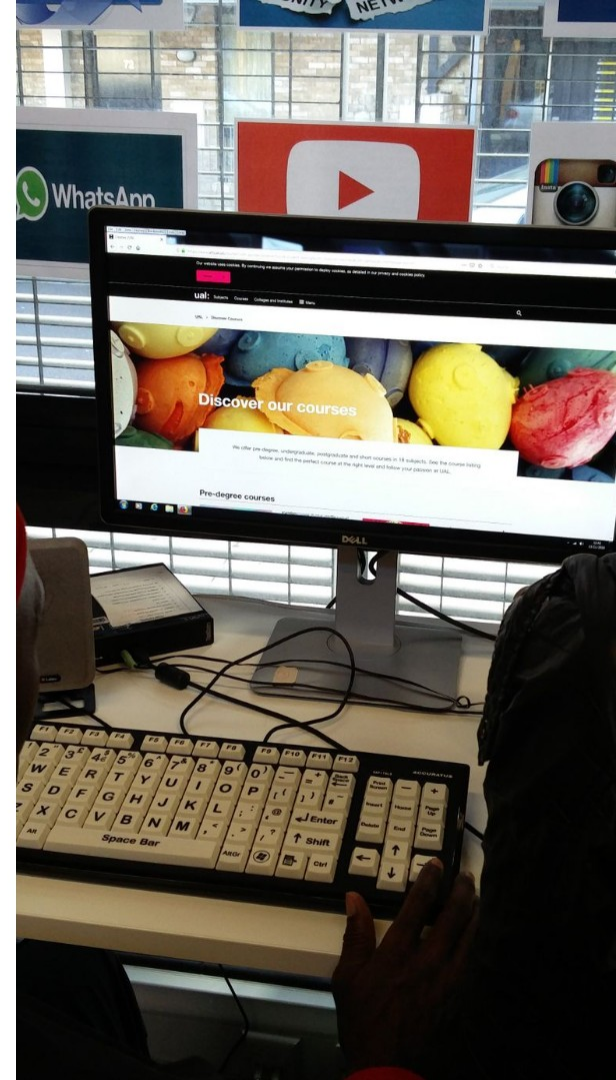


# UNIVERSITY OF THE ARTS (UAL) WEBSITE INCLUSIVITY TEST

By VIP World

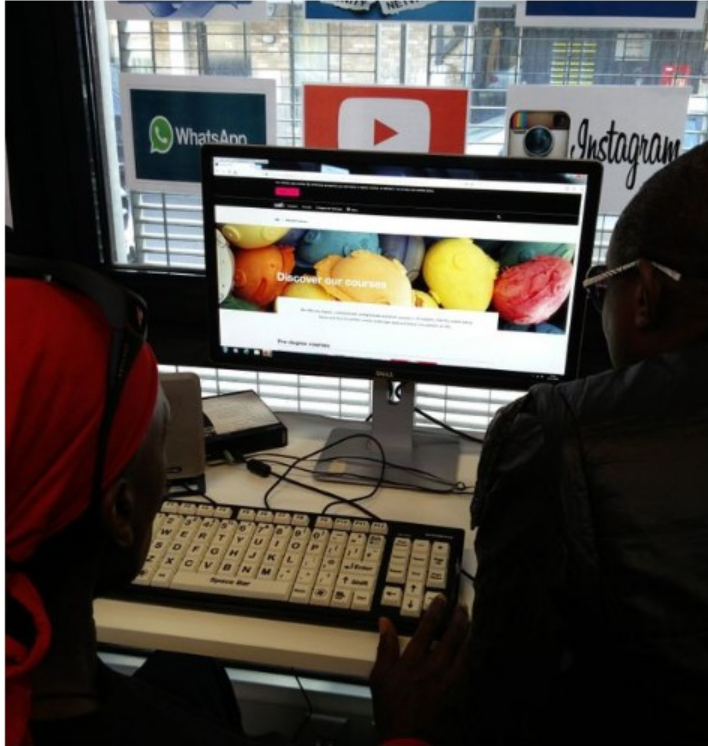
Visit the link for the video recordings:  
[www.ishanvjha.com/vipworld](http://www.ishanvjha.com/vipworld)



# AGENDA

- 1 Objective of the Testing
- 2 Method of the Testing
- 3 Participants in the Testing
- 4 Platforms for the Testing
- 5 Process of the Testing
- 6 Recommendations

# Objective of the Testing



The user testing is performed to

- identify if website is following guidelines of Government Digital Services (GDS) and WCAG 2.0
- understand the usability parameters considering the user behavior

# Objective of the Testing



Reach to increasing number of  
Visually Impaired Students from  
UK and abroad



Scope of research and  
development in the field of art for  
the disable artists



Branding of the University as  
inclusive to all demographics of  
the society

# Method of Testing - Following guidelines set by WCAG 2.0 and GDS

- When announcing the link to home typically associated with the logo on the site – identify where the link directs user from what is being said? What about other links: does what is read to user give context as to where it will lead?
- If there is more than one menu, is the user able to tell which menu is the user on and what link is the user on within that menu?
- For all forms, is the user able to tell what information is expected of the user when the user is asked to input text (i.e. does it speak something like “enter search terms”)
- Is all of the on-page content read to the user?
- Does the alternative text of an image give appropriate context as to what the image is about/its value to the overall story?

