

Sky.com Accessibility

Alastair Campbell

Introductions

Alastair Campbell

- Director of Accessibility @Nomensa
- HCI / Usability background
- Front-end code

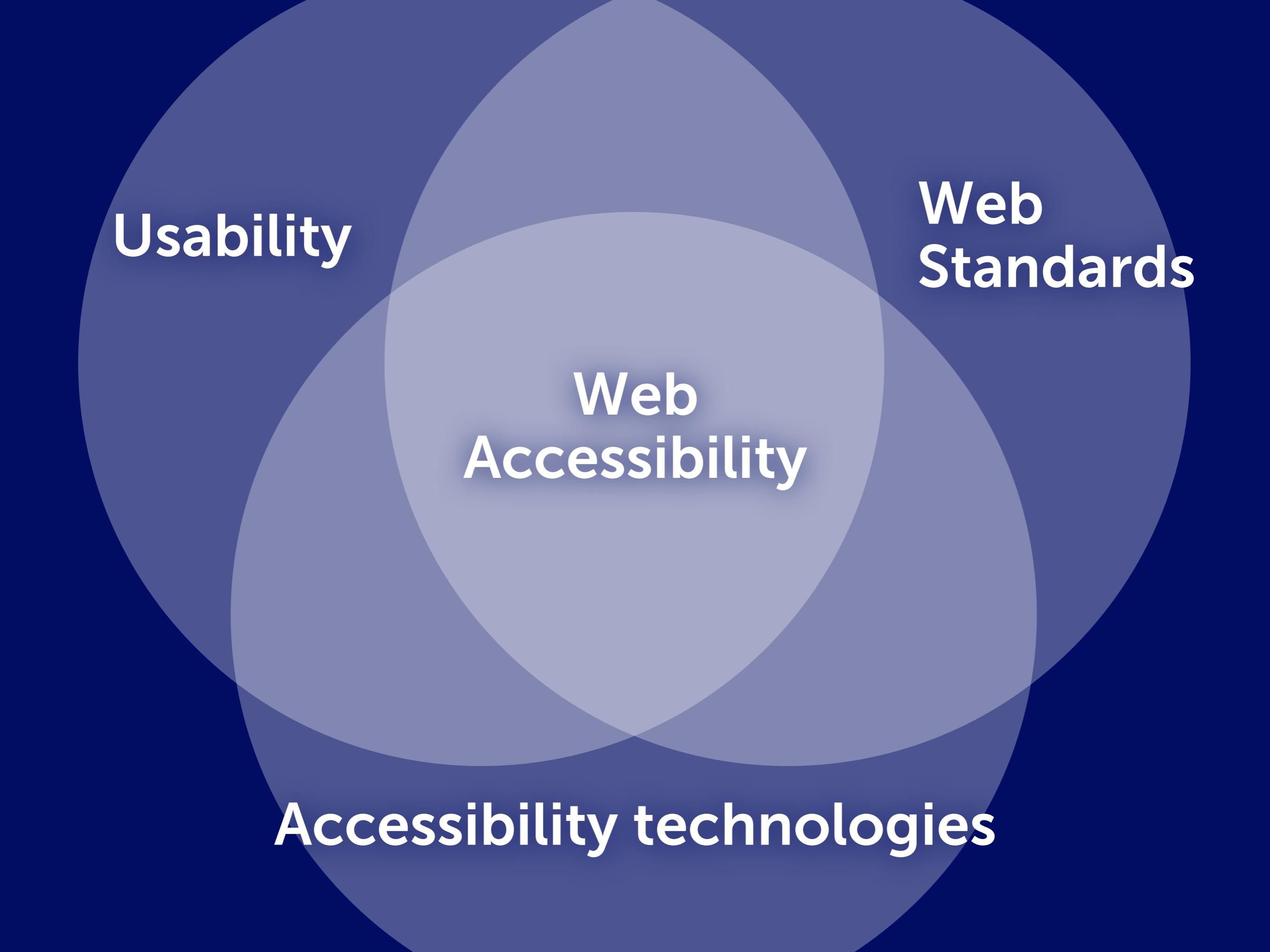
Objective

Make Sky's websites useful and usable to people with disabilities by:

- Understanding how people with disabilities interact with your areas of Sky.com
- Enable you to analyse site interactions and understand how they create barriers
- Understand when in the process to apply this knowledge

Today

1. *Brief* overview of accessibility
2. Walk through each type of interaction
(hands-on)
3. Where to integrate with your process



