



# Accessibility Audit

G-Cloud 14

Service Definition Document

We believe that the best experiences are inclusive.

Over 1.3 billion people worldwide live with a disability, yet many face unnecessary barriers online.

Inclusive design, focusing on accessibility, empowers everyone - fostering equality, independence, and connection. Inclusive design isn't just about compliance - it's about unlocking opportunities, ensuring dignity, and enabling participation for all.

User Vision have been at the forefront of digital accessibility for over 25 years and have helped hundreds of clients to create digital spaces that are welcoming, usable, and fair.

When accessibility is prioritised, technology serves people of all abilities, driving innovation and social impact and creating a more equitable future for everyone.

*The team at User Vision*



# Why conduct an accessibility audit?

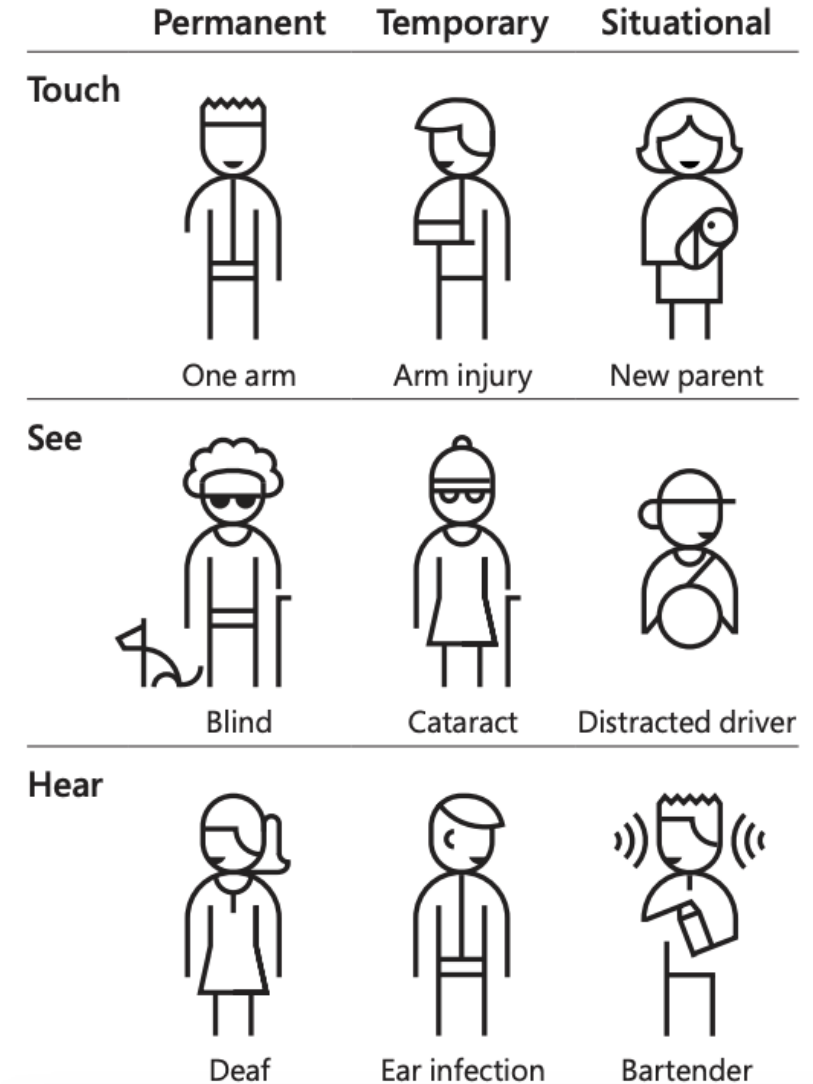
Digital Accessibility is a core consideration to ensure your government services can be used by all, regardless of impairments.

While some people may have a permanent accessibility need, many more will experience temporary or situational impairments.

Designing digital interactions with these varied experiences in mind results in more inclusive, usable, and high-performing experiences. This also boosts SEO and ensures your service can be used by the widest possible audience.

Furthermore, the UK's Public Sector Bodies Accessibility Regulations 2018 requires that all public sector digital services should comply to WCAG 2.2 AA level.

Designing, developing and testing websites against WCAG 2.2 AA also benefits the overall quality, usability, performance and search optimisation of a website or service.



# Accessibility Audit Service Overview

Our experts deliver expert accessibility audits to WCAG 2.2 AA, applying automated and manual testing, assistive technologies across alpha, beta and live. Detailed, actionable reports prioritise barriers, provide code-level solutions, and support your team to achieve compliance, inclusion, and improved user experience across digital to meet PSBAR and other regulations.

