Accessibility Training

G-Cloud 14

Service Definition Document

Cloud Support Service ID: 931268932806266

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 Accessibility Training?

As part of your overall accessibility management process, you should seek to empower your team with the skills to create accessible, user-friendly digital experiences.

Training development teams embeds digital accessibility skills and offers significant benefits, including reaching a wider audience, improving user experience, ensuring compliance, and fostering a more inclusive workplace. It also enhances brand reputation, drives innovation, and reduces legal risks. Accessibility training also improves employee engagement and productivity by fostering a more inclusive work environment.

Its also very cost efficient. We find organisations with an accessibility culture and best practices spend less time and money on individual accessibility audits and resulting remediations.

At User Vision we have trained all roles in digital teams on-site and remotely – in accessibility awareness, management, development, design and testing. Our accessibility experts deliver customised onsite or remote training, providing a rounded, in-depth grounding in accessibility knowledge and practical skills that your teams can immediately implement to GDS and WCAG standards.

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender

Credit: Microsoft Inclusivity

Accessibility Training Service Overview

Our range of practical training courses embed accessibility best practice and knowledge into your organisation. Accessibility experts deliver customised onsite or remote training, providing a rounded, in-depth grounding in accessibility knowledge and practical skills that your teams can immediately implement to GDS and WCAG standards.

Features

- ► Customised role-based training for all levels and disciplines
- ► Training covers planning, designing, and testing for accessibility
- ► Courses delivered on location, in our offices or virtually
- ► Practical skills you can implement to GDS and WCAG standards
- ► Training by experienced web accessibility experts sharing practical insights
- ► Wide variety of accessibility courses: designers, developers, testers and managers
- ► Provides clear action/implementation guidance to support staff
- ► Cost effective and practical way to skill up your teams
- ► Post-training support to help in project implementation
- ► Teaches how to implement accessibility best practice

Benefits

- ► Builds your team confidence in delivering accessible services
- ► Ensures teams have a shared understanding of accessibility topics
- ► Ensures stakeholder and project teams are engaged from the outset
- ► Flexible format: remote or onsite, single or multiple sessions
- ► Helps compliance: Public Sector Accessibility Regulations GDS and WCAG standards
- ► Bespoke customised training to roles and organisation including previous audits
- ► Upskills key roles, ensuring wide knowledge dissemination
- ► Post training support ensures skills are applied
- ► Coaching and mentoring support to assist training implementation
- ► Reduces risk of creating inaccessible content and services

Our Web Accessibility Courses

- **Introduction to Accessibility**: Our foundational course introduces the key concepts of web accessibility, covering essential guidelines and common pitfalls to avoid. This course is ideal for anyone new to accessibility or looking to understand the basics.

- **Developing Accessible Experiences**: This comprehensive course is tailored for developers, providing in-depth training on how to write accessible code. With practical examples and exercises throughout, we delve into HTML5 and Accessible Rich Internet Applications (ARIA) practices to ensure your web content is usable by all individuals, regardless of their abilities.

- **Testing Web Accessibility**: Specifically designed for testers, this course focuses on using both automated and manual tools for accessibility testing. Learn to identify and address accessibility issues effectively to ensure your digital products meet accessibility standards.

- **Designing Accessible Web Experiences**: Aimed at designers and product owners, this course highlights the impact of visual design on accessibility. Learn how to create visually appealing designs that are also accessible, ensuring a seamless experience for all users.

- **Master Accessible Document Creation**: This course covers the best practices for creating accessible documents. Whether it's PDFs, Word documents, or other formats, ensure that your content is accessible.

- **Managing Accessibility:** A non-technical introduction to accessibility, designed for project managers to embed inclusive design in project processes, develop a business case for accessibility, and ensure digital services comply with WCAG 2.2 guidelines, covering the benefits, roles, implementation, and standards of accessibility.

