



Accessibility Services

G-Cloud 15

Service Definition Document

January 2026

Our commitment to inclusive digital experiences

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 design for accessibility?

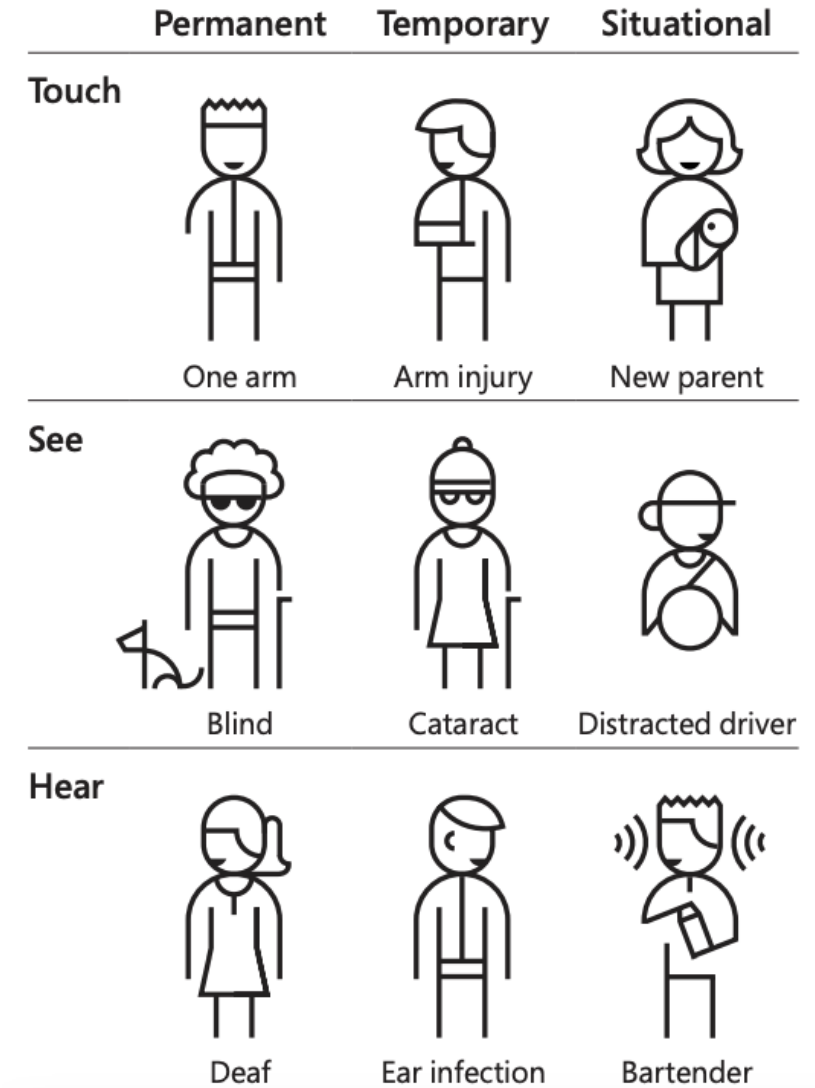
Digital Accessibility is a core consideration to ensure your government services can be used by all, regardless of impairments.

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

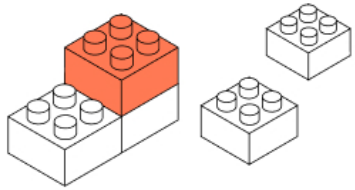
Designing digital interactions with these varied experiences in mind results in more inclusive, usable, and high-performing experiences. This also boosts SEO and ensures your service can be used by the widest possible audience.

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.

