

Accessibility. Tips for teams



Accessibility is everyone's responsibility

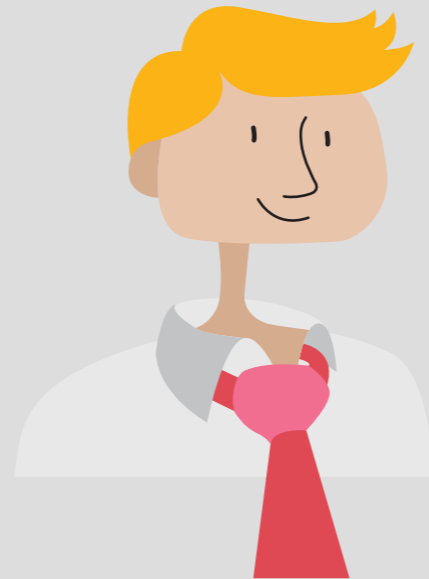
Great products are clever concepts, realised for all.

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We all have a role to play...



Product Owners



Researcher



Content Maker



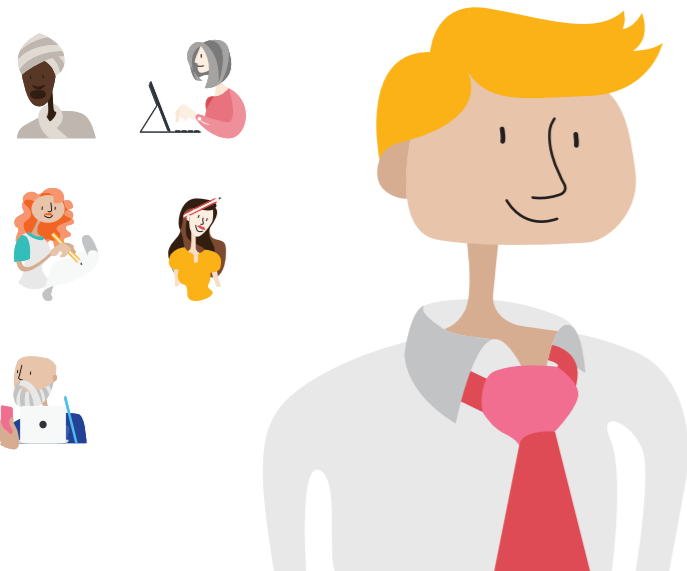
Designers



Developers



QA Testers



Accessibility. Tips for teams

Product Owners

20% of users have a disability. Consider their needs and make better products for everyone. Plan early, understand your audiences, choose skilled suppliers and include people with disabilities in research and product testing.



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■ Diverse abilities

Are people with different abilities represented in your planning?

■ Text alternatives

Have you sought text alternatives for images and media?

■ Issue tracker

Can stakeholders easily flag and fix accessibility concerns?

■ Negotiated needs

Have you consulted and agreed on accessibility requirements and milestones?

■ 3rd party tools

Have you considered accessibility of outsourced add-ins?

■ Distribute checklists

Have you shared these checklists with your team?

■ Suitable skills

Have you chosen staff and suppliers who are skilled to deliver accessible outcomes?

■ Early feedback

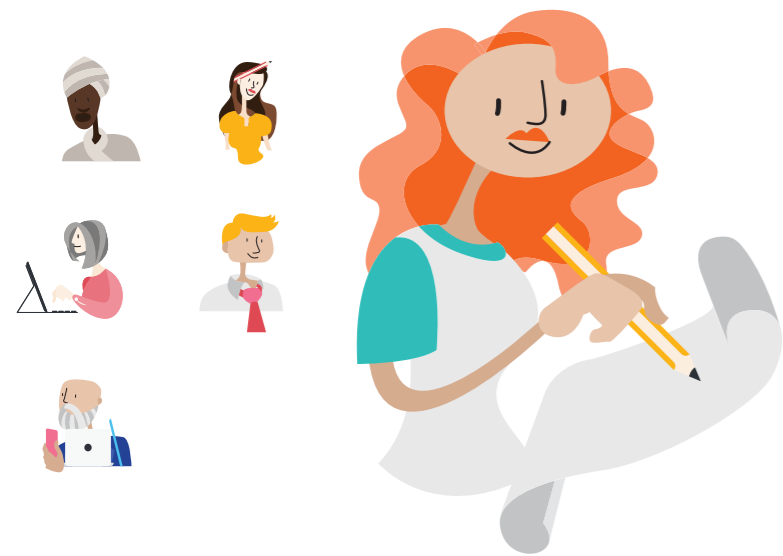
Have you considered accessibility needs early in your design process?

■ Sprint planning

Accessibility testing is part of Definition of Done

■ User research

Have you sought feedback from people with disabilities in your research?