- **Conducting Research with Neurodivergent Participants:** A one-day practical course for experienced UX practitioners, focusing on improving research and testing practices with neurodivergent users. It covers the importance of neuro-inclusive research, effective communication, test preparation, adapting physical spaces, and best practices for working with recruitment agencies, aiming to create an inclusive environment and conduct effective usability tests.

- **Enhancing Digital Accessibility Through Inclusive User Research Practices**: A one-day course for experienced user researchers, focusing on best practices for capturing the needs of disabled users and preparing, moderating, and reporting on usability tests involving people with disabilities. It covers inclusivity considerations in discovery research, enhancing accessibility through usability testing, expert insights, and practical understanding of methodologies to identify barriers for disabled users, ensuring digital services work for everyone, including users of assistive technology.

All these courses can be provided to your team in-house or online. We also offer them as public training courses through the year.

Our approach to accessibility

Accessibility training helps to support a comprehensive and effective approach to managing training which includes accessibility audits.

Our audits enable rapid, accurate assessments of websites, browser-based applications, and documents such as PDFs. We have 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.

Audit planning
01

Remediation support
03

Statement
05

Audit
02
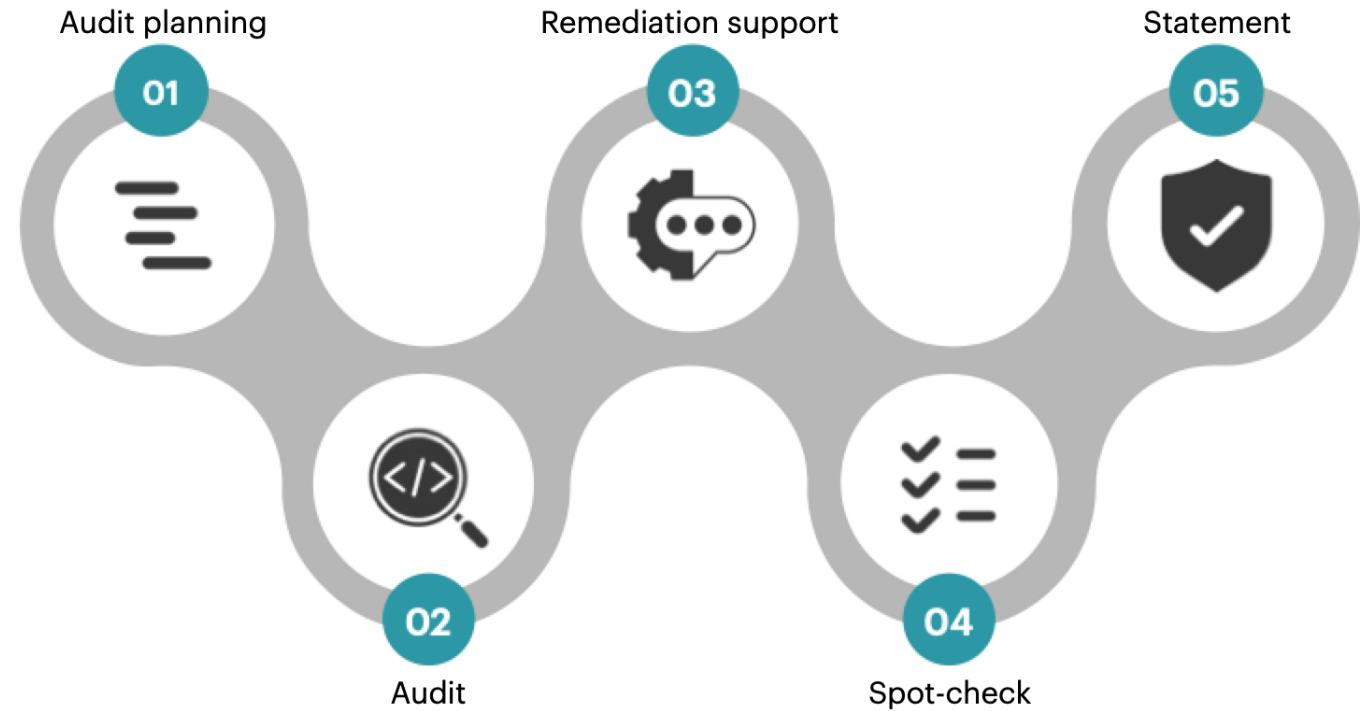
Spot-check
04

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.