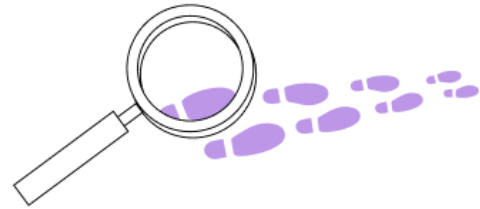


Our core service areas



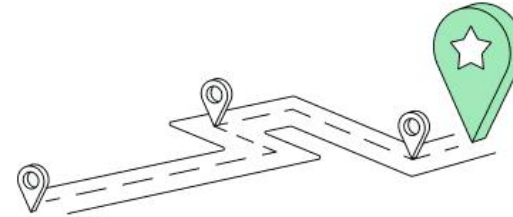
UX Strategy

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



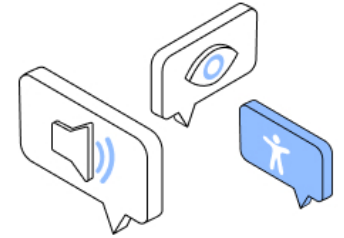
User Research

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.

Overview of our GCloud Services



User Vision's GCloud Services

User Vision is a leading UK consultancy specialising in user research, accessibility, UX design, and service design

For over two decades we have helped organisations create services that are intuitive, inclusive, and grounded in real user insight. Our work spans the full human-centred design lifecycle — from early strategy and discovery through to deep evaluation, optimisation, and capability-building.

Our team brings a uniquely strong blend of UX, accessibility and service design expertise, supported by our advanced research studios. We combine methodological rigour with practical delivery experience across highly complex digital ecosystems.

Importantly, we have extensive experience supporting the public sector, partnering with dozens of government bodies across central government, local authorities and the wider public sector. Through repeated appointments to the UK Government's G-Cloud Framework and other frameworks, we are a trusted supplier in research, accessibility, UX and service design for government transformation programmes.

Whether the challenge is improving accessibility compliance, designing end-to-end services, evaluating live digital products, or upskilling internal teams, User Vision helps organisations design experiences that work for everyone — credible, usable, inclusive and measurably effective.

The following pages list the full range of services we offer through GCloud and provides further details on selected accessibility services.

Accessibility and Inclusive design

Strategy, governance & maturity

- ▶ Accessibility Governance Strategy Creation
- ▶ Accessibility Strategy Service
- ▶ Accessibility Maturity Assessment Service
- ▶ Digital Accessibility Maturity Assessment
- ▶ Accessibility statement development

Audits, assessment & testing

- ▶ Accessibility Assessment Service
- ▶ Accessibility Audit Service
- ▶ Automated Accessibility Testing and Monitoring
- ▶ Document Accessibility
- ▶ Accessibility Personas

Remediation & ongoing support

- ▶ Accessibility Remediation and Support
- ▶ Accessibility Managed Service
- ▶ Outcome-based UX & Accessibility Support

Consultancy

- ▶ Accessibility Consultancy
- ▶ Accessibility Consultancy for Government and Public Bodies
- ▶ Accessibility consultancy and Training for Local Government
- ▶ Accessibility for NHS Consultancy Service
- ▶ Accessible and Inclusive Service Design

Training & capability building

- ▶ Accessibility Training
- ▶ Accessibility Training: Fundamentals
- ▶ Accessibility Training for Designers
- ▶ Accessibility Training for Web Developers
- ▶ Accessibility Training for Digital Content Teams
- ▶ Accessibility Training for Digital Documents
- ▶ Accessibility Training for Android Mobile Development
- ▶ Accessibility Training for Apple iOS Mobile Development
- ▶ Accessibility Experience Workshops

User Experience

UX research

- ▶ User Research
- ▶ User Experience Research
- ▶ User Interviews
- ▶ Focus Groups
- ▶ Focus Groups and UX Workshops
- ▶ Diary Studies
- ▶ Online Survey
- ▶ Persona Creation
- ▶ User Journey Mapping
- ▶ True Intent Research Studies
- ▶ Top Task Management
- ▶ User Research and Testing Facility Hire (UV Focus)

UX strategy & capability

- ▶ UX Strategy & Planning
- ▶ User Experience Training and Mentoring
- ▶ User Experience Certification
- ▶ User Experience

