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**Accessibility is not boring or difficult.
It's the right thing to do.**

Benjy Stanton

An accessible presentation

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An accessible presentation

- High contrast colours
- Read everything aloud and explain images
- Supply slides and notes in advance
- Use clear and simple language

Can it be better? Please let me know benjy.stanton@leadin.co.uk

What is accessibility?

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Microsoft: Inclusive Design Toolkit

In 2001 the World Health Organization redefined disability as "a mismatch in interaction between the features of a person's body and the features of the environment in which they live."

As designers, our work can create or remove these mismatches in interaction.

one arm

arm injury

new parent

permanent ──────────────────────────► situational

26K + 13M + 8M

one arm   arm injury   new parent

permanent ⟶ situational

TOTAL : 21M+

Accessibility

A range of techniques for giving all kinds of people equivalent experiences and opportunities, despite limitations in their capabilities.

Emily Ball and James Buller, User Research, Home Office

It's the law!

- Equality Act 2010 in the UK
- Section 508 of the Rehabilitation Act in the US
- Finland?
- Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0
- But don't stop there, it's not just about putting a tick in a box, we make services even better

Different types of access needs

Vision
Blind, partially sighted, visually impaired

Motor
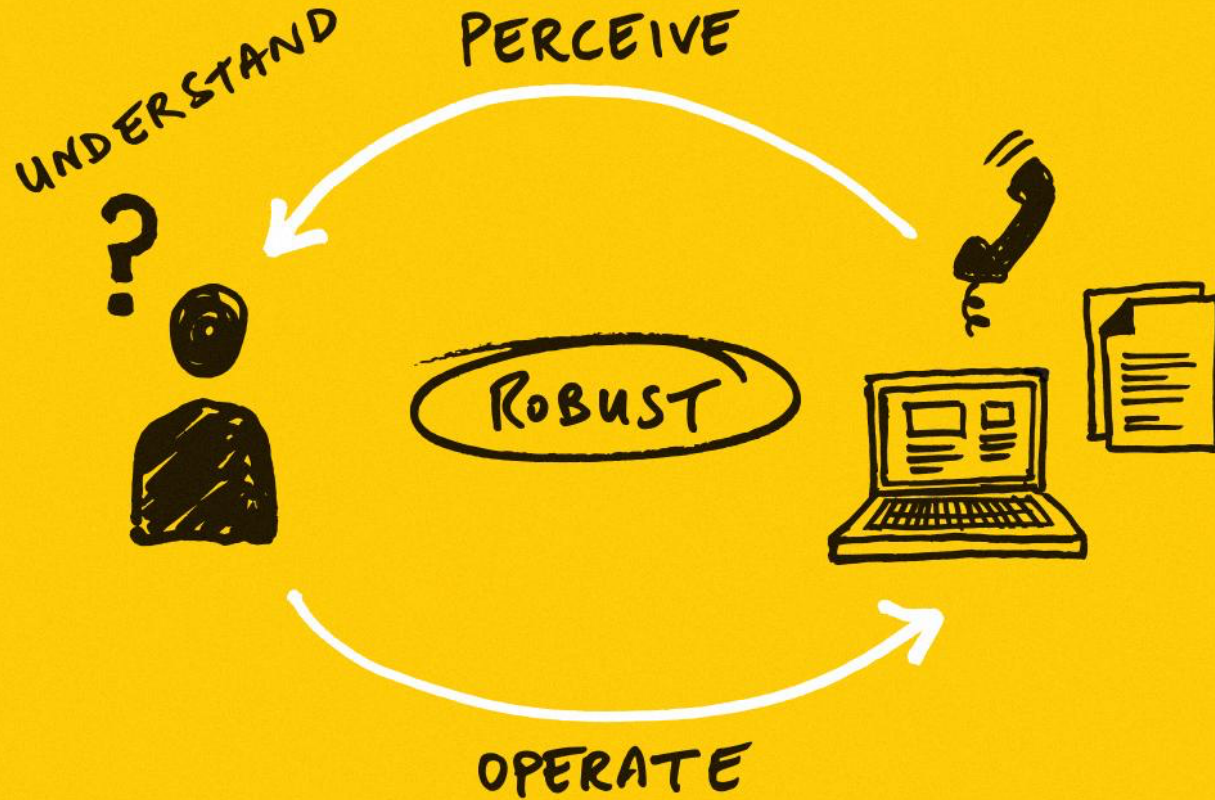Parkinson's, cerebral palsy, arthritis

