1

hello everyone those of you joining just

checking you can still hear me Alice on

Emily well justwe just went completely

quiet there so I've got only a hundred

over one hundred attendees now so I'm

gonna give it a moment or two for

everybody to join us

we'll get going at a couple of minutes

past one o'clock for anybody who is

joining us there are captions here I'm

just going to show you the housekeeping

slide there are captions on your control

panel you should find the CC button and

you can switch captions on and off in

there

we're also rather than using chat for

accessibility reasons we're using the

Q&A box so if you can locate the Q&A box

up from your control panel then that's

where you can ask us questions or make

any comments and at the moment if it

would be helpful for me if you could use

the Q&A just to tell me that you can

hear me and that you found the box if a

few people can do that then I'll know

either technology is working great Thank

You Nick Neil Mike Alan Barbara it out

great yes we don't have a chat box in

use just so you know it's because it

actually announces all of the

information to anybody who's using a

screen reader and becomes really

confusing so the Q&A box is a place you

can put your questions and we'll attempt

to answer them during the session or

also a good way for us to record

anything that we didn't get answered

during the session so please use the Q&A

box as much as you can to ask questions

as we're going along and then we'll be

accumulating those and asking them

during the session if we can and if not

we'll use it to create an FAQ afterwards

so back to the beginning welcome

everyone this is accessible design for

competitive advantage webinar by

abilitynet with guests from Sarah Emily

and Alice and myself mark Walker from

releasing it we'll do some introductions

in a moment but we'll get going in a

second

okay so welcome to accessible design for

competitive advantage free o abilitynet

webinar we're going to be working on

this for the next 50 60 minutes together

so please come in and join us we've got

live captions running as you can see you

can turn those on if you need them by

clicking on the CC button within the

control panel at your end if you want

slides you can find them at

slideshare.net if you need to follow

them for any particular reason all of

the slides we've got here are available

through slideshare.net slash abilitynet

we'll make a transcripts and recording

available afterwards so if you do need

to take notes or other things then just

be aware we will be doing a roundup at

the end and sharing that all back onto

our website and passing that information

back around to anybody who's registered

as I mentioned please use the Q&A window

to ask questions we don't have the chat

live on this session and there will be a

feedback form at the end that you'll

receive after the session which you can

then ask for any further information and

any follow-up questions but we are going

to be asking you some questions as we go

along and the panelists so eager to hear

your questions and will want to know

what you'd like to know

so please do use the Q&A as much as you

want so what we're going to cover today

you'll be aware that the hawk ovid

crisis has highlighted the importance of

meeting the needs of diverse users

there's lots of people who haven't been

able to get online because they've gone

a really good example for abilitynet is

that people who've been working from

home who had lots of adjustments in the

workplace have found themselves at home

and and faced by a whole new set of

circumstances and trying to get online

and do their work for example but

equally people shopping for the first

time from home because they didn't have

another option so we're going to run

through some top tips for accessible

design to think about how design as a

whole process requires you to think

about accessibility at every stage we'll

be thinking about older people and

disabled people because we've seen them

affected most by the covert situation in

terms of the design of the services

they're trying to use you may have been

on the other end of that trying to

redesign your services and and and

enable people who weren't previously

common customers of yours starting to

use your services perhaps for the first

time and facing issues with that I will

be highlighting some common issues that

can only really be fixed by inclusive

design we'll be talking about what we

mean by inclusive design and what

processes you can adopt and we were just

discussing this just before you joined

us the career prospects for anybody with

accessible design credentials so why

would you personally see this as a

competitive advantage and what can it do

for your career

um brief introduction to abilitynet

we're a charity we believe in a digital

world accessible to all we have a

variety of services that help disabled

people and others use technology to

achieve their goals at work at work at

home and in education in particular for

this session it's relevant to talk about

our accessibility services we provide

those services to a whole range of

different customers paid for services

and some free resources on our website

we also help people in the workplace we

have a whole load of free resources and

the form of fact sheets we also have a

volunteer network of over 300 CRB

checked volunteers around the country

helping older people and disabled people

in their homes currently doing all of

that remotely but typically would do

that by going into their homes and

helping set their tech up tech share Pro

is our annual event for the

accessibility professional community

that's taking place online this year for

obvious reasons in November last year

was hosted by Google this year the

sponsors are Microsoft and we bring in a

whole international sort of selection of

speakers and do some great stuff around

bringing the accessibility community

together really and then we also run the

tech for good awards this currently

doing a short listing of that right now

the finalists for this year's awards are

being announced next week and the awards

themselves will be announced at the end

of September and again that's all moved

online for obvious reasons so let's

start with a poll so we know why you're

here I'm going to launch a poll and

there are some interfaces that aren't

going

works some people who are using an

online view of the page may not be able

to see this but it'd be interesting for

us to know who's here in terms of your

role just because then we can think

about some of the content that we're

going to pull together over the course

of a session so I can see we've got a

hundred and fifty odd people on the call

and I can see half of you voted there so

please click away if you can see it if

you can't see it and you can see the Q&A

then just let us know in there or if you

have some a role under other that's not

answered then please use the Q&A just to

let us know if there's something in

particular that you think will be

relevant in terms of your current role

and what we said we're going to be

talking about a librarian hi Seth work

from the local authority web team a

graphic designer hi Sally hi Jane work

for a local authority library assistant

graphic designer great so this is the

right this is the right subject for you

this is the right webinar so that's good

great so that looks like it's so I'm

going to end the poll and share the

