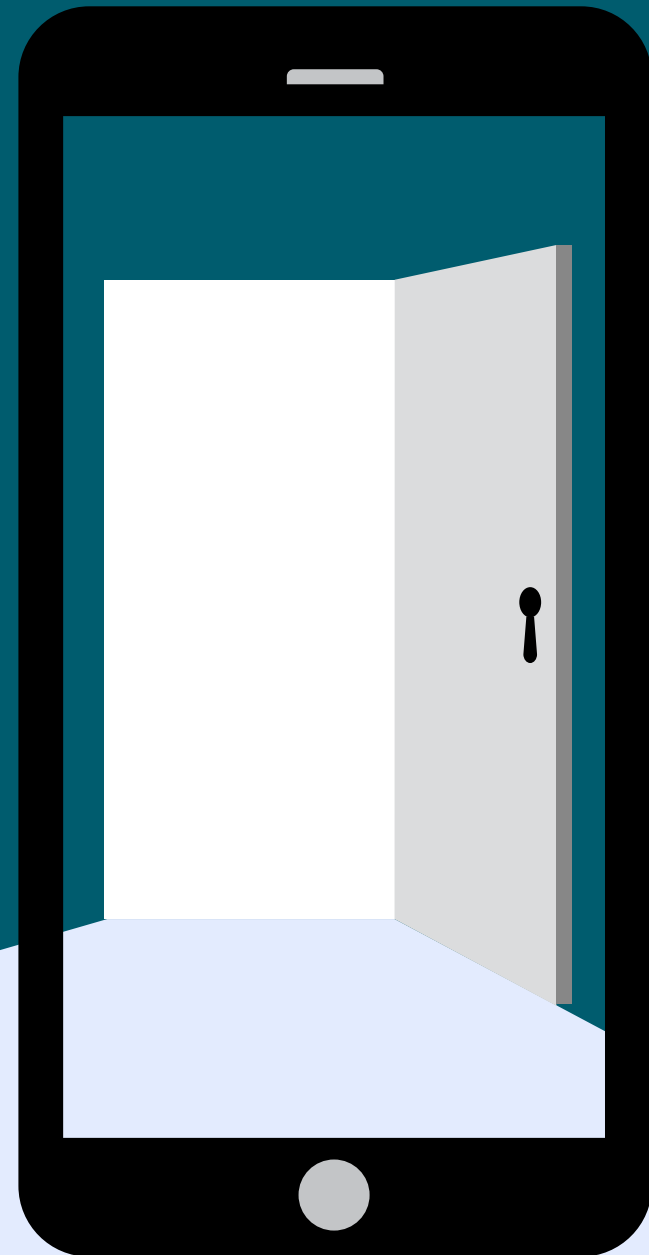




A digital world accessible to all

Unlock your digital services and make them accessible to everyone

A guide to our products and services





Work with us

AbilityNet has over two decades of experience helping large and small companies deliver websites and apps that work for everyone.

We'll help upskill your workforce, embed accessibility in your strategy and meet global accessibility standards.

We approach every partnership with the same vigour whether you're a small or medium-sized enterprise, or a global financial institution.

We have strong ties to some of the biggest technology brands on the planet – organisations such as Microsoft, Google

and Sony. All have supported our annual accessibility conference TechShare Pro.

From the heart of this community, we can connect you with like-minded people and keep you abreast of the latest legislative, policy and technology trends.

We are a Disability Confident employer and bring empathy and technical rigour in everything we do. As a charity, we support thousands of individuals each year.

Read on to find out more about our products and services.

Gary Moore, Chief Executive



Contents

Our services:

- A to Z of our AbilityNet Services.
- User research.
- Training and culture.
- Our audit services.
- Our accreditation services.

Reasons to be accessible:

- 4** Better for everyone.
- 6** The business case for accessibility
- 8** What you need to know about WCAG.
- 10** An accessibility-confident future.
- 12** A customer’s view
- An inclusive approach.
- The legal part: UK accessibility regulations.