UX evaluation

- ▶ Usability Testing (User Testing)
- ▶ Agile Usability Testing
- ▶ Usability Testing for Accessibility with Disabled People
- ▶ Usability Expert Review
- ▶ Expert User Experience (UX) review
- ▶ User Experience (UX) Benchmarking

UX design, IA & content

- ▶ User Experience Design
- ▶ Prototypes/Wireframes
- ▶ Information Architecture Analysis & Design
- ▶ Inclusive Content Design
- ▶ Experience optimisation
- ▶ User-Centred AI Product Design Testing

Service Design

GDS-aligned phases

- ▶ Discovery
- ▶ Alpha
- ▶ Alpha User Research and Discovery
- ▶ Beta

Service design practice & methods

- ▶ Service Design
- ▶ Service Design Consultancy
- ▶ Service blueprint mapping
- ▶ Co design Workshop
- ▶ Stakeholder Workshops

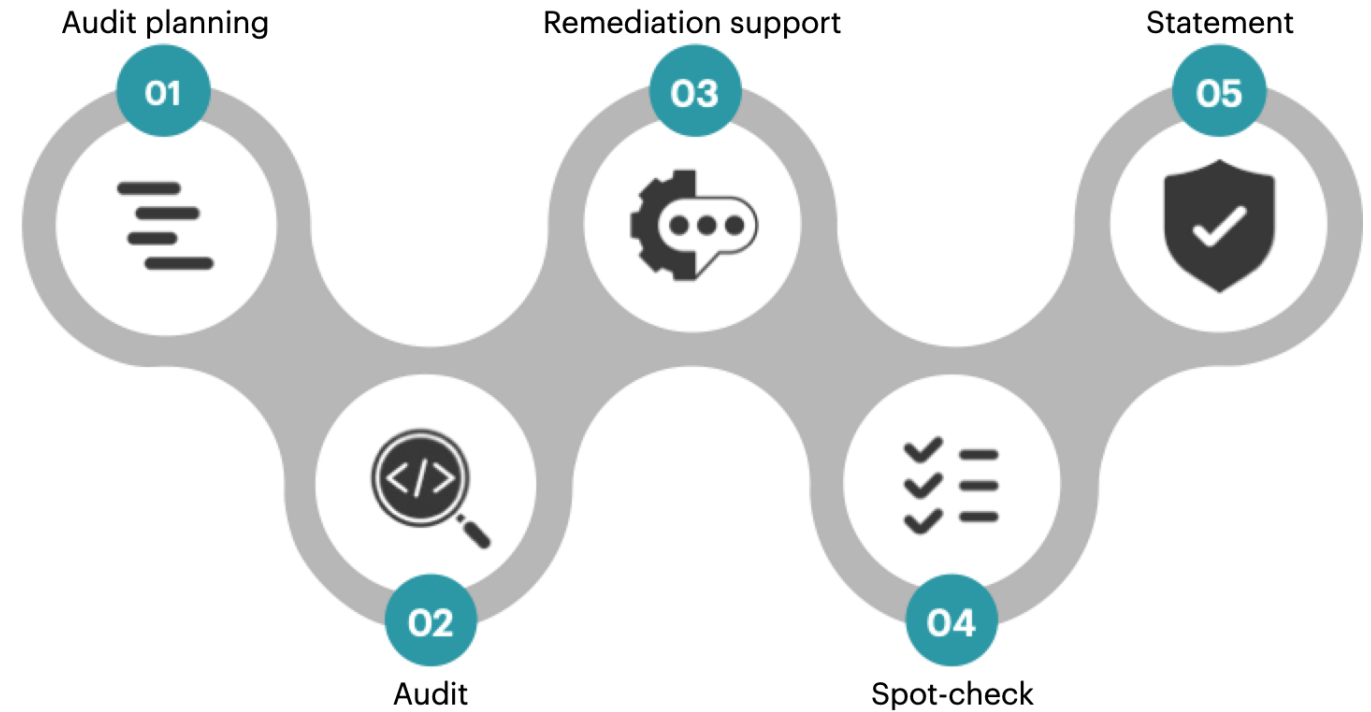
Supporting strategy, assurance & analysis