results with you briefly and just run

through those four so we've got eight

people who are product designers we've

got seven product owners UX digital

content is the individual biggest

category that you've identified web

developers user researchers and others

and you've heard some of those are named

test engineers counselor psychotherapist

program manager scrum master local

authority website so a real mix and I

think that's great because our point is

going to be that that accessibility is

not the responsibility of the

accessibility specialist only it covers

a whole range of different roles and

responsibilities so that fits neatly

with what we're going to be talking

about so let me introduce the panel I'm

going to get you each of you to say a

few words Sarah if you could um tell us

a little bit about your role and what

you what when people ask you about

accessibility what you say what would

you describe it as okay um hello and

thank you for inviting me this is

brilliant um so I currently work for

professional Sony at the moment and I've

been there for almost a year

as the UX video and design manager and

I've kind of made myself the or when I

first joined I made myself the

unofficial accessibility champion and

it's been recognized now that I can be

the accessible the accessibility go-to

person and my experience and passion for

accessibility started probably about

thirteen fourteen years ago when I used

to work for a small sight loss charity

called living paintings and was put in

charge of their website and social media

channels at the time and kind of learned

from there for working with people

particularly people with sight loss and

working with people that would they were

able to often read the website quicker

than I was using a screen reader and and

and that for me was it was it was mind

blowing really and then from living

paintings I moved on to Guide Dogs and

was leading the website team there

working really closely with the

assistive tech team which again for me

was it was so incredibly helpful to have

people on site that you could get

experience you could get feedback you

could have some really in-depth

conversations about why we should be

making things accessible so need from

from my perspective I was always very

visual and sometimes having to make

those compromises we had some brilliant

conversations so so yeah working with

the tech team was was a great experience

so for me it's it's just a passion

that's kind of grown from working within

that environment and

realizing how important accessibility is

and Emily can you tell us a bit about

your role current role and your your

take on accessibility and inclusive

design yeah of course

so hi yeah I'm Emily yokes designer

thanks for having me I work at my

supermarket group so my background in

well in UX was originally self-taught

before I came to money supermarket been

there about two years now and that's

actually pretty much the same thing in

my background accessibility is a bit

self-taught at first it came about due

to like UX colliding with my other

passion of advocating for equality and

inclusivity and it's just kind of two

things I've always been quite passionate

about and I became aware of

accessibility by going to like meet ups

around UX and it's quite often discussed

as a topic in the UX community so that's

how I became aware of it but also by

being a member of a employee resource

groups that we have money supermarket

which aims are like empowering everyone

to be their authentic self at work and

we often run campaigns around gender

race sexual orientation and disability

as well so with those kind of two tracks

they kind of ended up merging and

overlapping a lot those two roles and

developing into me kind of I guess

trying to encourage our colleagues who

actually do know a lot about

accessibility but maybe don't believe

they do or don't think they do trying to

encourage them to open up and share what

they already know and try and create

culture where we can share that

knowledge and we can speak about

accessibility one where I da ting or

designing or building or testing you

know as well as being willing to

challenge one another to consider

accessibility in those phases because

often it can feel awkward if you ask

someone like have you considered this

simply what people panic so it's just

about trying to reduce that almost like

fear and just yeah kind of embrace a new

open enthusiastic culture around

accessibility cool

Alice can you tell us a bit about your

background and interest in accessibility

and you

ability yeah sure and yes hi everyone

I'm Alice I'm accessibility consultant

at bit loosing that so my role now is

predominately helping companies make

their products and services more

accessible and more users everyone and

so I do this through doing audits of

websites against the web content

accessibility guidelines as well as

doing design reviews and Weifang reviews

as well as training to kind of help

people have a better understanding of

how to be how to make products

accessible and but my interest I kind of

got into this position through my

interest in web development so my role

before this I was a front-end developer

and I got interested in accessibility

through kind of wanting to write better

code and wanting to make the websites I

was building more usable for everyone

and wanting to make designs kind of

usable across any sort of device and

yeah that's my great thank you I'm just

going to pick up on something that's

mentioned in the questions here around

UX the use of anybody on the call who's

got any questions like this please do

raise them because of course we're so

immersed in this that we would probably

think about it this way around but you

know the the idea that user experience

at 10 or 15 years ago that didn't exist

as a thing you know as a an area of work

obviously the concept of user experience

is something we can all understand but

the idea of user experience I think is

putting the user at the center of the

design and the other thing I was going

to mention is I'm late noticed more

customer experience CX has started

cropping up as an area and that often

brings together marketing and design and

digital you know in another sort of a

similar mix I think and the other thing

I would mention is from a marketing I'm

a marketing manager at latina

I mean digital it's almost irrelevant

not to include digital in it now

everything we do is broadly digital in

some aspect and the users experience

for us includes the brand as well as the

way that we speak to people on the

telephone and then a huge amount of our

interactions are through some form of in

a digital interface so that's what we're

describing that whole sort of range of

ways that we connect with customers

where the user is really the person

we're thinking of in terms of their

experience and then that brings in users

with different needs and different

requirements and that's where the

accessibility part of it started to

cross over most with UX you know so from

the point of a point of view of somebody

like me who's been around in

accessibility for longer than UX the two

things have collided and come together

so hopefully that explains a bit so I'm

Alice you're going to give us a few

slides now around what we mean by

accessible design I think this is just

going to give us some broad pictures and

some ideas for people on the call to

understand where we're coming from

around accessibility so can you just