Meet the team:

- 4** Zenab Khan, Accessibility Consultant **6**
- 7** Adi Latif, Accessibility Consultant **9**
- 11** Elly Smith, Sales Consultant **12**
- 12**
- 13**
- 14**
- 15**





Better for everyone

Digital technology has transformed Robin's life at home and at work.

“As a blind person, technology has totally transformed my life.

My smartphone has thousands of apps that help me to participate in the digital world. Maps help me navigate, a barcode scanner identifies products when I'm shopping, and Be My Eyes connects me with sighted volunteers so I can get everyday assistance from people.

At home, I access audio books, the news and weather using a smart speaker. I can also control my home environment with voice prompts.

However, all this amazing tech only works if people, like you, delivering digital services such as websites and apps, design them in an inclusive way.

Let's harness the power of the digital world and transform the lives of disabled people.”

Robin Christopherson, MBE, Head of Digital Inclusion at AbilityNet

A to Z of our AbilityNet Services

We offer a comprehensive suite of accessibility products and services, which are listed here. More information on each of these services is included throughout this brochure. **Call our sales team on (+44) 1926 562 672 to start your accessibility conversation.**

Accessibility statement

We'll help you draft a legally compliant accessibility statement for your website to address current legislation and demonstrate your commitment to accessibility.

Audit

We offer manual, expert-led audits to international standards across desktop and mobile devices. (For more information see page 10.)

Design review

Our wireframe review identifies actual and potential issues at the start of a project and addresses these early on to save you time and effort later. (For more information see page 14.)

Diverse Accessibility User Testing

User testing identifies usability and accessibility issues, which an audit alone can't do. (For more information see page 6.)

Focus groups

Our consultants will co-design and facilitate a structured conversation to gather first-hand feedback from potential customers. It's an effective way for your teams to review customers' mindsets and provides real-time data on services. (For more information see page 6.)

Gap analysis

Our simple traffic light rating identifies compliance levels across your entire digital estate including internal systems and all customer-facing channels. (For more information see page 10.)



➤ Our services

➤ Guidelines

Our Best Practice Guidelines act as an accessibility library. Drafted by our consultants, each guideline represents the gold standard in its area. Popular topics include best practice approaches to JavaScript, editorial content and design. (For more information see page 8.)

Headline accessibility review

We'll perform a robust and structured spot-check of your website and make recommendations against internal standards. (For more information see page 10.)

iCOMPLY

iCOMPLY is our quarterly maintenance and monitoring service that regularly checks your website for accessibility. It includes a quarterly webinar and a full report. (For more information see page 12.)

PDF audit

Our document auditing services provide detailed feedback on PDF accessibility, including presentations, text, document structure and visual elements. (For more information see page 10.)

Personas

Our set of personas can give you an insight into how people with a range of disabilities and access needs use products and services. (For more information see page 6.)

Re-usable website components

Our Accessibility Component Guide saves you time and money. You'll get access to patterns for web building blocks such as buttons, tab panels, tables, images and icons. (For more information see page 14.)

