Crumpled Dog

Rhodes Trust website

Accessibility case study

A brief overview on accessibility

What is accessibility?

If spaces are designed to make life easy for everyone, disabilities can cease to limit people's abilities to live full lives.

It's sometimes said of buildings and urban environments:

"*It's the environment that makes you disabled*".

The same is true for the digital space of the web.

Photo Credit: Tom Simpson/Greater London Authority

City Hall accessible interiors in London

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

Tim Berners-Lee, inventor of the World Wide Web

Understanding accessibility and inclusive design

Making a website accessible means making sure it can be used by as many people as possible.

This includes those with:
- ✓ impaired vision
- ✓ motor difficulties
- ✓ cognitive impairments or learning disabilities
- ✓ deafness or impaired hearing

At least 1 in 5 people in the UK have a long term illness, impairment or disability. Many more have a temporary disability.

10% of global population lives with a form of disability

In countries with life expectancies over 70 years of age, people spend on average about 8 years, or 11.5 per cent of their life span, living with disabilities.
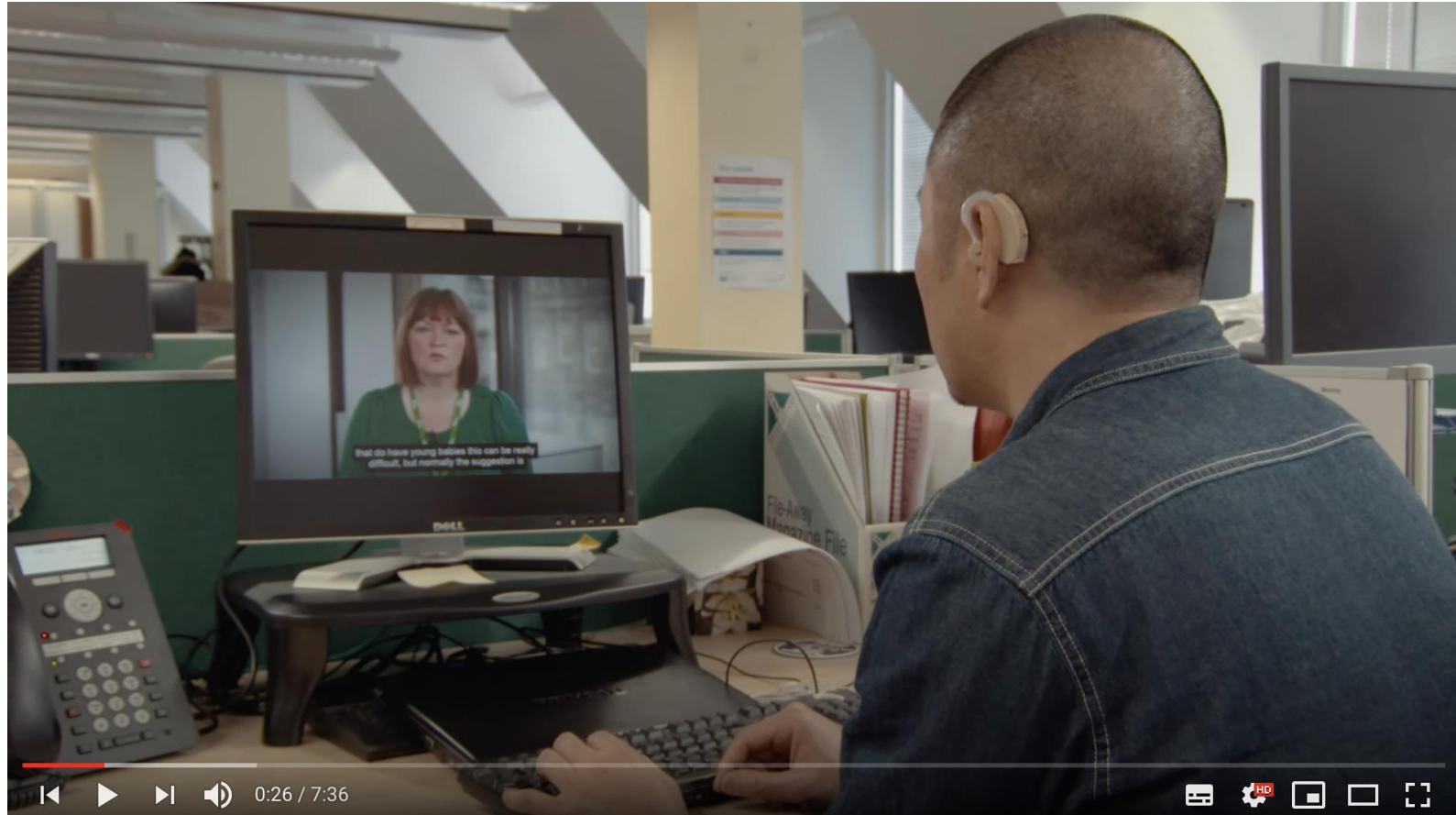
References:
https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps
https://apps.who.int/iris/bitstream/handle/10665/70670/WHO_NMH_VIP_11.01_eng.pdf;jsessionid=4650270E8BEA5E34B454092911E891D5?sequence=1
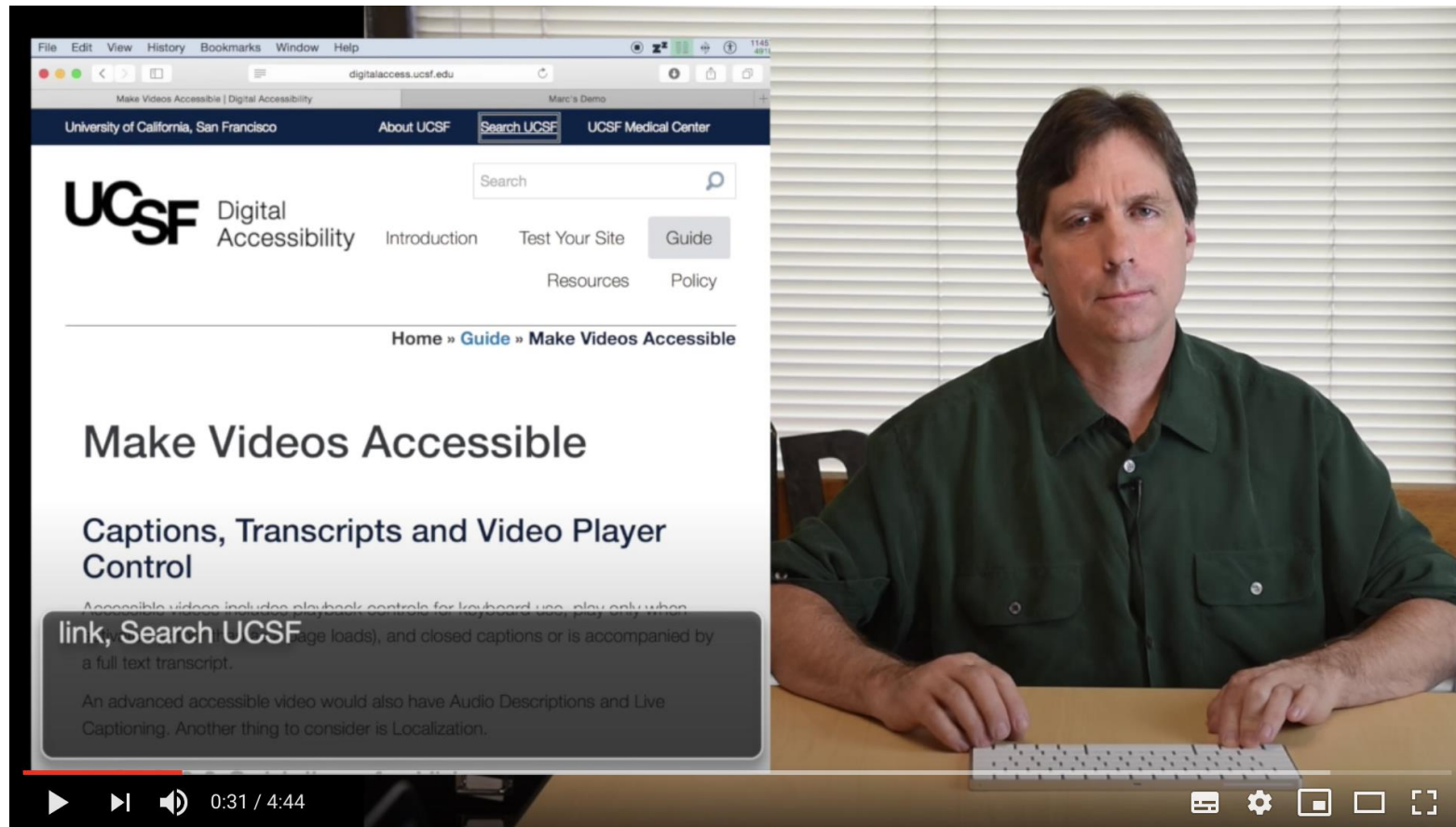
Web Accessibility Perspectives

