

Making online services accessible for everyone.

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Thames Valley Housing Association
Barnardo's
Open Data Institute
Government Digital Service
Small Business Commissioner
UK Parliament
Democracy Club
DfE, DCMS, BEIS, Cabinet Office

1. What are online services?
2. What is accessibility?
3. How to ~~steal~~ learn from everyone else

Users

Customers

Citizens

Register online

It usually takes about 5 minutes.

[Start now >](#)

What you need to know

You'll be asked for your National Insurance number (but you can still register if you do not have one).

After you've registered, your name and address will appear on the electoral register.

There's a different process to [register anonymously](#), for example if you're concerned about your safety or the safety of someone in your household.

Check if you're already registered

[Contact your local Electoral Registration Office](#) to find out if you're already registered to vote.

What do I
mean by
"services"?

Services are interactions



SORN cannot be transferred to a new keeper.
Go to www.gov.uk/sorn-statutory-off-road-notification

- Write clearly in **Black Ink** and **CAPITAL** letters
- Do not write in this space and remember to sign and date the form

Statutory Off Road Notification (SORN)

V890

1 Vehicle details and declaration

Vehicle registration number

Date of SORN

This can be:

- this month or last month - you will not get a vehicle tax refund for past dates
- next month or the month after - include a letter saying why you cannot send the form nearer the time.

Make of vehicle _____
(e.g. Rover, Ford, Vauxhall etc.)

Model of vehicle _____
(e.g. Escort, Vectra etc.)

This declaration must be dated and signed and sent to DVLA, Swansea, SA99 1AR.

Signature _____ Date _____

If you are signing for a partnership, limited company or other legal entity, give your position in the firm _____

Official use only

VC

CD

Registered keepers with a vehicle log book (V5C) in their name can make a SORN by:

- going to www.gov.uk/sorn
- phoning 0300 123 4321
- filling in this form.

If you are applying to be the registered keeper you can only make a SORN by filling in this form.

2 Your details If the vehicle is not registered in your name, or if the address details have changed, please ensure the appropriate part of the V5C is filled in and sent with this form, as this could affect any refund.

Title or business name				Mr		Mrs		Miss		Ms	
Forename(s)						Surname					
Address											
Post town						Postcode					

Please tick the appropriate box

I am the registered keeper The V5C or V62 has already been submitted to register the vehicle in my name

I am submitting the V5C or V62 with this notification

If you are submitting the V5C to register the vehicle in your name, please make sure that the date you declared SORN is not earlier than the date you acquired the vehicle. If the V5C is lost, an 'Application for a vehicle registration certificate' (V62) must be filled in (fee applicable).

Users of your
services often don't
have a choice.

