instance rather than aiding the user to make an informed decision, displaying the package augmentations confused them. For example, 'Ways to watch' is listed as a heading, with links to tabs within that page presented in the drop down.



Figure 14: To the user these look like tabs, not separate pages

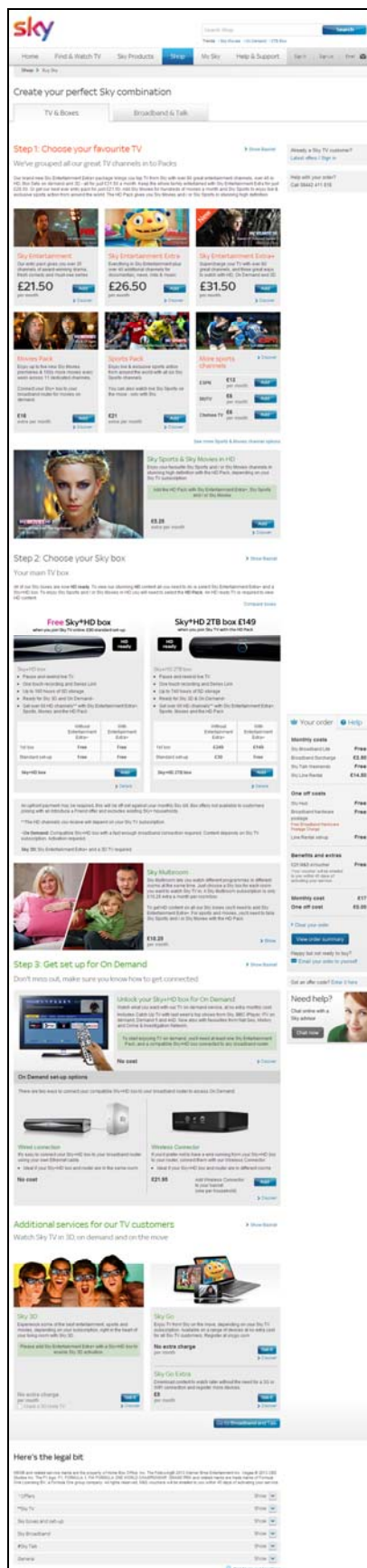


Figure 15: This amount of information is impossible to deal with by someone on the autistic spectrum, (participant 5, 4:16)

As a result eight participants joined the buying process halfway through, at the Broadband and talk page. When asked if they knew what they were purchasing, or which step they were at on the broadband and talk page, the person on the autistic spectrum struggled to understand that she had automatically been assigned TV, and that there was no clear direction to buy a TV, broadband and phone package in the shop drop down.

Users on the autistic spectrum have less control over the information that they process and struggle with large combinations of choices and text/imagery.

This is also the case for more novice users, when participant nine (participant with Parkinson's) was asked if he knew what he was completing on the buy Sky broadband and talk stage, he replied with:

"I feel I want to pick up the phone, and say; sorry for being dopey, can I confirm a price?"

Impact

Users will avoid buying products online if there is not a clear choice, they are likely to call in order to make the purchase instead.

Recommendation one

Reduce the amount of links in the drop down to the main landing pages. E.g. 'Buy Sky', and 'Upgrade'. This should therefore avoid signposting to tabs in the drop down as they appear to the user to be unique pages.

Recommendation two

Do not automatically assume users want Sky TV because they have selected Broadband and Talk. They may not realise that they also need Sky TV, so it needs to be an explained choice.

Recommendation three

Present options in a step by step, linear way and reduce the amount of options that users have to make on one page and the amount of information that they have to process. Consider a page by page approach for each component of an order.

Issue S2: Light boxes are not announced and do not feel integrated with the purchase

Medium Severity ⚠️	Impact on user	Users affected	Project Impact
	Major	Few 👤	Quick Win! ✅

When presented with the landline and address checker on the 'Buy Sky' page (in a pop-over 'light box'), not all users realised that it had appeared. Screen reader users are given no indication that a light box has appeared. In effect the screen reader is still working through the page in the background, unaware that the light box has appeared (participant three, 11:20)

Participant three (using a screen reader) failed to realise that there was an address checking element of the task and tried to continue with the process of purchasing regardless of the visible instruction on screen.