lead us through these please yeah sure

so what do we mean by accessible design

and well this kind of refers to

designing with a diverse range of user

needs in mind and it's also referred to

as inclusive design which is a design

methodology which aims to make products

and services that are more usable for as

many people as possible this encompasses

both accessibility and usability so it's

the needs of users with disabilities as

well as all users so one important thing

about accessible design is to allow the

user to adapt the product to meet their

own requirements so what I mean by this

is on the web accessible design is

important as a website can be accessed

in several different ways so a user

might be using at any device so they

might be accessing your website on a

mobile phone or a tablet or a desktop

computer and they might choose to adapt

their own personal user preferences on

their computer as a operating

system-level so for example they might

change the default font size and/or want

to change the color of the background or

they might be using a range of assistive

technology

such as a screen reader which this is a

bit of technology which will read out

the page to you all using something like

a switch device and but in any of these

situations it's important to provide a

comparable experience across them and

consider all of them so and with the

accessible design you'd want to ensure

that there's kind of no loss of content

or functionality no matter which of

those devices you viewed your product on

and can you change the side please mark

something's bear in mind is that

impairments are not always permanent so

disabilities can be either permanent

temporary or situational and so someone

who has a temporary disability such as a

broken arm for example may experience

the same barrier on a website as a user

with a permanent disability such as

having one arm and if you make a product

or service that a user can adapt to meet

their own needs and it's a flexible

product then it can help address the

potential barriers and create a better

user experience for everyone

next slide please mark I'm now going to

just briefly mention some areas of

design and aspects of accessible design

that if implemented you can kind of

create a better user experience for

everyone some of them relate to the web

content accessibility guidelines well

there's our best practices but as a

designer it's really good to be aware of

them and so they can create more

inclusive and accessible designs and the

first one is responsive design this is

if you don't know if you're not heard of

responsive design it's a design

principle which kind of aims to your

design kind of adapts to a user's

behaviors so this is based on screen

size initially it became most popular

when the with increased use of mobile

phones so when people were starting to

view websites on smaller screen sizes

there was a need for less of not just

having a desktop view of your website

but also

Moe barfi of it however this has also

really helped users with low vision

because on desktop user might choose to

zoom in to your web page and when they

do that the page will reflow and being

aware of this can help you design a more

flexible website it can you can actually

prevent the reflow from happening on

desktop you shouldn't do that because

then that would mean that low vision

users wouldn't have that additional

benefit of having something that's been

designed to work sponsored Li the second

one is captions on videos so again this

can benefit users who may be hard of

hearing or deaf but captions on videos

can also benefit users who may be in a

situation such as on a crowded bus or in

an office where they might not want to

have what they might not want to listen

to the content they might want to read

the content on a video so captions can

really benefit users in many different

situations and contrast and use of color

so originally this often talks about as

text content so the text contrast needs

to be high enough in order for users to

be able to read the content however

since two point one which is the latest

version of the web content accessibility

guidelines this has also related to

components that a user interacts with

and so it's important for things like

buttons and any interactive component

like a form input also meets color

contrast requirements quite a common

design situation with contrast is having

text over a video or an image which can

in these situations like a video for

example the background is constantly

changing so you might not know might not

be able to guarantee that contrast in

all situations and however providing

high contrast does help users with low

vision but it also can help a user who

might be using a mobile phone in bright

sunlight outside so designing

inclusively can help benefit a range of

users and it's also important to

consider the use of icons across a

website so if you look at the examples

on the right and like the Explorer and

the saved and the login icons without

that text it might not necessarily be

clear to a user what those icons refer

to and also and if you were to use say

the Explorer icon on a different page

it's important that that that icon has

the same meaning across different pages

so that a user can associate that

meaning with what that is showing and

then finally states of icons so sorry

states of components and so does it when

designing inclusively it's important to

make sure the states are defined so if

you look at the bottom example it's got

the inactive state of the buttons but

this this needs to be clear visually as

well as programmatically for assistive

technology users so it might be clear

visually that those are inactive but if

that hasn't been communicated

programmatically then not all users may

know that those buttons are actually

inactive I just don't ask a couple of

questions there Alice's they're really

helpful the contrast for those people

who aren't familiar with it is something

you can actually measure of course that

putting two colors next to each other is

something you can go and and measure so

how in your in your role as a consultant

and I frequently do you see color

contrast as an issue fairly frequently

text contrast is getting a better but

component contrast is definitely

something that it can be missed is kind

of it's not just like for an input for

example and it's about the kind of

boundary of that input against the

background so anything that the user can

interact with and that color contrast is

important and one thing that is like a

common problem for example is that a

company might say that is their brand

colors and the brand colors are the

thing that is like they need to have

their brand colors what can they do

about it but there's a really good

resource I come and what's called a

contrast binder I think

that it allows you to put in your brand

colors for example and it will give you

a hex value which is an accessible

version of your brand color so it's as

close to your brand colors as it can be

but it can be like a web web version of

it great I see somebody's mentioned here

Matthews mentioned a web owned study of

a million websites found that 86.3% had

low contrast so this is I think that's

why I flagged it up I think particularly

from a design point of view people will

not as you say they may not be starting

with colors that they've chosen they may

have to decide what to do with the

