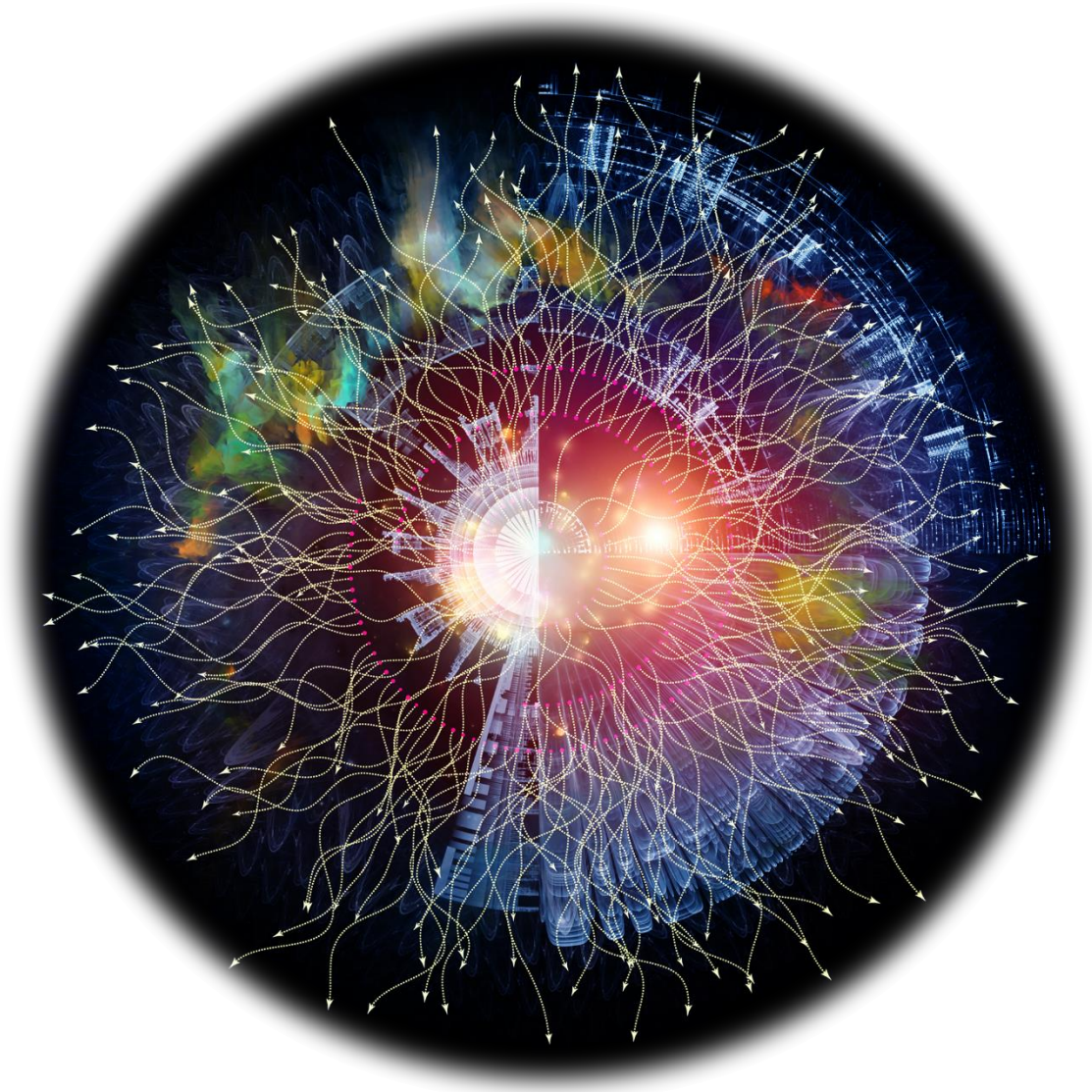




Accessibility Testing

G-Cloud 15 Service Definition Document

January 2026

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver** and **Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, Google and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