Usability

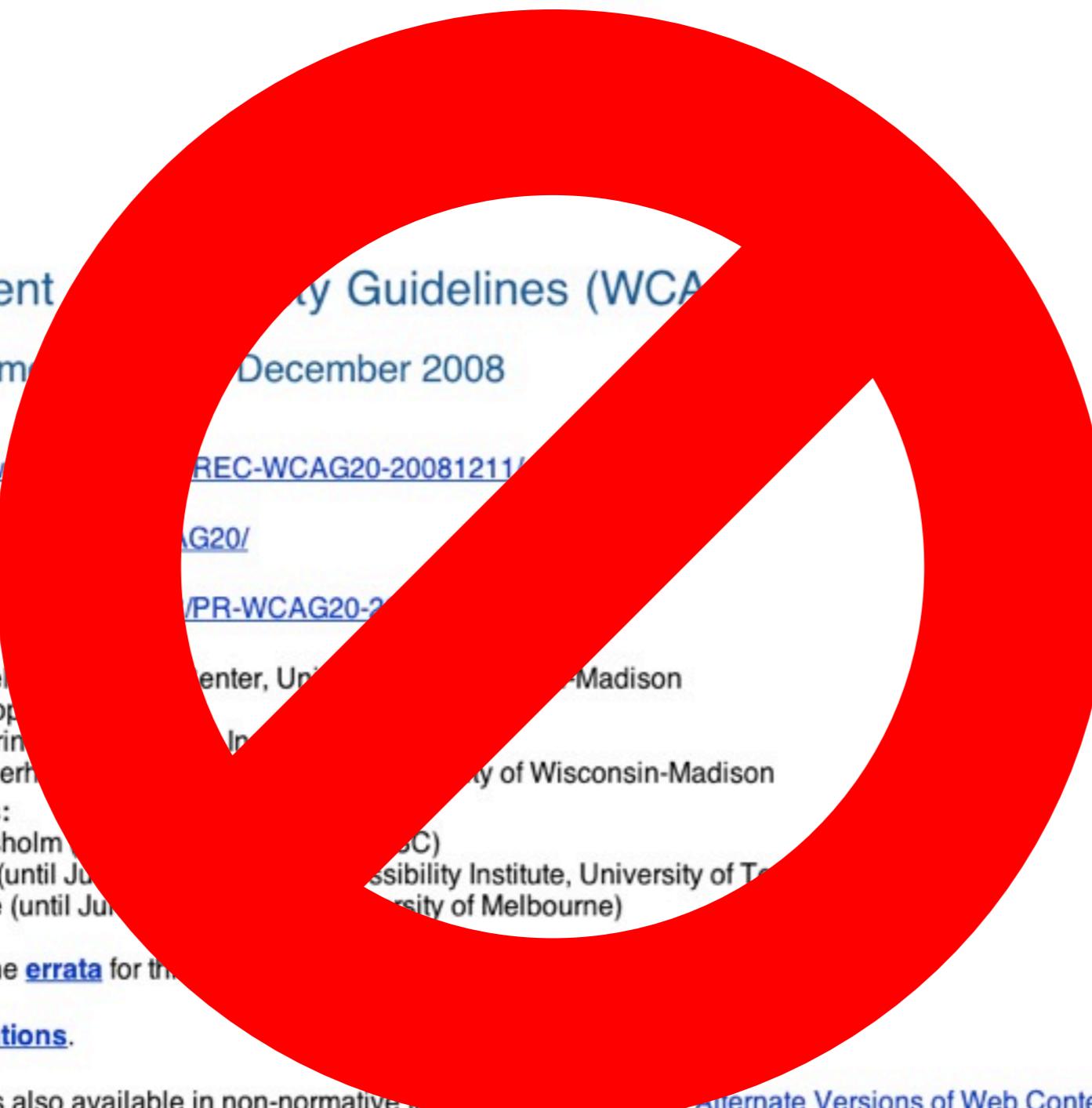
Web
Standards

Web
Accessibility

Accessibility technologies

Not going to start with

W3C Recommendation



W3C®

Web Content Accessibility Guidelines (WCAG) 2.0

December 2008

This version: <http://www.w3.org/TR/WCAG20-20081211/>

Latest version: <http://www.w3.org/TR/WCAG20/>

Previous version: <http://www.w3.org/TR/PR-WCAG20-20081211/>

Editors:
Ben Caldwell (until June 2008), University of Wisconsin-Madison
Michael Cooper (until June 2008), W3C
Loretta Guarino-Roberts (until June 2008), IBM
Gregg Vanderheiden (until June 2008), University of Wisconsin-Madison

Previous Editors:
Wendy Chisholm (until June 2008), W3C
John Slatin (until June 2008), Web Accessibility Institute, University of Texas at Austin
Jason White (until June 2008), University of Melbourne

Please refer to the [errata](#) for this document.

See also [translations](#).

This document is also available in non-normative [Alternate Versions of Web Content Accessibility Guidelines 2.0](#).

UK stats

Learning difficulties



Mental health cond'



Visual impairment



0.18m Reg'd Blind

Hearing impairment



0.05m Sign lang'