Accessibility. Tips for teams

Researcher

20% of users have a disability. Involving people with diverse abilities alongside other considerations like age, location, gender and socioeconomic status creates better products for everyone.



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■ Accessibility throughout

Including accessibility in your research planning, recruitment screeners, research sessions & discussions with your team

■ Individual experience

Each person will have different life experiences – focus on learning about them as an individual, not just using them as auditors

■ Stay up-to-date

Regularly read about best-practice accessibility research & language, disabilities, impairments, & technological advances

■ Range of needs

Do research with people who identify with having physical, intellectual, sensory and/or neurological disability or impairments

■ Permanent | Temporary | Situational

Accessibility needs can be permanent, temporary and/or situational and doing research for one does not mean you understand another

■ Just ask

Each individual is an expert of their needs. If you're unsure about someone's specific needs, just ask them to explain them to you

■ Informed consent

To ensure informed consent, have all information available in different formats – spoken, written, drawn, translated etc

■ Seek advice

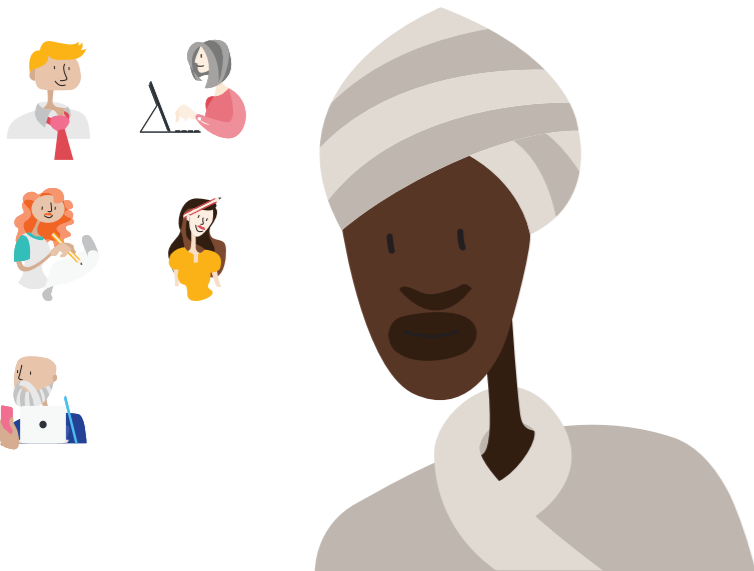
Get advice from experts, including carers and organisations who work with and support people with accessibility needs

■ Be flexible

Be prepared to adjust your research language, questions, activities, timings, tech and room set up for your participant

■ Own devices

Don't test the user. Where possible, encourage participants to use their own devices and setups



Accessibility. Tips for teams

Content Maker

20% of users have a disability. For example, not everyone can see your pictures or watch your videos. Providing text alternatives helps more people read, use and understand your content, and boosts reach through improved search engine findability.



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Headings separate content

Is all content separated with informative headings?



Avoid text in images

Does all text scale without becoming blurry or pixelated?



Media has text transcript

Have you added a text transcript for media that includes all dialogue, and identifies speakers, important sounds and key visuals (like screen text)?



Avoid jargon

Write to be understood by your audience



Complex images explained

Are complex maps, graphs and other complex images described in text or tables?



Strong colour contrast

Have you chosen colours that contrast well against each other?



Organise content

Are all structural elements such as headings, lists and pull quotes chosen from CMS options?



Descriptive link text

Does link text succinctly describe link purpose, and have you avoided generic link text like "click here" and "watch the video"?



Images have alt text

Do informative images have an equivalent text alternative?




Video has captions


Have you provided video captions that identify speakers, with all dialogue and important sounds?





KEY

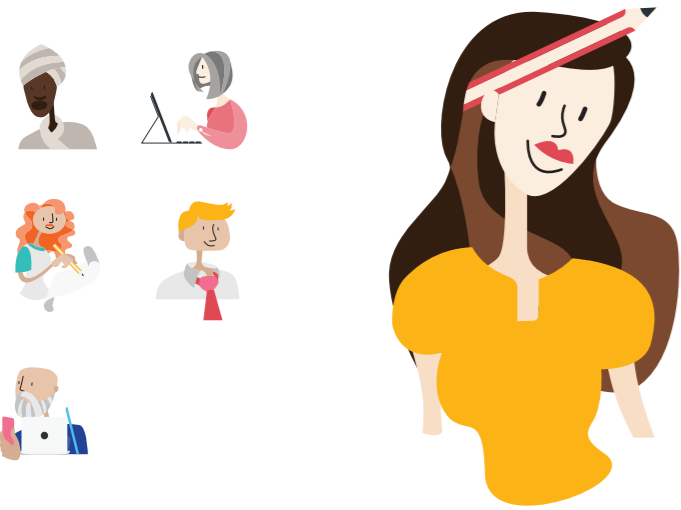
 Reduced hearing

 Limited mobility

 Cognitive impairment

 Low vision

 Blind



Accessibility. Tips for teams

Designers

20% of users have a disability. Consider their needs and make better products for everyone. When designing your products use clear flexible designs, simple interactions, and don't assume everyone sees colour the same way.