colors that they've been given and of

course the other thing is that we've put

black text on white backgrounds here you

may be starting with a brand color which

is better it's better with white on that

background than black or some other

color so your the contrast doesn't mean

that you have to put particular colors

together just means you have to consider

that and then measure it to make sure

that there is sufficient contrast and

there are ways around that and it's also

it's also about alt text as well so like

for instance copyright notices in the

footer and like even things that you

might you might think are not important

to like they all need to meet those

color contrast requirements yeah and I

think it's worth saying for those of you

not familiar with this when we do

testing we can test at a code level

because you can see the colors because

they're specified in the HTML or in the

website itself you can see the colors

and you can measure two colors against

each other using those numbers so we

have a piece of software that runs

across a website and we look at the

colors that you have sitting on top of

each other and will immediately say

whether or not that contrast is

sufficient so that for those of you not

familiar with it that's a really easy

test to run we can see that straight

away when we doing our testing and you

can go and have a look online as various

resources if you look up color contrast

there we'll put some links into the into

the program notes as well but you can do

that straight away so from a design

point of view you can start with

something that you know is going to be a

sufficient contrast and then use it all

the way through and whereas we often see

it after that at the end of the project

and point out that those two colors are

not going to go together and you might

have to go back and redesign it so part

of that set that part of that

about the process and how you make sure

you are thinking about it from the

beginning I also just wanted to mention

a personal one with video captions it's

always a real shame when somebody's

bothered to put captions on but not

bother to make them readable it's so

awful so often you see something you

can't see all the all the captions it

happens on the TV as well as on the web

so if you've gone to the trouble of

putting captions on and you can see

we've got white captions on black

background for anybody using the

captions here I mean it's a very simple

standard it doesn't have to be clever it

doesn't have to be glamorous it just

makes it very readable and it's an it's

an expected sort of color usage that

people will find helpful rather than

having to think about your own version

of it so an aside this bit is about

going back to that lesson about that

isn't just the accessibility consultant

who's responsible for accessible design

yeah so it's it's definitely not one one

person's role it's every everyone in

within the team and within the process

it should be kind of thought about at

the planning stage at the content stage

all the way through to launch and to

launch and it's definitely something

that you kind of need to think about

every stage yeah and we we work with

people at every stage and an example of

something that people don't expect us to

be able to do is we can do accessibility

testing on wireframes

because there's enough rules that we

know need to be in place and a very

common one there's a case study on our

website about Berkeley's building an app

for banking and having too many buttons

on the screen and as soon as the sketch

get out and showed it to the consultant

they said well the buttons are going to

be too small so then they said well we

need 13 buttons because everybody's got

13 things they want to do and they then

had to work through that process and

decide the nine most important buttons

because that's how many buttons they

could fit on and that was done right at

the beginning but imagine if they'd done

that at the end and we tested it at the

end and said sorry got too many buttons

I'm going to go right back to the

beginning of the process and decide

which services they were going to

include so that's a really simple

example of why doing at the beginning

saves you all that time and trouble at

the end and that really is expensive for

that bank they could

release it without it being accessible

and that would have been an expensive

project to have redeveloped I'm just

going to mention a couple of things in

here so I'm gonna pick up a couple of

questions before we go on to the panel

for captions how much capacity level is

recommended for the overlay I personally

prefer no opacity straightforward black

background with white writing on it and

wear my glasses now if I'm trying to

look at something on my phone and I

haven't got my glasses on they become

invisible with any opacity that's a

preference but you can actually go and

check on the color chrome contrast tools

to see how much opacity you can do

before it becomes lack of contrast but

why not white on black there's no reason

not to and then a couple of questions in

here which there's some tools about

doing testing so we won't touch on that

particularly but there are there is um

we've got a webinar about doing your own

a training course about doing your own

testing there are a few tools around you

can put a plug in called accessibility

insights that the Microsoft produces

there's also wave which is wave dog I

think which can do a single-page test

the professional tools we use can run

across multiple pages but you will find

lots of free stuff out there that will

do individual pages or maybe a small

collection of pages together so you can

test two or three pages a couple of

templates or different styles of pages

on your site that's a minimum really as

you're beginning to assemble your your

your website accessible content you can

do a language checker from the point of

view of accessible content we

particularly think about reading age it

varies you can set your own for your own

organization anything from nine to

twelve is quite typical range that

people might do you can paste the

content in and it will check what the

reading age is great so on to some

discussion so um we've had a chat about

this and so what we're gonna do is just

try and show you some examples of what

each of these each of the panelists has

seen as being accessible design a

competitive advantage we're particularly

keen to focus on this area where

it's not so much about the doing of it

it's the why you're doing it what are

you gonna get out of this what's the

what's that

what's the outcome for the organization

and and a lot of this is really saying

that Co vid situation has really brought

to the surface that you have lots of

customers out there that you might not

have been thinking about whether you're

a business or a charity or a public

organization the people of Tralee use

your services are now much more likely

to be using them digitally because they

can't literally turn up and make use of

them we were looking at universities the

other day a lot of disabled students

have been able to go into the lecture

theatre and talk to the lecturer get

access to the notes or try and clarify

something that they couldn't actually

access before now they're working from

their homes they have to try and do all

of that electronically and suddenly

they're feeling a lot more excluded so

there's a very simple example of the

need for accessibility in the day to day

