

# Bunnyfoot

3<sup>rd</sup> December 2019

## Practical Accessibility

Digital Works



# Introductions



Pete Underwood

*UX Consultant*



John Goodall

*UX Consultant*

# Bunnyfoot

Service and experience design consultancy

## Who we are

40 strong team of psychologists, researchers, experience designers, usability & customer experience specialists

Celebrated our 20<sup>th</sup> anniversary this year!



London



Oxford



Sheffield

# Bunnyfoot

Service and experience design consultancy

## Who we work with

A wide range of clients from SMEs to multi-national organisations across various industry sectors



# Bunnyfoot

Service and experience design consultancy

## What we do

UX Strategy

Service and  
experience design

User centred design

Usability testing

Training

### Accessibility services we offer

- Practical accessibility training
- Accessibility auditing, testing and evaluation
- Participant recruitment
- Lab hire

BUNNYFOOT ARE PART OF A FAMILY OF **SYNERGISTIC SPECIALISTS**  
WE SPECIFICALLY AVOID BEING HOMOGENOUS 'JACK OF ALL TRADES'

# SIDESHOW



**STRAWBERRY  
SOUP**

Digital transformation &  
development of rich digital  
experiences

**VERTICAL  
LEAP**

Search marketing & data  
science supercharged by  
machine learning and AI

**THINKINGJUICE**

Creative brand  
development, integrated  
marketing, social & content

**Bunnyfoot**

Service design, UX research,  
UX strategy, UX design,  
usability testing & evaluation

220+ PEOPLE, TURNOVER £24M

**How can I understand, measure and test how accessible my website is?**

HOW CAN I UNDERSTAND, MEASURE AND TEST HOW ACCESSIBLE MY WEBSITE IS?

# So how accessible is my website / app?

**Accessibility  
Audits**

**Usability  
Testing**

**Expert  
Evaluation**

# Auditing against Web Content Accessibility Guidelines



WCAG 2.1 address 4 key principles:

- Perceivable
- Operable
- Understandable
- Robust

A standard set of guidelines to design to



*" 1.3.5 - Identify Input Purpose - the purpose of each input field collecting information about the user can be programmatically determined when the input field serves a purpose identified in the Input Purposes for User Interface Components section and the content is implemented using technologies with support for identifying the expected meaning for form input data."*

# Usability Testing



Usability testing can be very insightful:

- Real users unearth real pain points
- It's an opinion killer
- Unlike analytics data, which tells you what's happening, usability testing tells you *why* it's happening



Usability testing can be expensive:

- Requires professionals
- Requires real people

# Expert Evaluation



Allows you to:

- Start small and work your way up
- Make recommendations straight away
- Create an actionable list



- Won't allow you to claim conformance
- Doesn't involve users

**How can I improve the accessibility  
of my website or app?**

HOW CAN I IMPROVE THE ACCESSIBILITY OF MY WEBSITE OR APP?

# You will need help



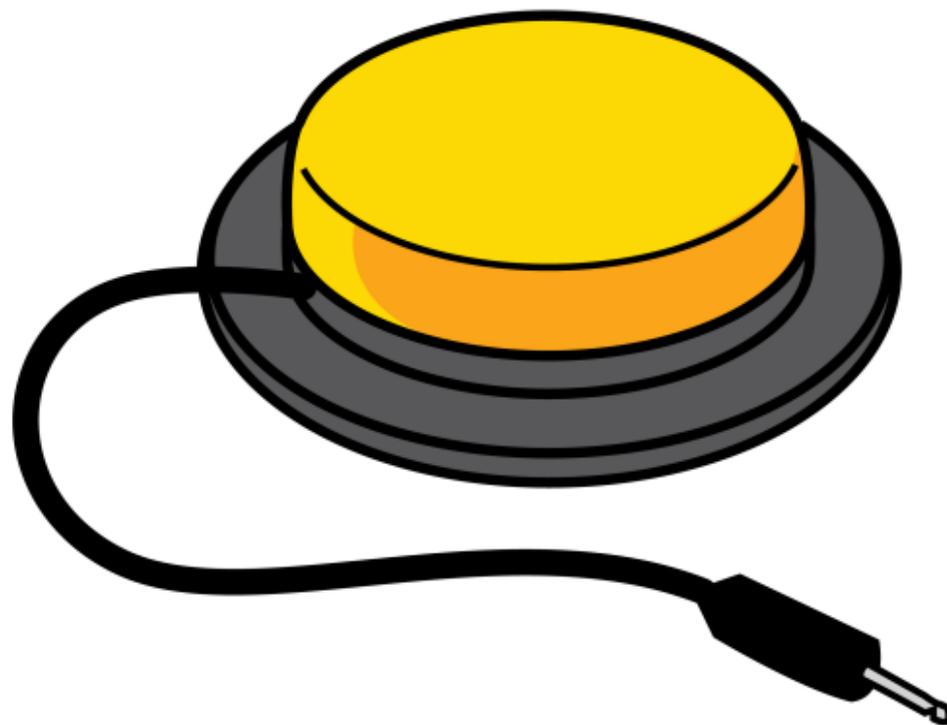
HOW CAN I IMPROVE THE ACCESSIBILITY OF MY WEBSITE OR APP?