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■ Readable text

Is typography clear and legible?



■ Downstream considerations

Have you conveyed content structure, sequence and states to developers?



■ Flexible presentation

Is content size and orientation flexible?



■ Obvious icons

Is the meaning of your icon clear?
Does it need a text label?
Have you used consistent alt text?



■ Clear functionality

Is usage obvious, or are instructions and helpful messaging provided?



■ Focus feedback & order

Is mouse and keyboard focus easy to see?
Have you outlined logical focus order for keyboard and screen reader users?



■ Labelled interactions

Are form fields, buttons, links and other interactions clearly and unambiguously labelled?



■ Explicit state changes

Is the state of dynamic interactions obvious?



■ Generous tap targets

Are interactions sufficiently sized and spaced?



■ Media alternatives

Do videos have legible, noncompetitive captions?
Is a text transcript placed close to the media player?



■ Considered colour

Have you provided alternatives for colour?
Used strong colour contrast?



KEY



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Accessibility. Tips for teams Developers

20% of users have a disability. Always use native code where possible. Where this is not possible, replicate semantic labels, roles, states, functionality and interaction patterns so that content is usable and understandable for everyone.



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■ Structural composition

Are structural elements like headings, lists & tables marked up correctly <h1> <h2> etc?



■ Identify elements

Is the name, role and state of all elements correctly and clearly defined?



■ Keyboard accessible

Are all interactions, and only interactions, visible and predictably usable?



■ Logical TAB order

Are all interactions reachable in logical TAB sequence using a keyboard?



■ Intuitive interaction

Is interaction use either obvious or clearly explained



■ Validation

Does the page pass automated accessibility checks?



■ Image 'alt'

Do image elements have an 'alt' attribute? Does it substitute for the image when it can't be seen?



■ Input correction

Are input mistakes easy to find and fix?



■ Hide decorative images

Are decorative images hidden from screen reader users?




■ Prefer HTML


Use native HTML where possible. Sparingly supplement with ARIA that reflects W3C ARIA Authoring Practices




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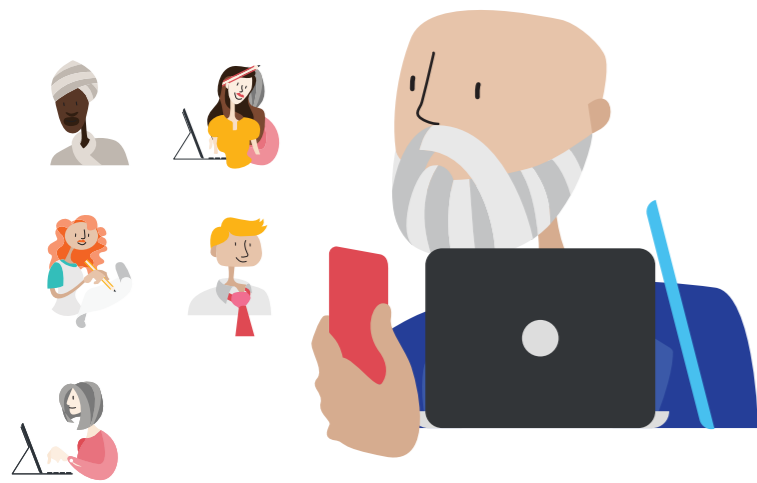
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Accessibility. Tips for teams

QA Testers

20% of users have a disability. Include simple tests for broad access. Just put your mouse aside to test keyboard access, and use a screen reader to hear how content is announced to people who are blind.



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■ Validation

Does the web page validate, and pass automated & manual accessibility checks?



■ Visible states

Is the state of all dynamic elements obvious?



■ Keyboard actionable

Can you trigger all interactions from the keyboard?



■ Non-text alternatives

Does non-text content, like images and media, have equivalent text alternatives?



■ Flexible presentation

Is content size and orientation flexible?



■ Explain changes

Are screen reader users updated if content changes dynamically or unpredictably?



■ Focus feedback

Can you easily see keyboard focus for all interactive elements?



■ Structurally navigable

Can you find, use and navigate content with a screen reader?



■ Keyboard accessible

Can you reach all interactions without a mouse, and in logical sequence?




■ Explain interactions


Are interactions and usage obvious for screen reader users?





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