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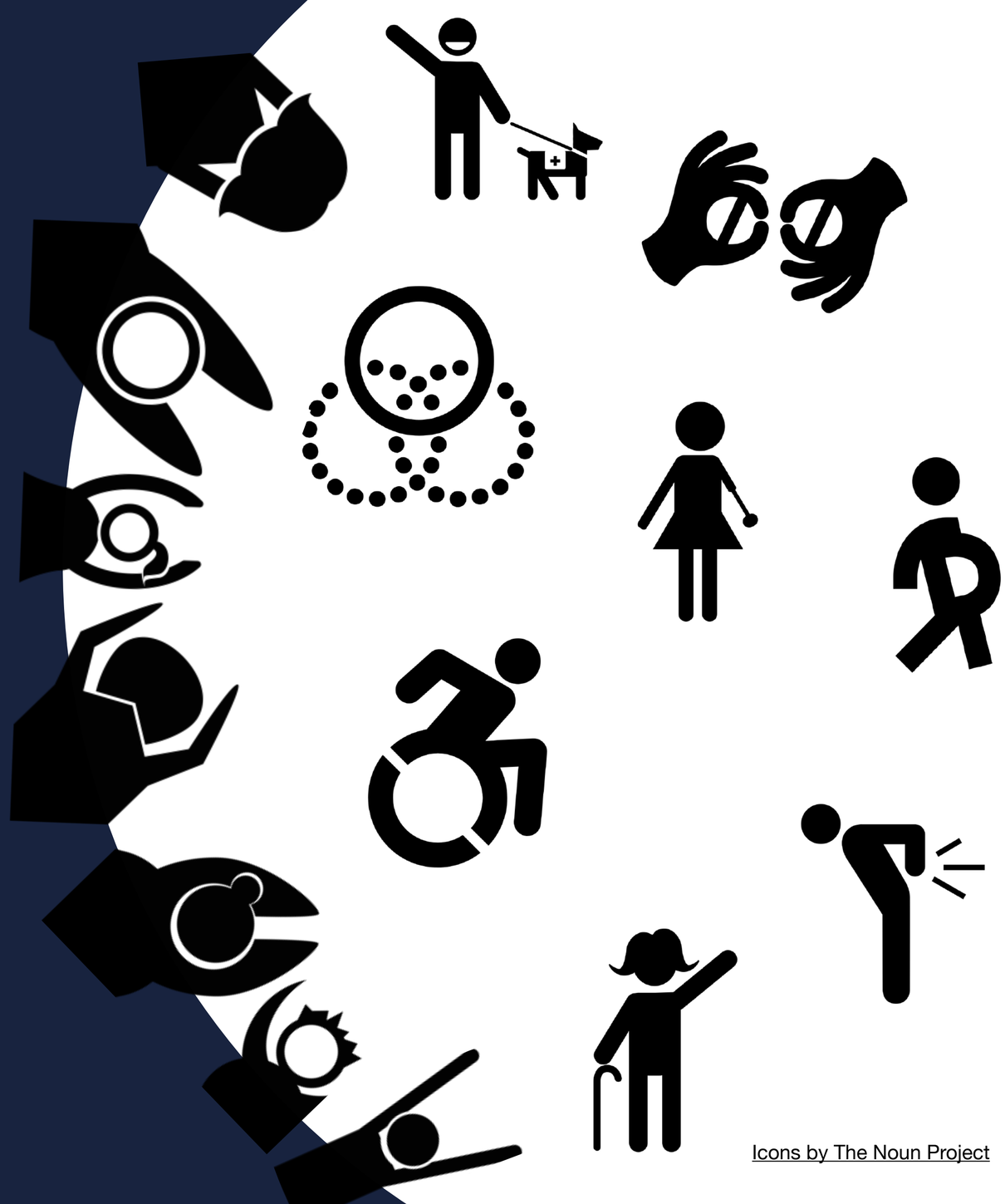
Accessibility

Design for everyone

Lauren LaRocca
December 2020



Icons by The Noun Project

Coming up

- What is accessibility
- Why is it important
- Digital content best practice
- Answer components and accessibility
- Stepping away from the PDF
- Accessible reporting
- Resources

What is accessibility?

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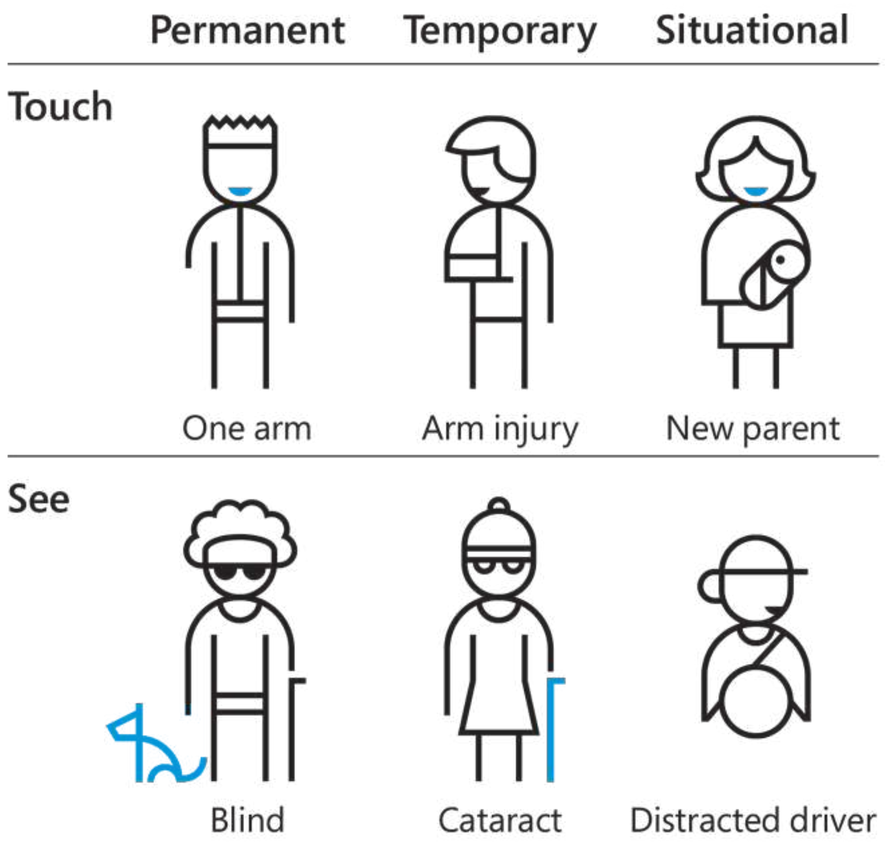
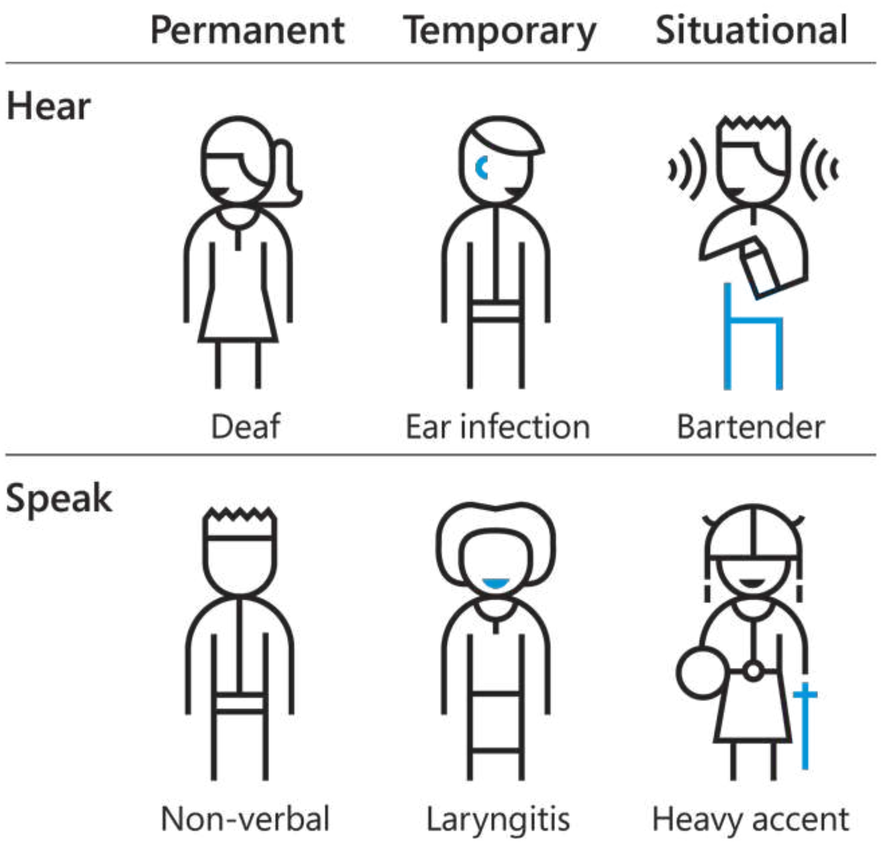
Accessibility is for all abilities