Template audit

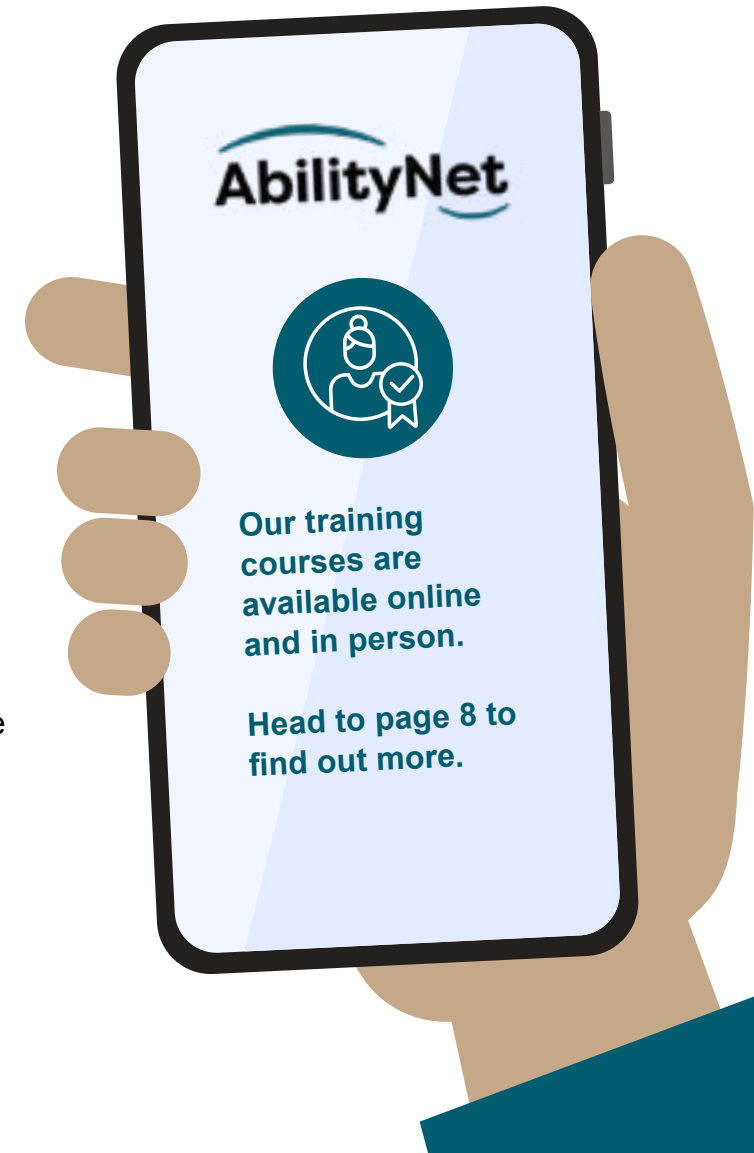
We can check the accessibility of your website's key HTML/ CSS templates, ensuring compliance is built in from the start of every project. (For more information see page 10.)

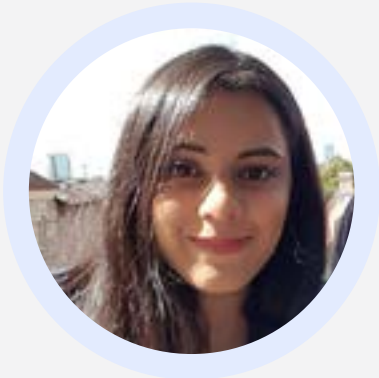
Training

We offer high-quality training courses for all team members, from content creators to project managers and leaders. These courses will help to build their skills in accessibility and inclusive design. They are available online and in person. (For more information see page 8.)

Screen reader training

Inspire future accessibility champions by showing them how a blind user's screen-reading software works. (For more information see page 8.)





Zenab Khan

Accessibility and Usability Consultant

“I’ve seen first-hand how disabled people struggle to navigate basic forms and digital journeys. For example, one user had a motor impairment and wasn’t able to tab to the button to pay. For the company, it meant losing a customer.

When clients see how it disadvantages their potential customers, they are keen to fix accessibility issues.

One of the best things about working for AbilityNet is that it allows me to advocate for people who want to be able to use various apps and websites.”

User research

Society excludes disabled people through poor design, both physically and digitally. Our consultants and disabled user testers offer expertise and real-life experience throughout your project.

Our products:



Diverse Accessibility User Testing (DAUT)

User testing identifies usability and accessibility issues, which an audit alone can’t do. We have a diverse range of users in our London-based accessibility lab (this service is also available online). Our consultants help design the process and provide a detailed report of the user feedback.



Focus groups

Our consultants will co-design and facilitate a structured conversation to gather first-hand feedback from potential customers. It’s an effective way for your teams to review customers’ mindsets and provides real-time data on services.



Personas

Our set of personas can give you an insight into how people with a range of disabilities and access needs use products and services.



The business case for accessibility

Making the online world accessible is a social, moral and legal responsibility. It also makes good business sense.