Post-training remediation support

After completing training, we are always on-hand to help clients implement their knowledge with their own websites, apps or internal systems. We typically do this in a mentoring fashion, sharing our own skills and experience as we help your team solve their specific challenges

This post-training 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.

Accessibility statement

Our training can include specific content about crafting 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.
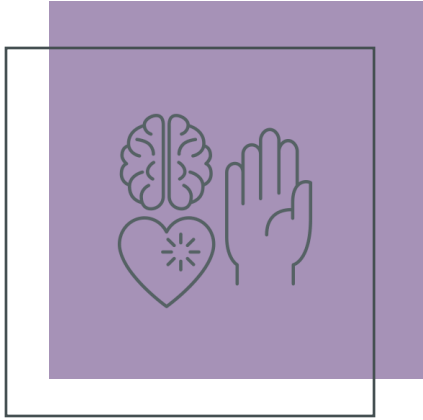
Our services span the spectrum of user-centred design, from strategic UX thinking, through research and design, to deep evaluation of the resulting experience.
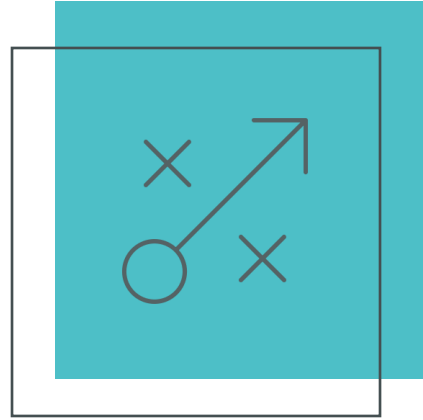
We are leaders in digital accessibility and inclusive design, ensuring inclusive design for all.

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.
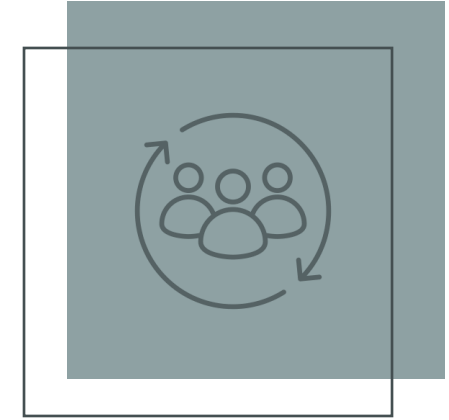
Inclusive

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

Know Your Customers

Develop a deep, shared understanding of your customers

Create With Confidence

Confidently develop new products and services

Optimise Your Experiences

Ensure the best possible experience for your customers

Elevate Your Strategy

Develop a strategic approach to human-centred design

Design For Inclusivity

Eliminate access barriers and reach your widest possible audience

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

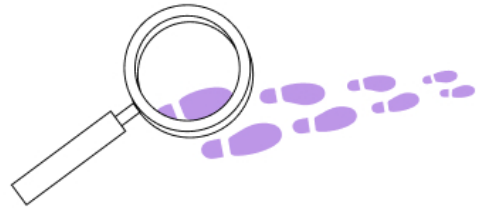We don't assume to know what your customers think, or how they behave. We employ robust research methods to discover who they are and what they need.

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.
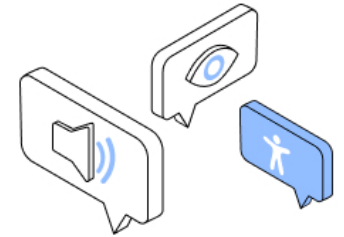
Accessibility

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.

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 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.

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.

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

Shaping the best customer experience

Contact us

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