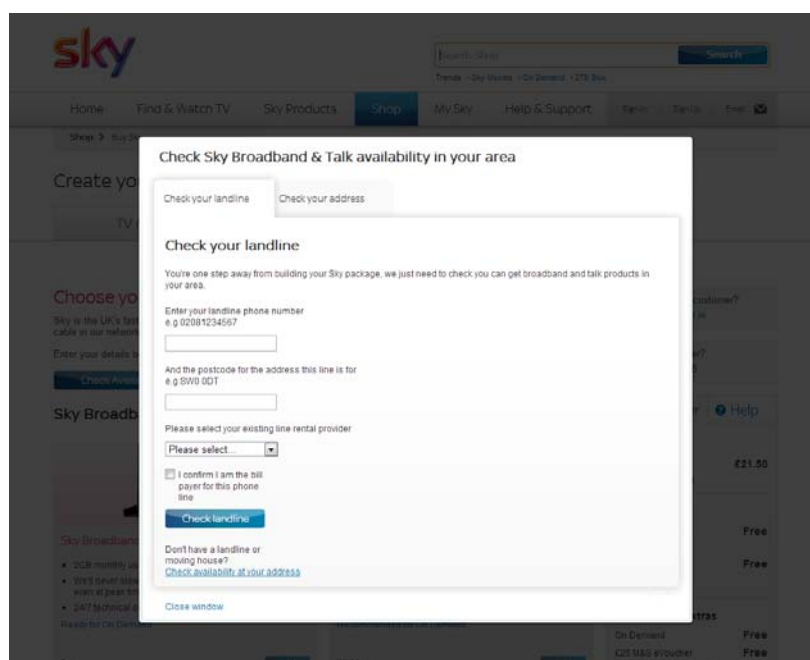


Figure 16: Screen reader users carry on filling out background information, unable to see the light box

The address checker light box was at the bottom of the page in the source order, and as a result was only found with a great deal of perseverance.

For the users that were able to see and use the address checker, four users were not sure how to move on from this stage. The main

call to action on the window is to check the landline, and the autistic participant indicated that she felt she needed to press it again. The address checker has no clear way of moving on to the next step and is presented as 'close window' this implies you are undoing any previously made changes.

Impact

Some users will be completely unaware that there is an address checking process and will fail to complete their order; those that are aware may struggle to move on.



Recommendation one

Move the keyboard focus to the top of the light-box and ensure that it cannot exit the light box without selecting 'Close'.



Recommendation two

Replace the link to close with a button that says: 'Continue'.

Follow up testing May 2013

During testing sessions with voice recognition software users it was found that lightboxes pose two major problems. The first is that the lightbox appears halfway down the page meaning that voice recognition users are forced to move the page down in order to view the content (participant 13, 18:41). The second issue is regarding closing windows. Normally stating: "Close Window" closes the lightbox, however on Sky.com, it actually closed the browser that was displaying the customer help lightbox.




Impact Voice recognition users struggle to access all relevant information.



Recommendation Three

Ensure the lightbox appears in the centre of the page when the user navigates to it.

Issue S3: Users struggled to find the basket on the 'Buy Sky' page

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Quick Win! 

Whilst the basket is cemented on the right hand navigation, two users struggled with the terminology used. The inconsistency between how the basket is referred to within the page can be confusing. In this instance the order basket is referred to in two ways. First as a 'Basket' (shown in green) and secondly as 'Your Order' (shown in red). The links to show basket are broken and do not perform any in or off page action (participant 2, 17:23).

On other pages you 'Add to basket', but again the actual basket is called 'Your Order'.