https://www.youtube.com/watch?v=3f31oufqFSM&t=2s

Example of screen reader usage

https://www.youtube.com/watch?v=dEbl5jvLKGQ

Accessibility requirements for online public services in UK

Public sector bodies websites and apps must meet two specific legal requirements:

✓ Comply with [WCAG 2.1 AA](#) accessibility guidelines

✓ Provide an accessibility statement explaining how accessible the website or app is, defining limitations and providing details of how to report problems.
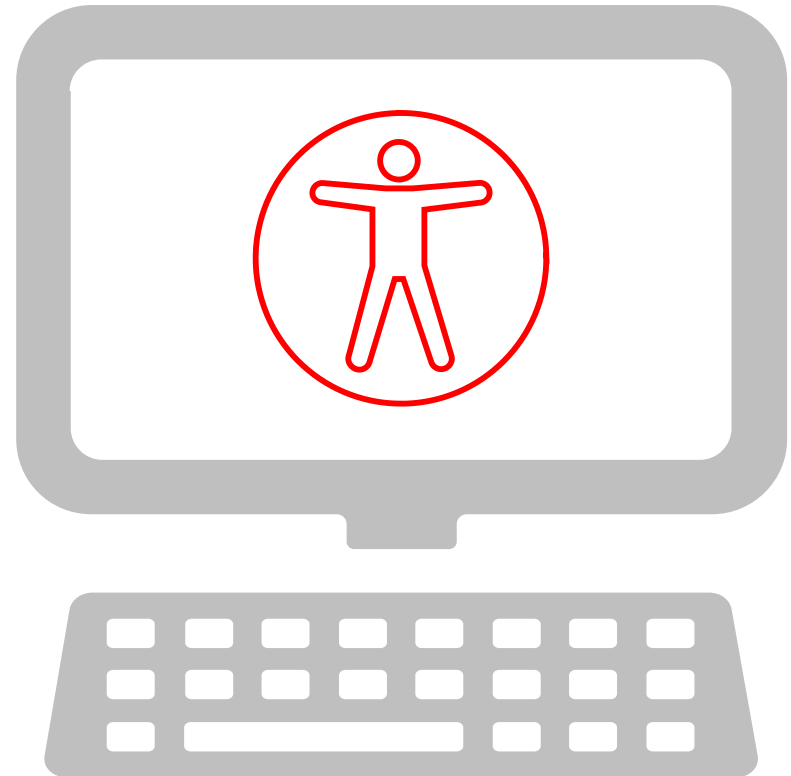
Deadline:
September 2020

References:
https://www.w3.org/TR/WCAG21/
https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps
https://www.legislation.gov.uk/uksi/2018/952/contents/made

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WCAG 2.1 guideline principles

Following the international accessibility standards WCAG 2.1 level AA will make sure that your website will be for all your user:

✓ **Perceivable**
People can see or hear the content

✓ **Operable**
People can use the site by typing or by voice

✓ **Understandable**
People get a clear and simple language

✓ **Robust**
People can use different Assistive Technologies (AT)