# Method of Testing - User research based Inclusive Design approach

- Do you have a “skip to main content” link at the top of the page, before your navigation? This prevents users from having to go through your entire navigation over and over again just to get to the main content of your page.
- Are you able to access the different sections of your page with only a keyboard? Don't let your users miss out on valuable content!
- Are your menus/mega-menus navigable? Some menus are not accessible without a mouse.
- Are links and form fields brought into focus (meaning do you see an outline around links and do you see a cursor in form fields)?

# Participants in the Testing



Michael



Sebastian



Sozi



Kazeem

<b>Age</b>	54	48	41	45
<b>NVDA skills</b>	★★★	★★★★	★★★	★★★★★
<b>Mobile skills</b>	★★★	★★	★★★	★★★★★
<b>Eye Sight</b>	Can see slightly from right eye	Can see a tunnel vision from both eyes	Complete sight loss in both the eyes	Complete sight loss in both the eyes

# Platforms for the Testing



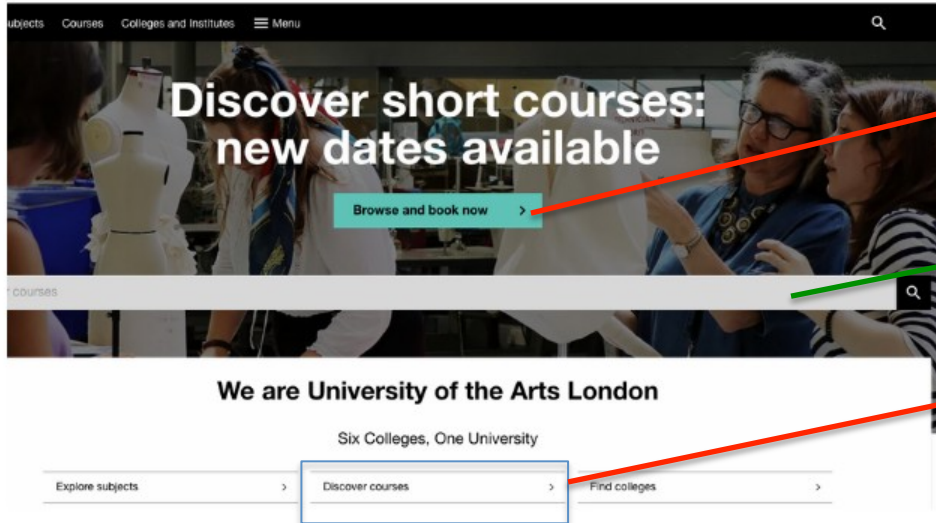
Desktop Computer with Assistive Technology



Smart Phone with VoiceOver software



# Process of the Testing



Links and Menus are well described to the user.

Screen Reader does not share the purpose of the button but shares link address of the button

Search Field is difficult to locate in the page

Able to browse through each course.

User should get a brief information on what the button will lead to such as “We offer pre-degree, undergraduate, postgraduate and short courses in 18 subjects. See the course listing below and find the perfect course at the right level and follow your passion at UAL.”