## Features

- ▶ Expert accessibility audits to WCAG 2.2 A–AAA standards
- ▶ Comprehensive automated, manual accessibility testing using industry-leading tools
- ▶ Testing with native, third-party assistive technologies and screen readers
- ▶ Desktop, tablet, mobile audits across various browsers and apps
- ▶ Audit any phase: Discovery, Alpha, Beta, Live. retesting available
- ▶ Detailed Report listing issues, reasons, and actionable remediation recommendations
- ▶ Collaborative Workshop including findings, recommended improvement actions, strategy
- ▶ Guidance on accessibility statements to meet UK/EU regulations
- ▶ Expert advice on making documents and digital content accessible
- ▶ Audits aligned with GDS Service Manual and Design Standards

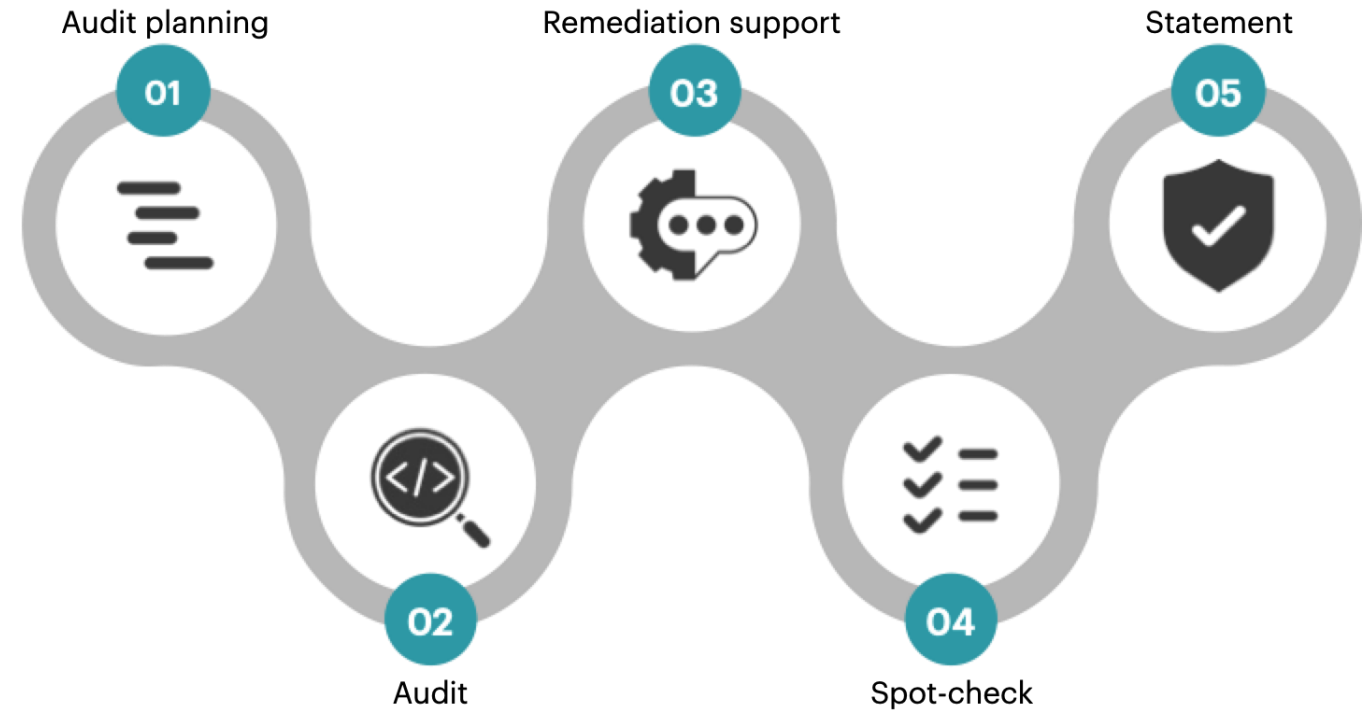
## Benefits

- ▶ Achieves WCAG 2.2 AA compliance for robust accessibility standards
- ▶ Identifies and highlights accessibility barriers for targeted improvements
- ▶ Delivers actionable code-level recommendations for rapid implementation
- ▶ Prioritises accessibility issues for efficient backlog integration and resolution
- ▶ Supports removal of barriers across all digital channels and platforms
- ▶ Visually represents WCAG conformance for clear accessibility management
- ▶ Aligns with GDS standards and enables compliant accessibility statements
- ▶ Reduces liability risk and ensures inclusive, compliant digital services
- ▶ Enhances team understanding and confidence in accessibility best practices
- ▶ Compliance with PSBAR 2018, Equality Act and European Accessibility Act

# Our approach to accessibility audits

We conduct thorough accessibility audits of your website or app using a proven approach refined over 25 years and continuously aligned with evolving WCAG guidelines, WAI-ARIA standards, and accessibility legislation.