Manual Dexterity



0 0.5 1 1.5 2 2.5

Population/millions

Interaction methods

Vision

Keyboard / switch

Mouse / eye tracking

Hearing

Speech recognition

Magnification

Motor

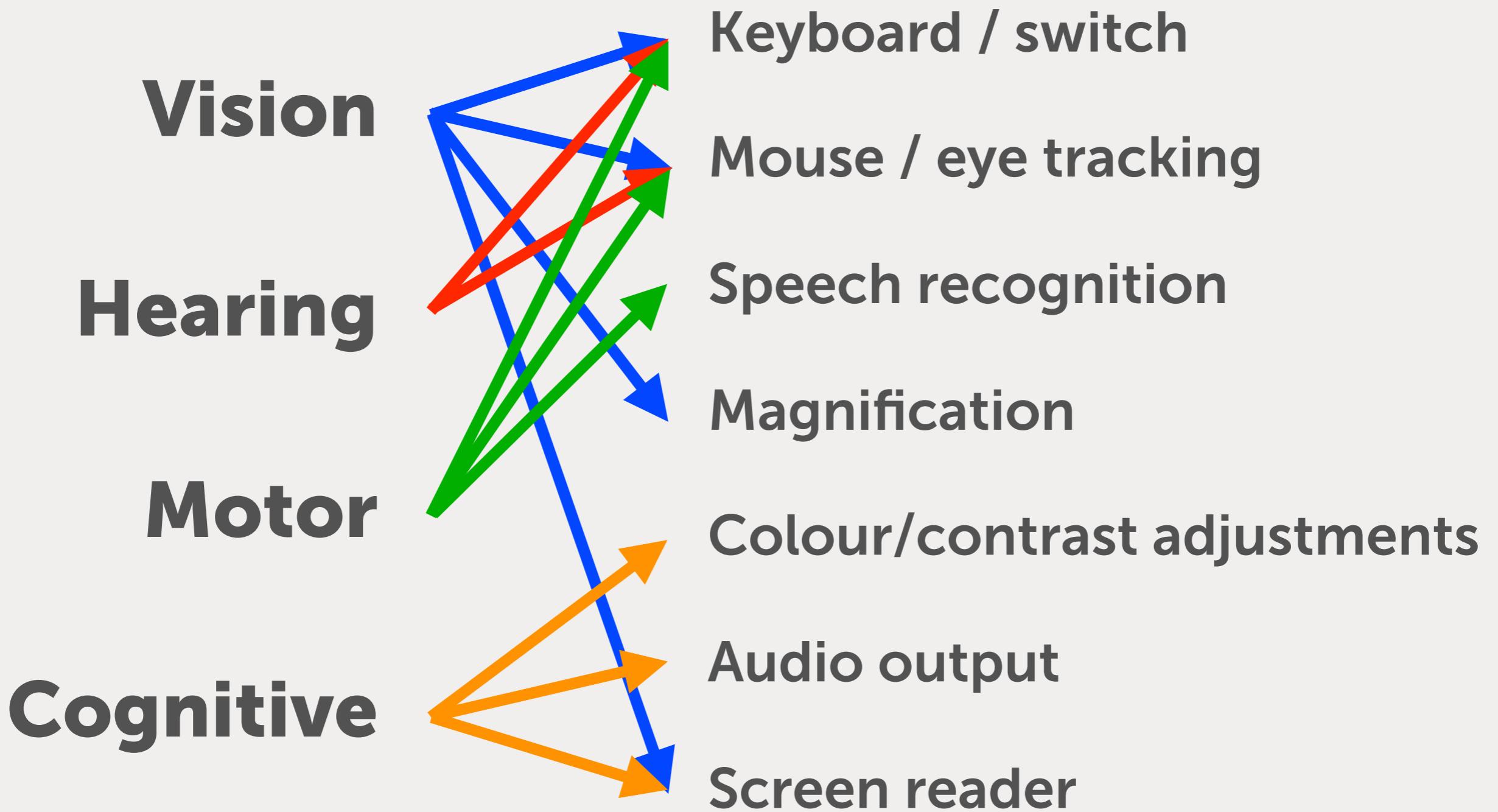
Colour/contrast adjustments

Cognitive

Audio output

Screen reader

Interaction methods



Interaction methods

- Keyboard only
- Screen magnification
- Screen reader
- Deafness or Cognitive issues

Follow along!

- Please do get out your laptop / iPad / iPhone
- sky-toolkit.nomensa.com
 - username: bskyb
 - password: nom8275
- Or we have the materials on USB

Keyboard only



An AssistiveWare® Production

<http://www.youtube.com/watch?v=ENkjklypXq4>



iPod
iPad
iPhone

Simplyworks
for iPad



Try it

- Use the **tab** key to progress through the page, **shift-tab** to reverse, **enter** to follow links.
OSX: Check the advanced tab setting is enabled
- Try **cntl-f** / **cmd-f** to find a link
- help.sky.com - diagnose a router issue

 Search

IN THE KITCHEN

AROUND THE HOME

OUTDOOR LIVING

SPECIAL OFFERS



Your basket is currently empty

Gifts for all occasions

OFFER OF THE MONTH

£9.99 NOW £4.99 SAVE £5

[Find out more >](#)

Steam means clea

FAST AND EFFECTIVE, WITH NO NEED FOR KILLING 99.9% OF GERMS AND BACTERIA

Lakeland Steam Mop

★★★★★ (113 reviews)

[TOP LINKS](#) [Shop by Brand](#) [Inspiration ...](#) [Recipes](#) [iPad app](#) [the Lakeland](#)

<http://www.lakeland.co.uk/>

Interaction effects

- Linear interaction
- Lots of key-presses
- Can use cntl-f (or cmd-f) to find links

What should we make sure the interface does?

Interface guidance

- Must be able to use everything (equivalence)
- Must have a visible keyboard-focus
- Skip links are *very* useful
- Can tell how to interact with menus/controls
- Sequence should make sense and be consistent
- Navigating past a control doesn't send you to a new page

Screen magnification

Zoom zoom

- Browser-based zoom (120-200%)
- Magnification software
- Magnifier + screen reader



Search your account

Logout

Home

Find & Watch TV

My Photos

Free

My Sky

Help & Support

News

Forum

Sign in

How can we help you?