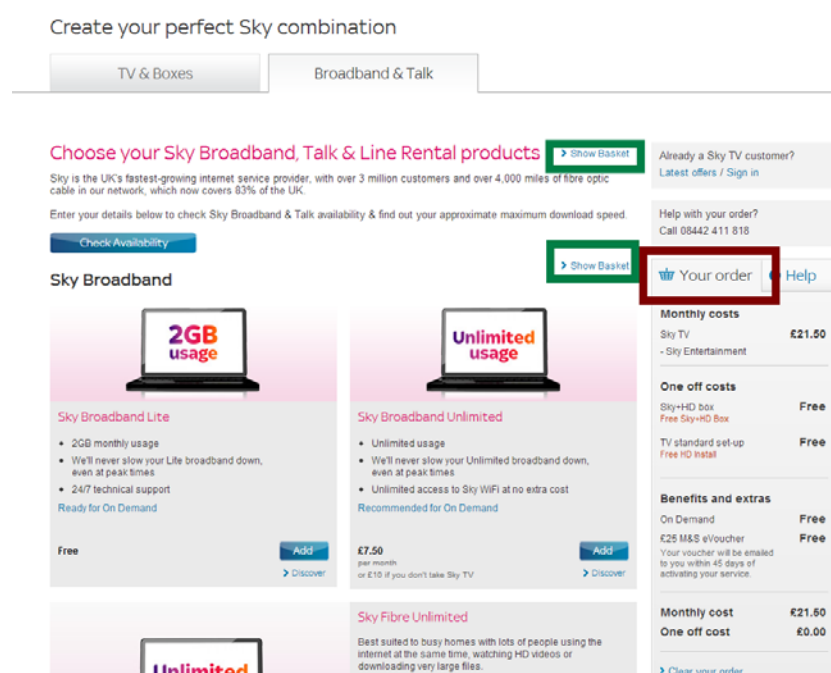


Figure 17: Users struggled to find the basked

Screen reader users struggle to find the basket because 'Your Order' is not a heading in the HTML. When one screen reader user reached the basket it was not initially clear where they were as the links within the basket were not given context by a heading.

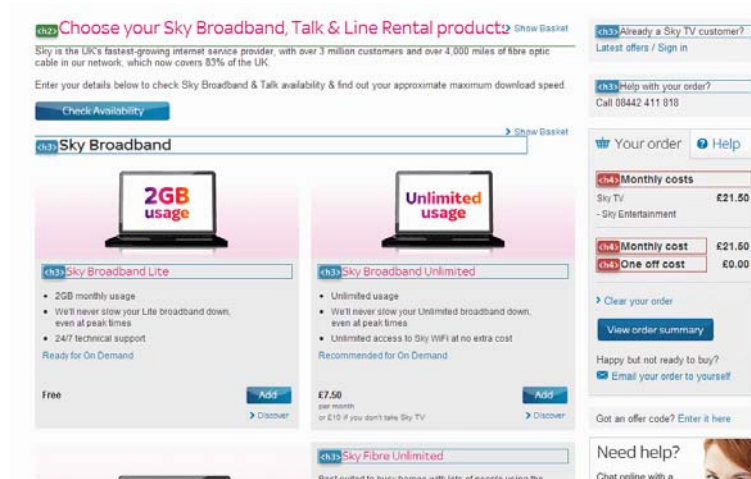


Figure 18: The basket doesn't have a heading

Impact

Users are left confused and may opt to call a Sky representative instead of using the online process.



Recommendation one

Use one term when referring to the basket and remove any inactive links.



Recommendation two

Ensure 'Your Order' (or 'Your Basket') is a heading.

Issue S4: 'Entertainment' label

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few	Quick Win!

Six participants struggled to understand what constituted a package on Sky.com. For many they were unable to recognise that an 'Entertainment' package is the basic package offered by Sky. Many were unsure that the item they added to the basket was in fact the basic package. This issue is caused by initial reference to the product under the drop down with little or no explanatory context.




Impact

Users are confused by awareness of Sky terminology which may increase contact with customer support.

Recommendation

Enter a clarification term under the drop down, such as "Entertainment (Entry Pack)". Ultimately, if the amount of links under the drop down is removed this issue will not arise.

Issue S5: No basket feedback

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Quick Win! 

Screen reader users are given no indication that they have added anything to their basket and have little understanding of what they have purchased. This is harder to manage when combined with issue Issue S2: Light boxes are not announced and do not feel integrated with the purchase and Issue S3: Users struggled to find the basket on the Buy Sky page.

Impact

Screen reader users will be forced to purchase through a telephone call.