A better digital experience for all

Inclusive design means that everyone has a better experience online, including disabled people. It improves usability for a mobile-first world.

Drive innovation

Universal design is design that can be accessed and understood by anyone, regardless of their background or ability. Thinking differently and changing perspectives drives innovation – text-to-speech, TV remote-controls and typewriters were all originally designed for disabled people.¹



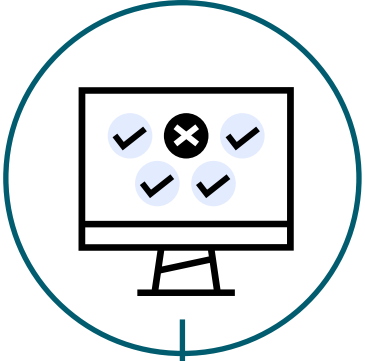
69%

of disabled customers abandon inaccessible websites and redirect their spending to those that are more inclusive.²



£274bn

The spending power of disabled households (the so-called Purple Pound) is worth an estimated £274 billion to UK businesses.



1 in 5

people in the UK are disabled, so being inaccessible means you aren't serving a large pool of your potential customers.



“

The power of the web is in its universality. Access by everyone, regardless of disability, is an essential aspect.”

Sir Tim Berners-Lee, inventor of the web.



Training and culture

As a global accessibility leader with strong ties to the accessibility leadership of Apple, Google and Microsoft, we'll help you embed a robust culture of accessibility into everything you do.

We'll share our knowledge and help you grow your expertise, whether you are new to accessibility or an emerging champion.

Our products:



Guidelines

Our Best Practice Guidelines act as an accessibility library. Drafted by our consultants, each guideline represents the gold standard in its area. Popular topics include best practice approaches to JavaScript, editorial content and design.



Screen reader training

Inspire future accessibility champions by showing them how a blind user's screen-reading software works. This introductory, hands-on session illustrates how poor accessibility impacts customers.



Training

We offer high-quality training courses for all team members, from content creators to project managers and leaders. These courses will help to build their skills in accessibility and inclusive design, and are available online and in-person.



Fewer than **1%** of website homepages meet Web Content Accessibility Guidelines standards.³



For details of upcoming courses go to <https://abilitynet.org.uk/training>





Adi Latif

Accessibility and Usability Consultant at AbilityNet

“A significant part of my role is to help people realise that disabled people are not a separate group. They are regular people, mothers, fathers, brothers, sisters, sons and daughters with ordinary lives, but they are facing barriers every day.

It is unconscious bias and a lack of awareness that creates these barriers in the digital world.

Getting companies to empathise with these challenges is the key to encouraging them to embrace accessibility and to therefore unlock the power of digital.

University was the first time I could study independently. By using specialist software, I could write using a laptop and download presentations. It was so different to school where people would read and write for me.

It inspired me to launch an accessibility company with some friends, helping to make websites and apps more accessible. Later, I worked for Accenture doing business process improvement, followed by a snowboarding season in Vermont, USA. Then I joined AbilityNet.

Part of my role is as a conference speaker representing AbilityNet and demonstrating how poor digital design can lock disabled people out of the digital world. At one conference, I mentioned a company that could improve its accessibility but didn't realise it was represented in the audience.

That company's accessibility lead is now one of my best friends and continues to drive a transformative culture of accessibility throughout the organisation with our help. It means more disabled people can book their travel independently.”



Accessibility driving innovation

Haben Girma, Tech4Good Special Award Winner 2020, is a perfect example of someone with a disability who is driving innovation and accessibility.

The Harvard Law School graduate uses an electronic 'Braille display' to communicate. This is an electronic keyboard that displays Braille characters using round-tipped pins raised through holes in a flat surface.

Haben hands it to whoever she is communicating with so they can type their half of the conversation. She is computer giant Lenovo's first Accessibility and Inclusion Advisor.