- ▶ Product Strategy & Service Vision
- ▶ Business Requirements Gathering
- ▶ Government Digital Service (GDS) Assessment Service
- ▶ Customer Experience (CX) Design Consultancy
- ▶ Competitor and Peer Review
- ▶ Content Audit Service
- ▶ Service Design & User Experience Managed Service

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:** Define scope, access requirements, templates, test environments, and timelines.
2. **Accessibility Audit:** Automated and manual testing plus assistive-technology review.
3. **Remediation Support:** Our experts support your team to address issues effectively.
4. **Spot-check:** Verification that all issues are resolved with no regressions.
5. **Accessibility statement:** A GOV.UK-compliant statement documenting the site's accessibility status and exemptions.

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.

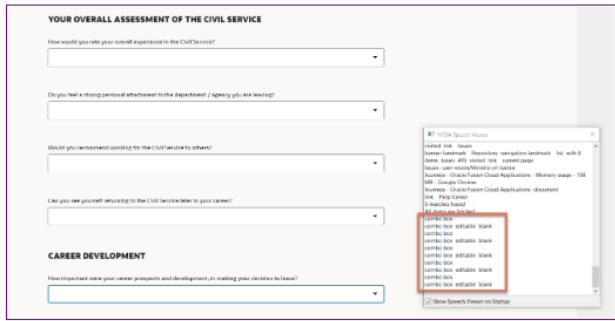


FIGURE 5.3: Complete Exit Questionnaire with NVDA speech viewer activated

5.2.2 Code Snippet

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

5.2.3 Recommendation

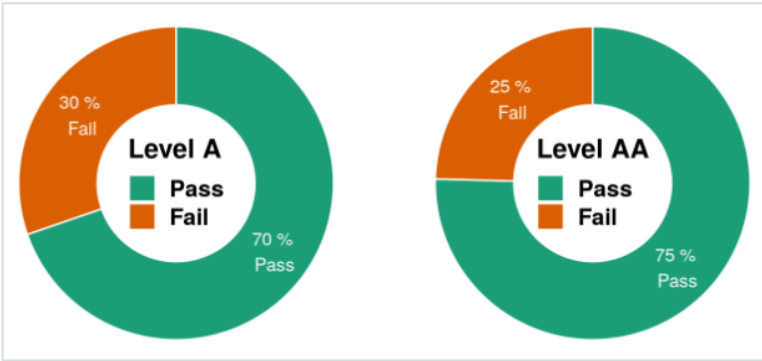
Programmatically associate the visual label with the input fields using the `for` and `id` attributes. This will enable screen readers to understand what the form field relates to.

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 and accreditation

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.



Accessibility Maturity Audit

A structured, organisation-wide assessment of how well accessibility is embedded across your digital products, processes and culture.

Our Accessibility Maturity Audit gives you a clear understanding of where you are today, the gaps to address, and a practical roadmap to build long-term accessibility capability. We evaluate how your organisation plans, designs, builds and maintains accessible experiences—reviewing policies, governance, skills, tools, workflows and leadership commitment. Through interviews, document reviews and evidence-based scoring, we benchmark your maturity against best practice models and identify priority actions that create meaningful, sustainable change.

Our maturity audit covers:

- ▶ Vision & governance: Leadership support, policies, accountability, and organisational ownership.
- ▶ People & skills: Training, awareness, role clarity and hands-on capability across teams.
- ▶ Process & practice: How accessibility is embedded in research, design, content, development and QA.
- ▶ Tools & technology: Appropriate use of assistive technologies, audit tools, templates, and automated checks.
- ▶ Culture & continuous improvement: How teams learn, improve, measure and maintain progress over time.