work of the University but probably they

could have skirted around a little bit

before so and we're gonna start with you

this era isn't it now Emily

Alice sorry tell us a bit about why

we've picked up these three we've got

easyJet here British Airways and Ryanair

so with your accessibility consultant

hat on how do these things look to you

in terms of advantages for the user and

the business is concerned these if you

look at the British Airways one and it's

a very clear interface of it's quite

clear that that is where you input the

information about the flight you want to

go on and when using it using a keyboard

it's quite easy to get through and you

can kind of open things up it's quite

intuitive to use and and you can see

that search button on the right it's

actually in an inactive state until

you've filled out all the required

fields that you need in order to search

for that flight and looking at the

easyJet one on the left again it's got

quite a clear and interface on the left

to kind of show what is what you need to

fill out in order to search your flight

this one also has a carousel on it

however there is play pause button on it

so if a user doesn't want

see the information rotating they can

pause it the one on the right is Ryanair

this one it was harder to use with a

keyboard interface so and kind of

tabbing through and trying to put in the

information was not as intuitive as the

British Airways one this one also had a

carousel underneath it which was

auto-playing

so and there wasn't a way for it to to

pause it so this might be quite

distracting for a user who might have

gone to the site to kind of search for

their search for a flight but then

there's actually carousel underneath

which is distracting them from what they

wanted to do thank you I mean I think

when we were looking at this it's worth

mentioning that you know these these

companies are all in exactly the same

business they are all just making it as

easy as possible for you to search for a

fly and book them there are three

different ways of doing that really and

certainly the British Airways one has

put its center stage and said ego we

think you want to do this we've made it

as easy as possible for you to do it

just in terms of how its presented

that's true and then what we're saying

about the the programming and the design

of those elements and the components has

just been done very elegantly very easy

and straightforward to use it's

announcing things if you're using a

screen reader and so on those are under

the bonnet but they're clearly part of

the design that they've started with and

they've clearly got in mind that they

want to make this as easy as possible

for anybody to book a flight and that's

quite striking when you see the

difference between them being played out

on the screen and an easy thing for you

to do if you do go to a website and

wonder about it pressing the tab try and

follow the logic through the pages

sometimes you'll find it goes to the

obvious starting point sometimes you

find yourself jumping around and all the

menus and not really following the logic

of the page and that's a very simple

example of the design of that interface

which would be nothing to do with what

it looks like but a holy to do with how

it performs for certain people and it's

in terms of using tab order who might

that effect in terms of people thinking

about their customers which of their

customers might be using tab and why and

say yeah not all users will be using the

mouse and

if a keyboard user may want to like they

may not be able to use the mouse so

being able to tab through all the

content and being able to open up like I

think each of them had a date picker on

them you know but open up that date

picker and select the right date using a

keyboard is very important and keyboard

accessibility is kind of the underlying

underlying thing that a lot of assistive

technologies rely on so for example and

a screen reader user would also may also

navigate the page using the tab key or

by using the arrow keys so ensuring that

your site works with keyboard alone is

pretty important cool useful question

here I'm just going to mention about

carousels are all carousels bad about

slide shows but carousels both good and

then sometimes a gray area in between

but just to emphasize your point on the

easyJet carousel there is a there is a

multiple sort of image there that you

can go through but you can control it

with the keyboard you can make it stop

and start whereas the one on Ryanair you

can't stop and start it you just has a

scroll over and over and over just in a

loop and there's no way of making that

pause so that very simple difference

between them forget about what they look

like and all the other bits which may

have other reasons why why we would

choose to use one than the other but

simply being able to pause it and

control it that's a piece of code that

you have to build into your carousel

when you're making it once you've built

a carousel that you can do that you can

put anything you like into it as long as

the customer can actually control the

movement through it and that's a good

example of the design and the

programming working together so you can

still make your splashes and still do

the design what you want to do but

you've made it possible for somebody to

pause that so that they don't get

distracted or because they can't control

it any other way

so that's a good example of a carousel

Azure not by definition bad it's simply

the way that they're presented that can

be improved it's accessibility

I'm Emily you're going to talk about

Aselton boohoo

which i think you looked at so tell us

what you liked and didn't like about

these two yes so I guess ecommerce and

online shopping especially for fashion

kind of have a bit of a bad rap before

sometimes not looking at accessibility

they are quite well known for maybe

having ignored it in the past but what I

really loved watching that was my mouse

is really nice about a sauce which is a

screenshot that we can see on the left

sorry I have to pause that I'm not very

good my left and right on the left is

that you can skip to content straight

away when you're using tab like when

you're tabbing through the site and it's

throughout it's really clear when the

focus is actually which is nice actually

tabs to move as a clear outline and

clear contrast between like the focus

state basically also when you are using

this when using a screen reader and

keyboard only it's really quite easy to

navigate the site and to go to the

clothing areas you want to set filters

to sort it and the tab order is pretty

much what you'd expect and I think

there's that that idea of you know

designing and building a website to work

the way a user would expect it to not

designing it any fancy old way and

completely subvert in people's

expectations you know don't don't try

and reinvent the wheel what you can just

follow those expectations and it makes

things a lot easier so when I was going

through a sauce I was able using a

screen reader to and keyboard only I was

able to get to a product listing for

jeans and I was able to set my size and

I was able to go into the product

so pretty much I didn't go as far as the

basket etcetera but I could even

favorite things so there wasn't any

reduction or I didn't have a lesser

experience because I was using assistive

tech if you hold this up against pretty

much any other well-known kind of