References: https://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html

Rhodes Trust
Case study
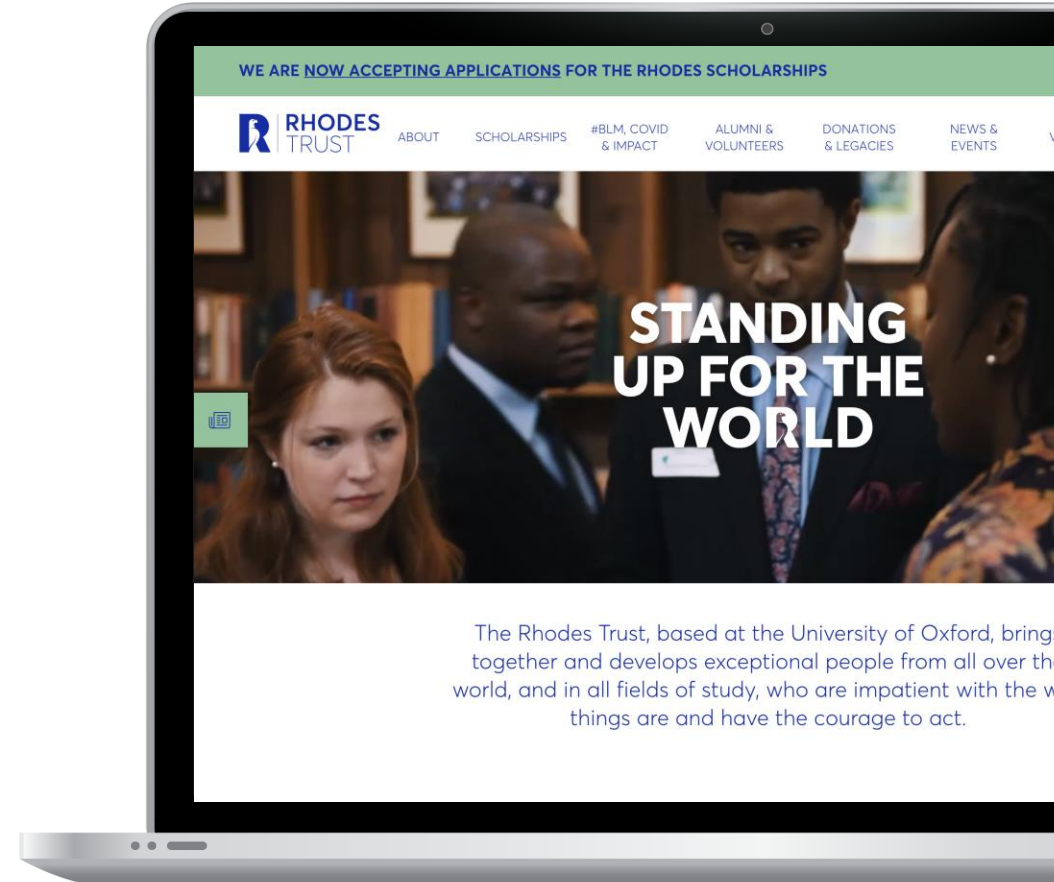
The Rhodes Trust

The client

The Rhodes Trust is a charity that offers worldwide prestigious scholarships to attend the university of Oxford. To <u>anyone</u> who meets the application criteria.

Website: https://www.rhodeshouse.ox.ac.uk/

Objectives

✓ Understanding what is needed to be done in order to make the site accessible to everyone (Level AA WCGA 2.1 guidelines)

✓ Be compliant with UK Regulations and deadlines

Our methodology

Accessibility audit
To retroactively implement accessibility for the Rhodes Trust website we used both automated and manual testing to give us an overview of the situation.
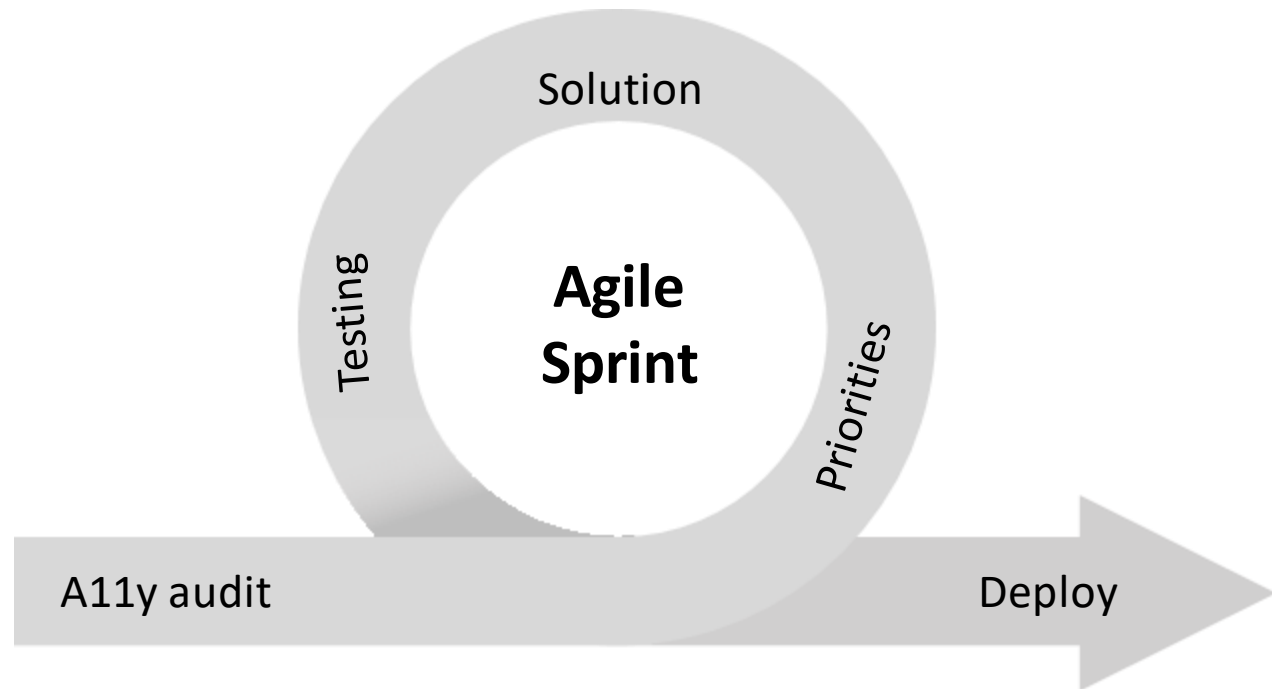
Defining priorities
We identified the most critical sections of the website that required immediate action