Our method enables rapid, accurate assessments of websites, browser-based applications, and documents such as PDFs. Having completed hundreds of audits for government bodies and blue-chip commercial clients, our process ensures efficiency, transparency, consistency, and accuracy — essential for addressing diverse content types and templates.



1. Audit Planning: Discussion and alignment on scope and goals of the assessment
2. Audit: Technical compliance audit (see following slide)
3. Remediation Support: Our team of accessibility experts help you implement changes
4. Spot-check: We re-check the site/app to ensure issues have been fixed and no new issues have been inadvertently introduced
5. Accessibility statement: We provide an Accessibility Statement conforming to gov.uk guidance.



# Accessibility audit planning

We work with you to plan which areas of your digital product will be audited. This may range from a complete review for small sites to a selection of sample pages for larger sites.

Audits can be carried out during build at any stage from Alpha or Beta to completion. To scope your project, we work with you to decide which priority areas to audit. This is an important stage, and we recommend focusing on areas with high usage and impact that are a representative cross section of templates and content.

We agree how to access the system to be tested, either remotely or on-site, as our audit process requires stable access to the service. We also discuss which hardware, browsers and platforms you will require us to test with. We recommend using the browser matrix suggested in the GOV.UK Service Manual as a standard test matrix. We may request dummy data if the site requires users to input personal data such as personal information or payment details.

Meeting your deadlines is paramount so at this planning stage we agree the project timing and key milestones. Finally, we agree the desired format for the report with recommendations, which can range from brief headlines to detailed reports with annotated screenshots and code samples.



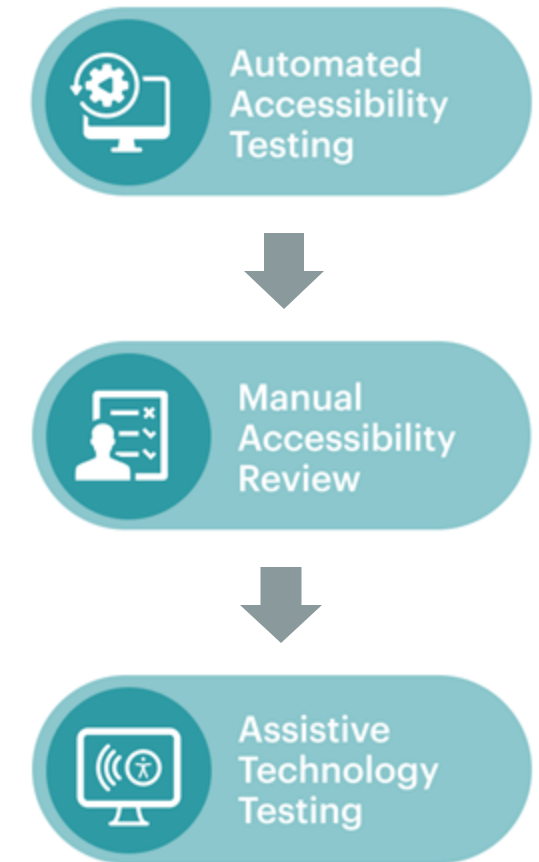
# Accessibility audit process

Our expert consultants conduct a rigorous review, through automated and manual assessments, alongside assistive technology testing, to identify accessibility issues across your digital content/estate — enabling you to take informed, targeted action.

We test a representative sample of pages across a range of devices, operating systems, browsers, and assistive technologies against the latest WCAG success criteria, with every issue clearly mapped to the relevant guideline. Our bespoke audit approach ensures consistency and speeds up cross-site analysis — helping development, UAT, and design teams to understand issues and root causes.

Our experts log issues from both automated and manual testing into a central tracker, including:

- ▶ Issue categorisation to identify the severity of each issue
- ▶ Device, browser & platform used
- ▶ Capture of code samples
- ▶ Reference and links to external documentation, GOV Service Manual guidance, and WCAG criteria that the issue fails against
- ▶ Screenshots
- ▶ Contextual explanations of how and why a user will be affected by each accessibility barrier
- ▶ Expert technical recommendations for how this and similar issues can be resolved.
- ▶ Cross referenced links to similar and related issues



# Accessibility audit reporting

Following our audit and testing, we summarise our findings in a comprehensive report.

Reports include a list of WCAG criteria that have passed and failed, the severity of impact and an overall rating of WCAG 2.2 AA Compliance. Our process allows multiple experts to audit a site simultaneously, providing them with a growing reference base as they go, which can be used as a tool in future audits and spot-checks.

The report is delivered as an e-book, with PDF, CSV and JSON exports that can be imported directly into an existing product backlog, be that in GitHub, JIRA or elsewhere.

We typically conclude projects with a workshop describing findings and our recommendations.