Our audit services



Accessibility statement

We can help you draft a legally compliant accessibility statement for your website. The statement will address current legislation (particularly impacting public sector websites), provide useful information and links, and show your disabled customers that you are committed to improving your accessibility.



Audit

Our experts conduct manual checks using industry-standard software to test your website and digital services for accessibility compliance and usability issues.

We offer desktop and mobile audits, reviewing pages against Web Content Accessibility Guidelines (WCAG) (see next page for more details) on a cross-section of screens. With any issues, we outline non-compliant areas, identify who is affected and recommend a solution with links for further action where useful.



Gap analysis

Our simple traffic light rating identifies compliance levels across your entire digital estate, from internal systems (such as applications and the intranet) to all customer-facing channels.



Headline accessibility review

We'll perform a robust and structured spot-check of your website. An experienced consultant will assess an agreed number of pages against 10 groups of checks that cover some of the most crucial areas.



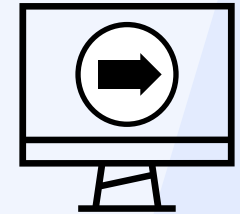
PDF audit

Our document auditing services provide detailed feedback on PDF accessibility, including presentations, text, document structure and visual elements.



Template audit

We can check the accessibility of your website's key HTML/CSS templates, ensuring compliance is built in from the start of every project.



69%

of disabled customers abandon inaccessible websites.⁴

» Are you losing customers through inaccessible digital design?



What you need to know about WCAG

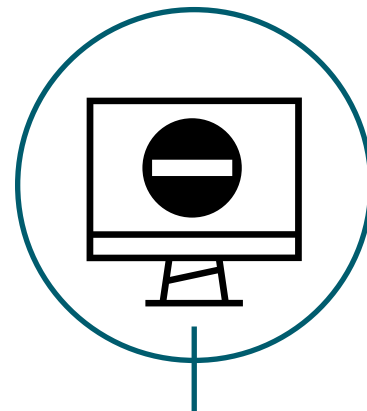
The Web Content Accessibility Guidelines (WCAG) are globally recognised guidelines that help to ensure websites are inclusive and easy to use.

They're published by the Web Accessibility Initiative, a sub-group of the World Wide Web Consortium, which aims to improve the accessibility of the World Wide Web for disabled people.

Our consultants are experts in WCAG and will work with you to achieve a higher level of compliance in everything you do.

Our audits will help to identify any errors on your site or applications. WCAG principles underpin our auditing process, alongside testing with a range of assistive technologies that may be used by your customers.

Our services include a 'Headline' review, targeted mobile or website audits, and checking accessibility across your PDF documents.



<1%

Fewer than 1% of website home pages meet WCAG standards. But designing and delivering an accessible website is a legal obligation.⁵

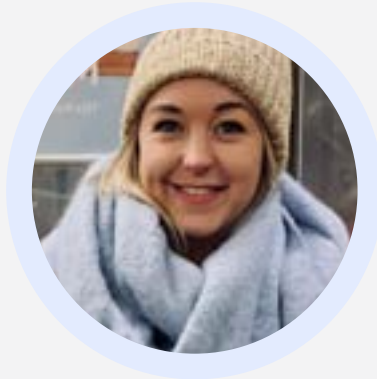


Find out more about the WCAG at <https://www.w3.org/WAI/standards-guidelines/wcag/>



86% of customers choose to pay more for a product from an accessible website rather than one that's harder to use.⁶





“My primary role is to deliver advice. I don’t assume that every call I take is going to lead to a sale.”

Elly Smith

Sales Consultant at AbilityNet

“We’ll listen to your requirements and map out the services you need. Our aim is to be your accessibility partner and deliver services to help upskill your teams, in order to bring accessibility skills in house.

We deliver the same level of service to each of our clients no matter who you are, what size you are or what stage you’re at in your accessibility journey.”

An accessibility-confident future



iCOMPLY

iCOMPLY is our quarterly maintenance and monitoring service that regularly checks your website for accessibility. It includes:

A quarterly webinar with our experts to help you understand any issues they find. This could include issues with colour, language and forms. You will have the opportunity to ask questions and cover topics in-depth.