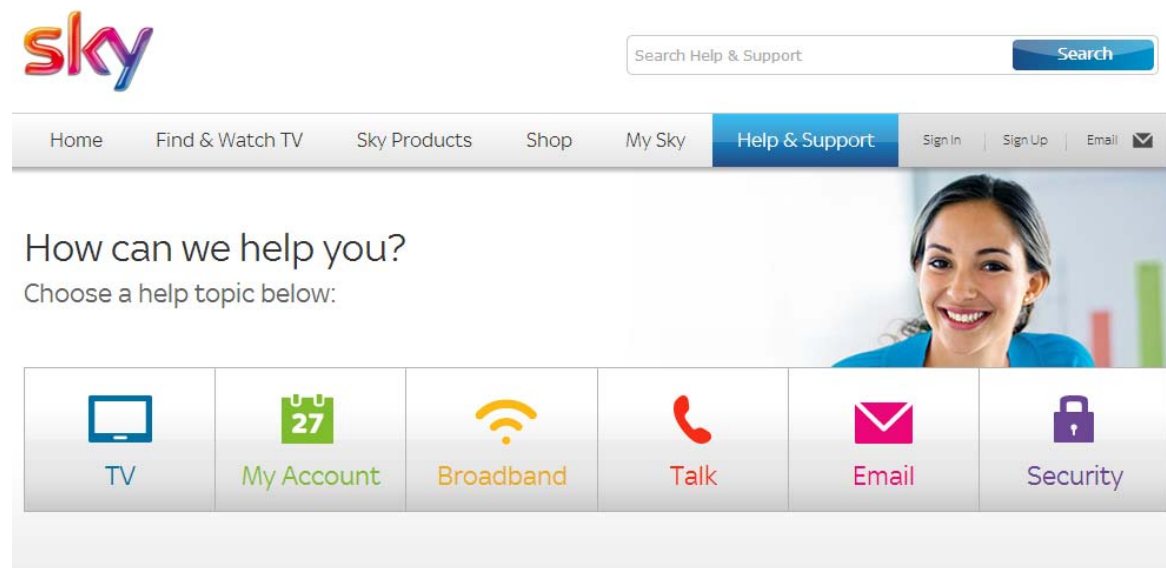
Recommendations

Let the user know they have transferred something to the basket. Making the Basket value a 'live region' (part of the WAI ARIA specification) would be one way of letting screen reader users know this.

Help & Support

Key strengths & weaknesses

The following section highlights issues within the Help and Support section, detailed on pages 39 to 42. The Help & Support section performed well, issues were mainly usability related and exacerbated by some disabilities. For example a Zoom text user was unable to see the addition contact information under the live chat.



Issue HS1: Article is confusing

Low Severity	Impact on user	Users affected	Project Impact
⚠️	Minor	Few 👤	Quick Win! ✅

Many users struggled with the term: 'Article', and two participants continued to search for the help guide they needed stating:

"I need a guide not an article" Participant 1, 33:35.

People generally recognise articles as entries in journals, or magazine, not as a help and support guide.

Impact

Users become frustrated looking for a more specific term.

💡 Recommendations

Rename 'article' to 'guide'.

Issue HS2: Too much white space on contact form

Medium Severity	Impact on user	Users affected	Project Impact
⚠️	Major	Some 👤	Long term

When looking for contact information many users felt that there are too many barriers to finding a contact number. Participant eight (partially sighted zoomtext user) struggled in that he was unable to see the telephone number underneath the live chat function.

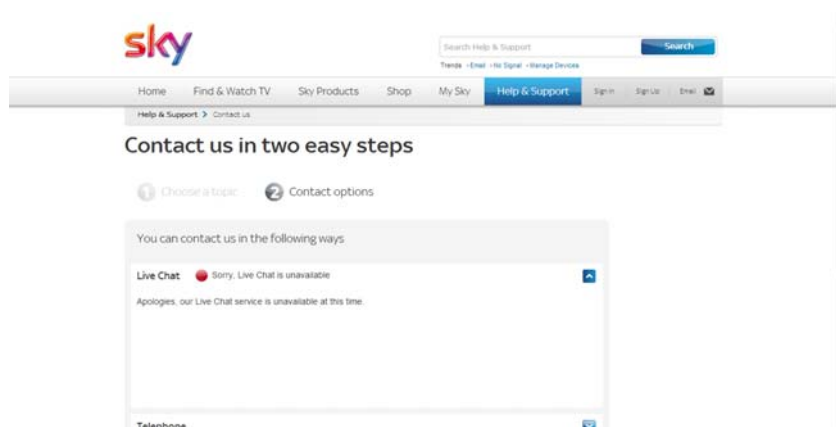


Figure 19: Users were not immediately presented the telephone number when chat was unavailable

Another contributing factor was that forcing users through an online process (picking the query type and what issue it relates to) biased them to think that the whole process would be online.