# Process of the Testing

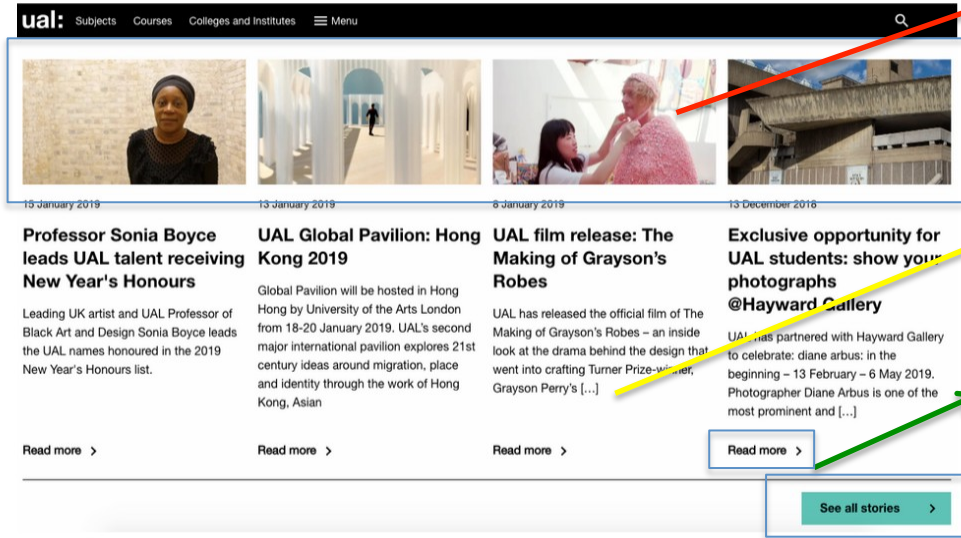


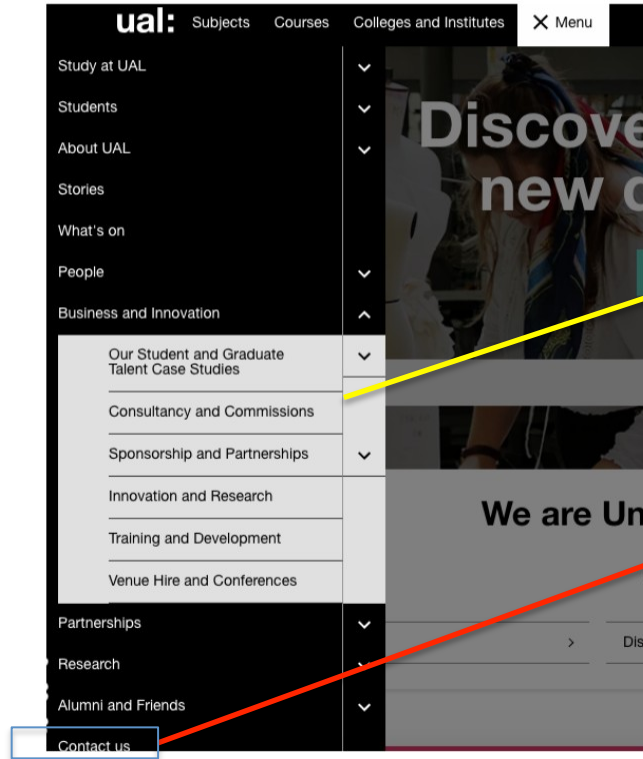
Image describes the blog name.  
But, does not mention the action of selecting the image, that is taking to the selected blog page.

Button actions describe the right location of the destination.

From user design perspective, how can we make the action of clicking to the blog page with just one button and not 3?

It can be confusing to the user as the screen reader talks 3 times about the action of taking to the particular blog page.

# Process of the Testing



## Each 'Menu Bar' field is described correctly.

However, a visually impaired user has to browse through each menu field one by one. The sub-headings make the process of finding the menu bar item they are looking for very long.

How can we make the menu bar items easy to navigate?

## Contact Us button far away to reach for the visually impaired user

Since the menu bars are read one by one in the order, the users were unable to find the 'contact us' page as it was way below at the end.

# Process of the Testing



In a unique UAL tradition, Grayson Perry will wear custom made Chancellor robes for 2019's graduation ceremonies. For the last two years, Grayson has worn inspiring alternatives to the traditional black robes conventionally worn by other Chancellors at graduation. Both gowns were created from designs by UAL students hand-picked by Grayson in UAL's annual 'Grayson's Robes' competition.

In 2018 he took to the stage in robes designed by [London College of Fashion BA Fashion Textile: Knit student Yuxuan Yang](#), and prior to that, [BA Fashion Design and Knitwear Central Saint Martin's Keith Tovey](#) made the inaugural design.

**This year it could be your turn and the competition is now live!**

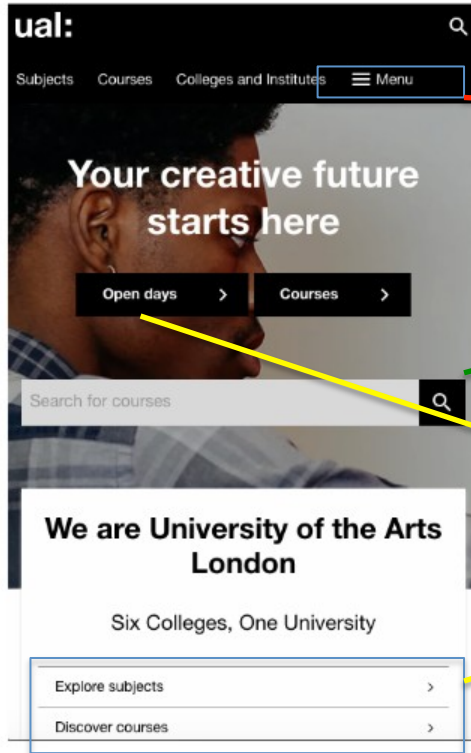
**Content in any blog page is narrated with sub-headings and text**

The content is well narrated through any page in the blogs.