A full report, which is generated by our automated tool and shared on our online dashboard. This report can be used by your teams to address any issues raised. You will receive a link to the dashboard.

Our accreditation services

Our seal of approval demonstrates both your compliance and your commitment to digital accessibility.



User accredited: this accreditation recognises companies that provide ‘real-life accessibility’ and have addressed medium and high issues on their website or digital service.



Accreditation plus: our flagship accreditation recognises a website or digital service as both ‘real-life accessible’ and compliant with WCAG.



A customer's view

“There’s nothing better than working with an established, experienced team of experts,” says Charlotte Rae, LV=GI customer experience manager.

With our help, LV=GI is putting accessibility at the heart of everything it does. We welcomed LV=GI to our head office for an interactive session and Charlotte says: “It brought digital accessibility to life”.

LV=GI also made a donation to help us meet the high level of demand for our free IT support for disabled and older people during the COVID-19 crisis.



£41.1bn

Ethical consumerism is now worth £41.1bn in the UK.⁷

Brand values win ethical consumers

Being accessible can help you to win over socially conscious customers. It demonstrates a social commitment to meeting the needs of a diverse range of customers.

In 20 years, ethical consumerism has grown from £11.2bn to £41.1bn in the UK.

Our mission is to create a digital world accessible to all. The work we do with businesses allows us to fund our charitable work, delivering free tech support to older and disabled people at home, at work and in education.



In the UK there are almost **2 million** people living with sight loss. A screen reader allows people who are blind to use their phone.





An inclusive approach

We believe that no one should be excluded from the digital world.

Everything we do helps to create a digital world that is accessible to all. It is because of this that an inclusive design approach underpins all our products and services.

Put simply, inclusive design is smart design. The right colour contrast helps someone with a visual impairment, as well as a sighted person struggling to use a screen on a sunny day.

Design your website and services for people with a mobility impairment, such as a tremor, and people using their phone one-handed will benefit too.



Our products:

Re-usable website components

Our Accessibility Component Guide saves you time and money. You'll get access to an inclusive design system, which includes patterns for web building blocks such as buttons, tab panels, tables, images and icons.