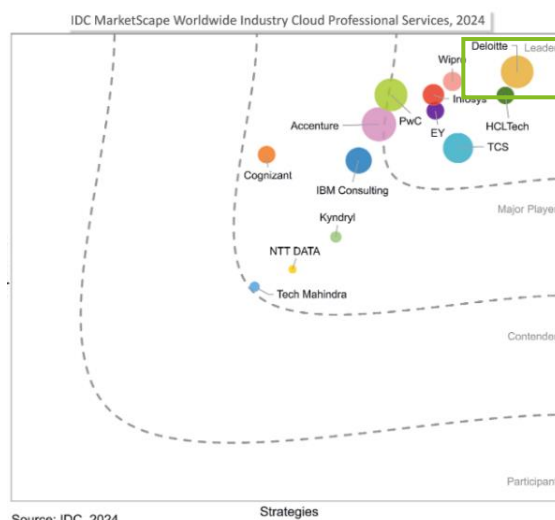


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



Source: IDC, 2024

IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Accessibility testing helps ensure that digital products like websites, mobile apps, and software are inclusive and usable by all, including those with disabilities. This testing involves evaluating whether the product meets government accessibility requirements. Digital services must:

- Meet level AA of the Web Content Accessibility Guidelines (WCAG 2.2) as a minimum.
- Work on the most commonly used assistive technologies, including screen magnifiers, screen readers, and speech recognition tools.
- Include disabled people in user research.
- Have an accessibility statement that explains how accessible the service is. You need to publish this when the service moves into public beta, allowing people with diverse abilities to navigate, perceive, and interact with the content effectively.

By conducting accessibility testing, organisations can identify and rectify barriers that might hinder access for certain users, promoting equal opportunities and a more inclusive digital experience for all.

Who would benefit from using this service:

- Organisations across industries benefit from accessibility testing services to ensure their digital products, such as websites, mobile apps, and software, are accessible to all users. This helps them reach a wider audience, comply with accessibility regulations, and enhance their reputation for inclusivity.
- Developers and designers use accessibility testing services to identify and address accessibility issues in their designs and code. This helps them create more accessible and user-friendly digital products from the outset.
- Government agencies often have legal obligations to ensure their digital services are accessible to people with disabilities. Accessibility testing services help them meet these requirements and provide equal access to government information and services.
- Legal and Compliance Professionals: Legal and compliance professionals use accessibility testing services to assess whether digital products comply with accessibility regulations and standards, mitigating the risk of lawsuits and penalties related to accessibility non-compliance.

Features/Benefits:

- **Enhanced User Base Expansion:** Accessibility testing by Deloitte ensures that digital products are accessible to a broader audience, including people with disabilities. This inclusivity can lead to an expanded user base, fostering greater engagement and customer satisfaction.
- **Compliance with Regulations:** Deloitte's accessibility testing helps organisations comply with ⁰⁶06 Equality Act 2010. This ensures that products meet legal standards and mitigates the risk of legal issues and penalties.
- **Improved Code Quality:** Through meticulous accessibility testing, Deloitte helps improve the underlying code quality of digital products. By identifying and addressing accessibility issues, the code becomes cleaner, more organised, and easier to maintain, ultimately enhancing the overall product quality.
- **Improved SEO:** Deloitte's accessibility testing ensures that digital products are optimized for search engines. Accessible websites often perform better in search engine rankings because they provide a positive user experience for all visitors, including those with disabilities. By improving accessibility, Deloitte indirectly enhances SEO performance, leading to increased online visibility and engagement.

Example Scenario:

- An organisation seeking to ensure inclusivity and accessibility in its digital products must recognize the critical importance of Accessibility Testing in today's digital age. With 15% of the global population having disabilities according to WHO, Accessibility Testing is essential to ensure that product innovations effectively meet the needs of individuals with disabilities. This testing process integrates assistive technologies like screen magnifiers and readers, addressing accessibility barriers and ensuring usability for all users, including those with visual, auditory, and cognitive impairments. Despite technological advancements, the gap in accessibility persists, making Accessibility Testing indispensable for organisations committed to fostering inclusivity in their digital offerings.

3 Detailed Service Description

At Deloitte, addressing website accessibility is approached with a comprehensive and ongoing process, considering the dynamic nature of digital presence. Continuous testing is essential to maintain accessibility standards amidst growth and changes. The key lies in employing a consistent approach, such as the advocated 360° web testing method by Deque, which ensures detailed and accurate assessments. This approach encompasses automated testing for broad coverage and thoroughness, manual testing for nuanced issues and use cases, and involvement of users with disabilities who utilise assistive technology, ensuring inclusivity for all users.

