

Bunnyfoot

3rd 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 20th 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



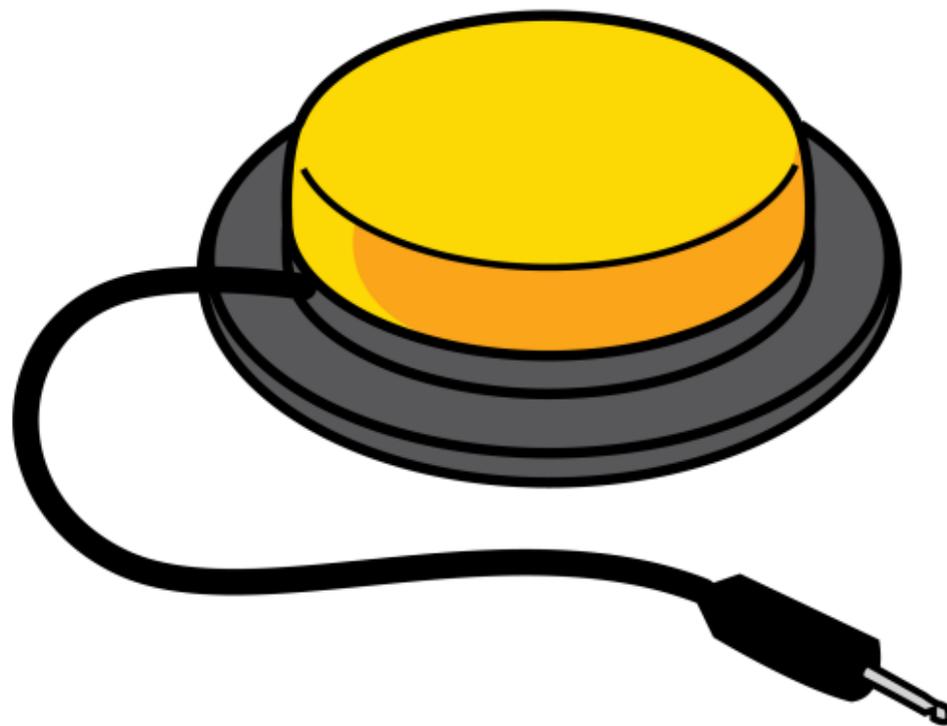
HOW CAN I IMPROVE THE ACCESSIBILITY OF MY WEBSITE OR APP?

Learn a little HTML



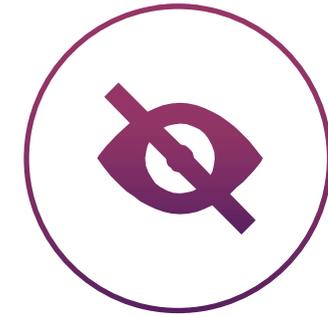
HOW CAN I IMPROVE THE ACCESSIBILITY OF MY WEBSITE OR APP?

Familiarise yourself with assistive technologies



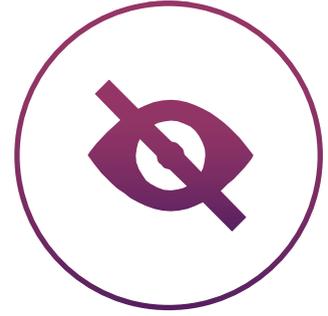
10-point accessibility checklist





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

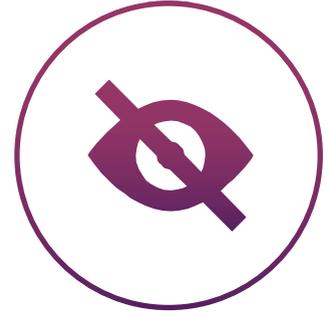
Help screen reader software convey the nature of images to your users



10-POINT ACCESSIBILITY CHECKLIST

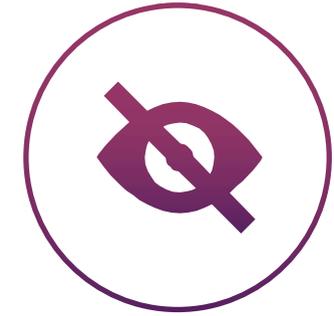
4. Use good colour contrast and text size