Impact

Customers can develop a negative impression of customer service when they are not given clear indication of the methods for contacting sky.




Recommendation one

Reduce the amount of white space between each method of contact.

Recommendation two

If possible, move live chat below telephone and email if it is not available.

Issue HS3: Buttons look like links

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Quick Win! 

When interacting with the 'Help & Support section', three users did not realise that the menu would update to the right of where they were clicking. Zoomtext users struggled as they did not notice that content was updating and could not understand why they had not been taken to a new page.

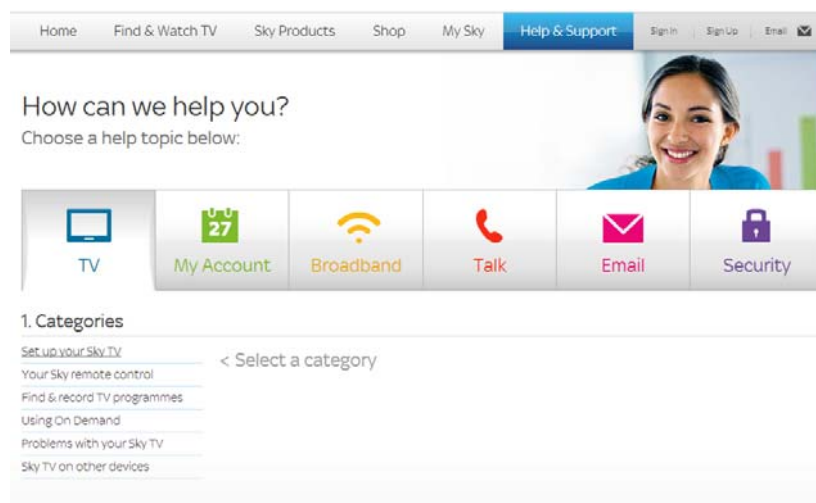


Figure 20: Buttons look like links due to the underlining when hovering

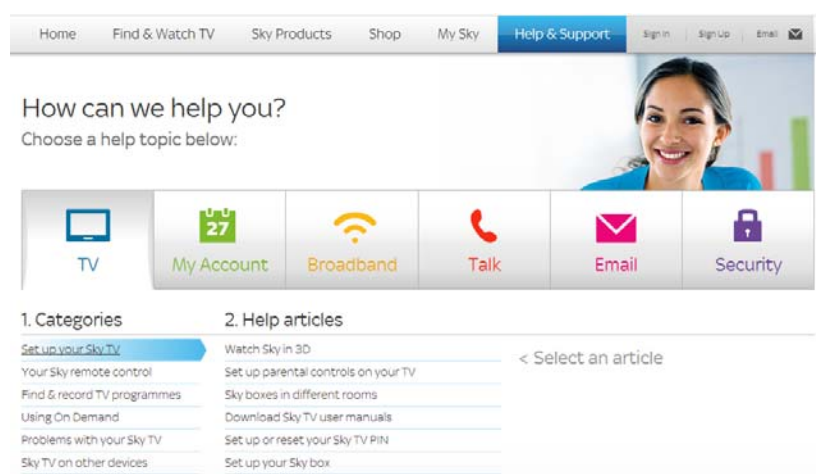


Figure 21: Buttons do not appear to be buttons until they have been activated

Impact

Users become frustrated when elements do not behave as they expect, (participant 1, 32:50).



Recommendation

Style buttons with the blue overlay when you hover over them instead of underlining as a link.

Issue HS4: Accessible image description

Low Severity	Impact on user	Users affected	Project Impact
⚠️	Minor	Few 👤	Quick Win! ✅

Generally the guide for checking a no satellite service performed very well. Users felt capable of completing the guide with little or no assistance. However a partially sighted user was unable to make out the imagery entirely and felt there should be a more detailed image description available to users.

Impact

If some users cannot read the guide they will not be able to use it.

Step 1

Press **services** **A** on your Sky remote and you'll see the main menu with Options highlighted. Highlight settings (the spanner icon) using the **right arrow button** **B** and press **select** **C**.



Figure 22: The picture guide was well received

Recommendation

Include an (optional) description for each diagram, either using 'longdesc' or a small link under each image.

TV Guide

Key strengths & weaknesses

The following image shows some of the issues faced in the TV Guide. The TV Guide works well and many users relied on the search to find the programme they needed. However only one user managed to find the accessible TV guide, and this was discovered by accident.