# Learn a little HTML



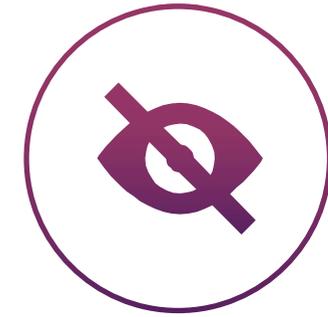
HOW CAN I IMPROVE THE ACCESSIBILITY OF MY WEBSITE OR APP?

# Familiarise yourself with assistive technologies



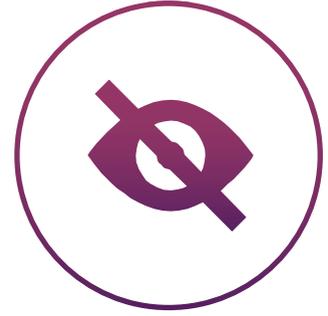
# 10-point accessibility checklist





# 1. Make sure all elements can be accessed by keyboard alone, and that focus is clearly visible

Your users may struggle to (or prefer not to) use a mouse



## 2. Plan the page structure and its headings

Headings help your users with scanning and orientation



## 10-POINT ACCESSIBILITY CHECKLIST

### 3. Provide appropriate, descriptive alt text for images

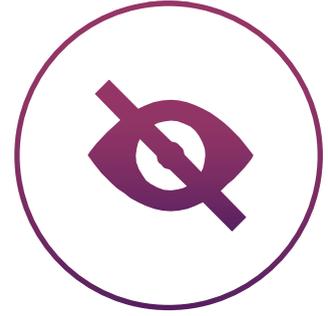
Help screen reader software convey the nature of images to your users



## 10-POINT ACCESSIBILITY CHECKLIST

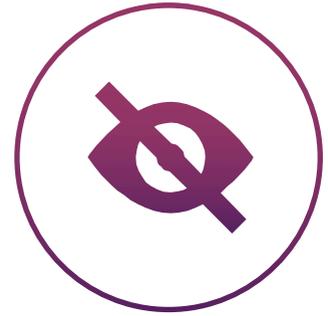
# 4. Use good colour contrast and text size

Help your users differentiate text from backgrounds by providing good contrast



## 5. Design accessible form controls

Help your users to provide the information you are asking of them



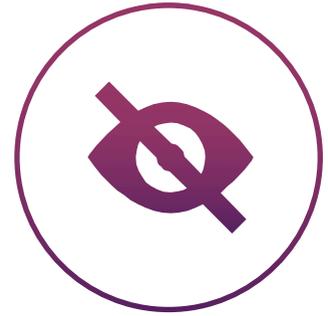
## 6. Provide all content in text

Allow your users to access your content in whatever way they need to be able to understand it



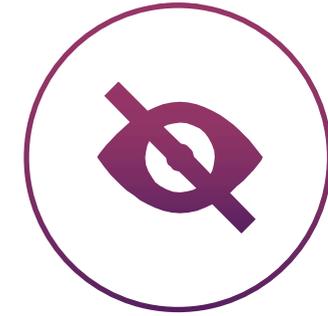
## 7. Make sure the reading order of the page is logical