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



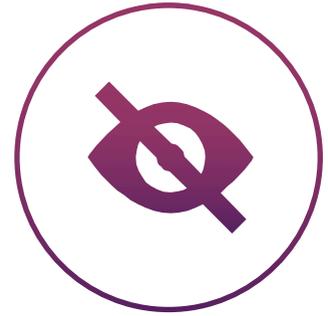
6. Provide all content in text

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



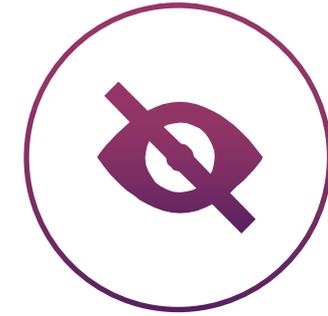
7. Make sure the reading order of the page is logical

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

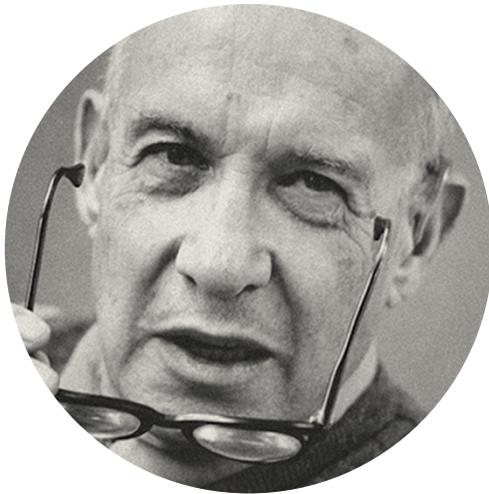
Help orientate your users by providing a predictable path through your pages

**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.'

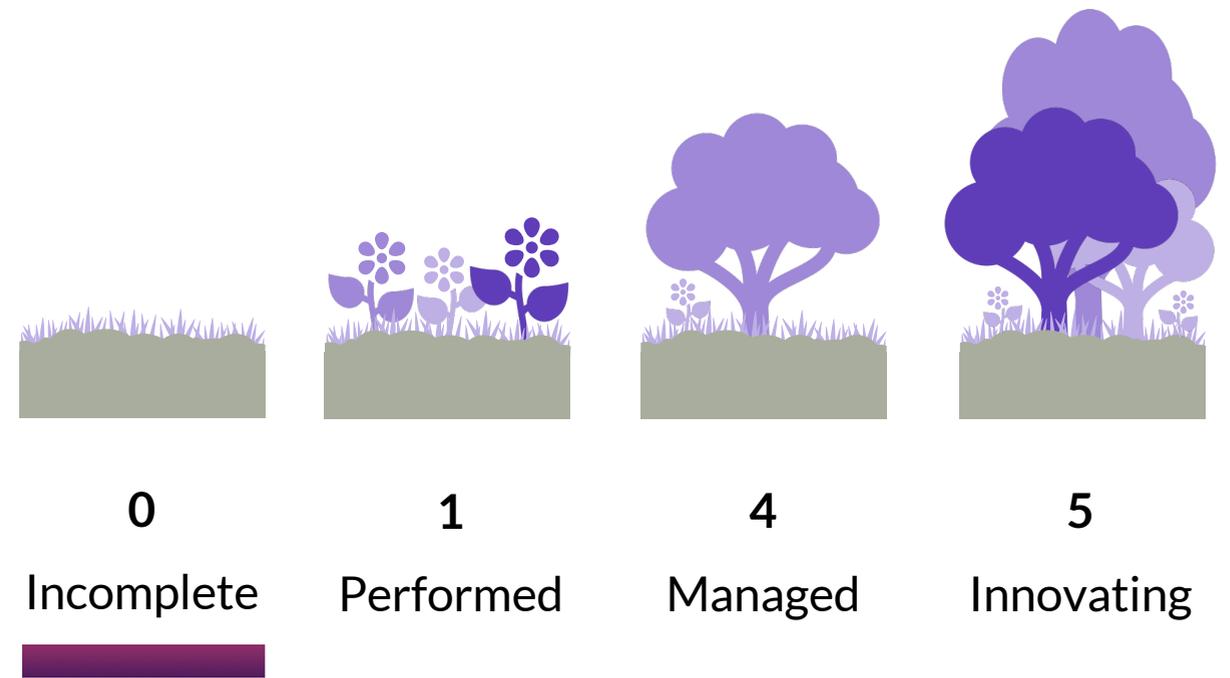


'Culture eats strategy for breakfast'
Peter Drucker

How (UX) mature is your organisation?

