[inaudible] Okay. Thanks, everyone, for attending our session today

on the benefits of user testing.

Now, we're using the term user testing here

because it can be known as usability testing,

but I like to use the term user testing.

Because at the end of the day,

this is about our users.

It's their experiences we're interested in primarily.

They're real people who use our services,

and we need to observe actual users using our digital services.

The word usability seems to speak more about the website

or the documents themselves.

After all, today is about accessibility for all people,

so let's go with user testing.

We're going to break this up into two parts,

all in 15 minutes.

Firstly, we'll look at user testing with members of the public,

and then we'll look more at user testing for accessibility,

because this is really our focus today

and really it should be our focus every day from now on.

First of all, it's like a testing with members of the public.

Ideally, we should be testing with all sorts of different people,

different ages, different abilities, different cultural backgrounds,

and included should be those with disabilities

so that we can test the accessibility of our material with everybody.

The traditional user testing that we do is observational user testing.

We watch users undertake a variety of realistic scenarios that we give them,

and we observe whether they encounter barriers or successes

as they try to complete a transaction or find information.

We take notes of what we see,

and with their permission,

we may send video the experience to provide real detail for the service team

where issues have occurred,

and then we provide a presentation

and a detailed report of findings for the service to act upon.

I'm now going to show you a short visit user testing video.

You can see what this type of user testing looks like.

It's only about a minute long.

This person has been asked to report a broken litter bin to the council.

I do hope you can hear this.

Let me know whether the sound is fine.

Can you hear that?

No sound appearing at the moment.

Do you want me to stop it and try and get sound?

The challenge is how long it might take, if you think you can do it quickly.

I don't know how to get sound to work when it's embedded in the video.

Right. It might be something we work out when we share it afterwards.

We put a separate link for that.

I've got subtitles, so hopefully that's helping.

Actually, I just thought,

I think if I quit here and go back to the sharing screen, wherever that is,

un-share then re-share.

I'm going to make sure system sound is turned on.

I think I need to include computer sound,

there we go, I'll try that.

Then we'll start again.

[inaudible] could be on litter.

The council would cover it. It's on the high street.

So what's the problem?

I feel like this doesn't really fit, but there's nothing else.

It's not released, I'm assuming that this is for it.

It's just like a widespread problem.

People dumping rubbish everywhere.

This is not [inaudible] , though, is it?

[inaudible]

Yeah, this is the actual thing that's fallen over and it is.

Yeah, this is it. Detailed ones,

The only hyperlink on here takes me to that [inaudible]

which is what I've just done.

Yeah.

Yeah, that's where I was before.

I assume the litter bins are indestructible

and nothing can go wrong with them.

Well, that is the end of that little clip.

I'm expecting you saw how that person struggled

to find the information he was looking for,

and surprisingly, he didn't get frustrated like many of us would have done.

That's the nature of user testing.

People generally try quite hard to achieve something when they're being watched.

But what if he had a disability?

It could make things even harder for him.

Now we've got to think about our user's disabilities

and how are we going to test for accessibility as well.

So I'm just going to double-click there.

Let's consider the main types of disabilities we might encounter.

Firstly, the vision impaired people,

and this can be both those who can't see at all

and those with impaired vision.

Then we have hearing.

In this case, we need to be aware of things like captioning

videos and transcribing any audio content.

Then we have those with motor skills.

Maybe someone with arthritis or problems using a mouse.

Sometimes disabilities can even include

temporary issues like having your arm in a sling.

Then the final one is cognitive.

This covers quite a few issues created by the first three,

as well as comprehension, understanding, and attention.

With those disabilities in mind,

we also need to think about how

we're going to test our material for accessibility.

If we're able to gather users with a variety of disabilities

to test their material, that's great.

But I know this can be quite difficult unless you can tap

into a disability group, or a user group,

or have a reliable source of people to call upon.

GDS have thought about this and their accessibility lab

provides some really useful personas that you can use.