Microsoft Inclusive Design

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“The disability is not the problem.
The **accessibility** is the problem.”

Mohamed Jemmi, Professor of ICT and Educational Technologies, University of Tunis

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14.1 million

disabled people in the UK

www.scope.org.uk

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That’s 1 in 5

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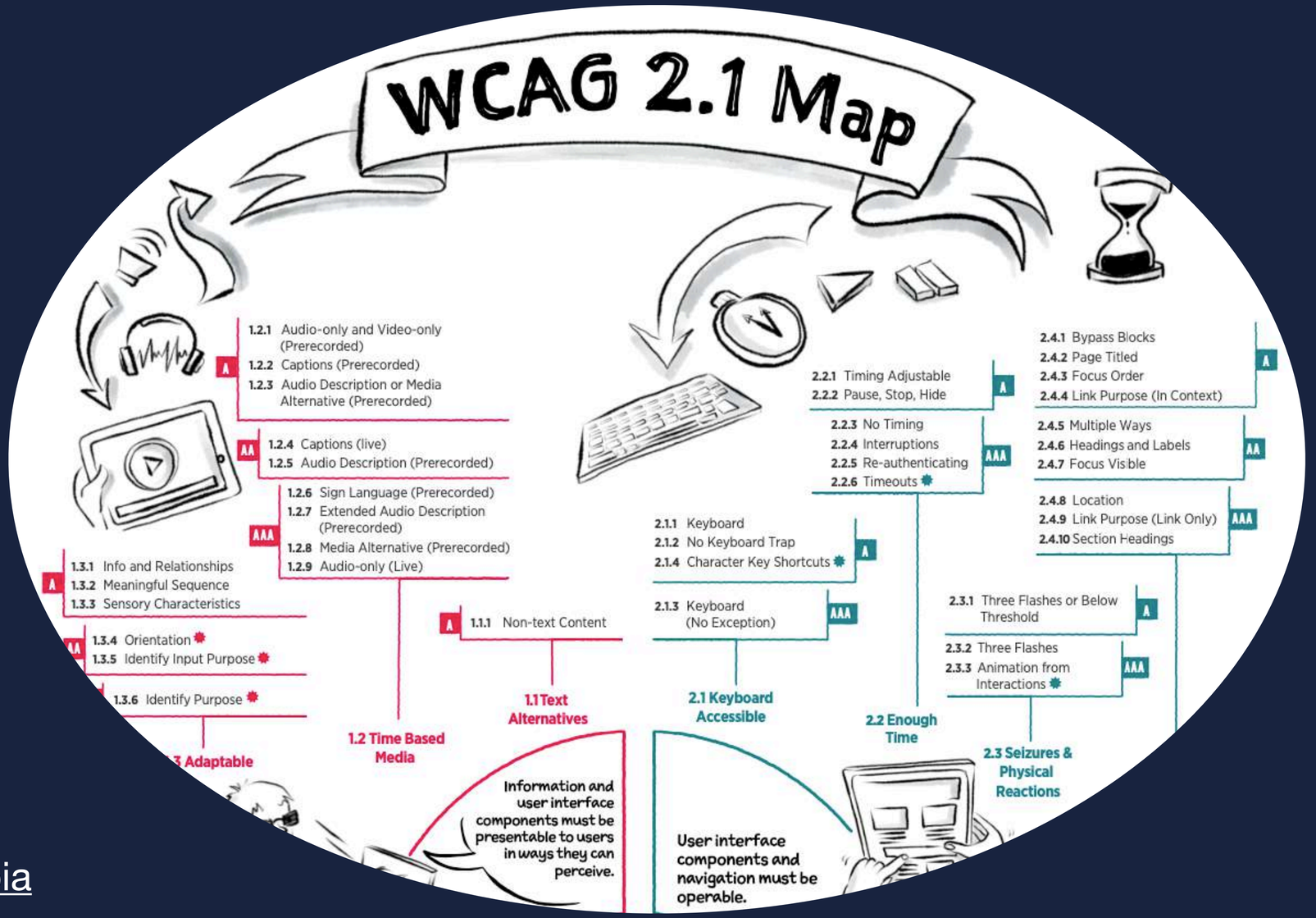
Web Content Accessibility Guidelines 2.1



Source: Intopia

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POUR Principles

Perceivable

Operable

Understandable

Robust

The WebAIM Million

Annual accessibility analysis of the top 1m homepages

- 98.1% had detectable failures
- Expect errors on 1 in every 14 elements
- Number of errors are slowly increasing over time

https://webaim.org/projects/million/#facts

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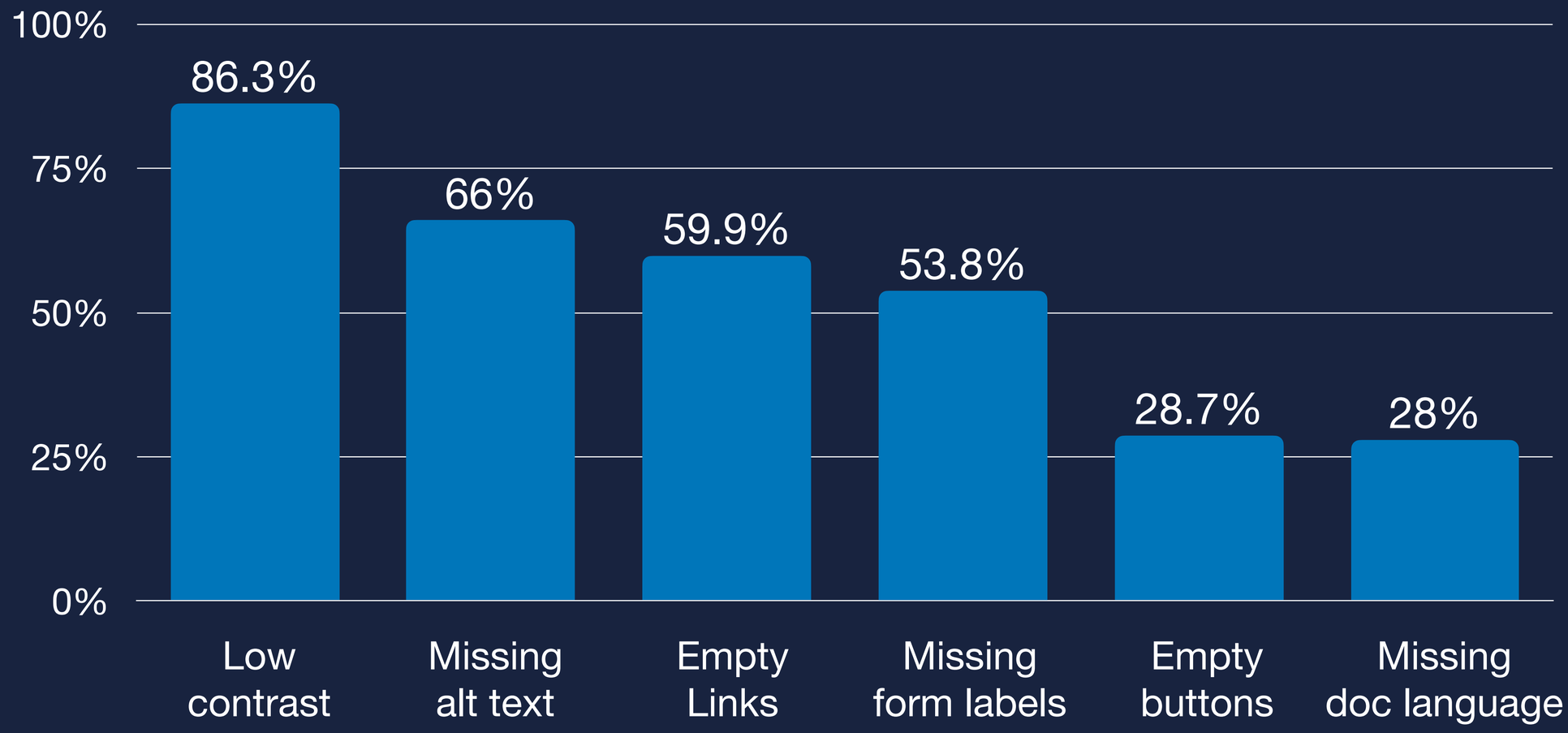
The WebAIM Million