**Not all links share the location of the page. Button required for important actions.**

Some links direct properly to the destination page. But in this page, the most important link of registering for the competition is not described the screen reader. Also, a register button would simplify the job to locate for a visually impaired.

# Process of the Testing



Menu field has the same issues as the desktop version of the website

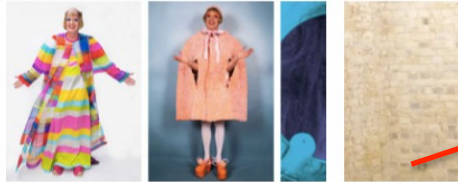
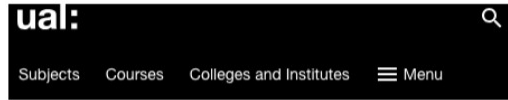
Search field was easily locatable.

Links and Menus are well described to the user.

Can we shorten the content for mobile versions of the website?

How can we show the most important information first?

# Process of the Testing



18 January 2019

## Grayson Perry challenges UAL students to design his Chancellor's robes

Grayson Perry challenges UAL students to design his Chancellor's robes. In a unique UAL tradition, Grayson Perry will wear custom made Chancellor robes for 2019's graduation ceremonies.

[Read more >](#)

15 January 2019

## Professor leads UAL New Year'

Leading UK art Black Art and [ leads the UAL 2019 New Year

[Read more >](#)

All the blogs on the page are not displayed correctly.

80% of the visually impaired users can see partially. They will be confused to see a portion of the page cut. The pages are not responsive.

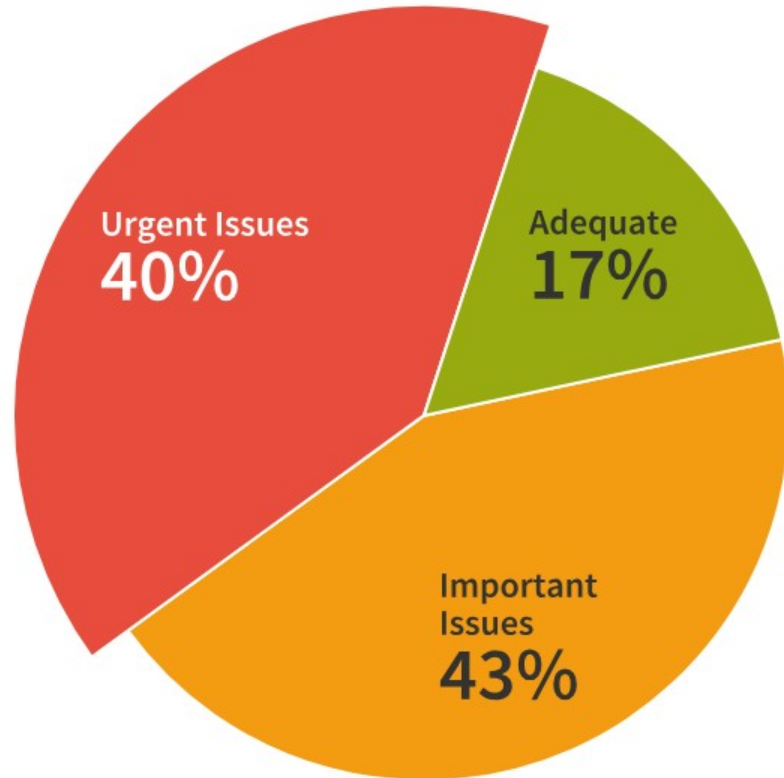
Headings and Sub-Headings are described correctly

# Verdict

**Urgent Issues:** These issues are concerned with the website not following the WCAG 2.0 guidelines

**Important Issues:** These issues are related to the user experience and can be improved with time.

**Adequate:** These parameters pass the WCAG 2.0 criteria.





# Usability Observations

## Navigating through large content

Multiple menu bars  
Pages with few sub headings

## No 'Skip to main content'

Users do not know how to go back to main page. Due to large content, users open multiple links and get lost.

## Selecting Main Menu Bars

Users could not find the contact us page.  
The search field was difficult to locate.

## Users unaware of the purpose of website

A brief introduction is needed at the beginning of the website to describe what is it about and the functions in the website.



# Recommendations




- 1 Redesign the website for accessibility to make the flow convenient due to large content.
- 2 Have a 'skip to main content link' at the top of the page
- 3 Prioritize the important tabs for the visually impaired in the menu list. Contact Us details to be easily accessible in the front page
- 4 Briefly describe the website and what is it about at the beginning of home page
- 5 Make the content on each action page of the website concise and to the point with just relevant content. Sub-headings need to be clearly defined.
- 6 Applying filters to the web page can be made easier for visually impaired by briefing about the heading filters at the beginning of search.
- 7 Standardizing the search field in each page of the website for easy accessibility.



# Contact Us

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