## 5.2.1 WCAG 1.3.1 (A), 4.1.2 (A) - Desktop, Mobile, iPad

The forms on the 'Before You Leave' page consist of questionnaires that users need to fill out, such as the 'Complete Exit Questionnaire'. Not only are the form elements completely inaccessible to keyboard and screen reader users, as outlined in [Tasks on Before You Leave page are inaccessible \(High\)](#), but also the input fields are not associated with a label. Hence, even on forcing focus into the form, screen reader users would not be able to complete the tasks since they are not informed of the purpose of each field.

While sighted users would be able to identify the purpose of each field because of the visually displayed label (such as 'How would you rate your overall experience', 'Do you feel a strong personal attachment', etc.), screen reader users are not provided with this same experience. On each field, screen readers only announce "edit blank". Users would not know the purpose of the form field, which renders the page completely inaccessible when navigating using standard screen reader operations.

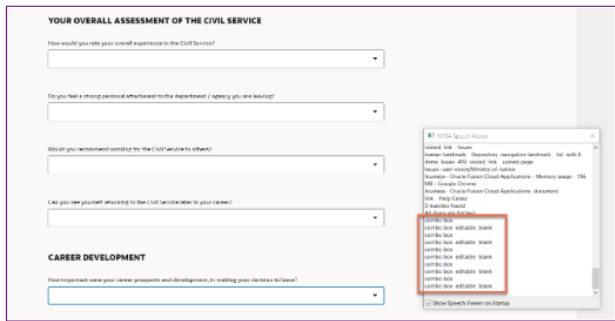


FIGURE 5.3: Complete Exit Questionnaire with NVDA speech viewer activated

## 5.2.2 Code Snippet

```
<div>  
<input autocomplete="off" type="text" tabindex="-1" role="combobox">  
</div>
```

## 5.2.3 Recommendation

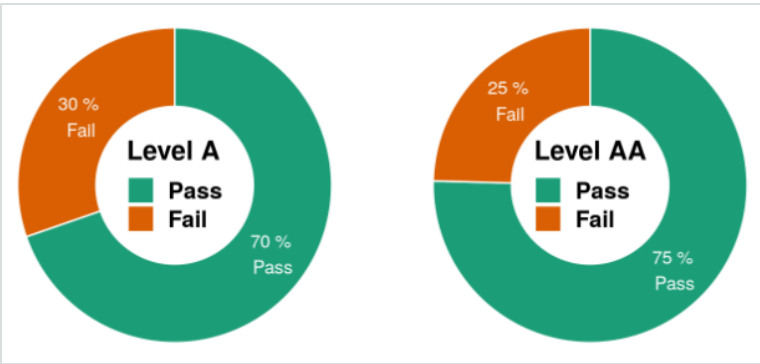
Programmatically associate the visual label with the input fields using the `for` and `id` attributes. This will enable screen readers to understand what the form field relates to.

For instance,

Example from a deliverable of a WCAG failure and our code level recommendation

WCAG Guideline	Level of web accessibility conformance
WCAG 2.2	Level A (lowest), AA, AAA (highest)
Ranking	Definition
Positive (P)	An example of good practice which should be maintained.
High (H)	An issue which would prevent one or more disability groups from being able to use the site as intended.
Medium (M)	An issue which would cause one or more disability groups significant difficulty using the site as intended.
Low (L)	An issue which would cause one or more disability groups some inconvenience when using the site as intended.
Observation (O)	Not necessarily an accessibility concern, but an area on the site which could cause a usability issue.

Severity Ratings table from 'Understanding our findings' section



Example of WCAG 2.2 Compliance rating



# Remediation support

After completing an accessibility audit, we assign a dedicated block of time with one of our accessibility consultants to support your team in implementing our recommendations.

This remediation support allows you to ask follow-up questions, seek clarification on issues raised in the audit, and get practical advice on how to resolve them effectively.

## Benefits

- ▶ Expert guidance on implementing audit recommendations
- ▶ Clarification on complex accessibility issues
- ▶ Faster, more accurate remediation
- ▶ Reduced risk of rework or non-compliance
- ▶ Confidence your changes meet accessibility standards

This support ensures your team can move from findings to fixes with confidence.



# Spot-check

Once teams have implemented the accessibility improvements identified in the accessibility audit, we will undertake a swift spot check to ensure that:

- ▶ All issues have been captured
- ▶ All issues have been rectified effectively to comply with WCAG 2.2 level AA
- ▶ Compliance is on both desktop and mobile (a requirement for WCAG 2.2)
- ▶ The design remains usable for all, as well as meeting the accessibility requirements

This spot check provides independent confirmation that your website or app fully meets WCAG requirements and GOV Service Manual, strengthening its accessibility compliance.

By ensuring adherence to these standards, you mitigate risks associated with accessibility legislation, such as the UK's Public Sector Bodies Accessibility Regulations (PSBAR), making your website more robust and aligned to GOV Service Manual guidance. In line with UK Government advice, User Vision recommends periodic review of accessibility due to ongoing content changes.