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

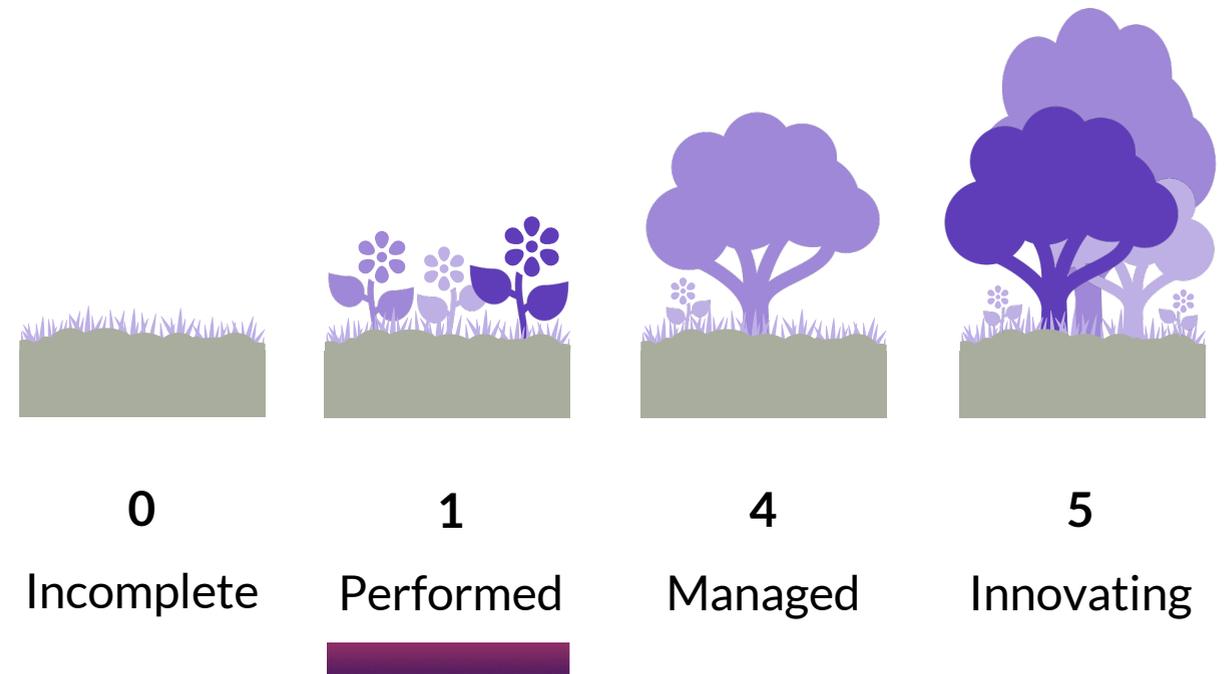
- Little evidence of any systematic achievement of the process purpose
- Usability is fine if it comes for free, but no one is committed to delivering it



How (UX) mature is your organisation?

The human-centred design process achieves its process purpose.

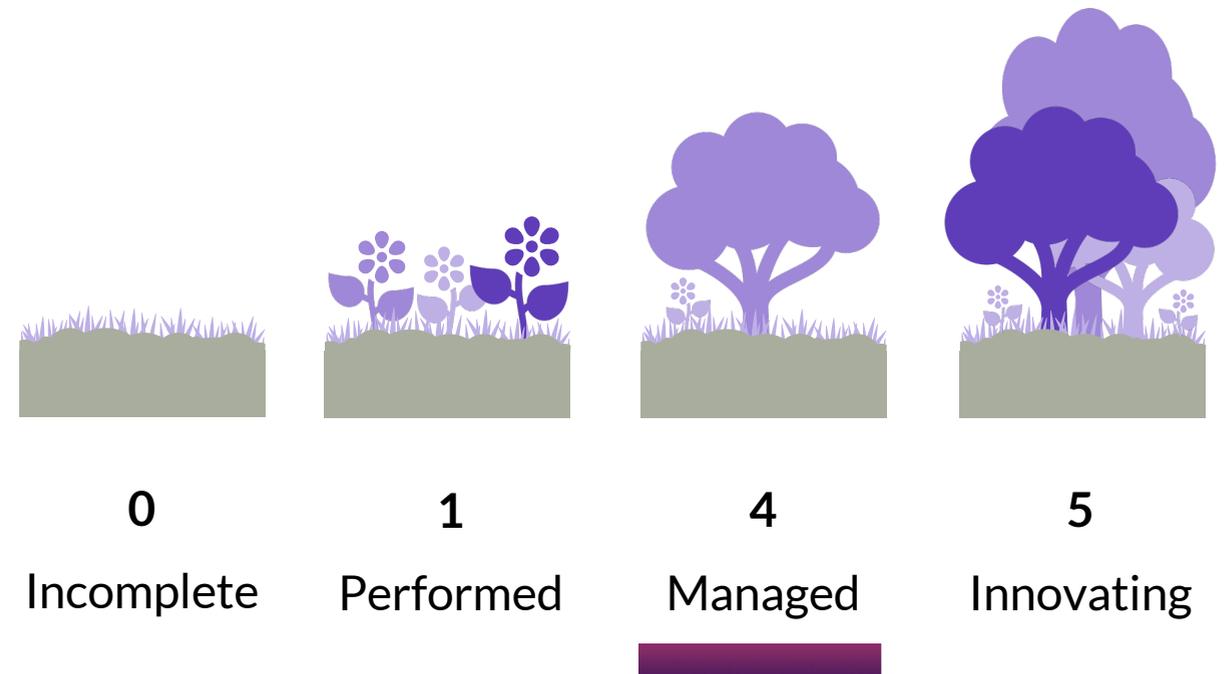
- It's achieved by enthusiastic individuals using ad-hoc processes
- There is an inherent danger if the enthusiasts leave the organisation, human-centred design will go with them