fashion site and my example here is

boohoo and I'm not going to tear boohoo

that's not the intention at all by any

means but the issue I did face there is

that I got lost and

the focus disappeared there was no skip

to content I was just confused I didn't

know where I was and when I tried to out

the screen reader and keyboard only it

turns out you can't actually navigate by

a keyboard I got stuck after like the

first tab or second tab I couldn't get

past the homepage so I stuck on the

homepage the greens not putting together

is yes they're quite clearly like

they're selling the same things they

probably are targeted towards cylinder

similar different demographics they both

have visually appealing sights but you

know I just have really overcome that

obstacle or maybe let me see it is an

obstacle and actually built a site that

can be used by anyone no matter what and

they've not had to make any big

sacrifices in doing that they're very

similar sites that one is accessible one

isn't and the one that is accessible is

gonna be able to serve people who need

to use assistive tech or maybe don't

need to use assistive tech but its need

to tab through the site whatever it

might be they're just they're catering

for a whole group of people that deserve

to be catered for

they shouldn't be an afterthought great

thank you and I've been to meetups in

accessibility meet us when the

professionals are getting together and I

know that there is a quite an extensive

team in a source that do accessibility

so it's not a coincidence and that

they're live embedded that best practice

into their team they were talking about

having done that for a few years so this

isn't this isn't a coincidence that

they've managed to do that and that

isn't how we teed it up of course you

know we chose those two and looked at

them but it is a team that we know do

have been working in that space for some

time so um Sarah you work with with with

a bunch of people in lo sorts of

different roles and one of the questions

yeah a lot of people ask is how do you

get people along this journey what you

know in terms of your your you work for

guide dogs you know you've had people

using assistive tech how do you get your

teams to really sort of pick up this and

and understand the need to bring this

across every project in every stage I

think it's it really depends on

the kind of group of people you've got

the level of knowledge they have and and

kind of what kind of how they've been

subjected to this information before

because one thing I have noticed over

the years is a lot of people unless

they're working in that specific

environment they've they've not come

across anyone that's had to use

assistive technology they've not been

emerged in that kind of that environment

so understanding the need for all of

these things it's for a lot of people

it's never crossed their mind so for me

personally I in terms of education I

think it's it's best to try and bring

people along with you rather than trying

to enforce people to take on this desire

to make things accessible and there's

been there's been certain ways there are

online tools in which to do this so for

example you were talking about

accessibility insights the chrome

plug-in and I've found that personally

really useful in terms of showing people

page structure so bringing up how the

heading tags and things like that are

appearing on a particular website and

just showing people how potentially this

is how your website looks this is how it

should look

funkify which we've got up there on the

slide

funkify is a great introduction to

people the identifies different

abilities and really shows people how

somebody else might experience your

website so it has it has two versions

one's a premium version which I'm

fortunate enough to pay for but they do

have a free version which takes you

through different different abilities so

you've got somebody with dyslexia and it

shows you how potentially a person with

dyslexia may see your site you've got

color contrast issues so people with

different color blindness it shows how

they may be viewing certain areas of

your site and then it takes you through

the kind of different site impairments

and takes you through you know if you

had different site impairments it gives

you different ideas of how people might

be viewing your content so there's

something like funkify is a great way to

say to somebody right you you don't know

what I'm talking about but you want to

find out what this is what somebody else

might be experiencing and so for an

online tool it actually works quite well

something that has also worked for me

alongside the tool like funkify is um

this 13 days of accessibility so the the

whack AG guidelines so I always forget

what the C stands for website content

web content accessibility guidelines so

for those of you that aren't familiar

with the marker guidelines they're kind

of an industry standard of accessibility

that goes up in varying degrees of

compliance so it goes from an A up to a

Triple A so these guidelines when when

viewed just on online they can be a

really intimidating resource and if

somebody says to you right you've got go

off and make your website website a or

double a your Triple A compliance you

see this massive list and all of a

sudden it's quite as mind-blowing and

this this website I found this a while

back and it's called 13 days of

accessibility and it breaks down the

whack AG guidelines into 13 manage

manageable chunks and it provides each

each section with a checklist so it says

right ok if you're going a single a

compliant this is what you need to do to

your website if you're going

this is what you need to do triple a and

so on and so forth so it takes you

through those four key pillars and

accessibility breaks it down into the

thirteen and then breaks it down further

into each individual checkpoint so even

if like we were saying before even if

you're not the only person responsible

for accessibility you can then bring

back end developers on board to look at

what areas they could potentially fix

you can bring on the designers and say

write a case we need to be able to do

this and that as a as a resource is

actually really quite helpful and and I

found one offline tool that has been

invaluable certainly to me is involving

charities in this entire accessibility

journey so for example I know from past

experience Guide Dogs have volunteers

that will go out to organizations and

and you know you could use web

accessibility as the key topic of

conversation so for example I bought in

a guide dog owner into one of our

monthly marketing meetings and and it

just it just bought it to life to people

people finally understood why I've been

banging on about accessibility for so

long because there's a human being there

but you know that this impacts on and

and you know he talked through how it

impacted on him so using real-life

resources I think are amazing and I

think at this time charities you know

they are they are suffering in the

current situation so I think getting

those on board in any way that you can

for accessibility purposes it's amazing

great thank you and I think um you know

that we're all going to be working in

different settings and I can see some

some some of the questions you know that

will have different knowledge and

technical knowledge and I think there's

a couple of important

lessons here there it won't just be one