Most common WCAG failures (% of homepages)



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Let’s do something about it

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Accessibility is **everyone's** responsibility

It's essential for some, useful for all

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Plain language

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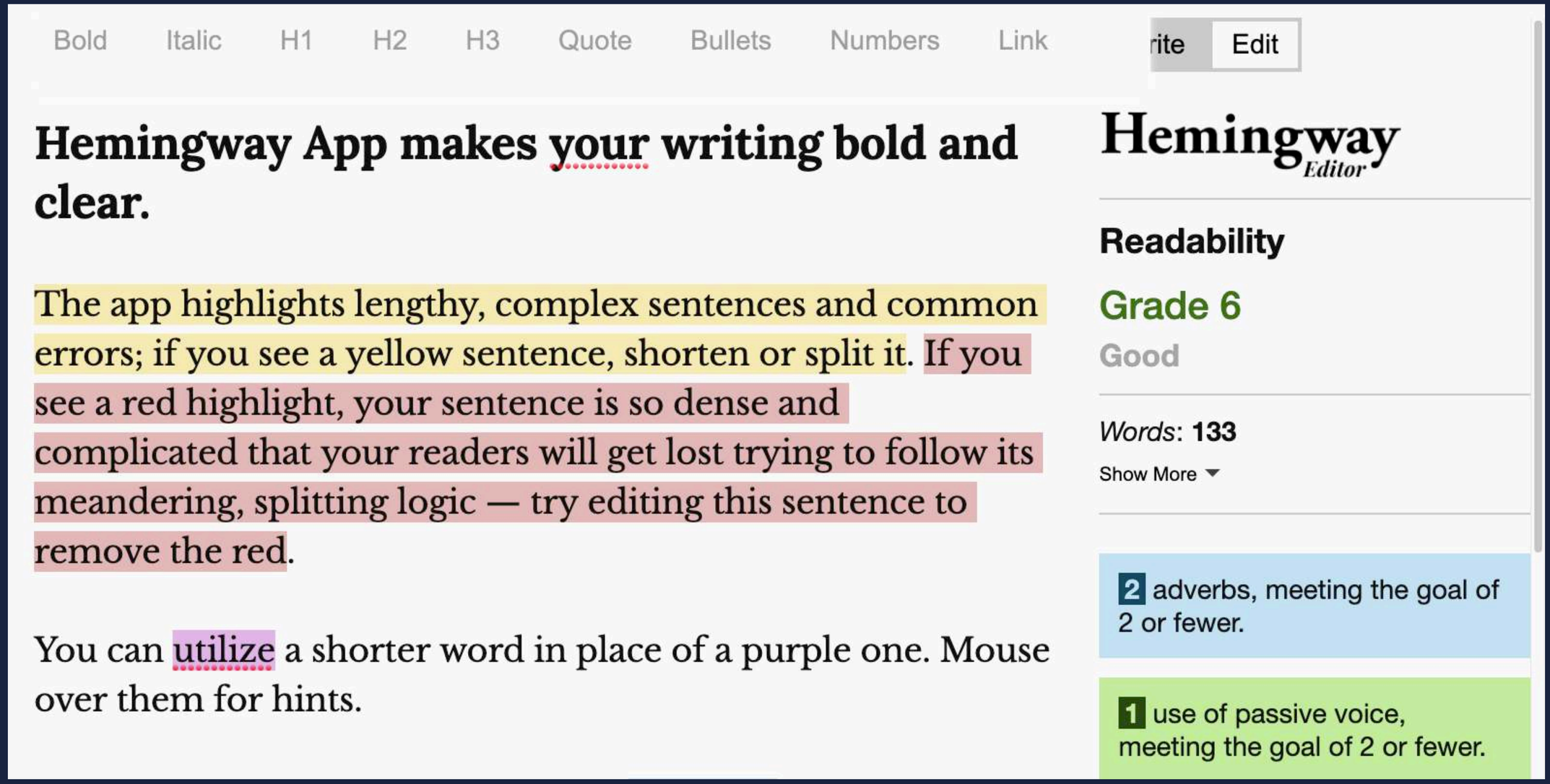
Plain language

Writing in Plain language helps people who:

- have poor working memory
- are easily distracted
- are slower at reading or processing information
- have difficulty identifying the main points from a bulk of text
- have a very literal understanding of language
- are reading in a hurry



Hemingway app

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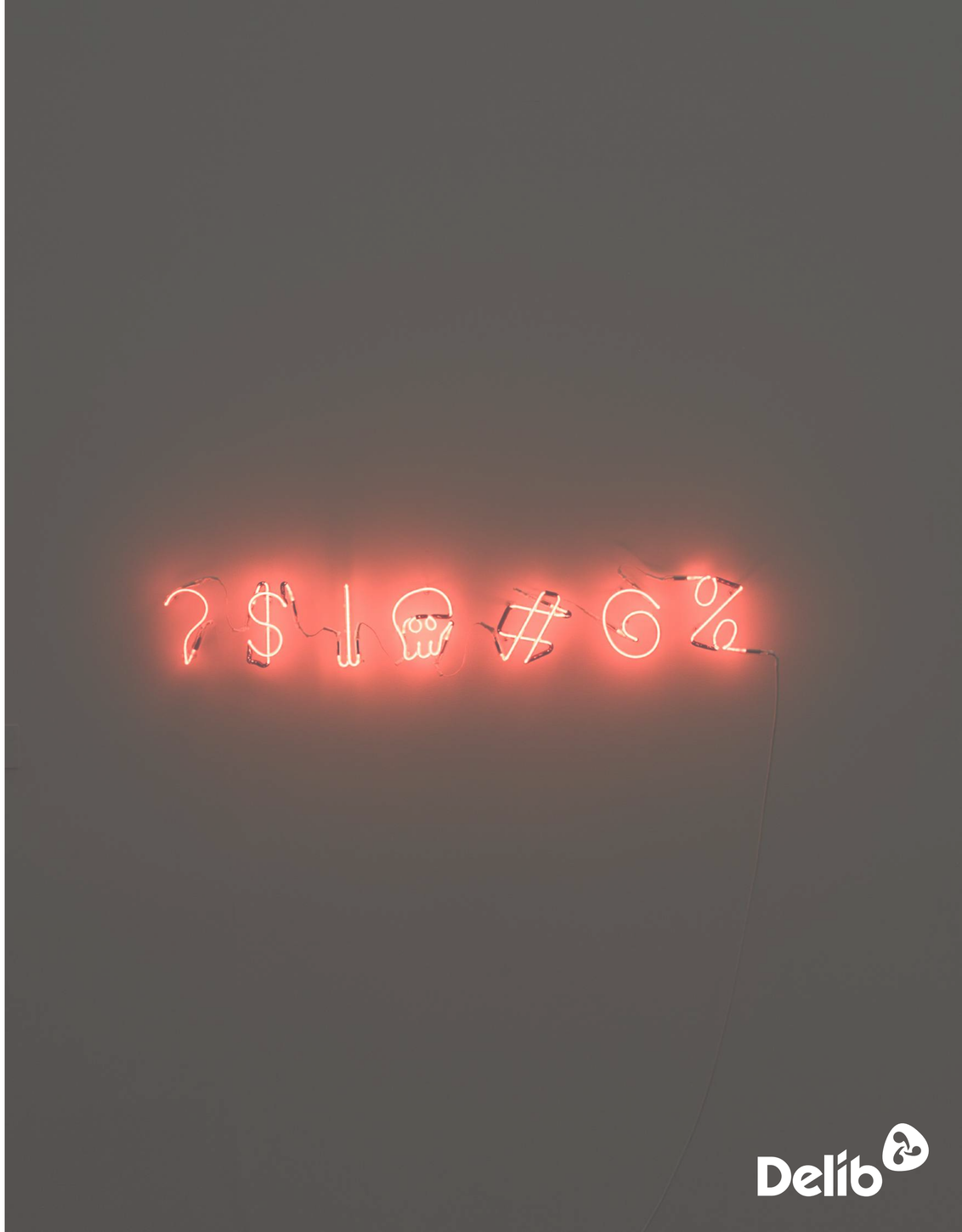
Plain language