Outputs include:

- ▶ A clear maturity score across all dimensions
- ▶ Strengths and critical gaps
- ▶ Prioritised recommendations for rapid wins and longer-term improvement
- ▶ A practical roadmap to help you advance from your current state to a fully embedded, sustainable accessibility practice

This audit helps organisations take a strategic, whole-system approach to accessibility—moving beyond compliance to ensure inclusive, high-quality experiences at scale.

About User Vision



Insight that **transforms** experiences: what we do



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

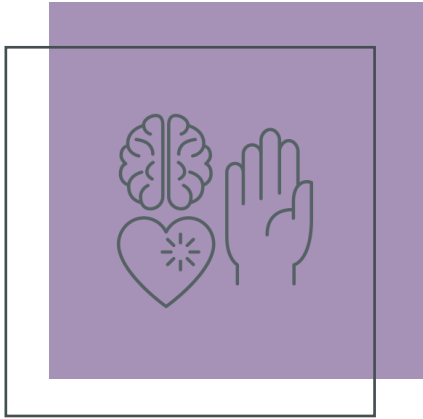


Our services span the spectrum of user-centred design, from strategic UX thinking, through research and design, to deep evaluation of the resulting experience.



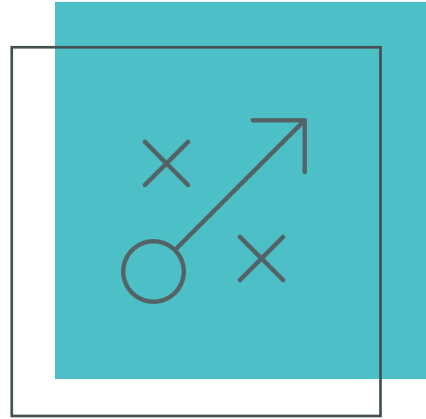
We are leaders in digital accessibility and inclusive design, ensuring inclusive design for all.

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.



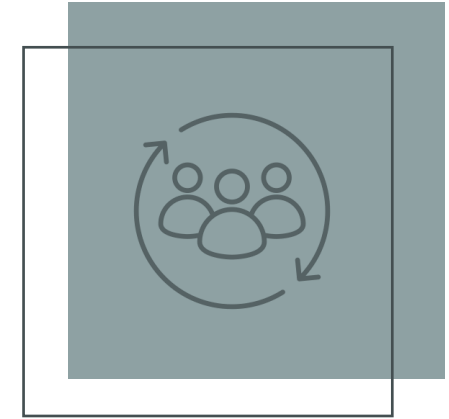
Intentional

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



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.



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

What our clients say...

“User Vision is like an extension of our team. We can call on them at any time and they never say no. We really enjoy working with them; they are great fun, while being very focused and professional.”



Online Operations Manager
Sainsbury's Bank

“User Vision are passionate about UX in every sense. Their expertise has been invaluable to us in the course of our redesign, and they are consistently professional, dedicated and personable, all of which makes them a pleasure to work with.”



Web Producer
Economist

“The overall recommendations show us a clear path to beneficial changes, and are based on good strong methodology. As this work will be used by a multidisciplinary team, being clear is very important.”



Senior User Research
Specialist, BBC

“I really can't fault my experience with User Vision. All in all it's been a tremendously positive experience, offering real value for money.”



Digital Development
Manager, RBS

What our clients say...(continued)

“The ability to see first-hand customers’ experience on the site and to have User Vision’s expertise in filtering and summarising the learnings was a great benefit.”



CX Manager
HSBC

“Through the user testing User Vision undertook, we were given a clear direction upon which to make change and improvements from a user perspective which lead to vastly improved customer satisfaction.”



Service Delivery Manager
Cabinet Office

“User Vision are the cornerstone of our international Usability and Marketing testing capabilities. Always responsive and professional they guided my team through the years uncovering insights across most of Europe.”



Senior Research & Strategy
Manager, Salesforce



Contact us

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