Here is one of those,

and we have Christopher who has rheumatoid arthritis,

and he's unable to use a mouse.

He says he needs to use a keyboard to get around

websites as it's less painful than using a mouse.

I've got a bit of a demo to do for you here.

I'm going to visit a local authority website and see how Christopher

might get on completing a form as part of the user test.

He's only going to be using a keyboard,

so no mouse allowed for me in this user test,

because I'm going to get into Christopher's persona mindset.

For our visually impaired users in the session today,

I will try to describe what that form looks like as we go through it.

I'm going to switch back to my screen and here.

Can everyone see a form there

on the Tandridge District Council website.

Is that visible?

I'm hoping so. Okay.

Remember, because I'm Christopher,

I can't use the mouse.

I'm going to tab and I'm going to hit the "Tab" key for the first time.

Hopefully, you can see the Tandridge District Council logo

now has a little bit of frame around it.

There's a bit of visual emphasis as to what we're looking at.

So that's visual focus and that's good.

Where's the next tab going to take me?

It's taking me down to the first field and above that it says,

"Please enter the property's postcode in the box below."

Obviously, I am at this stage a visual user,

so I can read the context of the words above,

which are, for those people who can't see currently,

there's some information about bin collections and times to put your bins out.

So I would read through that.

Then we get to the first field and it says,

"Please enter the property's postcode in the box below."

Automatically, I'm seeing,

as someone who understands a bit about accessibility,

that probably that field is not labeled because it doesn't appear

that the "Please enter property's postcode in the box below" is the label for that field.

That's something for me to investigate.

What I'm going to do is type in RH14NG.

I've been slightly annoying by not using capitals and spaces.

I'm just doing it as anyone may do it.

Now I'm going to press the "Tab" key again and see what happens.

I press "Tab", and now I have a button which says "Search for

address", which has now got a nice border around it.

It's highlighted it, but what it has done is turned the white writing on

the gray of the button now into black writing on a dark gray button.

I'm thinking we're going to have

some accessibility issues there on color contrast.

That's something else that we're aware of, that we need to go and check.

Now I'm on that button, I'm going to press the "Enter" button

because that seems the natural thing to do

because I'm basically actioning that button.

So I'm going to press the "Enter" key and it says searching for address.

It just popped up on the screen there.

Here, I've got a nice list of addresses to pick from,

of which one of these is my address I'm going to search for.

Now I'm thinking, what are we going to do here?

Am I going to use a down arrow?

How am I going to get to that box?

I'm going to choose to use down arrow because it feels the most natural thing to do.

I'm pressing the down arrow, so I can't pick my address.

If I use the Shift+Tab and just go back and perhaps try again,

so come back to our postcode again,

press the "Tab" button to go to the "Search for Address" button and press "Enter".

So what else could I try?

I'm going to try the right arrow.

Let's try that.

No, that disappeared as well.

Okay. One more chance.

Let's try and I'm going to go back to pressing "Tab",

tab, "Search for Address" button, Enter.

But what else could I try?

Could I try tab.

Let's just try tab, see if it moves them through those entries.

Tab.

We're now in this slide.

What do I do now?

Is Christopher now unable to complete anything?

By the way, you might be thinking,

"Can she just move the screen up?"

Don't forget, I can't. I can't use my mouse.

I'm just tabbing.

All I'm going to do is the down arrow to see if I can get further down.

Yeah, it's moving the page down.

But where am I on this page now?

Am I lost? Where am I?

Where's my cursor? I have no idea.

I'm going to press the "Tab" key just to see if it prompts me.

Now it's highlighted the little recycle bullet points.

Now, for people who can't see this,

we've got a list of radio buttons for what type of collection was missed.

But above that is a field saying property address.

I was never able to select my address,

so could I go back and manually fill that in?

I'm going to do a Shift+Tab to go back up to see if I can get to that property box.