Deloitte's Accessibility Testing Solutions ensure that digital products, including websites, mobile apps, and software, are inclusive and accessible to users with disabilities. Leveraging a comprehensive approach, Deloitte's accessibility testing services help organisations comply with accessibility regulations, enhance user experience, and reach a broader audience.

Key Features:

Comprehensive Testing Approach:

- Deloitte employs a 360° testing approach, combining automated and manual testing methodologies to ensure thorough coverage of accessibility issues.
- Automated testing tools are used to assess a wide range of pages and functionalities, providing efficiency and scalability in identifying accessibility barriers.
- Manual testing is conducted for nuanced issues and use cases, allowing human testers to understand the context and nuances of accessibility challenges.

Expertise in Accessibility Standards:

- Deloitte's testing methodologies are aligned with international accessibility standards, including the Web Content Accessibility Guidelines (WCAG) and Section 508 of the Rehabilitation Act.
- Our team of accessibility experts stays updated with evolving standards and regulations to ensure compliance and adherence to best practices.

User-Centric Testing:

- Deloitte incorporates user feedback and usability testing, including users with disabilities who actively use assistive technology.
- By involving diverse user groups, including individuals with impaired vision, motor difficulties, cognitive impairments, and deafness or impaired hearing, Deloitte ensures that digital products meet the needs of all users.

Customized Testing Strategies:

- Deloitte tailors testing strategies to align with the unique requirements and goals of each client.
- Whether testing a new website, mobile app, or existing software, our team develops customized testing plans to address specific accessibility challenges and priorities.

Actionable Insights and Remediation Support:

- Deloitte provides comprehensive reports detailing accessibility findings, including identified issues, severity levels, and recommended remediation strategies.
- Our team offers remediation support and guidance, assisting clients in implementing accessibility improvements to ensure compliance and inclusivity.

Client Inputs & Contributions:

- **Project Requirements and Goals:** Clients are obliged to publish an accessibility statement on their websites which provides detailed information about their digital products, including websites, mobile apps, Deloitte can help with creating the accessibility statement and any subsequent updates.
- **Accessibility Guidelines and Standards:** Clients may specify the accessibility guidelines and standards they aim to comply with, such as the Web Content Accessibility Guidelines (WCAG), Section 508 of the Rehabilitation Act, Industry standards require WCAG 2.2 AA compliance. This helps Deloitte align testing methodologies with the client's compliance obligations. Deloitte can help advise clients on future releases of WCAG.
- **Access to Digital Products:** Clients grant access to the digital products undergoing accessibility testing, including websites, mobile apps, or software applications. This allows Deloitte's testing team to conduct thorough assessments of accessibility barriers and usability issues.
- **Assistive Technologies and User Scenarios:** Clients provide information about the assistive technologies commonly used by their target audience, such as screen readers, screen magnifiers, or speech recognition software. Additionally, clients may share specific user scenarios and personas representing individuals with disabilities who will interact with the digital products.
- **Feedback and Collaboration:** Clients actively participate in the testing process by providing feedback, insights, and collaboration throughout the engagement. This includes reviewing test plans, participating in user testing sessions, and offering input on accessibility findings and remediation strategies.
- **Resources and Documentation:** Clients provide relevant resources and documentation related to digital products, such as design specifications, code repositories, and accessibility documentation. This helps Deloitte's testing team gain a comprehensive understanding of the products and facilitates efficient testing processes.
- **Remediation Support and Implementation:** Upon receiving accessibility testing results, clients collaborate with Deloitte to prioritize identified issues and implement remediation strategies. Clients may allocate resources and support for addressing accessibility barriers, ensuring that digital products meet compliance requirements and user needs.
- **Commitment to Accessibility Initiatives:** Clients demonstrate their commitment to accessibility initiatives by investing in testing services, fostering a culture of inclusion, and promoting accessibility awareness within their organisation. This partnership between clients and Deloitte facilitates the creation of accessible digital experiences that benefit all users.