- Think about your **audience** and **readability**
- Use **clear, easy to understand** language
- **Short** and **descriptive** consultation titles and survey page titles
- **Define** abbreviations and acronyms on first use
- Consider an **easy read** version or summary sheet



Text formatting

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Make it easy to read

- Think about **scanability**
- Break up text into **small chunks**
- Use **bullets** and **lists**
- **Avoid** italicised and overuse of bold formatting
- Underlined text is **only** for links
- Provide **clear instructions** to links

Low contrast

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WCAG 2.1 AA requires that text and images of text have a contrast ratio of at least 4.5:1

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Think about colour

- Keep your colours **simple**
- **Test** your contrast ratio
- **Prevent** eye strain
- Colours mean **different things** to different cultures
- Remember that not everyone **sees** colour the **same**

Alt text

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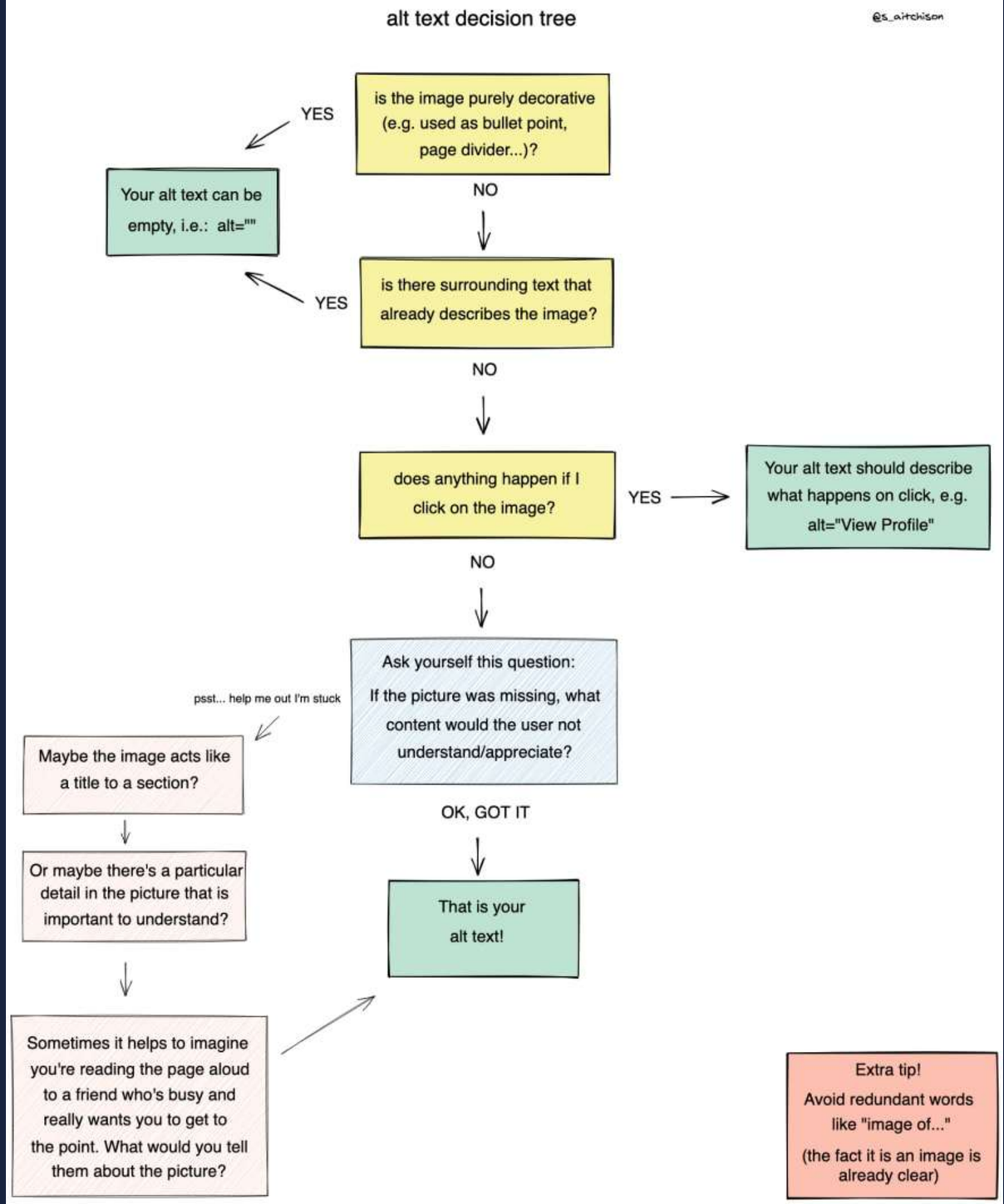
Alt text