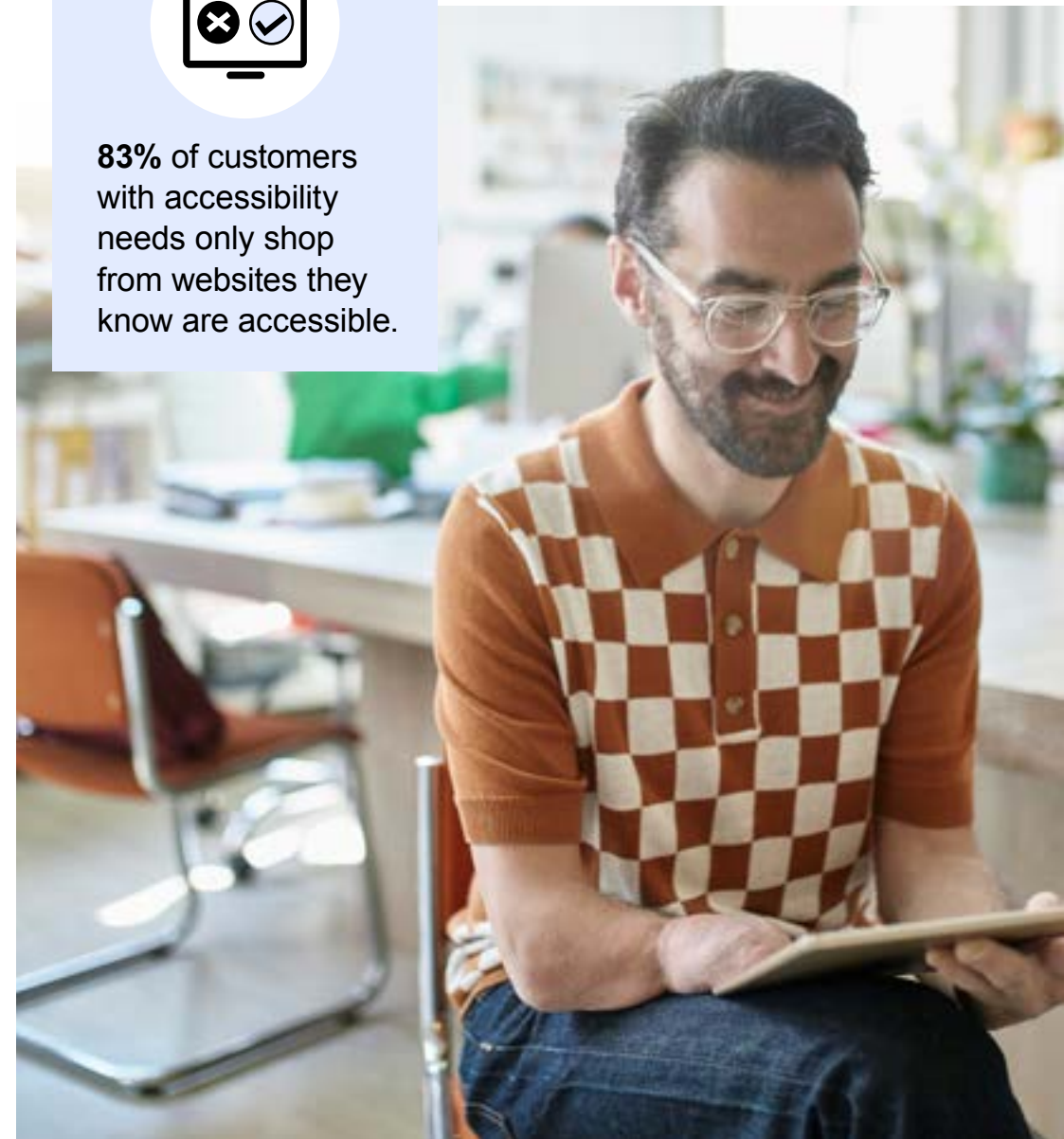


Design review

Our wireframe review identifies actual and potential issues at the start of a project. That could be visual issues, such as lack of colour contrast and links or buttons that don't have clear text, or more complex content issues such as inaccessible use of graphs or charts. We'll help you build accessible solutions from the start, saving time and effort later on.



83% of customers with accessibility needs only shop from websites they know are accessible.



The legal part: UK accessibility regulations

It's a legal obligation to design and deliver your products and services accessibly. The Equality Act 2010 specifically addresses the need for websites and apps to be inclusive for those with disabilities and impairments. Public sector websites now have an additional legal obligation to ensure their websites and apps meet accessibility guidelines.

How we can help you

We have a range of best practice accessibility services to help you embrace inclusive design and comply with legal regulations.

- Find out more about our accessibility services: abilitynet.org.uk/accessibility
- Follow our recommended 10 steps to comply with accessibility regulations: abilitynet.org.uk/a11yTen
- Watch our webinar on accessibility statements: abilitynet.org.uk/a11ystatement



Any public sector website published on or after 23 September 2018 must be accessible and publish an accessibility statement.

Similarly, public sector apps must have met the regulations by 23 June 2021.

The UK government outlines four steps to compliance on its website:

1. Check your website or mobile app for accessibility problems.
2. Make a plan to fix any accessibility problems you find, within reason.
3. Publish your accessibility statement.
4. Make sure new features are accessible.





Stat sources 1. <https://hackernoon.com/these-5-everyday-products-have-a-hidden-history-of-accessible-design-774d2adbcd8>. 2. The Click-Away Pound survey 2019. 3. <https://webaim.org/projects/million/>. 4. The Click-Away Pound survey 2019. 5. <https://webaim.org/projects/million/>. 6. Scope's Big Hack unveiled at AbilityNet's TechShare Pro (2019). 7. Co-Op Ethical Consumerism Report 2019.