⚠ Users did not find the accessible TV guide (p.46)

⚠ Not clear how to stream live TV (p.45)

⚠ Guide is not vertically responsive (p.44)

Issue T1: Guide is not vertically responsive

Low Severity	Impact on user	Users affected	Project Impact
	Minor	Few 	Quick Win! 

One issue that users will face when using the TV guide on smaller screens is that the highlights reel does not automatically collapse. Currently the highlights reel is only minimised when shrinking the TV guide horizontally rather than vertically. None of the participants used the 'hide' highlights arrow on the right.

Impact




Users have a restricted overview of the programmes available to them on devices such as small laptops (and possible TV browsers such as the Xbox).



Recommendation

Automatically collapse the highlights reel with a vertical media-query when the browser does not have much height.

Issue T2: Little indication of captions

Medium Severity	Impact on user	Users affected	Project Impact
	Critical	Few 	Quick Win! 

One deaf user felt that Sky should be more transparent and supportive of users that relied on captions. She was unable to clearly identify whether the next episode of Mad Men would be screened with captions, and whether she would be able to access them if she did opt to record it in advance.



Figure 23: Participants were not sure if captions would be available

Impact

Customers with hearing problems are never sure if they will be able to enjoy the content that hearing customers can.

NB: Although Sky does provide a specialised TV listing, only one of the participants found it.



Recommendation

Clearly indicate when a programme has support through captions.

Issue T3: Not clear how to stream live TV

Medium	Impact on user	Users affected	Project Impact
Severity	Medium	Some	Quick Win!

During the sessions when asked to stream a live programme, nearly all users went to the TV guide expecting to be able to start a live programme viewer. Many were unfamiliar with the term 'Sky Go' and instead perceived the TV guide as the place to view TV.

Impact

Users struggle to find the link to stream live TV.




Recommendation one

Instead of offering a link to 'Sky Go', offer a link to 'watch TV now'.

Recommendation two

When a user clicks on a current TV programme to read about it they should be given the option to stream it live.

Issue T4: Users did not find the accessible TV guide

Medium	Impact on user	Users affected	Project Impact
Severity 	Medium	Some 	Quick Win! 

During the testing, only one user found the accessible TV guide. Given the task did not specify using either of the TV guides we would have expected more users to have shown a preference for the accessible version. The link appears to have been buried and difficult to notice.

An exacerbating factor is the colour scheme. Covering an entire page with a blue background makes it difficult to guide users and highlight links as there is an overwhelming amount of information.

Impact

Users with accessibility requirements can find it frustrating to use a non accessible TV guide.

Recommendation

Consider reducing the amount of blue on the page and introduce a more pertinent link or button to the accessible TV guide.

Conclusions and Next Steps

Nomensa conducted 13 Accessibility testing sessions on Sky.com. We invited a full range of users to take part with visual, auditory, cognitive and physical impairments. Participants were asked to complete up to 10 tasks on Sky.com that aimed to cover a range of services and compliment an on-going accessibility audit with an aim of supporting Sky as they move towards a more accessible site.

Many of the findings would typically be considered usability issues, but they were often magnified by peoples' different abilities or technologies. Many of the changes should be simple and quick wins, with the exception of the Shop and bundle journey which has a much wider scope than just the web site design.

Key Findings

The usability testing gave a valuable insight into actual user behaviour and provided highly practical recommendations for improving the user experience.

The key findings from the analysis are highlighted below:

Key Strengths

- ✔ 81 of 89 total tasks completed;
- ✔ Most users felt supported regardless of disability.




Key issues

- ⚠ Complicated package options;
- ⚠ Default Google search caused one user to move to another site twice;
- ⚠ No clear Buy Now call to action.

Appendix A: Usability Issue Severity Measures

Once the issues were recorded, each was assigned an issue severity rating and a practical recommendation for fixing the usability issue was proposed.

The severity of each issue is determined both by the number of **users affected** and the scale of **impact on the user**. The severity levels are:

-  **High:** An issue with this level of severity **must** be addressed as it will have a significant impact on key business objectives;
-  **Medium:** Such issues **should** be addressed as it may cause some users to fail in achieving their goal or may frustrate the majority of users;
-  **Low:** The issue should not be considered a priority, as it will not affect the majority of users and workarounds are available for the user.