# Accessibility statement

We provide an accessibility statement conforming to gov.uk guidance.

This statement offers visible and referenceable proof that the site has been audited by independent experts, outlines achievements and areas for improvement. This statement:

- ▶ Enhances brand reputation and customer experience.
- ▶ Demonstrates transparency and commitment to accessibility best practice and Diversity, Equality and Inclusion (DEI) initiatives.

As an option we can also provide accreditation which includes:

- ▶ Independent verification summarising the results of the comprehensive audits to assess compliance with WCAG 2.2 AA.
- ▶ Recognised accreditation badge: Displayable badge linking to your Accessibility Statement.



# About User Vision



# Insight that **transforms** experiences



We help clients apply customer insights to empower their innovation and creativity in developing propositions, interfaces & digital solutions.



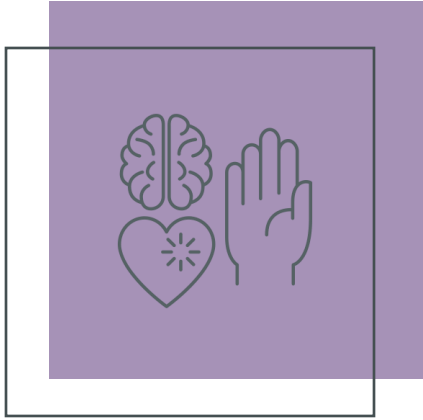
Our services span the spectrum of user-centred design, from strategic UX thinking, through research and design, to deep evaluation of the resulting experience.



We are leaders in digital accessibility and inclusive design, ensuring inclusive design for all.

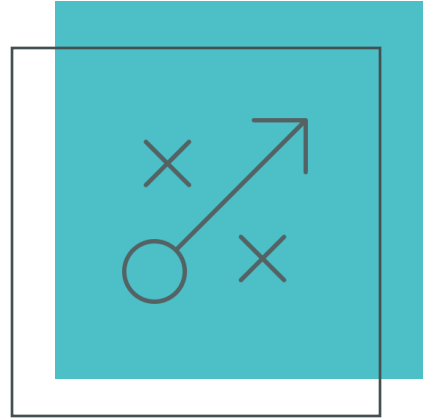


# What we believe



## Human-centred

We believe that the best experiences are shaped by a deep understanding of human behaviour, with customer insight at the heart of product & service design.



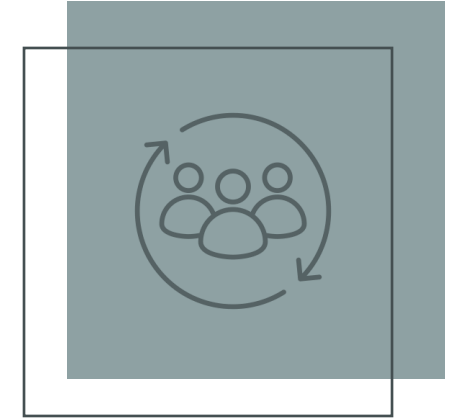
## Intentional

We believe that the best experiences are intentional, thinking about the customer experience first and foremost, rather than as an afterthought.



## Measured

We believe that the best experiences are measured, defining what “great” looks like and devising the best way to continually monitor and optimise it.



## Inclusive

We believe that the best experiences are inclusive, building an understanding and appreciation of the diversity of users, to inform design so that no-one is left out in the cold.

# About **uservision**

- ▶ Research-led human-centred design consultancy, shaping great customer experiences since 2000
- ▶ Specialists in User Research, UX Strategy, Service Design and Accessibility
- ▶ Offices in Edinburgh, London and Dubai
- ▶ Working with clients across the globe (more than 50 locations across 5 continents)
- ▶ Experience spanning multiple key sectors
- ▶ Team of full-time, qualified, consultants – all experts in this field and passionate about what they do
- ▶ Commitment to quality and excellence, recognised through ISO 9001 quality process accreditation and multiple awards



# Some of our Public Sector clients



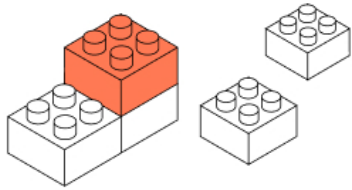
# Insight that Transforms Experiences

We support organisations to better understand their customers and create products and services that are useful, easy to use and accessible to the widest possible audience.

We do this through a range of human-centred solutions

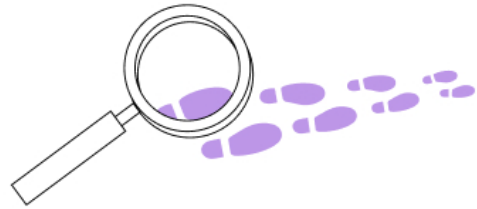


# Our core service areas



## UX Strategy

Successful customer experiences happen when a project is based on a shared vision, defined goals and robust approach.