Help orientate your users by providing a predictable path through your pages



## 8. Make sure links are prominent and meaningful

Help your users interact with and navigate around your website easily



## 9. Include a 'skip to content' link

Don't force your users to read through the same information on every page



## 10-POINT ACCESSIBILITY CHECKLIST

# 10. Present content in a clear, concise and non-distracting manner

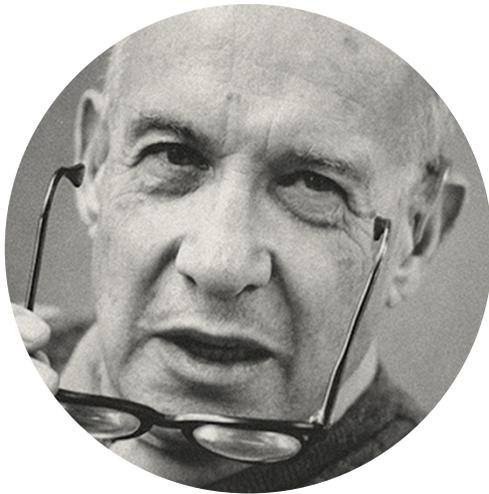
Help orientate your users by providing a predictable path through your pages

**How can I improve my  
organisation's approach to  
accessibility?**

HOW CAN I IMPROVE MY ORGANISATION'S APPROACH TO ACCESSIBILITY?

## Increasing UX maturity

UX maturity is 'the level of understanding and implementing, and positive attitudes towards a systematic human-centred design process within an organisation.'

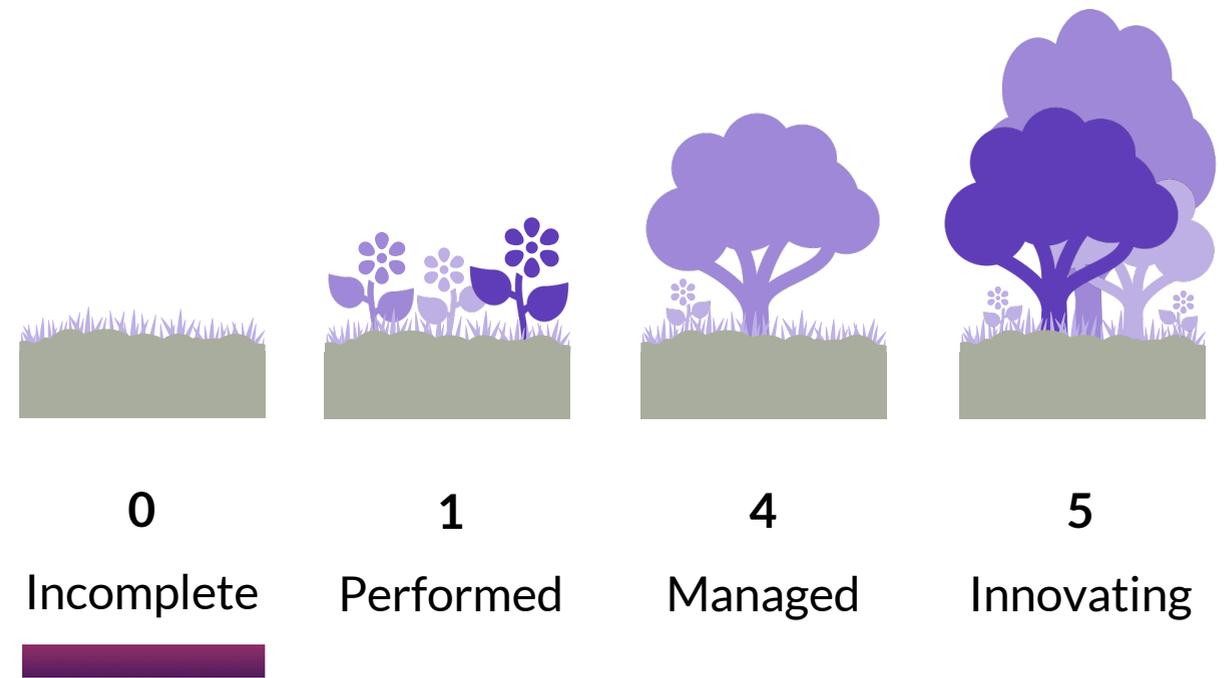


'Culture eats strategy for breakfast'  
*Peter Drucker*

# How (UX) mature is your organisation?

The human-centred design process is not implemented, or fails to achieve its process purpose.