Outputs & Deliverables of a Successful Accessibility Testing Implementation

- **Accessibility Testing Reports:** Deloitte provides comprehensive accessibility testing reports detailing findings, including identified accessibility issues, severity levels, affected areas, and recommended remediation strategies. These reports serve as a roadmap for addressing accessibility barriers and ensuring compliance with accessibility standards.
- **Accessibility Testing Documentation:** Deloitte delivers documentation outlining the testing methodologies, processes, and criteria used during the accessibility testing engagement. This documentation provides transparency and accountability, ensuring clients understand the approach taken and the rationale behind the testing outcomes.
- **Remediation Plan:** Deloitte develops a remediation plan outlining prioritized actions and timelines for addressing identified accessibility issues. The remediation plan includes detailed steps for implementing accessibility improvements, allocating resources, and tracking progress towards compliance goals.
- **Accessibility Compliance Certifications:** Upon successful completion of accessibility testing and remediation efforts, Deloitte may provide clients with accessibility compliance certifications or statements of conformance. These certifications demonstrate the client's commitment to accessibility and compliance with relevant accessibility standards and regulations.

- **Continued Support and Monitoring:** Deloitte provides continued support and monitoring to ensure the sustained accessibility of digital products over time. This includes periodic reassessments, monitoring for new accessibility issues, and guidance on evolving accessibility standards and regulations.

Exclusions and Constraints

- **Legacy Systems and Technologies:** Accessibility testing may be constrained by legacy systems or technologies that do not support modern accessibility standards or assistive technologies. Retrofitting accessibility features onto outdated systems may pose technical challenges and require significant resources.
- **Content Accessibility:** While accessibility testing often focuses on the technical aspects of digital products, it may not address content accessibility issues such as the clarity, readability, and comprehensibility of text-based content. Content creators may need separate training and guidelines to ensure that content is accessible to individuals with diverse abilities.
- **Dynamic and User-Generated Content:** Accessibility testing may not fully capture dynamic or user-generated content that changes dynamically based on user interactions or input. Ensuring accessibility for dynamic content may require ongoing monitoring and testing to address accessibility issues as they arise.
- **Platform and Device Limitations:** Accessibility testing may be limited to specific platforms or devices, excluding certain operating systems, browsers, or devices from testing coverage. Testing across a wide range of platforms and devices may require additional resources and expertise.
- **Emerging Technologies:** Accessibility testing may be constrained by emerging technologies or trends that present new accessibility challenges. Testing the accessibility of emerging technologies, such as virtual reality (VR) or augmented reality (AR) applications, may require innovative testing methodologies and approaches.

Case Study: Motability Operations (MO)

Business issues:

Motability Operations is an automotive financial services provider for 630k disabled people in the UK. Freedom to move enhances their quality of life and ability to contribute to society. Despite their customers being disabled, they had fallen behind in providing accessible online services and lacked the service and product design capability to do this. They asked for our help to create an accessible service vision, design an inclusive customer experience and brand, support this in delivery, and grow internal awareness and capability, to address access and inclusion in a fundamental way, rather than just assessing “table stakes” compliance on the digital touchpoints.

Solution:

We were Motability Operations inclusive design and accessibility partner for six years. We built their design team, standards and approach to inclusive experience design, tightly integrated with delivery teams. Accessibility and inclusion were “shifted left” and embedded throughout the service/product design and delivery process, across areas such as:

- **User research:** we helped Motability Operations adopt an “outside-in” perspective, continuously gaining insights from and co-creating with disabled and vulnerable customers.
- **Brand and visual design:** created a new brand and visual identity guidelines, used to create accessible but also compelling and consistent user interfaces.
- **User experience design:** created prototypes and wireframes across mobile/tablet/web; regularly tested/iterated to ensure meeting customer needs.
- **Design system** built a responsive digital design system compliant with WCAG 2.1 AA.

Impact:

Embedding an approach led by design, accessibility and inclusion meant that Motability Operations became compliant with WCAG and safe in the scrutiny of regulation. However, satisfying compliance also unlocked broader benefits and "win-win" situations including – greater customer satisfaction and brand reputation by meeting engaging with customers and meeting their needs, and increased delivery/operational/cost efficiency because solutions were more usable. By establishing robust research and design teams/operations, we also left Motability Operations with a strategic inclusive design capability which will support their accessibility efforts in perpetuity.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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