Decision tree

- 3 major types of images
  - **Active**
  - **Informative**
  - **Decoration**



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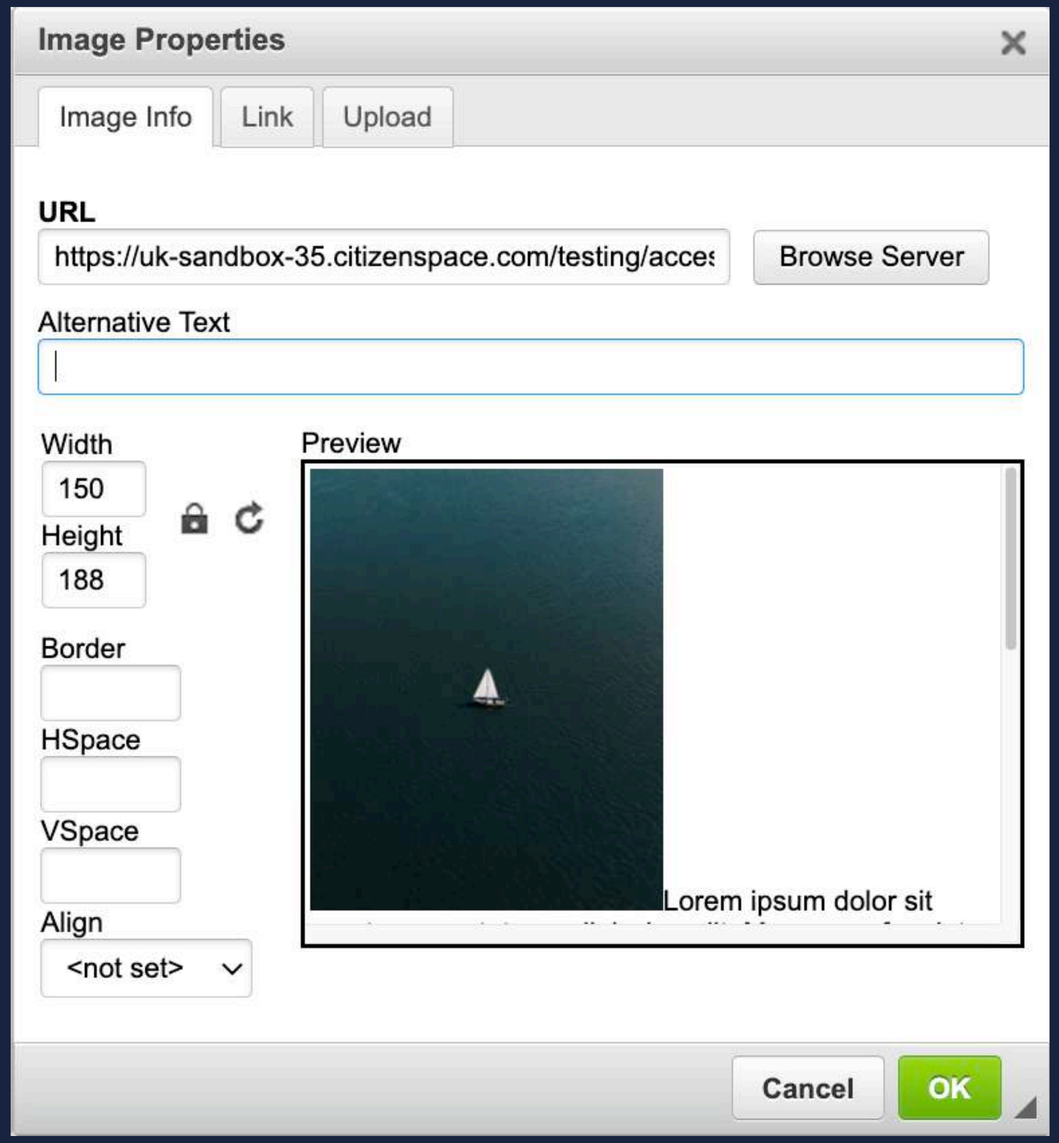
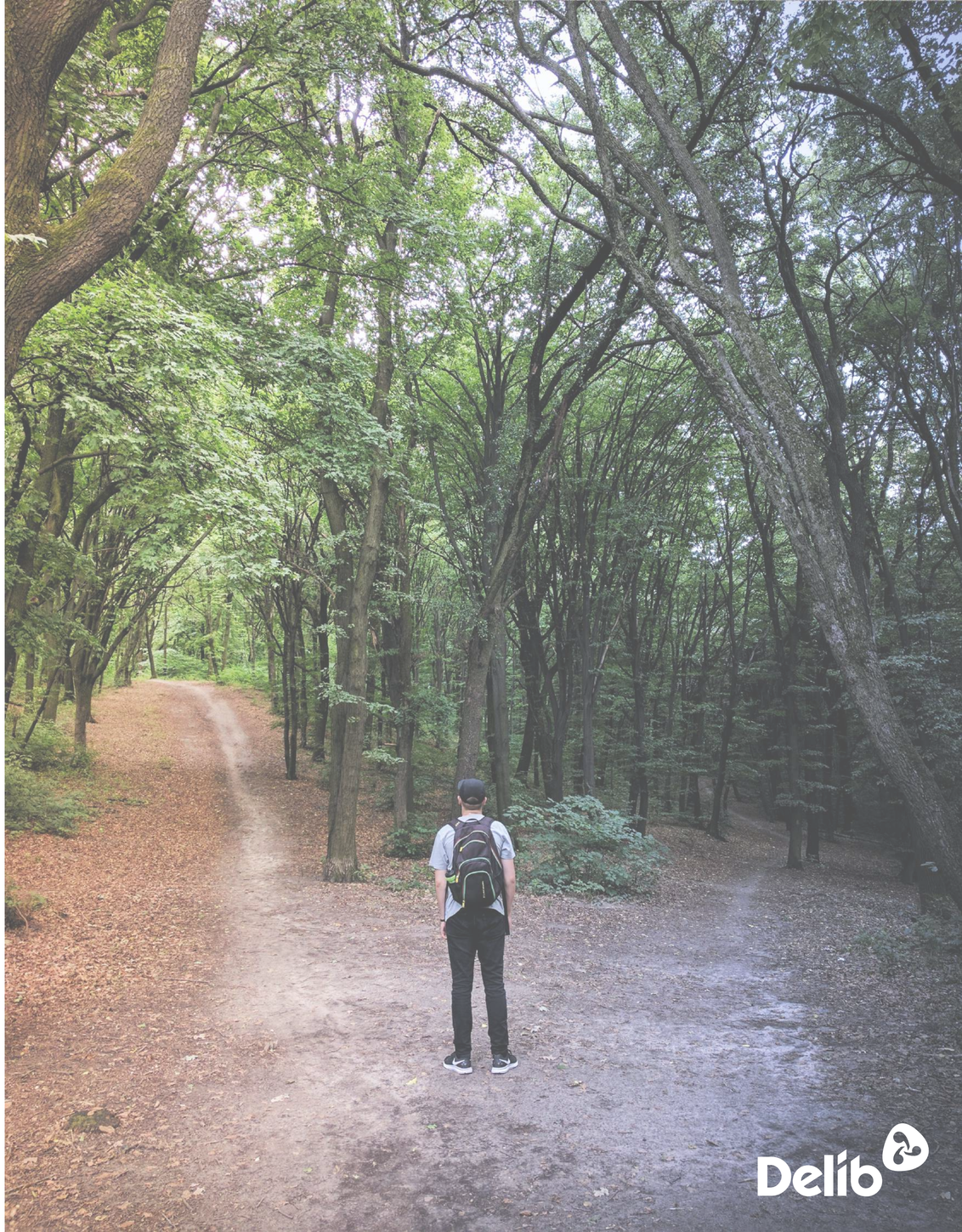
Alt text

in Citizen Space



Alt text

- Be **brief** but also **descriptive**
- Every image **needs** an alt tag, even if it is empty (alt=“”)
- Don't start with the words 'image of...' or 'graphic of...'
- Add the image **type** to to end of alt text
- End with a **full stop**