Implementing solutions
We implemented technical solutions, but also advised the client how to solve content issues.

Testing
Manual testing involved testing with the most common screen reader software such as NVDA and Voiceover and using keyboard navigation only.

Solution

Testing

Agile Sprint

Priorities

A11y audit

Deploy

Some of the solutions we've **implemented**

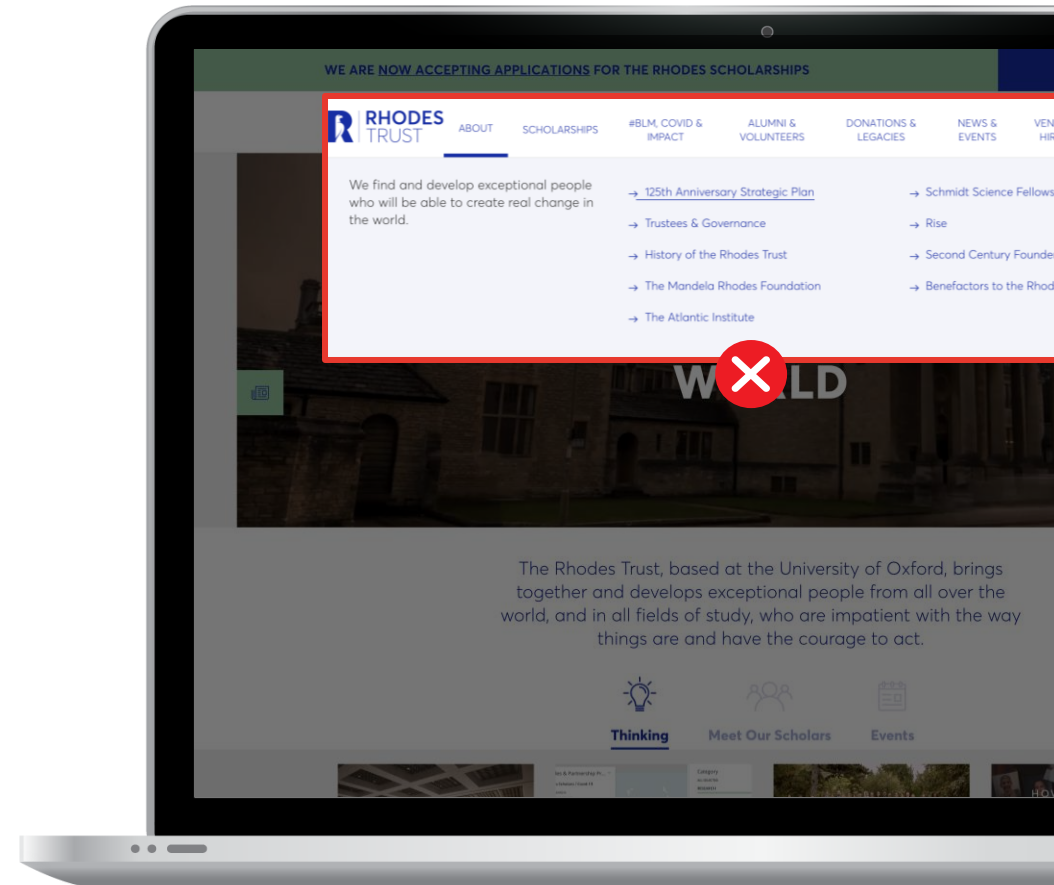# Optimising Mega menu for keyboard and screen reader navigation