It appears to highlighted it in the most delicate outline,

which, again, no real visual focus to know I'm in there.

Let's think. Well, I'll manually type it in.

So I'll go [inaudible] I'm typing, nothing is coming out.

That box is now inaccessible to me.

Well, you know what?

I think we reached the end of this.

This person, Christopher, cannot book this.

What he is trying to do is booking a bulky waste collection.

He can't do it because he can't even tell them what his address is.

Before we leave this, I'd like to thank Tandridge for letting me use

this form example because that's in their testing area,

and it's great that they're testing for accessibility at

this early stage in the development of this form.

Thanks Tandridge for that.

Okay. I'm just going to move on.

I'm not sure how my time is going.

Actually, I can use my mouse now. I'm allowed.

Where am I? Where is my presentation?

Here. We're going to go back to another persona.

This is Claudia and she's partially sighted, and she uses a screen magnifier.

Her frustration is that sometimes she forgets to

scroll horizontally when she's using ZoomText.

What happens is if there's important information on the right,

and she forgets it or doesn't get to see that.

For a demo, I'm just going to open a PDF which I have prepared here.

This is a PDF and I've zoomed it to 400 percent

because that replicates what she uses when she's doing her ZoomText.

Let's have a look. Let's see what she's going to do.

She is a visual user,

so she can move around,

but she's looking in big texts,

she zoomed into 400,

and she's being prompted a little bit there by the position of the text

that she might need to scroll a bit horizontal.

There she go. She's reading that.

She can go a little bit further,

and maybe a little bit of a visual prompt to say

you need to get to the end of that paragraph and

possibly the next one and she can see that paragraph.

She's probably doing well reading through this document.

But actually, let's just think about this.

Let's take this back to 100 percent

and just see what maybe she's missed on the right.

There it is.

She's missed all that information that sat on the right,

and that could be really important information.

It's really important you don't put stuff on the right,

which is fundamental to that person needing to access information.

I'm going to go back to the presentation again.

I just want to then say that we can see

from doing these accessibility tests and don't forget,

I've only just touched on two points there really.

There are some things won't necessarily be

highlighted by user testing with people without disabilities.

That means we need to use people with real disabilities in our user tests,

or the very least, personas with disabilities.

Some of those issues might not come up as a standard accessibility checker either.

Of course, we haven't even got onto using a screen reader,

which will highlight even more issues.

Using a screen reader, you can listen to your material,

making sure that the links and the images have

descriptive text and that screen reader user

is guided to relevant places to complete their task.

Things to look out for when you use a test are people with navigation.

I think we saw that when I was accessing the form and

how the keyboard can cause a real major issues.

We had magnification which we've just seen there with the PDF

and what it's like for people who forget to scroll

to other areas of the document or page they're on.

We have flashing and blinking and content elements.

Things that blink can cause seizures for people with epilepsy

is one as being really distracting for people who have cognitive impairments.

Keep them to a minimum and a really slow right.

We've got our video and audio captioning and text.

People who can't hear won't know what's being said in a video

unless it's captioned or there's a text transcript.

People who can't see won't have access to the visual information

unless we make audio or text descriptions available.

Then we have color contrast issues.

When you saw that on the Search for an Address button,

where the contrast wasn't enough between the text and the background.

There's proximity.

Proximity of your objects,

it's things like try not to put your form's Submit button too

far away from the last field the person completes.

It could be specially frustrating for the user using that

magnifier if they don't know where to look for the Submit button.

Then there is even page titles to consider

because individual pages should have unique titles

that are brief and descriptive,

because this will help someone who's using a screen reader

to know what page they're on as soon as they land on that page.

Lots of these things don't come up on accessibility checkers,

and so you need to manually check these kind of things in a user test.

There we are, that's basically all I can fit into the time.

If you want to speak to us a little bit later,

we're going to be in the Supplier Showcase at three o'clock.

So do come to our meeting room and have

chat if we can help you with anything. Thanks then.