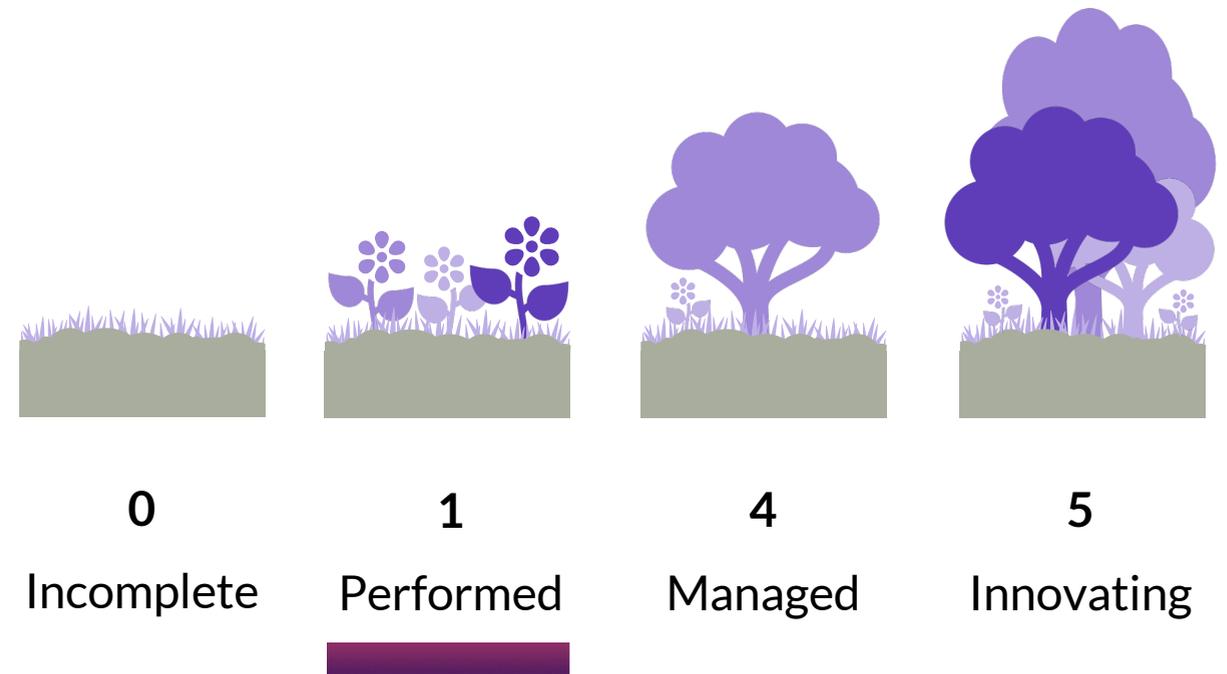
- Little evidence of any systematic achievement of the process purpose
- Usability is fine if it comes for free, but no one is committed to delivering it



# How (UX) mature is your organisation?

The human-centred design process achieves its process purpose.

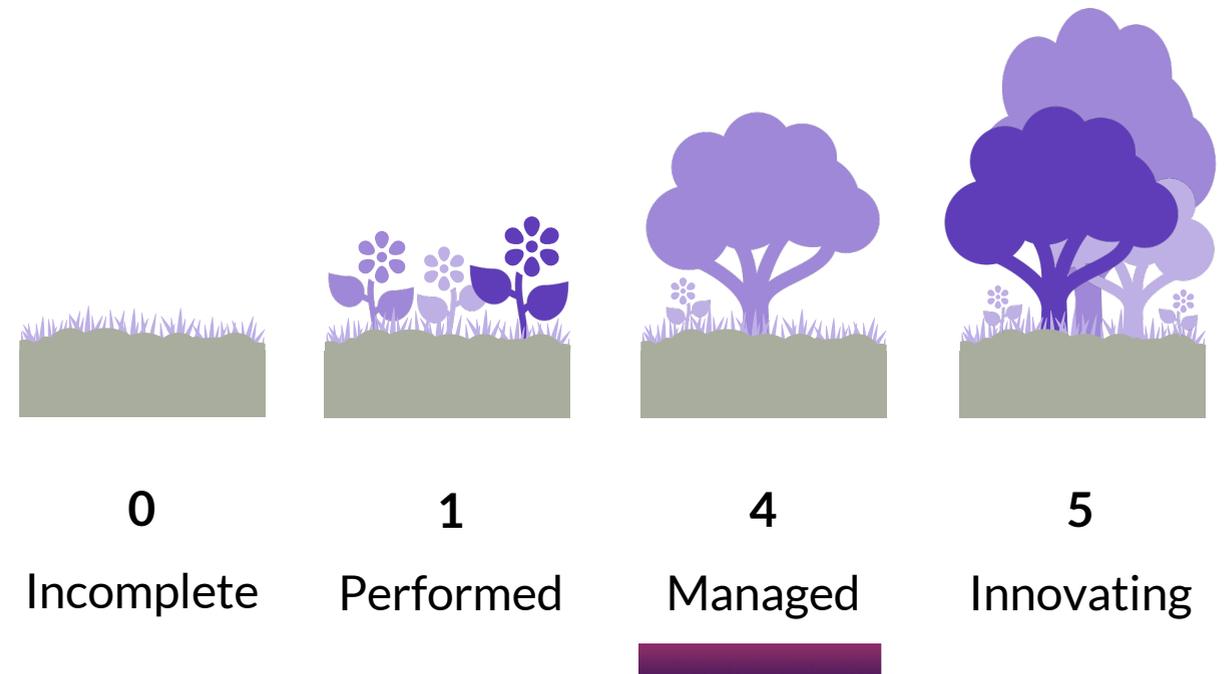
- It's achieved by enthusiastic individuals using ad-hoc processes
- There is an inherent danger if the enthusiasts leave the organisation, human-centred design will go with them