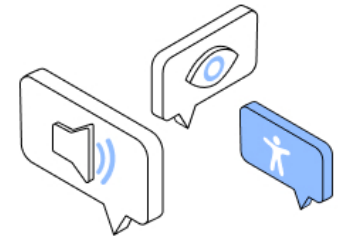
## User Research

We don't assume to know what your customers think, or how they behave. We employ robust research methods to discover who they are and what they need.



## Service Design

Excellent design is a careful blend of art and science. Our evidence-based approach to service design ensures your customers have positive end to end experiences.



## Accessibility

We are leaders in the area of accessibility and inclusive design, ensuring that products and services are designed for the widest possible audience.



# Our accessibility services

We offer a range of accessibility services to help ensure an inclusive and usable user experience

**6. Accessibility Training**  
A range of courses, run by experts, designed to enhance accessibility skills across different roles, helping organisations create more inclusive digital experiences.

**5. Maturity Assessment**  
A comprehensive assessment of your organisation's progress in embedding accessibility across all areas — from client-facing services to internal practices that support your employees.

**4. Empathy Labs**  
Hands-on workshops in your offices allowing attendees to experience accessibility challenges through impairment simulations and assistive technology demonstrations.



## 1. Accessibility Assessment

Thorough independent accessibility audit of your digital products, aligned with evolving accessibility standards and legislation, and communicated through a transparent statement and accreditation badge.

## 2. Testing with Disabled People

Carefully moderated sessions with disabled people using assistive technology that help ensure products are both inclusive and usable.

## 3. Consultant support

Accessibility expertise available on-hand to support you as you implement accessible designs and practices into your organisation.

## Examples of our work



# Ensuring Inclusive Digital Experiences



As Scotland's national tourism organisation, VisitScotland is dedicated to showcasing the country's breathtaking landscapes, rich culture, and warm hospitality to a global audience. However, they faced a significant challenge: promoting sustainable tourism that benefits all regions while preserving Scotland's natural and cultural heritage. Achieving this goal required a digital presence that was not only visually stunning but also accessible to users of all abilities.

## Our approach

VisitScotland sought a comprehensive accessibility audit and usability testing of their corporate website. They engaged User Vision, experts in inclusive design, to ensure accessibility for users with visual, motor, and cognitive impairments. Our team conducted an in-depth audit using automated tools and manual evaluations, assessing compliance with WCAG 2.2 Level AA. This rigorous process identified key accessibility gaps.

To capture real-world experiences, we carried out extensive usability testing in our state-of-the-art studios. Participants with diverse impairments completed tasks on the site, enabling us to observe barriers firsthand and provide actionable insights to enhance accessibility and usability.

## Results

User Vision provided VisitScotland with a clear roadmap to enhance website accessibility and usability, ensuring an inclusive experience for all visitors. We also created an accessibility statement to foster transparency and guide future improvements. Our ongoing collaboration helps VisitScotland optimise its digital platforms, supporting its commitment to responsible, inclusive tourism.





## Accessibility Audit of the COVID-19 Antigen Testing Website

In September 2020, User Vision conducted a comprehensive accessibility audit of the COVID-19 Antigen Testing website—an essential national service and part of the UK Government’s strategy for COVID-19 testing. This high-traffic platform enabled users to order and register home tests, book drive-through appointments, and contribute to the collection and analysis of testing data. Given the urgency of the pandemic response, we needed to ensure the site’s accessibility for all users, including those with disabilities.

### Our approach

We applied a rigorous, multi-faceted methodology to assess the site’s accessibility:

- **Manual Audit:** Evaluated representative templates and user flows against WCAG 2.1 AA
- **Cross-Platform Testing:** Assessed compatibility with assistive technologies across desktop (NVDA, JAWS), iOS (VoiceOver), and Android (TalkBack).
- **End-to-End Evaluation:** Reviewed both public and secure sections to ensure consistent accessibility throughout the user journey.
- **User Testing:** Conducted moderated usability sessions with 12 disabled participants, representing visual, auditory, motor, and cognitive disabilities. All used their preferred assistive technologies which revealed real-world barriers and usability challenges.
- **Actionable Reporting:** Delivered a structured, prioritised remediation report to guide development teams in implementing effective fixes.

### The results

Our work enabled NHS Digital to enhance the accessibility and usability of a vital public health service under intense time pressure. The live site had minimal accessibility issues reported, despite extremely high usage. Between May 2020 and June 2022, hundreds of millions of tests were processed through the NHS Test and Trace system.. This project showcased how User Vision’s delivers expert, inclusive design solutions at scale and speed.