The issue
People with reduced dexterity, such as tremors, often have trouble operating fly-out menus. For some, it might be impossible.
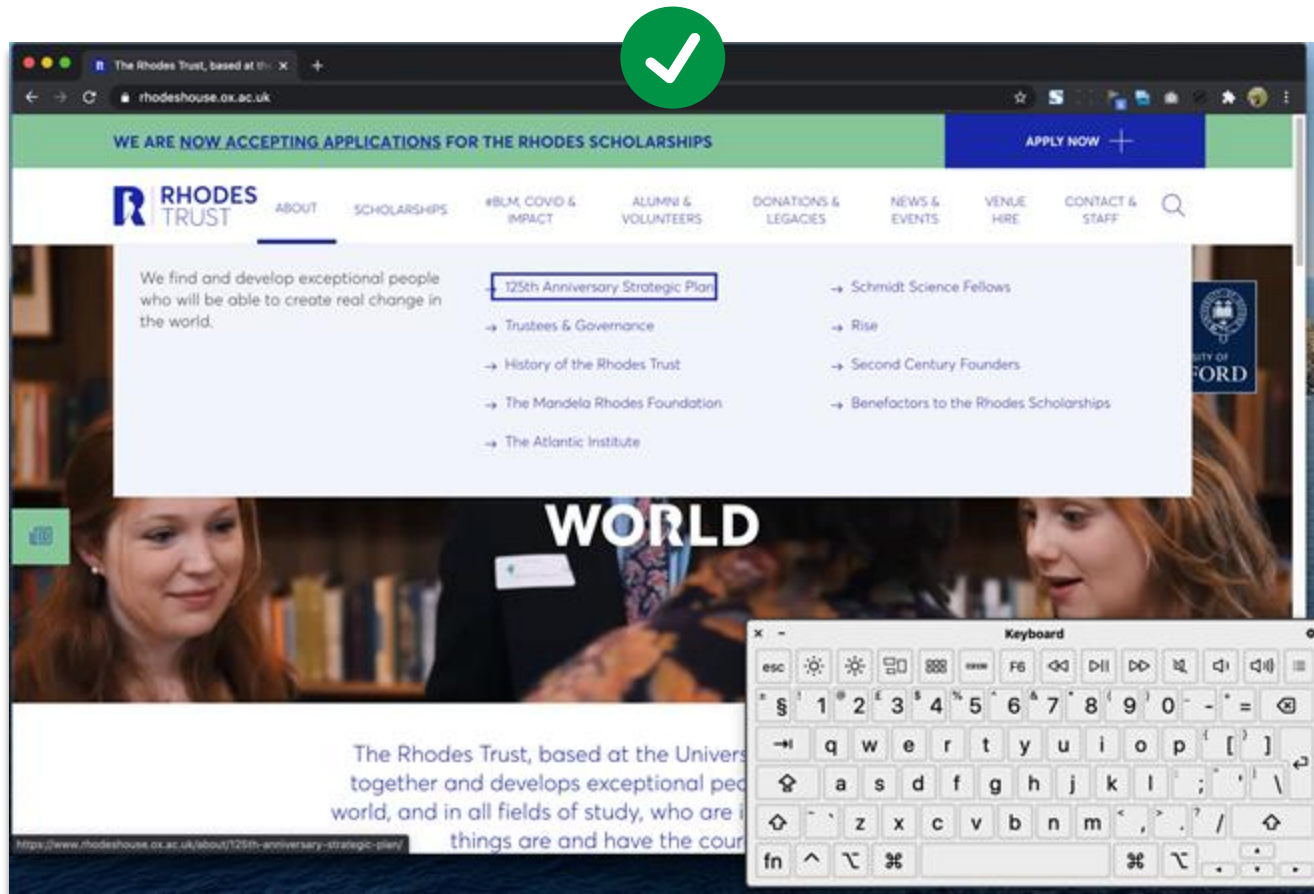
It was then crucial to optimise the navigation experience for Assistive Technologies (AT) and keyboard users