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

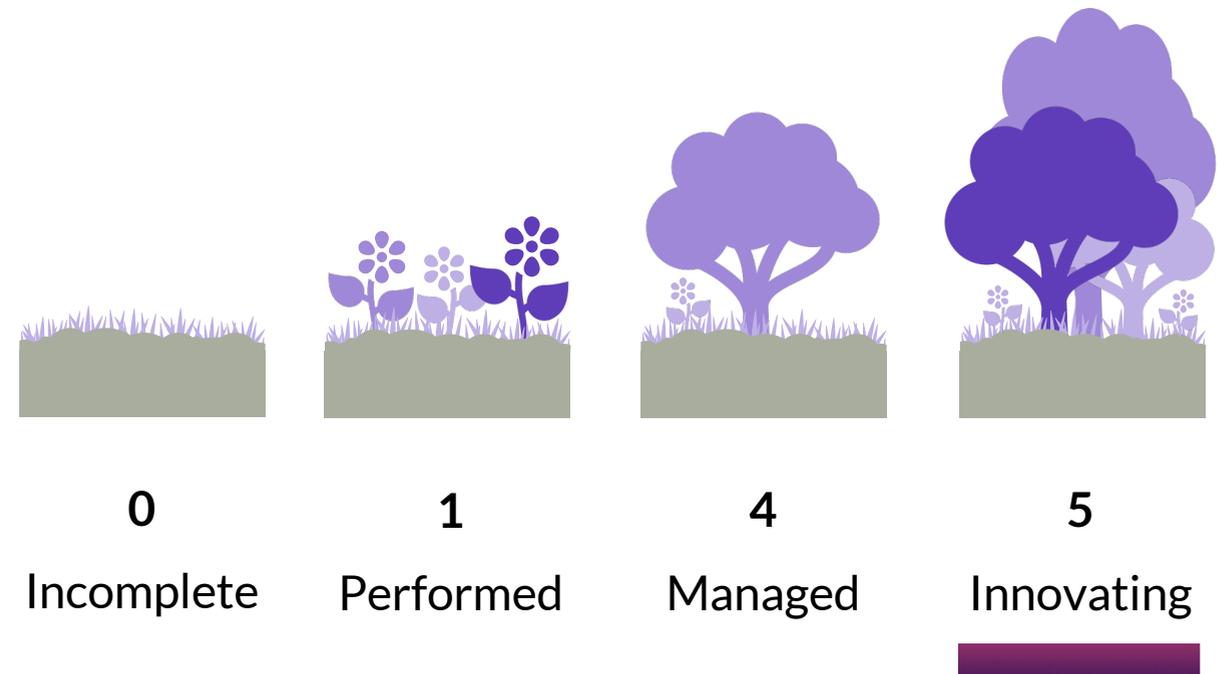
- The process is planned, monitored and adjusted
- If the high level management fail to control the process, it will get forgotten



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:

pete@bunnyfoot.com

john.goodall@bunnyfoot.com