Hearing
Deaf, hearing impairment

Cognitive
Autistic, dyslexic, learning difficulties

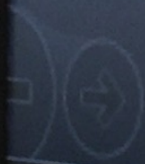# Four Principles of Accessibility

Stephen McCarthy, Designer, GDS

Assistive Technology

Assistive technology

- Screen readers
- Screen magnifiers
- Voice input
- Navigate using a keyboard (no mouse)
- Increased font size
- High contrast mode

https://www.amazon.co.uk/

Suggested Sites ▼

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Creating accessible things

Accessibility is like a blueberry muffin,
you can't push the blueberries in afterwards

Accessible Service Production

Pre-Production

Think about accessibility from the start

Production

Continuously throughout the project

Post-Production

Things get less accessible over time

Accessibility is everyone's responsibility

- Research
- Design
- Software
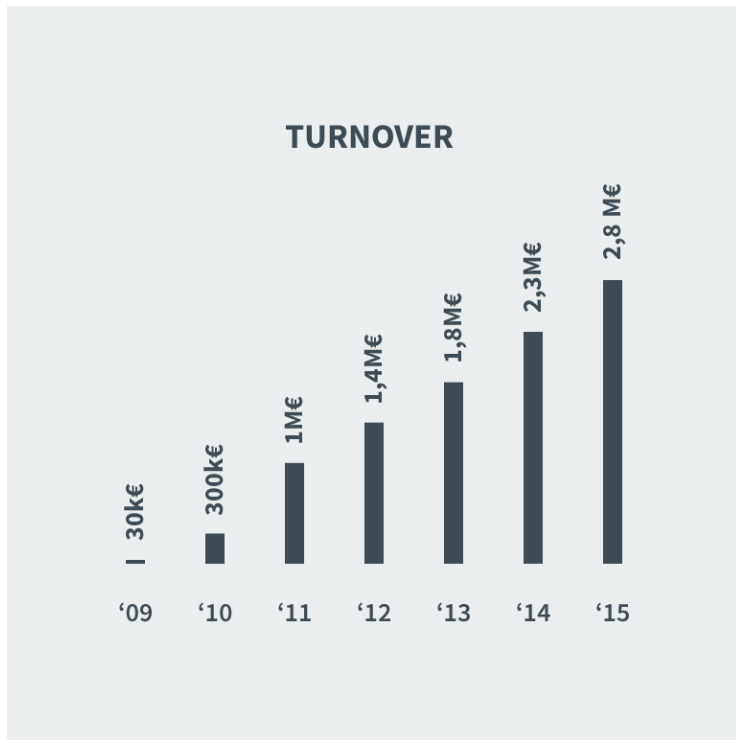- Marketing
- Management
- Everybody

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Testing our website

Testing

- WebAIM's WCAG 2.0 Checklist
  webaim.org/standards/wcag/checklist
- Use tools like:
  - /   WAVE wave.webaim.org/extension/
  - /   Tenon tenon.io
- Beware, they can only find 20% to 30% of issues
- We also need company-wide awareness
- And usability testing

Alternative text

- Alternative text is currently "Turnover"
- It doesn't explain the image
- We could write detailed alt text, (imagine you had to describe the image to someone over the phone)
- Even better: rebuild the graphic in HTML and CSS
- The whole team would need to work together to fix this