Solutions
We've implemented a focus tab order for keyboard users and implemented WAI ARIA techniques (following the WCGA 2.1 guidelines) for an optimised screen reader experience.
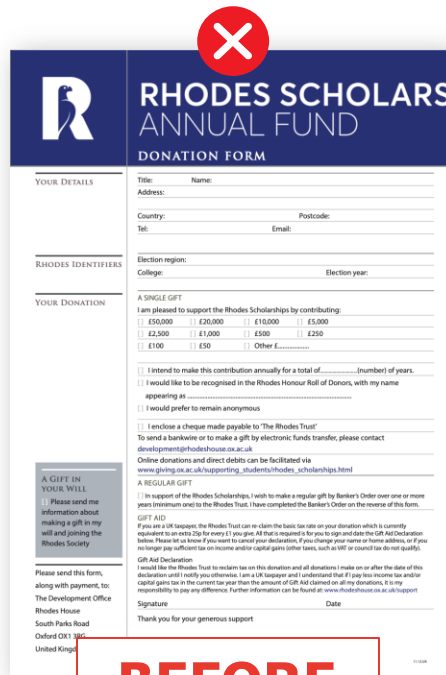
Implemented solutions video link
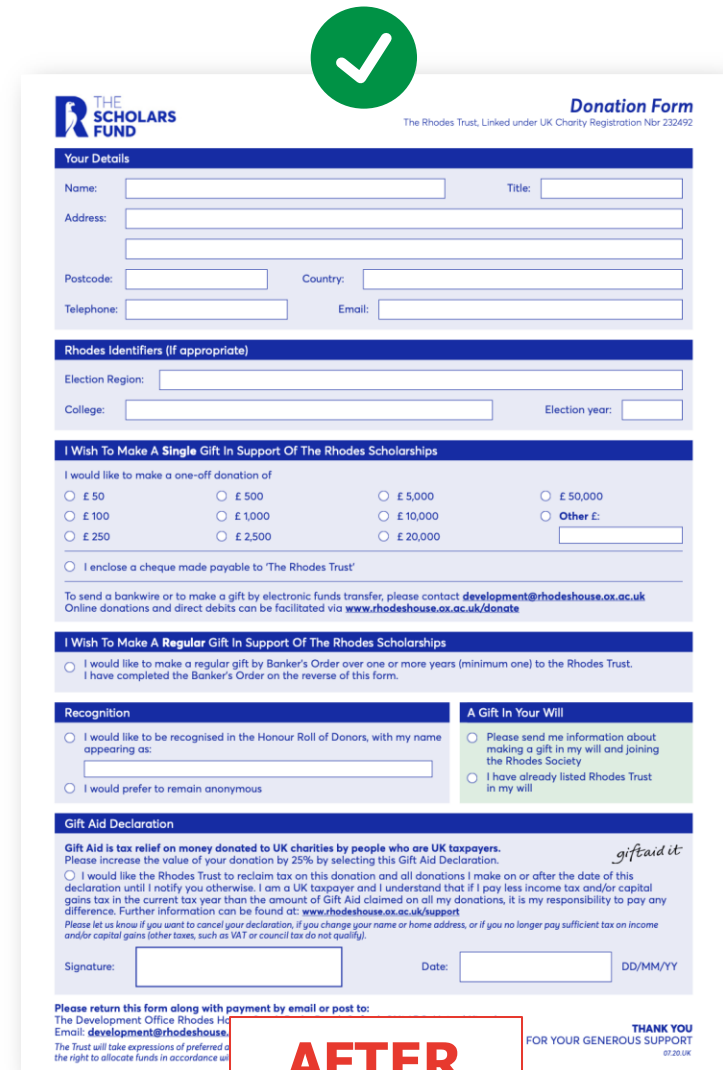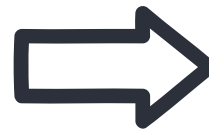

https://vimeo.com/452262226

Accessible donation forms

We've completely reworked the accessibility and the overall user experience of the multi-country donation form pdfs available for download on the site.

BEFORE

AFTER

- Fully accessible pdf
- Improved form user experience
- Digitally fillable and printable

Landmarks and regions

What are landmarks

Landmarks and regions help Assistive Technology (AT) users to navigate easily to the main sections of the page. It's a good practice to include all page content within landmarks and regions to avoid users, who rely on this way to navigate the page, to lose track of the content.