Choose a Help Topic Below



TV



My Account



Broadband



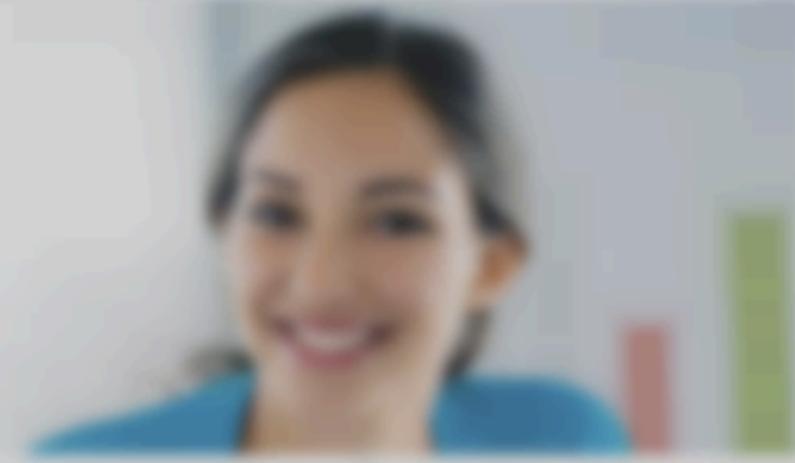
Talk



Email



Security



Contact Us

Chat with an agent, email, call or complete

Sky Help Forum

Share tips with the Sky community

Service Status

Network issues in your area

Try it (browser)

- Set your browser-width to 1024px wide
- cmd+ or cntl+ upto 200%

Compare:

- [Sky.com](#) Homepage
- [help.sky.com](#)

Interaction effects

- In a non-responsive design, you get scrolling.
Lots of scrolling
- Mainly about layout issues/bugs
- Good contrast on text helps

Layout (desktop)

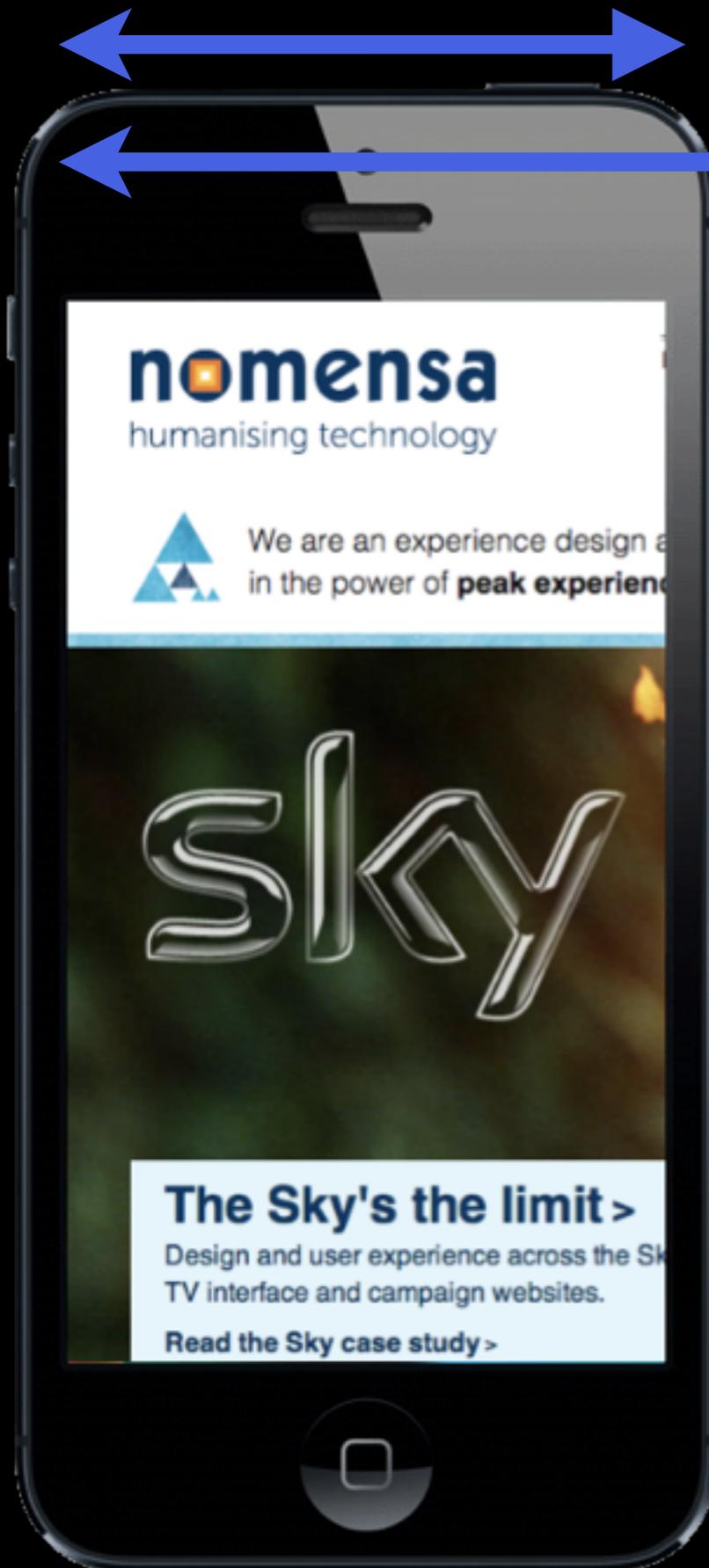
- Available CSS Units:

- px, in, cm, mm,
- em, rem, pt, pc, ex, ch
- %, vh, vw

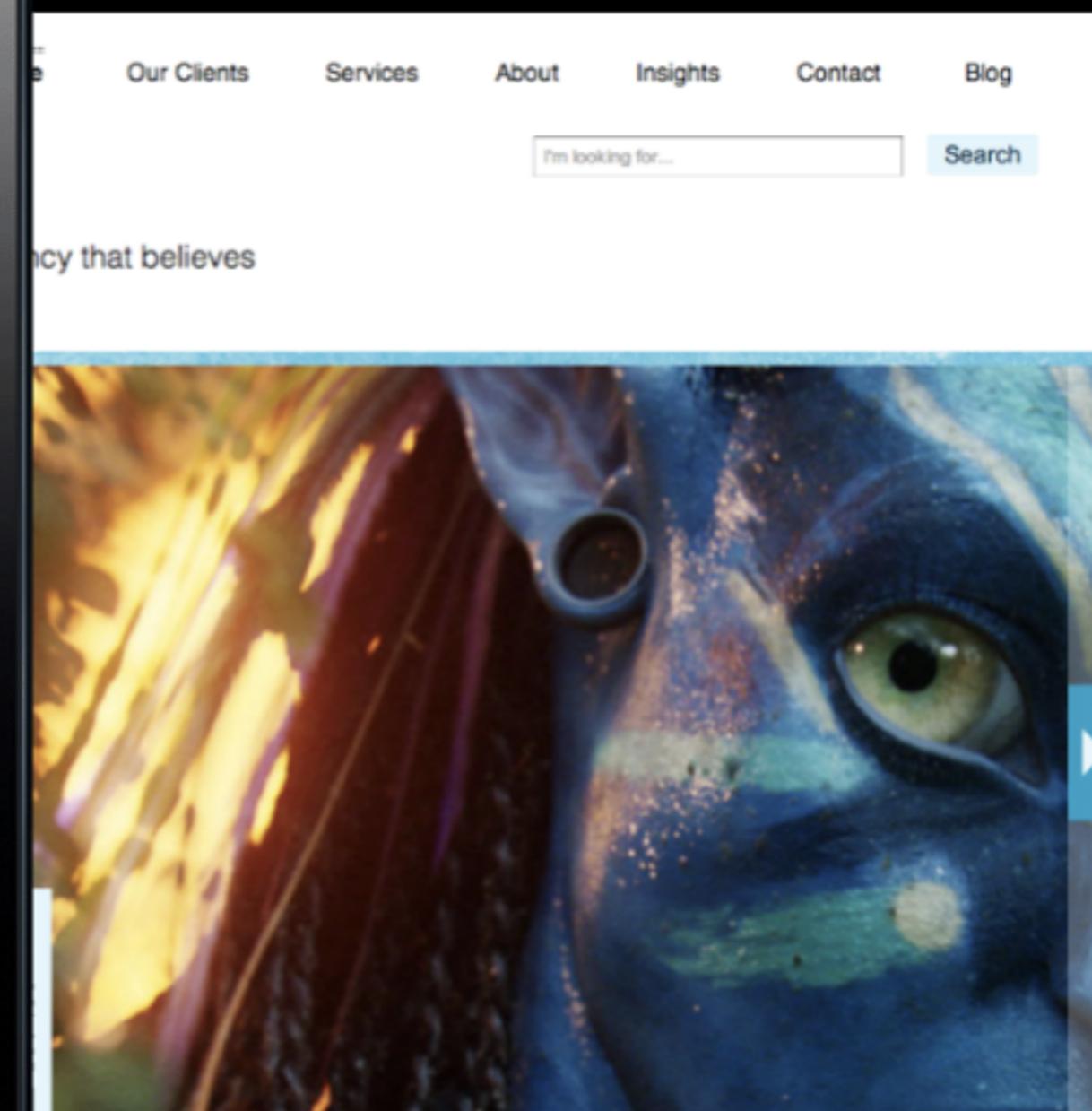
Really there are two, just be careful about mixing in layout:

- px (content)
- % (window)

Visual viewport



Document viewport



Layout (mobile)

- Works differently, the phone decides the canvas size
- CSS pixels vs devices pixels
- Meta-viewport:
 - `width=device-width`
 - `initial-scale=1`
 - `maximum-scale=2` <- don't fix at 1

Try a magnifier

- Mac: Go to the accessibility settings
- Windows: Search for Magnifier
- iOS(6): System preferences
- help.sky.com
Read instructions for connecting an xbox via wireless
- gov.uk/calculate-your-maternity-pay
Try filling in the form

Interaction effects

- Very mouse driven
- Field of attention small
- Zoom out at the start, zoom in to read



MOBILISM 2013

PROGRAMME
WORKSHOPS
VENUE
TICKETS
ATTENDEES
SPONSORSHIPS
ABOUT US
CONTACT

News

- Finalising our programme, 04-04-2013
- Three speakers and two workshops
- Four days 22-01-2013

Links

- What can



MOBILISM CONFERENCE, 16TH & 17TH OF MAY

With Martin Kool and Thomas Fuchs

[Check our programme](#)

The third edition of Mobilism will take place on 16th and 17th of May, 2013, in Amsterdam. Just like for the previous two, we'll invite [top speakers](#) from the web and mobile worlds to educate and entertain you about the mobile web.