# How (UX) mature is your organisation?

The human-centred design process is implemented in a managed fashion, and its work products are appropriately established, controlled and maintained

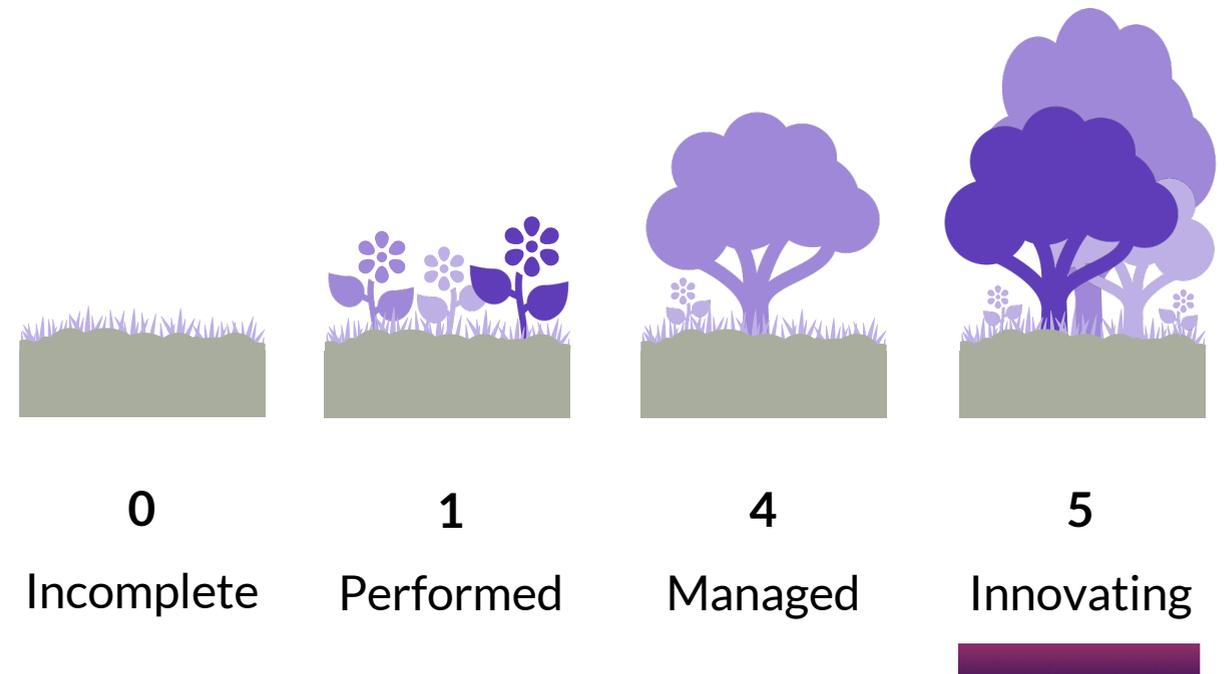
- The process is planned, monitored and adjusted
- If the high level management fail to control the process, it will get forgotten



# How (UX) mature is your organisation?

The human-centred design process is continuously improved to respond to change aligned with organisational goals.