How the severity levels are determined is shown below, in Table 1.




		Impact on User		
		Minor	Major	Critical
Users Affected	Few	Low	Low	Medium
	Some	Low	Medium	High 
	Majority	Medium	High 	High 

Table 1: Severity measures listed in the report are determined by the number of users affected and the scale impact on the user.

To determine the scale of the **impact on the user**, please refer to Table 2, shown below.

Impact on user	
Critical	Will likely cause the customer to abandon their purchase
Major	Causes frustration, however, workaround is possible and the customer may still make a purchase
Minor	Easy for the customer to work around, however, resolving the issue would enhance the user experience

Table 2: The possible severity ratings for each usability issue identified.

How to calculate the number of **users affected** by an issue is shown below, in Table 3.




Estimated number of users affected	
Majority 	Estimate 80% of users or more
Some 	Estimate 20 – 80% of users
Few 	Estimate below 20% of users

Table 3: The labels used throughout the report for describing the number of users affected by each issue.

Appendix B: Usability Test Plan

Session Scripts

Introduction

"My name is _____, and I work for Nomensa. Nomensa are working with Sky to help improve their website."

"Today I am going to show you the Sky website. I will ask you to go through it and give your opinions about how easy you find it to use. I may ask you to do some sections of it that wouldn't necessarily do in real life, but for the purposes of the exercise it will be valuable to get your opinions of them."

"This session may last up to an hour; is that okay?"

"Please remember there are no right or wrong answers; it's what you think that is important."

"Also, your comments will be presented back anonymously to Sky, and your personal details will not be given to anyone outside Nomensa."

"The session is being video recorded, but you do not have to watch yourself on video! The recording helps us review the session and identify ways to improve usability."

"Just some health and safety information for you. If you hear the fire alarm, the fire escapes are out the door, to the left and through the cluster of desks. Please use the stairs and not the lift."

"If you need the toilets they are located just through the lobby where you came in. If you want a break or a drink at any time please just ask. Also, if the temperature becomes uncomfortable for you, please just say so and I will try and change it."

"If you have any questions at any point, please ask. Do you have any questions to start off with?"

“Just some formalities first:”

[Cover the participation and data protection forms]

Introductory questions

Each of the following questions is a starting point to explore further.

These questions are simply intended to relax the participant into the session and provide context for their feedback.

- Are you a Sky customer?
- How does your disability affect you on a day-to-day basis when using the internet?
- Do you watch TV shows and films online?
 - Are there common issues you face?
- Have you ever used any digital Sky services?
 - What were your thoughts?
 - What did you like / dislike about Sky.com?
- What kind of things would you normally use Sky.com for?

At the end of the introductory questions the participant will be asked to load the Sky website and the facilitator will explain the next stages of the session.

Core Tasks

During the sessions we allow users to decide whether to browse or search for content. However, if the user spends their time using one method more than the other, we will instruct them to change their method. For example, if their dominant method is browsing, we will instruct them to use search on a given task.

New Customer

1. *"You need to find and purchase a basic Sky TV package including unlimited broadband and telephone".*

(Find a product)

Note: Take the session to the point of entering card details, but no further

Ideal Path:

Sky.com > Shop dropdown > Buy Sky > Select Sky entertainment > Select Sky+ box > Go to broadband and talk > Add unlimited broadband usage > Add weekend or unlimited calls > View order summary > Click Proceed with order > Checkout.

Existing Customer

2. *"Review and upgrade your existing package to include movies".*

[The user should be given login details.]

Note: Take the session to the point of entering card details, but no further

(Find a product)

Ideal Path:

Sky.com > Shop > Upgrade Movies > Sign in > Telephone for upgrade

All Participants

3. *"Check your bill and then try to pay it."*

[The user should be given login details.]

Note: Take the session to the point of entering card details, but no further

(MySky account settings)

Ideal Path:

Sky.com > Bills and Payments > Make a Payment

4. *"You have forgotten the access code to your Sky box and need to request a replacement".*

(MySky account settings)

Ideal Path:

Sky.com > Help & Support Drop Down > TV > Set up your Sky TV
> Set up or reset your Sky TV Pin.