Subtitles

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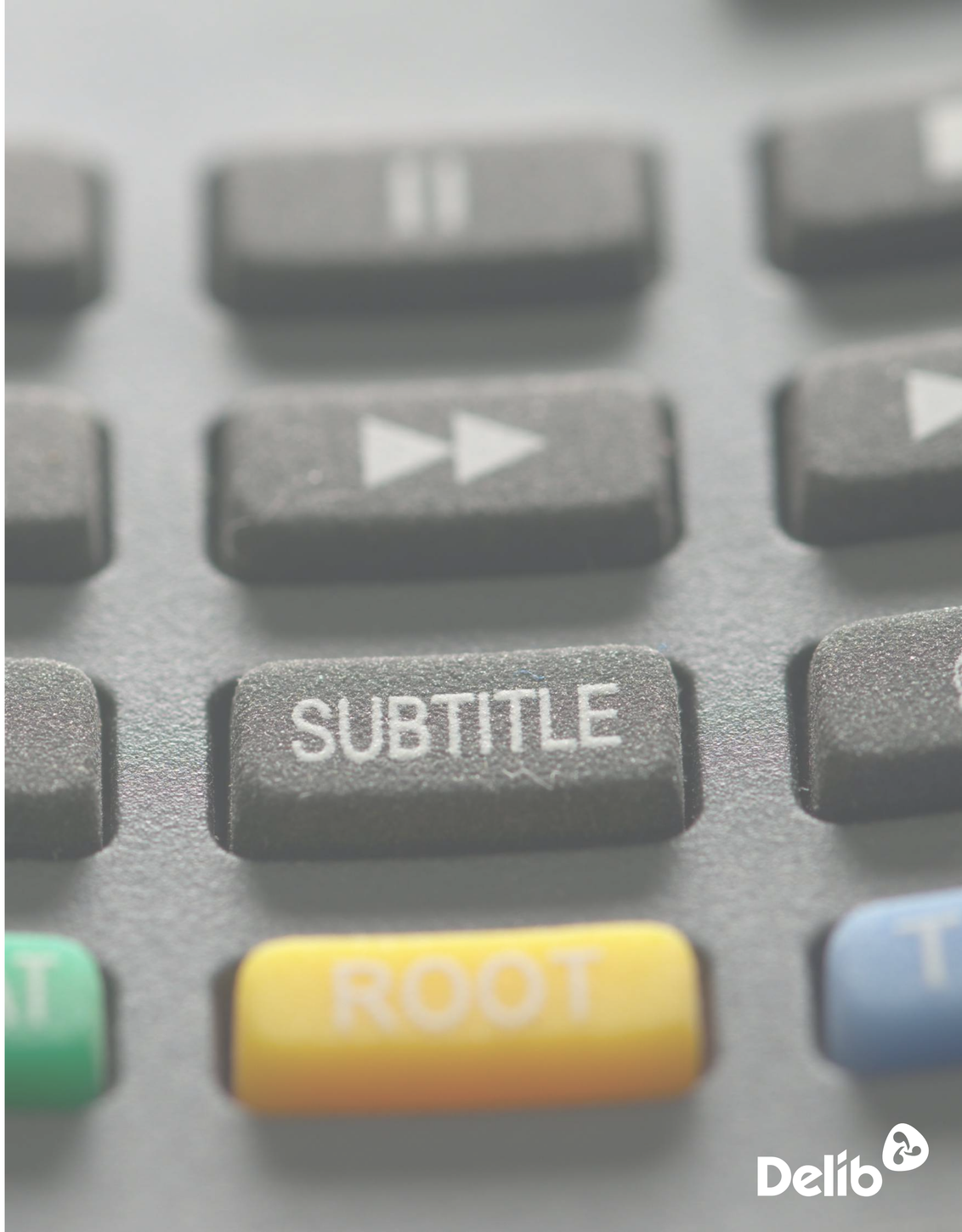
Subtitles

- **Necessary** for people who are deaf or with hearing impairments
- Help with **understanding**
- **Improve** concentration and engagement
- Can watch videos in a **noisy** or **quiet** environment
- Beneficial to **everyone**



Accessibility labels

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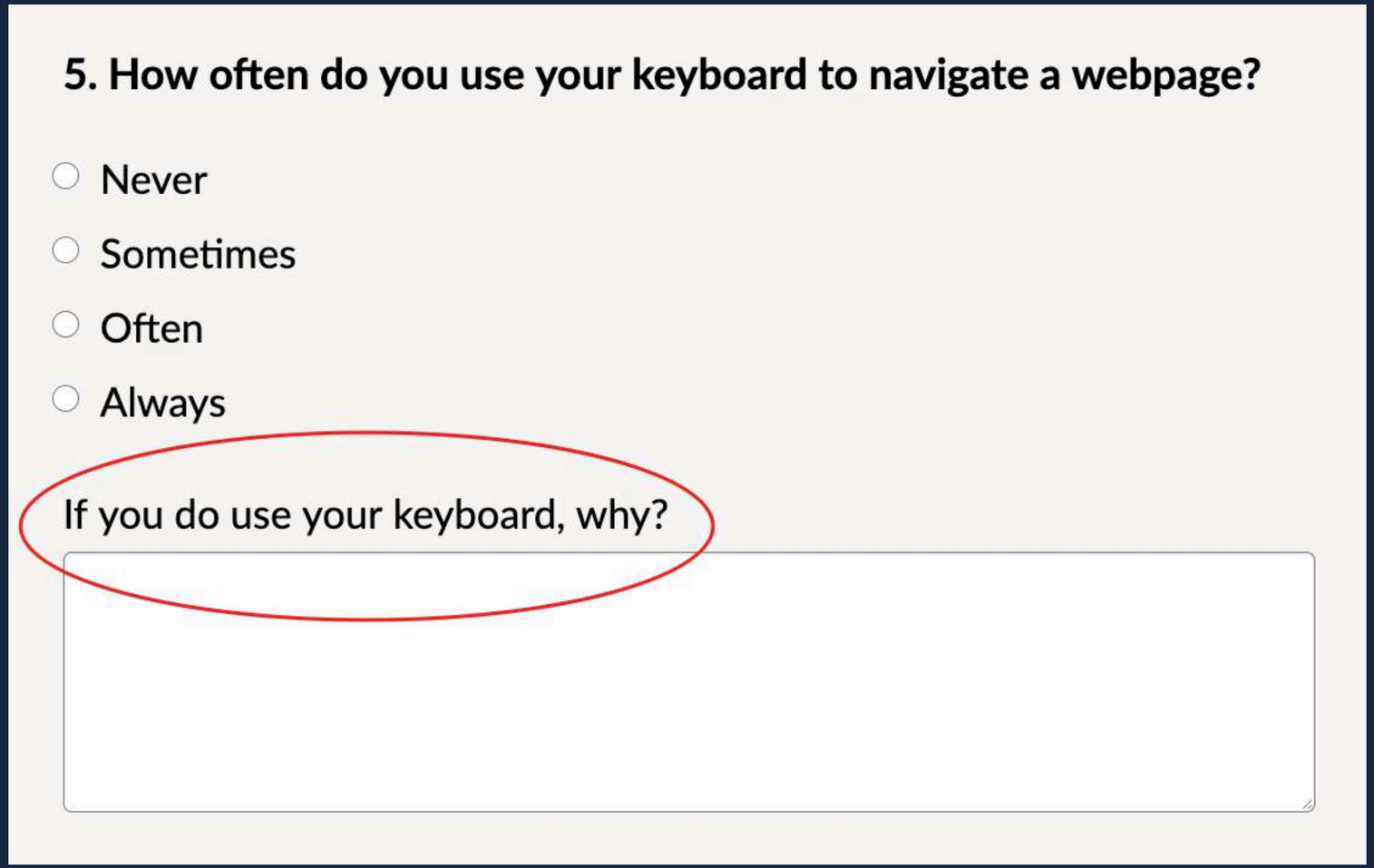
Accessibility labels

in Citizen Space



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Accessibility labels

in Citizen Space

Answer components that require a label:

- Text box (single and multi-line)
- Email address
- Postcode
- Number
- Date
- Dropdown list
- Single checkbox