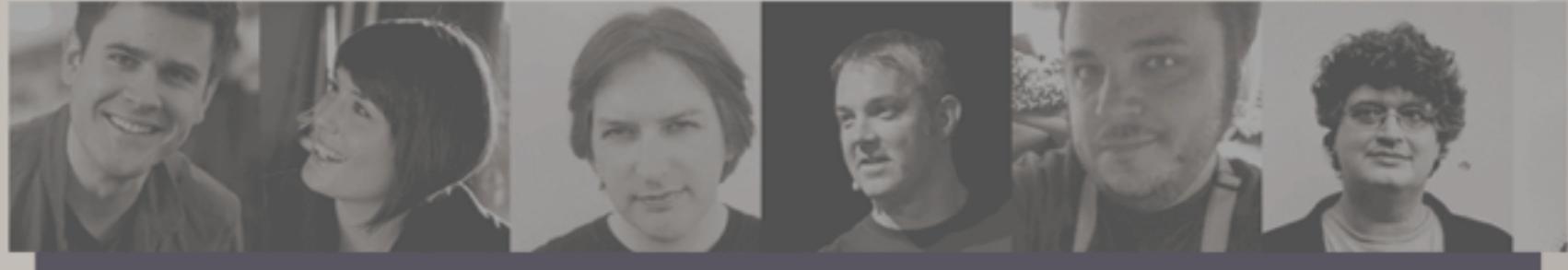
We are working on a [nice line-up](#) featuring well-known and new luminaries of the mobile web. [Ticket sales](#) have started. The venue will be the same as in 2012. We're going to

Contrast issues



MOBILISM 2013

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- [Four days left for our early-bird, 22-01-2013](#)

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Mobilism 2012 was a blast. (So was **2011**, by the way.) If you don't believe us, take a **look at the videos** yourself. We expect to be able to maintain the high standard we set. A **compilation video** from last year:

Links

- [What can we expect from IE11?](#)





MOBILISM 2013

ATTENTION
TO THE
MOBILE

News

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- Four days left for our early-bird, 22-01-2013

Links

- What can we expect from IE11?



MOBI Wi

Thomas Fuchs

ne

The 17th of May, 2013, in speakers from the web and mobile web.

and new luminaries of the mobile scene as in 2012. We're going to wednesday 15th of May.

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Colour Contrast Analyser

Options Image Help

Foreground

Colour select: Hex: #FCFFF6

Background

Colour select: Hex: #F18E00

Algorithm

Colour brightness/difference Luminosity

Show contrast result for colour blindness

Result - Luminosity

Contrast ratio: 2.4:1

Display details

Text

Fail (AA)

Fail (AAA)

Large text

Fail (AA)

Fail (AAA)



High contrast mode

- Try high contrast mode
- Windows is most effective for this
- Chrome has a plugin, but not quite the same
- tinymce.com/tryit/full.php
Try working out the icons!



Version: 3.5.8

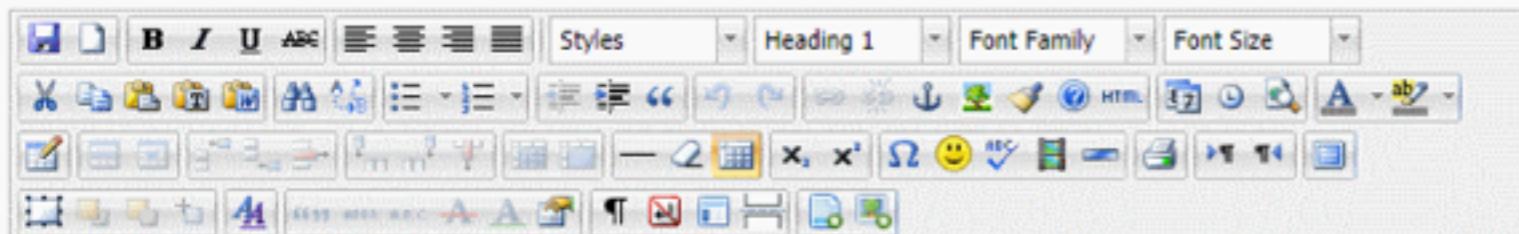


You are here: Try it > Full featured example

Full featured example

[View Example](#) [View Source](#)[Fiddle with this example](#) [Share](#)

This example displays all plugins and buttons that comes with the TinyMCE package.



Welcome to the TinyMCE editor demo!



Feel free to try out the different features that are provided, please note that the MCImageManager and MCFFileManager specific functionality is part of our commercial offering. The demo is to show the integration.

We really recommend [Firefox](#) as the primary browser for the best editing experience, but of course, TinyMCE is compatible with all major browsers.