5. *"You have a 'No Satellite Signal error' on your Sky box; you are looking for an online guide to help work out what the problem is".*

(Use the help section)

Ideal Path: Sky.com > Help and support drop down > Error messages on drop down> Launch Help tool > Follow step by step guide

6. *"Contact someone to discuss a faulty line connection".*

(Use the help section)

Ideal Path:

Sky.com > Help and support drop down > Contact Us > Select Talk > Technical Issues > Select Telephone number

7. *"You want to set the upcoming new episode of 'Mad Men' to be recorded on your Sky box".*

(Use the find and watch service)

Ideal Path:

Sky.com > Find and watch drop down > Full TV Listing > Search Mad Men > Select New: Mad Men > Set to record newest showing.

Secondary Tasks

If the participant completes the primary tasks quickly, we have more tasks that can be used to provide more coverage:

8. *"You want to upgrade your White Sky+ box to an HD version".*

(Find a product)

[The user should be given login details.]

Note: Take the session to the point of entering card details, but no further

Ideal Path:

Sky.com > Shop drop down > Upgrade HD > Log in > Select Current box, and upgrade package

9. "You are moving home and want to find out how to move your subscription to a new address".

(Use the help section)

Ideal Path:

Sky.com > My Sky Drop Down> Household Details > Log in > Contact us to change an address > Telephone

10. "You want to stream a live Sky programme on your browser, how would you go about doing this?"

(Use the find and watch service)

[The user should be given login details.]

Note: Take the session to the point of entering card details, but no further

Ideal Path:

Sky.com > Find and watch drop down > Watch Sky Go on the move > Sign In > Select programme

End of session

[Discuss the session with the participant.]

"Do you have any final questions or comments?"

"Many thanks for your time, it is much appreciated."

[Participant completes any payment/agency forms and leaves the session.]

Appendix C: Nomensa Usability Testing Set-up

Nomensa's fully portable testing set-up uses state-of-the-art technology to digitally record a video of both the user's behaviour and the computer screen showing the platform. The digitally recorded video clips allow important user comments to be easily reviewed by both Nomensa and the Sky client team. This helps promote testing outcomes to the larger team and business managers.

Note that Nomensa did not use one-way mirrors for observation during the usability testing sessions, as during such approaches a user will automatically feel inhibited and will not act in a natural way. Essentially, Nomensa's usability testing set-up indicates *true user behaviour*.

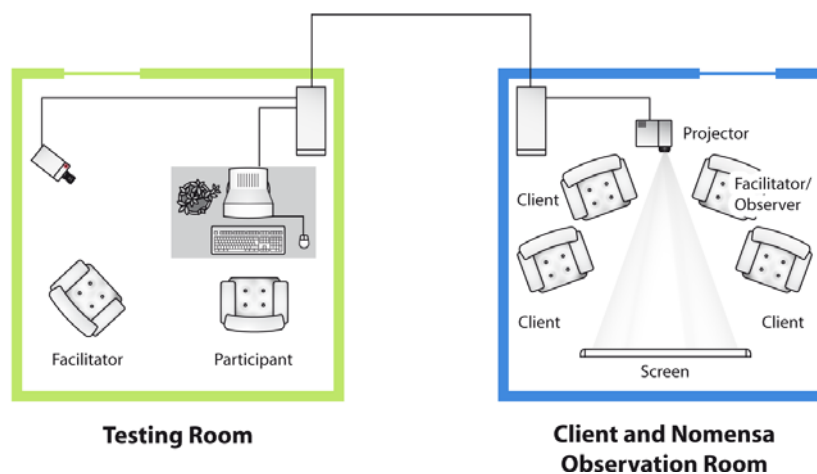


Figure 24: Nomensa's usability testing facilities.

An experienced Nomensa usability expert was present for the observation, discussing issues that arose and how different techniques were applied during the test sessions.

Sign-off

Client Contact	Suzie Leckie
Date	09/05/2013

Completion of Accessibility Testing Report

The Accessibility Testing Report for the Sky Accessibility Support project has now been completed in accordance with the original proposal.

The deliverables for this component were:

- Accessibility Testing Report.

I, the undersigned, can confirm that the work commissioned for the Sky Accessibility project detailed above has been thoroughly reviewed in every respect and I/we agree that it is complete and satisfactory.

Name: _____ **Position:** _____

Signed: _____ **Dated:** _____

Please fax back signed sheet to 0117 929 7543

All work carried out to the 'Terms and Conditions of Business' of Nomensa.