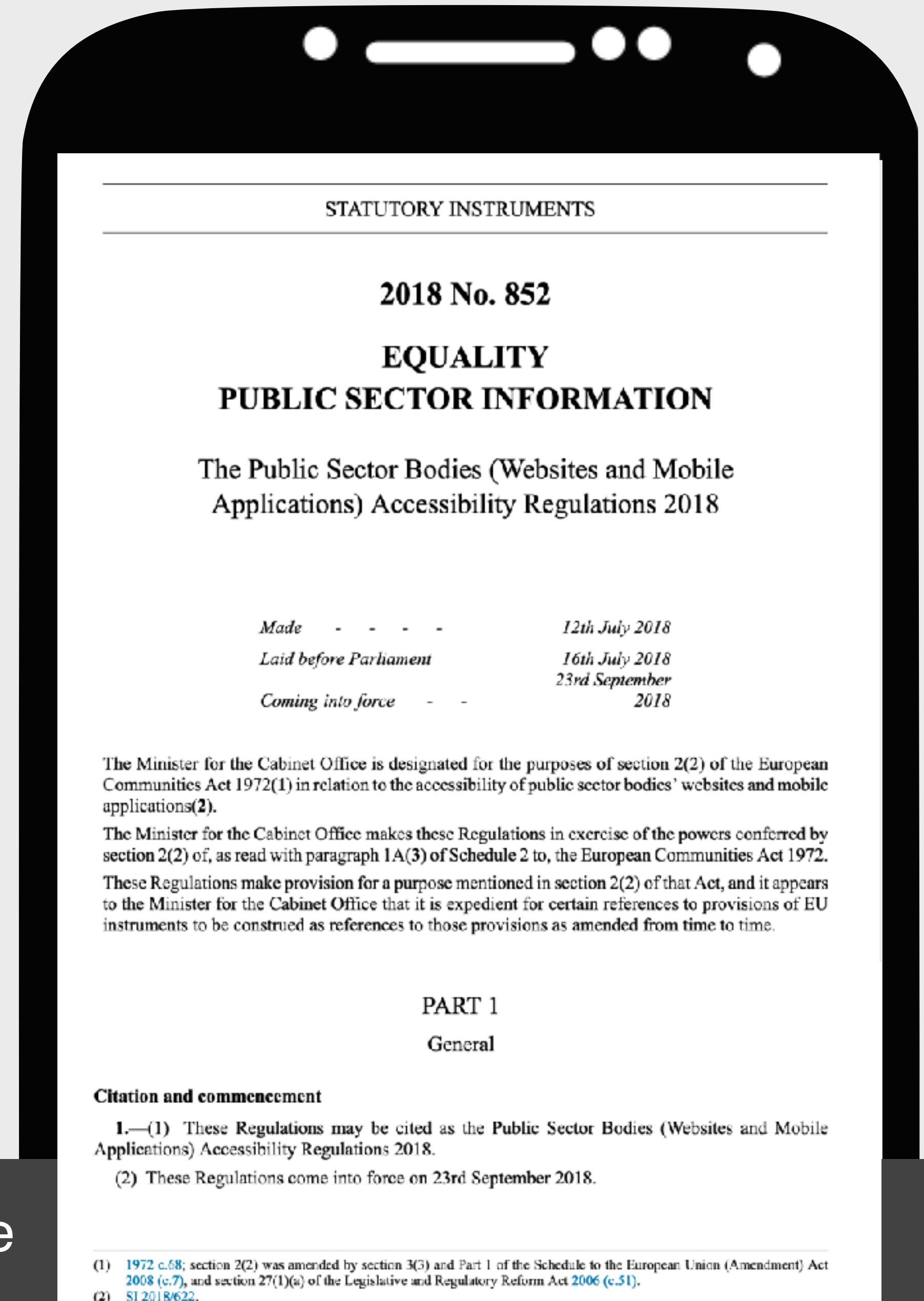
**So: what happens
when they can't
use your service?**

**Accessibility is not (just)
about disability.**

For a lot of
websites, it's the
law*.

* [https://www.gov.uk/guidance/
accessibility-requirements-for-public-sector-websites-and-apps](https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps)

<https://www.legislation.gov.uk/uksi/2018/852/contents/made>



Lots of people can find websites hard to use, for lots of reasons.

Designing for users on the autistic spectrum



Do...

Don't...

use simple colours



use bright contrasting colours



write in plain language

Do this

use figures of speech and idioms



use simple sentences and bullets



create a wall of text



make buttons descriptive

Attach files

make buttons vague and unpredictable

Click here!

Designing for users with dyslexia



Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats (for example audio or video)



Don't...

use large blocks of heavy text



underline words, use italics or write in capitals



force users to remember things from previous pages - give reminders and prompts



Designing for users with low vision



Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text



Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning



The voluntary sector
often ends up doing
things in competition.

**This wastes time, money
and goodwill.**

**Share everything
you can.**

**New technology
won't save a bad
service.**

Doom and gloom.

1. Things (especially specialists) cost money.

2. Money is limited.

3. Time spent working on "digital" is time not doing something else.

Things you can do for
your own website, for
free!

1. Test your text
2. Try and get someone to use your website who hasn't before.
3. Improve the words and the layout as often as you can.
4. Test with an old device.