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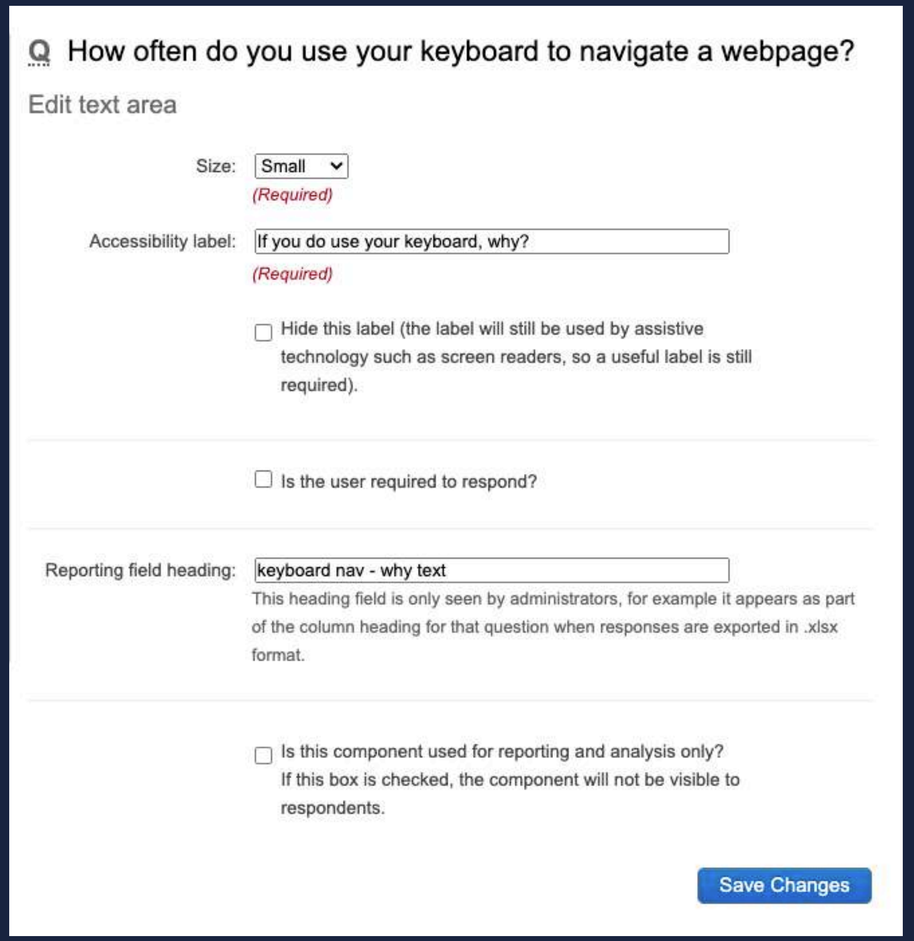
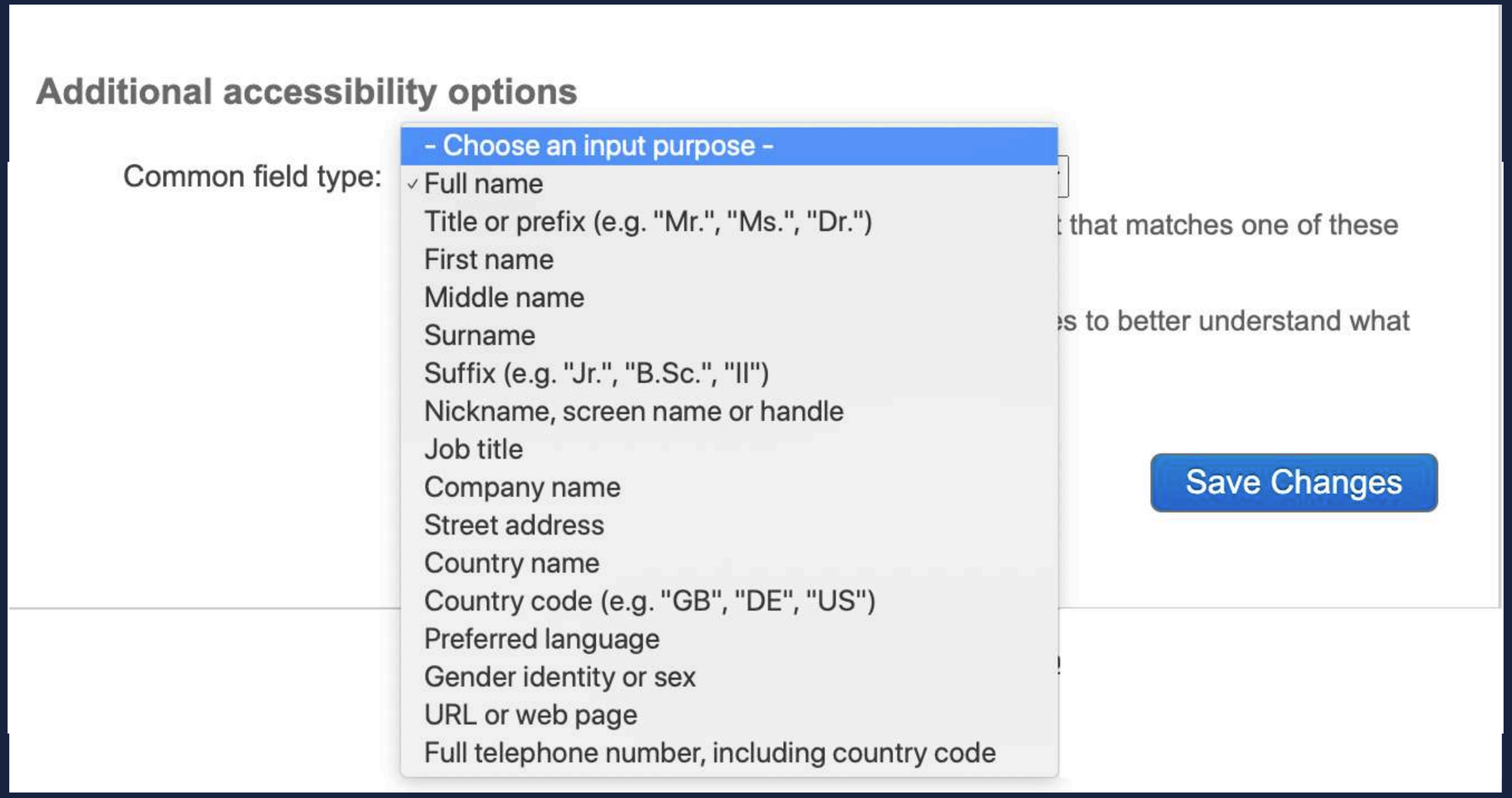
Accessibility labels