person somebody's asking what do I need

to get my teams to do I really like the

first stage is really to understand why

you're doing it as much of that as you

can do as possible that the funkify does

that really nicely because you actually

see the results of your own work already

if you pull up your own website and have

a look at what it looks like for

somebody who who's got tunnel vision

that's one of the settings on it I know

and the dyslexia one makes the page

wobble because the text is too

complicated those sorts of things they

really bring it to life and then

somebody may know someone with dyslexia

they may have some experience of that

themselves and it's and it's that

personal connection which is often more

important than all of the technicalities

and which change and they depend on what

you're trying to do and they depend on

how many pages you're trying to create

and depends on whether you're building a

site which is very simple or whether

you're trying to make that a sauce thing

trying to do that online shopping thing

is really complicated and incredibly

complicated experience they're creating

for people there that's not being done

by one person just making it up as they

go along that's a team of probably

several hundred that's working on that

all the time so right at the beginning

of this journey is do you really get the

reason that you're doing it and I think

a lot of work that we do is abilitynet

is really about that it's about empathy

really isn't an understanding and then

write the other end of the process

people have mentioned this and it may

not be clear but when you're setting a

target and Sarah said this quite quickly

and I'm just going to go back a bit more

slowly yeah but walk a gizze is the set

of guidelines that exist and they're

universally adopted by anybody trying to

say whether a website or an app is

accessible it's a very straightforward

benchmark except that it has different

stages so you have an A which means that

you've done all right you have a Double

A which means you don't really quite

well and you have a Triple A which often

involves compromises because you

something in one area can't be done in

another area unless you decide which one

you're going to do so when we're testing

sites as abilitynet we'll be testing

trying to reach Double A that's pretty

much what people would set as their

expectation in the profession sometimes

we'll say look this this big part of

your site is all Double A but this bit

over here you know you really got to go

back and do

more work on it it's not accessible so

it's a bit of a moving target when you

first encounter it if there is a lot of

stuff in there to learn there's a lot of

jargon there's a lot of technical

knowledge but that's the point about

moving in and getting your teams to

learn this and it isn't just a simple

when you do this everything's okay it

sort of depends which bit you're working

on and I think that the 13 days of

accessibility stuff is a good example of

different people in your team will get

different things from that because it

sort of depends on their role and how

they're working if you're working with

an external supplier and you're not sure

whether they understand this then really

you should be asking about what CAG

Double A would be a standard you would

ask them to achieve and then if they

don't know what they're talking about it

will be very obvious straightaway

because they'll you know they won't be

able to explain what they're going to do

to achieve it so you don't have to

become a technical expert you can

understand some of the rules and

engagement right at the beginning of

this I think is that empathy piece and

really being clear about what you're

trying to achieve here for your users

they know all your users making it easy

for all of them to use your services and

it's just a quick one really there's a

couple of questions in here about coding

versus design yeah in your experience

because you're looking at websites all

the time for our customers you know how

much of what you're looking at is sort

of on the surface and how much of it is

inside the website where they're the

problem is actually the way that it's

coded literally no there's a question

about the complaint hopefully when you

mention them that's a good question

there's a lot of a lot of accessibility

is a better word invisible on like it's

in the code and so for example alt text

and a designer but that's added by a

content editor and so that there are a

lot of considerations for designers on

the surface of kind of creating an

uncluttered design and ensuring color

contrast and ensuring that it works

responsibly and the things I mentioned

earlier and but then there are also a

lot of things for developers to consider

like when they actually come to building

that four components and how they should

operate and how

and how add assistive technology user

would expect it to work so for example

like common component is an accordion

where it shows in hides content but that

needs to be built in a certain way that

it works as a keyboard user would expect

it and announces the correct

announces in a way that screen read user

would know that that is what that design

pattern is so I think yeah it's

definitely across it's not there are a

lot of things in the code that are need

to be considered and there are a lot of

things under design as well as well as

content could that's been created and

added and so yeah it's cross across

everything and it's a moving target I

think it's fair to say isn't it I mean

yeah create a page one day and the next

day somebody doesn't put any alt text on

an image and essentially you've you know

you've knocked back so we're getting a

lot of conversations in here about

learning and training and it's worth

mentioning the abilitynet those training

other people do as well and I think

that's the point is that this isn't this

is an ongoing process I just wanted to

ask about you know the the time and

effort you're investing in a

professional sense and the advantage

it's bringing you and Emily and Sarah in

particular you know you work in big

teams is accessibility something you

think is going to become a career

advantage increasingly in the future as

we say from my perspective obviously

coming from the site law sector it was

something that was was embedded but

speaking to people more even in the last

12 months I've heard people saying how

they're seeing more more requirements

for even just a base knowledge of

accessibility requirements and

personally I'd like to think that it

does become one of those things that is

it's a given that people appreciate why

something needs to be accessible and

that they know even just the basics you

know Alice you were saying about alt

text even just the basics of putting

your alternative text on your image

is your heading tags the meaningful

hyperlinks just as long as people know

even just the basics I think that could

give you a competitive edge and I think

certainly for me it's always been one of

those things that I will when I'm doing

any kind of competitor analysis and if

someone says to me oh I think so and

so's made a better website than we have

I'll always go on and just double check

for the first thing have they done the

basics right have they made the basic

stuff accessible because I think it's

really key that you can recognize that

and that you share it and that everyone

is aware that it's something that needs