- Process innovation objectives are defined that support the relevant business goals
- The human-centred design process will change with the business goals



# Establish trust and build relationships

- Find out what people's needs and pain points are (relating to their role and career) and work out how your UX activities can help them achieve their goals
- Understand how their experience and activities can shape your work
- Start with the people you directly interact with and work up the organisational ladder



# Champion UX activities, tools, deliverables

- Run seminars about UX and its benefits
- Introduce the 'voice of the customer'
- Do early rounds of user testing with colleagues, e.g. hallway testing
- Just do UX activities (if you have the time)



# Demonstrate the value of UX

- Share high-level insights with stakeholders / wider organisation
- Create case studies showcasing the impact of UX
- Showcase your work in communal areas
- Establish UX objectives and metrics to measure/demonstrate return on investment (e.g. increased conversion rates, reduced development costs)

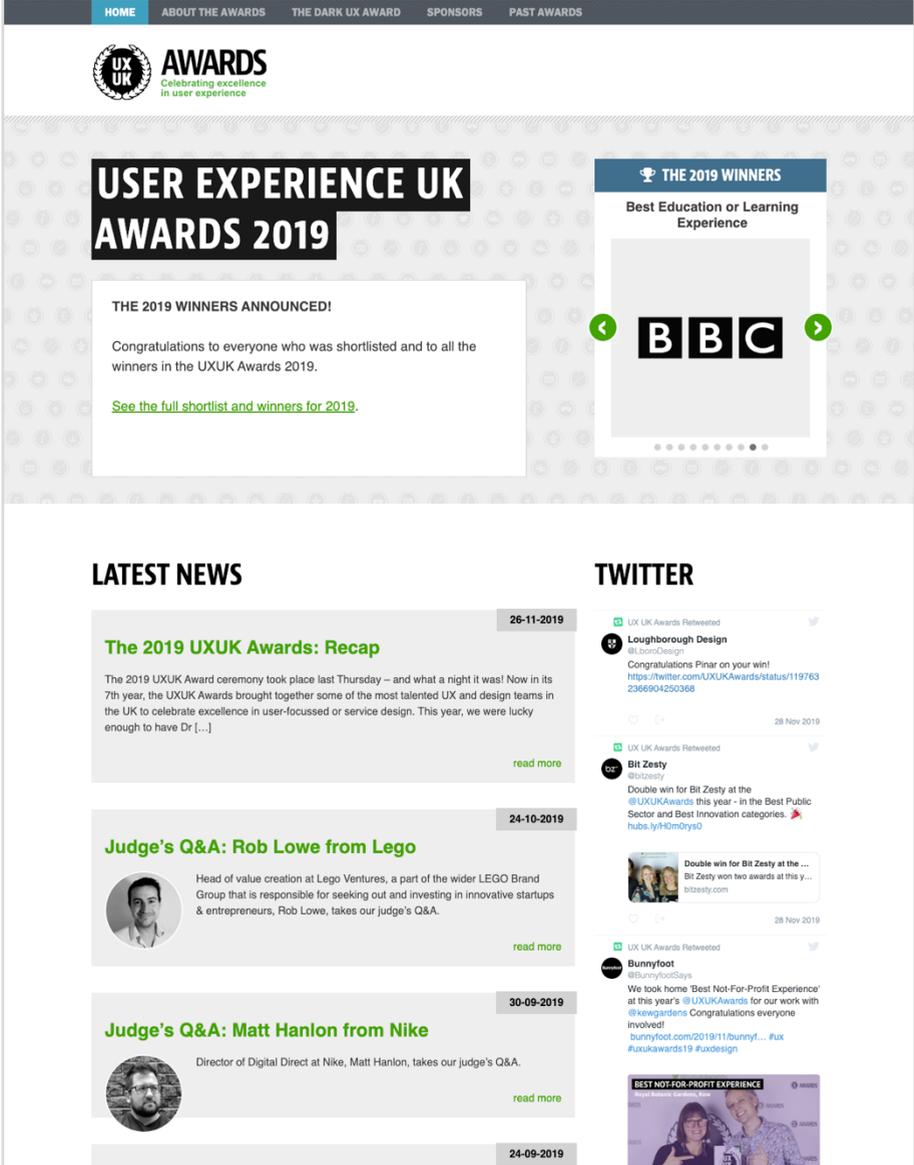


# Collaborate with stakeholders

- Hold kick-off and progress meetings with representatives from key teams
- Invite stakeholders to observe user testing session
- Co-locate with project team members



# Feeling proud about a project you've worked on?



**Share your experiences**



SHARE YOUR EXPERIENCES

## Discussion

# Your experiences of doing accessibility work

- What challenges have you faced trying to include accessibility activities?
- How have you tackled these challenges?
- What success stories can you share?



# Bunnyfoot

## Thank you

If you need any help, please contact us:

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