

Detailed Access User Testing Options

Accessibility

We take accessibility really seriously. Many of our clients are disability groups and charities, so our experience is reinforced by direct contact by users with access needs, rather than just being a “tick box” exercise. We continue to explore ways of making our products as accessible to as many users as possible, to suit different needs. Recently we’ve established good practice around the built-in access tools available with smart phones and tablets.

We have been working in the field of accessibility since we started developing websites. Naturally, as a result of this, we have built up knowledge of the many phases of advice and guidelines that have emerged from various industry and NGO bodies.

When the W3C WCAG (Web Content Accessibility Guidelines) version 2 emerged, we were pleased to see that a human-oriented, context-sensitive approach had been adopted that understood that there are many core guiding principles, but that simply ticking off lists of supposed “compliance” was not enough – testing with real people was also high on the agenda.

We have developed scores of sites (and apps) using the W3C WCAG guidelines, but perhaps a better proof of our knowledge in this area is that we have undertaken consultancy and run training sessions on the topic for organisations such as the National Archives, CyMAL (Welsh Museums Archives and Libraries council), BBC, University of Brighton and University of Leicester.

We encourage all our clients to build accessibility into their products and we’d be happy to talk through any ideas for increasing access with you. To ensure you meet requirements under the Equality Act 2010, we strongly recommend that we build in access user testing to the development process, to test for accessibility with assistive technology users.

Recommended Access User Testing Options		
Level	Detail	Budget
Bronze level – initial user testing and audit	(i) Review paper-based principles and wireframes to anticipate any access issues and review access journey viewpoints before build. (ii) During the build - test a Beta version with 1 test participant using assistive technology and 1 in-house developer - with reference to a test script that will include key functions of the	£1,500

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	site/app. Summarise and pass test feedback and recommended changes back to the team.	
Silver level - wider range of access testing and consultation	<p>(i) Run focus group to review wireframes with paper based plans and cover different access perspectives</p> <p>(ii) Demo early test version to client/access group and integrate feedback into development</p> <p>(iii) Recruit test participants and test Beta version with 1 assistive technology user and 1 in-house developer - using test script to review key functions of the site/app.</p>	£2,500
Gold level - testing the whole access journey: from website/app to venue	<p>(i) Includes consultation with an access group as above (using initial paper based version and later Beta version) and integration of different viewpoints.</p> <p>(ii) Test later test version with range of assistive technology users, who might include:</p> <ul style="list-style-type: none"> - 1 screen reader user - 1 screen magnifier user - 1 BSL user - 1 user with mobility impairment <p>(iii) Test final version - testing the whole access journey with 1-2 users - testing flexibility on different devices. The test will be taken from user's own home/work to the venue, to test:</p> <ul style="list-style-type: none"> - user's expectations of visit from using the app/site - experience when at venue - its use post-visit - overall experience of use. 	£5,000