in Citizen Space



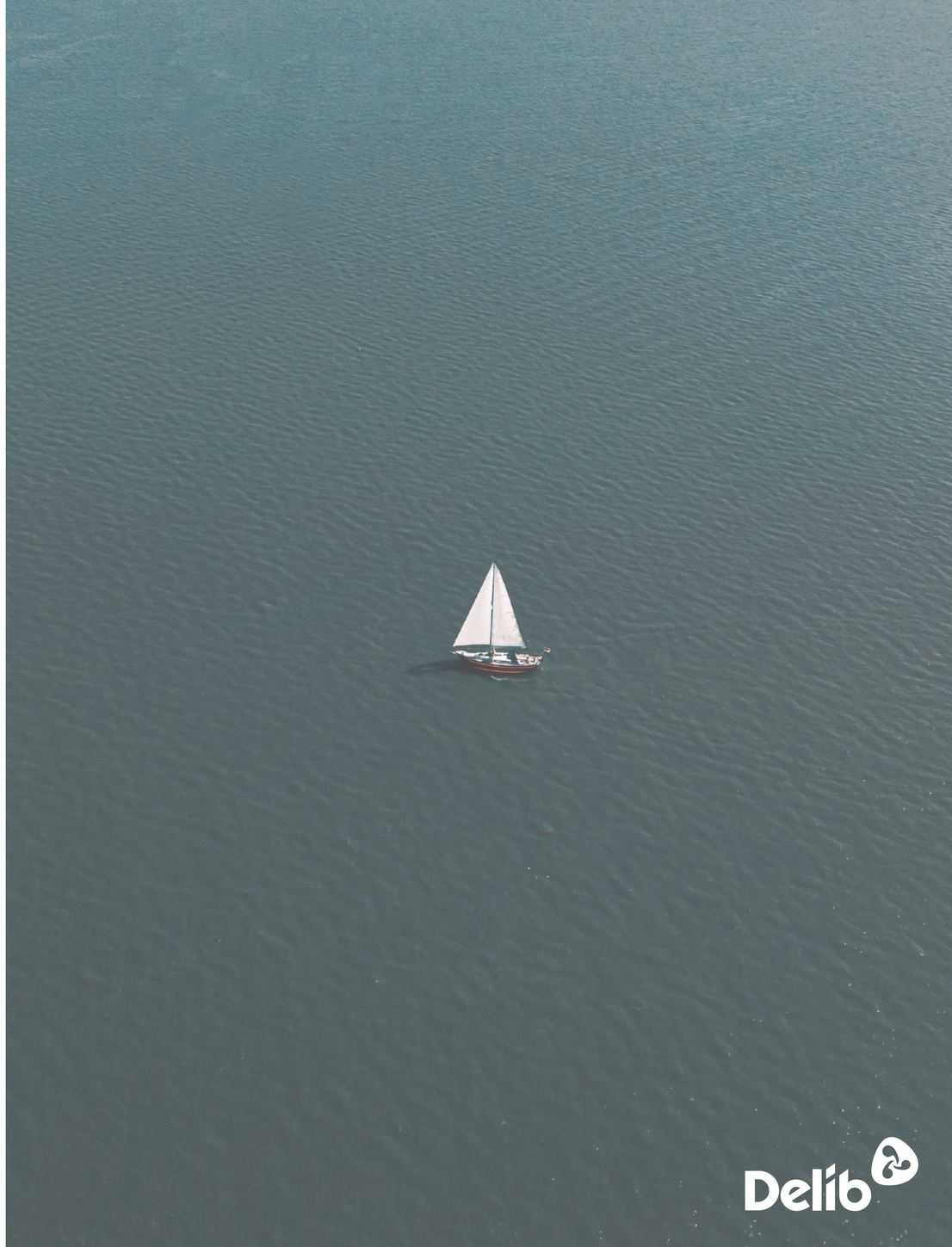
Accessibility options

in Citizen Space



Accessibility labels

- **Identify** the **purpose** of the answer component field
- Help the respondent **answer** the question
- Should be **clear**
- **Avoid** simply repeating the question
- **Use** additional options for common inputs
- **Hide** only if not visually necessary



PDFs and accessibility

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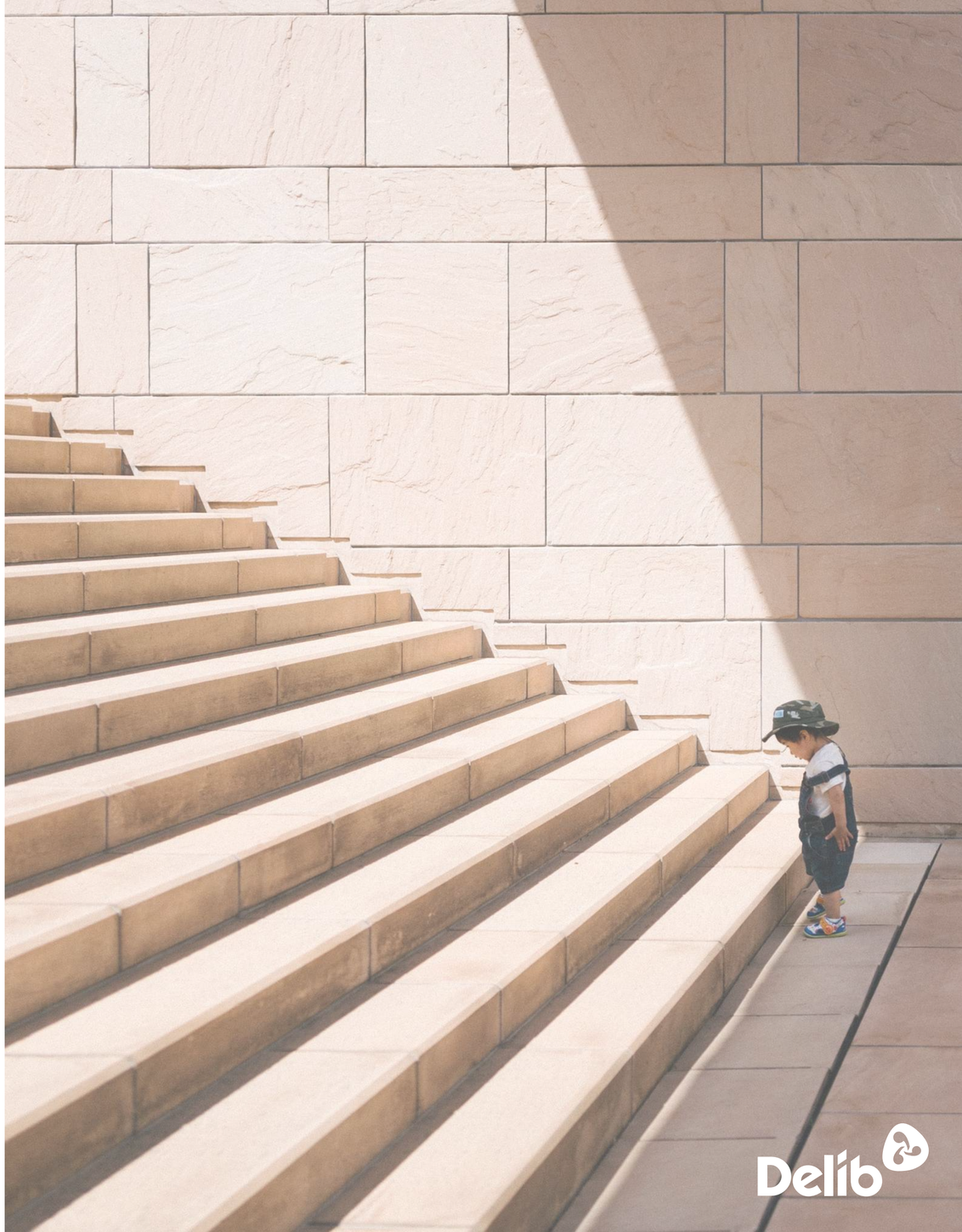
PDFs

- Make it **content** on the page
- PDFs of **maps** are better than images of maps
- Only use PDFs when absolutely **necessary**



Accessible reporting

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Accessible reporting

- **Easy read** versions
- Use **Plain English**
- Break into sections and **use bullets**
- **Include** graphs, tables and charts
- Use **response publishing**
- Think about **video** or **audio** options

Summary and resources

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Remember

- Making things **accessible** is better for **everyone**
- Pay attention to **colour**
- Use **clear** and **easy to understand** language
- Think about content **structure**
- Add **alt text**
- Just keep **trying**

Resources

Citizen Space Knowledge Base

- Creating accessible consultations
- Accessibility labels
- Additional accessibility options for answer components
- How to add alt text to images
- How to add tables to a consultation
- Policy page — Accessibility statement

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Resources

Examples

- **Training site example** (based on Scottish Government consultation) — Raising the age for children's hearings (easy read using skip logic)
- **Torfaen** — A Good Day (easy read)
- **Mental Welfare Commission for Scotland** — The Independent Review of Learning Disability and Autism in the Mental Health Act (easy read versions with embedded audio and their easy read report)
- **Police Scotland** — Your Police 2020-2021 British Sign Language (BSL) (embedded BSL videos and attached easy read / offline versions)
- **Perth and Kinross** — Adult Social Work and Social Care Contributions Review (charts and alt text)
- **Isle of Man Government** — Abortion Reform Bill 2017 (reporting back and response publishing)

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Resources

Accessible and inclusive design

- AbilityNet — free resources and free/paid training and webinars
- Accessibility in government — GOV.UK Blog
- Alt text decision tree — W3C tutorial
- Inclusive language guidance — GOV.UK
- The A11Y Project — community-driven effort to make web accessibility easier
- The A to Z of alternative words — Plain English options
- WebAIM — Web Accessibility in Mind
- WebAIM contrast checker — my preferred contrast tool

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Need more help?

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Get inspiration: aggregator.delib.net

Get ideas: blog.delib.net

Get educated: delib.net/learn