TURNOVER

'09	'10	'11	'12	'13	'14	'15
30k€	300k€	1M€	1,4M€	1,8M€	2,3M€	2,8 M€

PRE-PRODUCTION

User Research

Business Design

Concept Design

PRODUCTION

UX Design

SW Development

POST-PRODUCTION

Deployment

Training

Life-cycle
management

Don't hide content

- PDFs can be made accessible
- But they aren't very robust
- They can't be customized
- They aren't responsive
- Let's turn these into web pages
- Better for search
- Could be translated by Google Translate
- Doesn't need a plugin
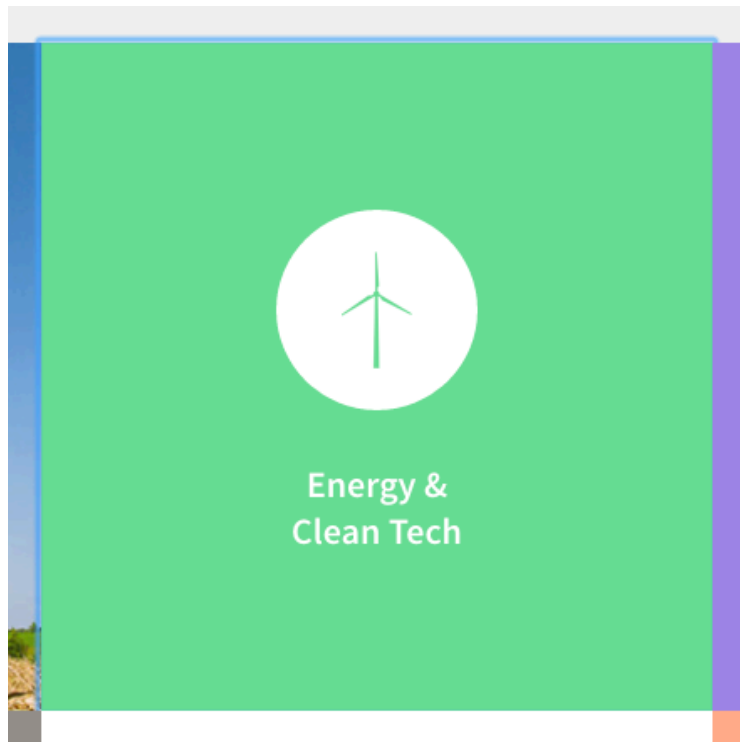- Smaller file size

PDF
↓

Links

- Links must be unique
- Clearly describe the destination
- This helps people who are visually scanning a page
- Also helps screen reader users
- Make sure users can tell when links open in a new window or tab

in are working with the European

er an easy to use open source star

loping HbbTV content. You can rea

IPAT project here, and more on th

active HbbTV here.

ditor, Andy Sarfas, is Marketing M

ing in our UK office and has worked
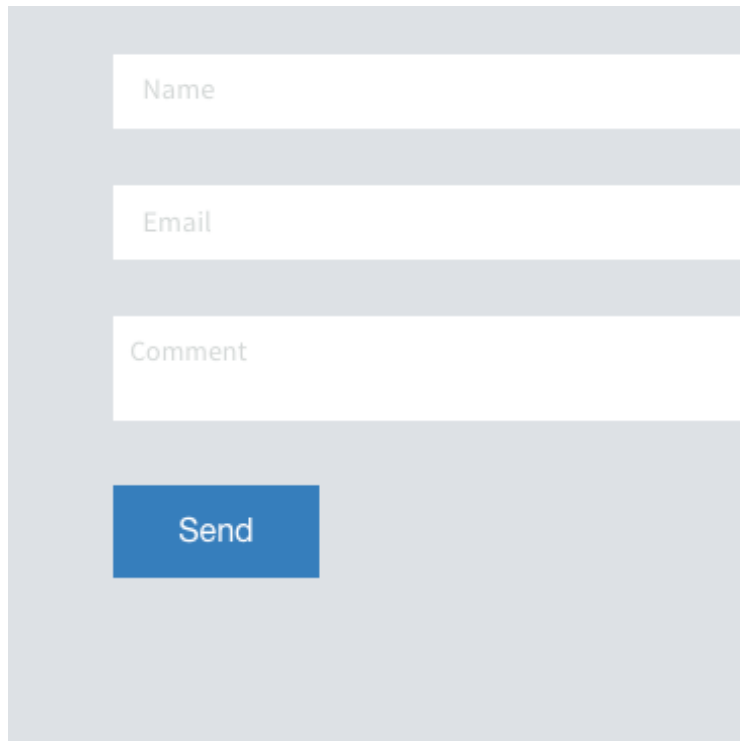
eld of interactive video advertising

Keyboard focus

- It's not easy to tell that this link has keyboard focus

- We can't rely on browser defaults

- We should add our own styles

Forms

- Each form field should have a descriptive label

- Placeholder text shouldn't be used as a label

- Placeholders are too light and they disappear when a user starts to type

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Homework time!

Homework time!

- Navigate your favourite website with just a keyboard (no mouse)

- Or, for bonus points, close your eyes, plug in your head phones and try using a screen reader

- Basic commands for screen readers: www.paciellogroup.com/blog/2015/01/basic-screen-reader-commands-for-accessibility-testing/

Conclusion

- Accessibility leads to a better user experience for all
- Better accessibility means better usability too
- So, let's create things that can be used by everyone

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Remember it's not a separate thing

Mat Johnson, Designer, NHS

Thank you!

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