Got questions or need help?

If you have questions or need help, feel free to visit our [community forum](#)! We also offer Enterprise [support](#) solutions. Also do not miss out on the [documentation](#), its a great resource wiki for understanding how TinyMCE works and integrates.

Found a bug?

If you think you have found a bug, you can use the [Tracker](#) to report bugs to the developers.

And here is a simple table for you to play with.

Product	Cost	Really?
TinyMCE	Free	YES!
Plupload	Free	YES!

Enjoy our software and create great content!

Oh, and by the way, don't forget to check out our other product called Plupload, your ultimate upload solution with HTML5 upload

Get your own copy

Don't hesitate! Just [download](#) and [test](#) it all by yourself for free!

Full featured example
Skins
jQuery integration
UI Customization
Output control
Formatting
Loading/Initialization
Misc
MCImageManager
MCFFileManager

Found a bug?



Please submit your bug in our bugtracker system, you need a registered user.

[SUBMIT BUG](#)

MC File Manager

[LEARN MORE](#)[BUY NOW!](#)

100%

Version: 3.5.8



Get your own copy

Don't hesitate! Just download and test it all by yourself for free!

You are here: Try it Full featured example

Full featured example

[View Example](#) [View Source](#)

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[Skins](#)

[jQuery integration](#)

[UI Customization](#)

[Output control](#)

[Formatting](#)

[Loading/Initialization](#)

[Misc](#)

[MCImageManager](#)

[MCFileManager](#)

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[SUBMIT BUG](#)

MC File Manager



[LEARN MORE](#)

[BUY NOW!](#)

Interface guidance

- Keep changes close to the user's action
- Test layouts for browser zoom at 200%
- Watch for large areas of white space
- Use text rather than images of text
- Check for contrast & background images



Screen readers

Screen readers (browsers)

Jaws (IE)

VoiceOver / OSX
(Safari)

NVDA (FF)

Windows eyes

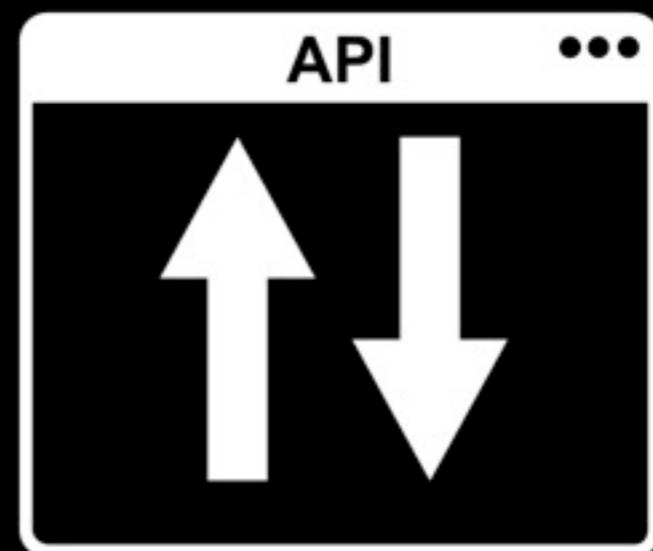
VoiceOver / iOS
(Safari)

SA to Go

ZoomText

Talkback (Android)

Accessibility stack



Hidden structure

- The structure of the page (the HTML) is used by screen readers.
 - Headings (levels 1-6), Lists, Tables
 - Landmarks (“ARIA roles”)
 - Some HTML5

Please see the ‘Key structural elements’

Try a screen reader

- NVDA for Windows
- VoiceOver for OSX or iOS
- Instructions at sky-toolkit.nomensa.com
- After a little practice, turn off your screen

Try it

- Sky.com homepage - Navigate to the first 'latest news' article
- help.sky.com - diagnose a router issue



Recycle Bin



Docs

nomenSA
humanising technology



http://www.youtube.com/watch?v=IhWMouI2_Vk

role="banner"



role="search"

Search Shop

Search

Trends > Sky Movies > On Demand > 2TB Box

role="navigation"

Home

Find & Watch TV

Sky Products

Shop

My Sky

Help & Support

Sign In

Sign Up

Email



<h2>£100 M&S voucher when you join Sky TV online

<h3>Online exclusive - hurry offer ends today

[Find out more](#)



Play



<h1>Sky Shop

Join Sky and discover a world of must-see TV with innovative ways to watch, plus great value broadband and calls

<h2>Sky bundles Award-winning TV that revolves around you

<h3>Included in every bundle below



Free award-winning
Sky+HD box



UK's biggest Catch Up
TV with On Demand



Exclusive Sky Go

<h3>Get even more



Select your bundle
and add broadband

+ Sky Line Rental £14.50 a month

Interaction effects

- Linear interaction, line at a time in source order
- Headings, landmarks, find-text to skim
- Can use hidden support text
- Changes in the page can be hidden
- Depends on *learned* keyboard commands

Interface guidance

- Must have alternatives for non-text items
- Audio shouldn't play automatically
- Design should be represented in structure & metadata
- Headings, titles & link text should make sense out of context
- Use 'standard' form controls whenever possible