to be done so I do I've used it in

interviews before where I've taken along

almost like an accessibility audit of

somebody's website just again just the

basics looking at your hyperlinks and

forms making sure that the form labeling

is correct and that the error messages

appear correctly and so yeah for me I

think it will start to become certainly

a growth area like you're saying where

people are relying more on on online

resources it has to be and and with with

the big tech companies picking it up and

using it on mobile phones and things

like that you know it can only it can

only improve specially with the the

quick increase of the use of voice

technology where that's kind of blown up

and as quickly as it has and Emily I

think you were saying you know

specifically it's been a step up for you

in terms of your work um this UX thing

isn't it is that user experience

morphing into something a little bit

more niche and specialist I think yeah

exactly

so I mean generally speaking just taking

a step back I went to an event the other

week and it was an accessibility meetup

in Manchester and people's job titles

you can start to see that some people

had like

lead dev like lead developer and

accessibility consultant or something

like that and you're starting to see

this maybe two roles or merging and you

are starting to see more companies who

have accessibility in-house and that's

definitely grown throughout the last few

years and then talking personally from

my perspective I came into money

supermarket and that's when I started my

UX career so I was an associate it was

all stuff taught before that and then

they really helped me grow and develop

and I can have said you know I really

want to look at designing inclusively

and I actually not long ago got promoted

and one of the reasons listed for my

promotion was that I was an advocate for

accessibility and inclusion so it really

does show that companies are caring more

about maybe that approach or that

culture or that desire to be inclusive

of everyone we have it as a group

behavior to create belonging and that

can be internal what external it can be

few users or that can be for your

colleagues so yeah and I think that if

you're whether you're a UX designer

content creator product manager if

you're willing to embed and integrate

and add accessibility into your

day-to-day tasks but also do some of the

bigger projects like trying to increase

awareness around accessibility it shows

that you're willing to go the extra mile

that you're not just doing the standard

you're actually saying those standards

aren't good enough I want them to be

better for those around me for the

people who are buying my products

whoever it might be and you want to be

inclusive of all people and companies

it's time to get that like employers are

starting to get it but I think even

consumers are starting to see it you

know you see people talk about

boycotting companies or whatever it

might be nowadays the consumer also has

more of a moral compass or is more

willing to look into the morals of a

company when they're purchasing with

them so yeah I think in terms I mean I

was such a broad answer yes

accessibility definitely can have a huge

like that knowledge can definitely teach

impact on your personal career

development on your professional career

development and also just in the wider

scale of things I think we're just

seeing a trend towards accessibility in

the house and just got everywhere which

is great right thank you I think I'm I

just want to finish off a couple of

things and certainly we were talking the

other day somebody really quite senior

in a very big tech company was saying

that that internally they're saying this

is a social justice issue I'm not a

technology issue which was really

interesting and the other one about

diversity that were you know the idea of

diversity being a theme a couple of

years ago would have been old but you've

seen diversity across you know people

are embedding diversity and they're

advertising they obviously works for

them to be seen to be diverse and on the

back of that you need to be diverse in

actually what you do and you need to be

able to deliver services that people can

use and that's really the hook I think

you know it's easy to do some of the

diversity issues are about who you show

in your adverts some of them are about

whether people can buy things from you

and sooner or later if people if haven't

thought about accessibility of their

services then the people you're aiming

at are not going to buy things from you

I think that's that that's the

ingredient we're thinking about so um

I'll get come to the end now thank you

so much

Alice Emily Sarah I think that's a huge

range of subjects we've covered it

really just exposed how much is there in

terms of this accessibility subject it's

really interesting for those of you have

joined us just to see the range of

questions you've asked us we will do our

best to do some roundups and publish

them onto the website afterwards there

are some questions there that we can

answer directly others that are maybe a

little bit harder for to do we'll do

what we can around that but also worth

mentioning that we have training and if

this is the first time you've

encountered accessibility you'll see

that this isn't a 60 minute subject you

don't go away who and everything in fact

there's plenty in there for you to dig a

bit deeper into we're doing

accessibility for designers which is a

90 minute session which Alice Leeds and

which is specifically looking at some of

those specific lessons you know in a

smaller group training session that's

available in November the next time

we're running it we've got a load of

other training as well including things

like how to do your own testing that

I've mentioned anybody who's in the AG

or public sector they

regulations that are very specifically

applying out to public sector around

accessibility don't really apply in the

same way in the private sector but the

public sector has very clear

responsibilities to be doing things on a

set timetable so the next big deadline

is a 23rd of September we've got a

webinar next week for anybody in that

sector looking accessibility statements

which you must have up to scratch by the

23rd of September so that's a very

specific issue for some of you depending

on which set to you're in and then we've

also got as I mentioned we've got

services that you can see if you look on

our website and under the accessibility

services section there's all sorts of

things that we've mentioned today that

we may be to help you with or there may

be resources that we've listed because

we do those services I mentioned

wireframe reviews being able to test

your wireframes there's lots of advice

and information around that type of

thing on the internet if that's if

that's where you are in the process and

you're typically trying to pull

wireframes together then you'll find

lots of resources on the internet about

how to test those using some of the most

common tools and then equally we do

training in those sorts of things as

well so thank you everyone if you if you

have any more questions please just use

the questions box now and we'll do our

best to answer those after the session

thank you again

Alice Emily Sarah for joining us and

we'll look forward to seeing you on

another webinar in the future thanks

everyone going to close it one when I

close this we're all going to disappear