# Creating accessible teaching resources and platform



Oak National Academy provides free, high-quality digital resources to support teachers across England. While the platform is widely used, the team wanted to better understand if disabled teachers encounter any usability challenges that impact their ability to efficiently navigate, adapt, and implement Oak's resources in their classrooms. To ensure the platform is truly accessible, a research study was conducted to identify barriers and opportunities for improvement.

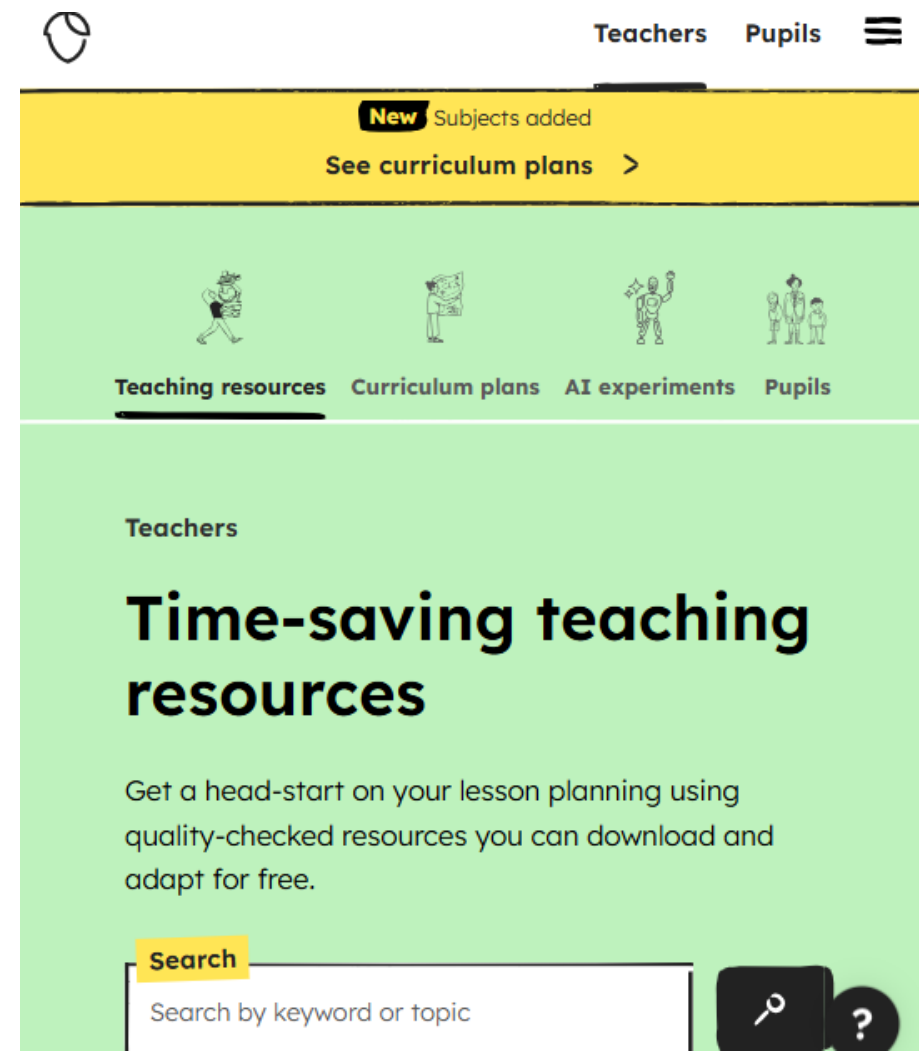
## Our Approach

A three-phase accessibility research project was carried out, involving interviews, usability testing, and real-world implementation feedback from disabled teachers. Participants included teachers with visual impairments, dyslexia, autism, hearing impairments, and motor disabilities, providing a diverse range of accessibility perspectives. Testing focused on key usability areas such as navigation, search functionality, content readability, and customisation. Teachers were asked to use Oak's platform in their daily workflow and provide insights into barriers they faced, workarounds they used, and improvements they needed.

## Impact

User Vision provided Oak National Academy with clear recommendations to enhance accessibility and usability, ensuring a more inclusive experience for disabled teachers. Key recommendations included improving search functionality, reducing visual strain through alternative colour options, and expanding subject coverage. Addressing these issues will enable Oak to better support teachers with diverse needs, making its platform more adaptable and accessible for all users.

As our research contact at Oak National Academy said, "I was very impressed by the smooth delivery of the project, the collaborative method used to define the research scope and the comprehensive and insightful final report that will enable us to make beneficial changes to our website and resources."





# Driving patient-centred support services



NHS 24 commissioned User Vision to conduct comprehensive research on their 111 service, aiming to understand user experiences and shape the service's future. User Vision employed a mixed-methods approach to provide a holistic view of the current service landscape.