Solution

We made sure that the content of each page was included within 3 main landmarks:

- the apply bar region
- the navigation
- the main landmark.

Custom components

Issue

AT and keyboard users weren't able to select a country from the dropdown list on the apply page and therefore they were excluded from using the website to apply for the Rhodes scholarship online. Making an application more difficult.

Solution

We have implemented ARIA techniques to meet WCGA 2.1 level AA success criteria and validated our solutions by testing the solution with NVDA and Voiceover screen readers.

https://www.rhodeshouse.ox.ac.uk/scholarships/apply

Some content building recommendations

Use headings correctly to organize the structure of the content.
Screen reader users can use heading structure to navigate content. By using headings (<h1>, <h2>, etc.) correctly and strategically, the content of your website will be well-organized and easily interpreted by screen readers.

Include proper alt text for images
Alt text should be provided for images, so that screen reader users can understand the message conveyed by the use of images on the page. When creating the alt text, the text should contain the message you wish to convey through that image, and if the image includes text, that text should also be included in the alt text.

Give links a descriptive name
Visually-impaired users can use their screen readers to scan for links. It's recommended the use of text in links that explain where the link will go. A *"click here"* solution won't give the user any clue of where the link might go.
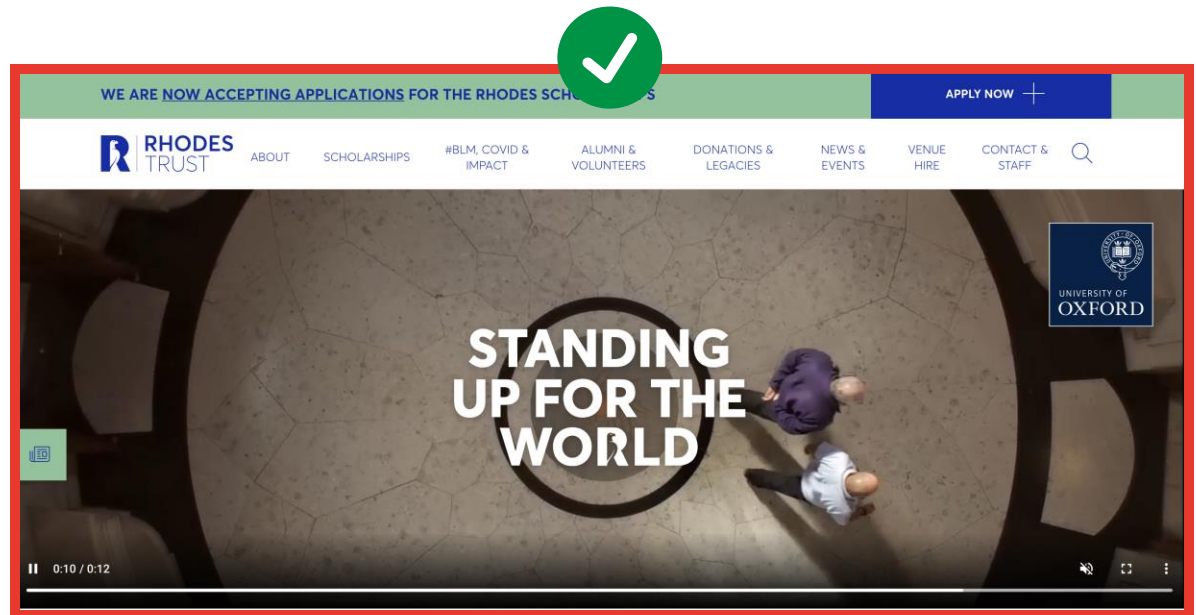
Homepage hero – under development

Issue

A video that plays longer than 5 seconds, without a way to pause it can create a problem for people that suffer from autism, creating great discomfort that could result in them leaving the website immediately.

Solution

To avoid this, it's considered to be a sufficient solution to offer video controls that allows user to play/stop the video anytime.

We are developng this for the Rhodes Trust website right now.

The Rhodes Trust, based at the University of Oxford, brings together and develops exceptional people from all over the world, and in all fields of study, who are impatient with the way things are and have the courage to act.

Thank you

Crumpled Dog

Get in touch for your accessibility project

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