Checking without a screen reader

- Install the web-developer toolbar and:
 - **CSS**: Disable all styles
 - **Images**: Display alt attributes
 - **Outline**: Headings (tick the “Show element names when outlining” option)
 - **Outline**: Custom elements (ul, ol, li, blockquote)
 - **Information**: Display ARIA Roles
 - **Information**: View document outline

Deafness & Cognitive

Intro

- Wide range of cognitive issues
- Second language issues
- Education for deaf children not good for current mature population

Search Help & Support

זיכר

גופינו & היט טעלעוויזיע

הימל פראדווקטן

קראמ

מיין סקי

הילפ & סופfeaרט

בליצפאסט | ציון ארכיון | ציון אין



וְיַקְעַנְעַמְלָתְהַלְפָן אִיר?
קליבן אֲהַלְפָן טַעַמְעַנוּטָעָרָעָר:



טעלעוויזיע



מיין אַקָּאוֹנֶט



בראָדְבָּאנְד



רעדָן



בליצפאָסֶט



זיכָרְהֵיִיט

קָאנְטָאָקָט אָונְדָּז

טשאָט מִיט אָן אָגָעָנט, בליצפאָסֶט, רופָן אָדָעָר

הַיְמָל הַילְפָ פּוֹרָם

שער עַצְוָת מִיט דֵי סָקי קָהָל

סֻעָרְהֵיִיס סְטָאָטוֹ

געַטְוֹוָאָרָק יְשָׂוֵז אַין אַיְיָר גַּעֲגָנָט

State of Care accessible homepage

[Introduction](#)[Putting people at the centre](#)[Joined-up care](#)[What we have found](#)

The Care Quality Commission



The Care Quality Commission (CQC) makes sure there are good health care and social care services for adults in England.

We check up on services run by the NHS, local councils, private companies and voluntary organisations.

And we speak up for the rights of people kept in care by a law called the Mental Health Act.

When we say social care on these web pages, we mean adult social care.



A welcome message from
Cynthia Bower:
Chief Executive
of the Care
Quality
Commission

[Text Size: a a a](#)[Colours: a a a a a](#)[BSL of the summary](#)[Easy read summary \(pdf\)](#)[Large print summary \(Word\)](#)

Interaction effects

- Choosing links that might be right, not knowing
- Getting stuck on literal interpretations
- Looking for help and alternative options

Interface guidance

- Plain english (for everyone)
- Simplicity & focus are critical
- Adding relevant images & video useful (visual labelling)
- Clear boundaries, clear hierarchy
- Don't enforce timing
- Flashing/moving objects an issue



Accessibility in the design process

Activities

- Requirements gathering
- Sketching
- Wireframes / Prototype / Early iteration
- Visual design
- Website testing

What to define when?

- UX+Accessibility checklist handout
- Use the 'stage' column to mark when it could first be **defined**

NB: You can use your own activity names!

Requirements gathering

- What should you do if you run the website for:
 - An organisation with venues,
e.g. National Trust
 - A cinema
 - A organisation that provides of set-top boxes...

Wireframes / Prototype / Early iteration

- Grab a screenshot / wireframe
- 'Mark it up' using the main structural elements:
 - 1.HTML elements: H1 - H3, Lists
 - 2.ARIA landmarks (banner, main, search, ContentInfo

Sky-toolkit - Key Structural Elements

Sky-toolkit - Accessible layouts



<header> banner

Search Shop

<form> search

Search

nav

Trends > Sky Movies > On Demand > 2TB Box

Home

Find & Watch TV

Sky Products

Shop

My Sky

Help & Support

Sign In

Sign Up

Email



Shop > Buy Sky

<main> main

<aside> Award-winning TV from Sky for £21.⁵⁰ per month

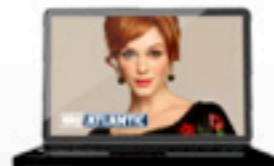
Sky Line Rental at £14.50 required



Sky Entertainment Pack



Sky+HD box



Sky Go



Sky Broadband



Sky Talk

2 GB monthly usage

Plus, £25 M&S voucher when you join Sky TV online

Add the starter bundle

12 month minimum term. ^M&S voucher for new customers joining Sky TV online. One free box per household. Phone line required. See below for further terms.

Create your perfect Sky combination

TV & Boxes

Broadband & Talk

<section>

Step 1: Choose your favourite TV <h2>

<header>

> Show Basket

We've grouped all our great TV channels in to Packs <p>

Our brand new Sky Entertainment Extra+ package brings you top TV from Sky with over 80 great entertainment channels, over 45 in HD, Box Sets on demand and 3D - all for just £31.50 a month. Keep the whole family entertained with Sky Entertainment Extra for just £26.50. Or get our best ever entry pack for just £21.50. Add Sky Movies for hundreds of movies a month and Sky Sports to enjoy live & exclusive sports action from around the world. The HD Pack gives you Sky Movies and / or Sky Sports in stunning high definition.

<aside>
complementary

Already a Sky TV customer?
Latest offers / Sign in

Help with your order?
Call 08442 411 818

Your order

Help

A photograph of a coastal scene. In the foreground, a person wearing a white shirt and blue pants walks across a wet, rocky, and mossy area. To the left, the ocean is visible with small waves. In the background, there are rolling hills covered in dry grass. A bright rainbow arches across the sky from the right side of the frame towards the horizon.

Questions?