## Our approach

The research began with contextual observations at a 111 call centre, offering insights into the behind-the-scenes operations. This was complemented by qualitative remote interviews with call handlers and clinical supervisors, providing an insider perspective on service delivery. User Vision also conducted qualitative telephone interviews with recent 111 callers, capturing first-hand user experiences. A quantitative survey of recent callers rounded out the data collection, ensuring a broad representation of user feedback.

User Vision's analysis yielded a set of valuable deliverables for the 111 team. A detailed research report offered a deep dive into the gathered insights and actionable conclusions. Behavioural archetypes were developed, providing rich visual descriptions of typical 111 service users. Finally, comprehensive journey maps were created, outlining the end-to-end service experience and highlighting pain points and improvement opportunities.

## The results

This multi-faceted approach allowed NHS 24 to gain a nuanced understanding of their service from both provider and user perspectives. The insights and recommendations provided by User Vision are now informing NHS 24's new organisational strategy, paving the way for enhanced service delivery and improved user experiences in the future.



# Improving Access to Student Funding

The Student Loans Company (SLC) administers government funded loans and grants to students throughout the United Kingdom. It runs five websites offering information and online application. Getting the usability and accessibility right for five SLC sites, thousands of pages and six different user groups is highly complex. To tackle this mammoth task, SLC turned to User Vision.

## Our approach

Initially, User Vision carried out usability testing of the public facing websites across various user groups. As students move through several pages and websites to complete their application, User Vision conducted eye tracking tests on certain key pages. By watching test subjects complete tasks, improvements could be made, based on empirical evidence gathered from their reactions and feedback. Further to this testing, User Vision conducted a large scale accessibility audit of the five main customer websites and the Student Loans corporate website.

## The outcome

User Vision studied the user experience of the application and made recommendations which led to a redesign, giving users improved guidance on completing the process. The new ease of use has driven an increase in online take up with approximately 50% of students applying online now as opposed to 30%. All of the SLC websites now adhere to the W3C guidelines Priority 1 as a minimum. To emphasise their commitment to access for all, SLC are now working toward Level AA of the W3C Web Content Accessibility Guidelines.



User Vision has become part of our extended team and they ensure that we are getting it right when it comes to accessibility and user experience.





# Improving inclusion for Registers of Scotland's digital services



Registers of Scotland (RoS) wanted to ensure their public website worked effectively for everyone, including disabled users. To achieve this, they partnered with User Vision to go beyond a technical accessibility audit and understand real user experiences through usability testing with people who use assistive technologies. The goal was to remove barriers and create a more inclusive, user-friendly service.

## Our approach

We recruited participants with a wide range of disabilities, including visual, cognitive, and physical impairments, who used their own assistive technologies, such as screen readers, magnifiers, and adaptive input devices. In a series of in-person and remote sessions, users completed common tasks like ordering property deeds, updating ownership details, and applying for development plans while thinking aloud. This revealed how real-world challenges impacted access and usability.

## The impact

The research identified key opportunities to enhance the experience for disabled users, such as simplifying complex language, improving navigation, and increasing the visibility of important actions. RoS used these insights to prioritise changes that would deliver the greatest benefit to users.

As a result, RoS significantly improved the inclusivity and accessibility of their digital services, empowering more people to complete tasks independently and confidently. The work helped ensure that all users, regardless of ability, can access vital property services with ease.



# Trusted partner

As recognised leaders in Accessibility, User Vision has a proven methodology and an outstanding track record, working with clients such as Emirates Airline, Aegon, Student Loans Company, NHS, Gov.uk, and more. Our expertise extends beyond accessibility, with wider UX services provided to leading brands like Salesforce, Slack, and Vodafone.

We take pride in delivering an exceptional level of service, reflected in our 90% client retention rate and long-standing relationships, with many clients partnering with us for over 18 years. Much of our business now comes from word-of-mouth referrals—further testament to the quality of our work and the trust we build.

Our clients see us as an extension of their team, often seeking our advice beyond active projects—support we are always happy to provide. We are a focused, professional, and engaging team, as reflected in these client testimonials.

“User Vision has become part of our extended team and we rely on them to ensure that we are getting it right when it comes to accessibility and user experience. Their prompt friendly service means that they can be relied upon to fit in with project deadlines and their comprehensive reports and presentations allow us to easily incorporate recommended enhancements into our service design.”

Student Loans Company

“The redesign has transformed the usability and accessibility of the website. The work of User Vision was integral to this success both in terms of guiding the work of the team during the development phases and in demonstrating that targets have been met. What made their input so valuable was an ability to understand our requirements and give valuable and practical recommendations for improvements.”

Aberdeenshire Council

“We found this to be a really valuable process for identifying the priorities of our users and enabling us to focus on what matters to them. The various techniques used were very different to anything we had ever been through before, but the support and guidance from User Vision was excellent.”

Law Society of Scotland



## Contact us

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