Linear

Out of nowhere, new services are born



Doesn't actually happen, but we pretend it does

Cyclic

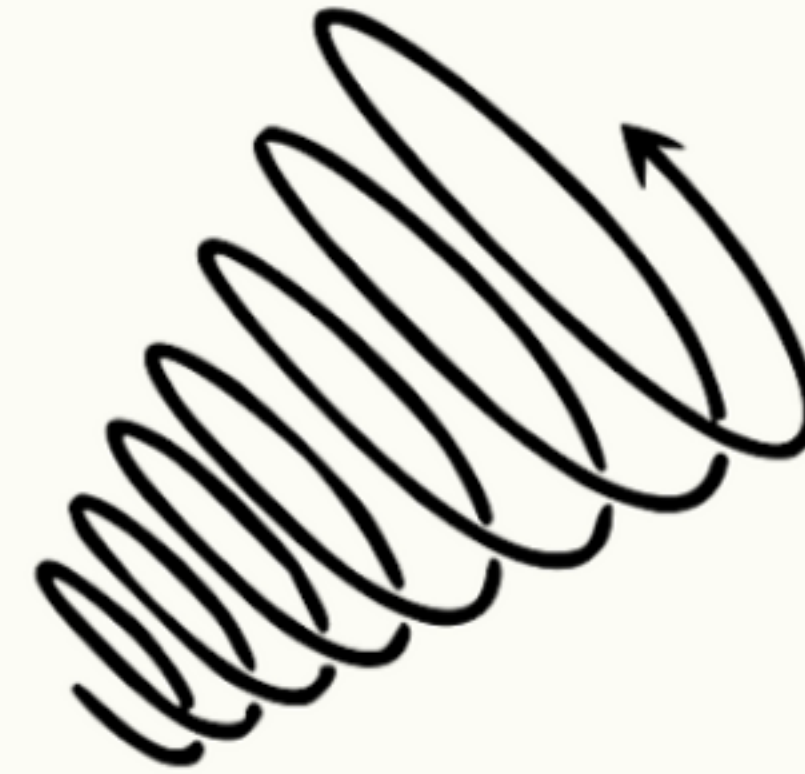
New tech saves money, but no real improvement



Shouldn't happen but does, and we don't acknowledge it

Spiral

Radical improvement by challenging of scope



This is what we facilitate when we do a good job

**Take what other people
are offering to share.**

→ [Coronavirus \(COVID-19\)](#) | Guidance and support

→ [The UK and EU transition](#) | Take action now for new rules in 2021

BETA Complete our quick 5-question survey to [help us improve our content](#).

Service Manual

Helping teams to create and run great public services that meet the [Service Standard](#).

[Contact the Service Manual team](#) with any comments or questions.



[Accessibility and assisted digital](#)

Help and encourage people to use your service: accessibility, assisted digital, user support.

[Measuring success](#)

How to use data to improve your service: measuring, reporting, analytics tools and techniques.

[Agile delivery](#)

How to work in an agile way: principles, tools and governance.

[Service assessments and applying the Service Standard](#)

How to apply the new Service Standard, check if you need a service assessment, how to get your service on GOV.UK and how to become a service assessor.

[Design](#)

Naming, structuring and scoping your service, prototyping, using design patterns and design training.

[Technology](#)

Choosing technology, development, integration, hosting, testing, security and maintenance.



[University of Kent](#) > [Staff Guide](#) > [Digital standards](#) > [Service manual](#)

Service manual



Create effective content for your online audiences.

Guidelines and standards

These are the guidelines and standards that we follow for creating online content.

For technical information, learn more about [using Site Editor](#), the university's publishing system and our [training and support](#) options.

See also

[Brand guidelines](#)

[Chronos guidelines](#)

[UK law on web accessibility](#)

Designing and building digital services for the Co-op

We are aiming to create familiarity across Co-op services. Familiarity makes things quicker and easier for our users – it helps them understand our services and trust us.

Our design system is made up of principles, guidelines and tools that help us design and build user-centered Co-op services.

Get started

Download design assets, front-end code or the prototyping kit.

[Read the getting started guide.](#)

Principles and blog posts

[Design principles](#) >

[User research principles](#) >

[Content principles](#) >

[Blog posts by the design team](#) >

Design patterns and assets

[Design foundations and components](#) >

[Front-end resources](#) >

[Design files and brand assets](#) >

Guides

[Design methods and tools](#) >

[Content style guide and glossary](#) >

[User research guides](#) >

[Accessibility guidelines](#) >



Design and build digital services for the NHS

Use the service manual to build consistent, usable services that put people first. Learn from the research and experience of other NHS teams.

What's new

In September 2020 we added an entry for [phone and phone numbers](#) to A to Z of NHS health writing.

NHS service standard

Check you're working to best practice from the start.

Design system

Build consistent, accessible user interfaces.

Content style guide

How to write for digital NHS services.

Accessibility

Make NHS services accessible for everyone.

Design principles

These principles guide all of our design.

Community

Help grow and improve the service manual.

ALPHA This is a new service – your [feedback](#) will help us to improve it.

User research library

Search projects

Keywords

Phase

Document type

Started before

Started after

Only projects in progress

Search

Collections

[Carers](#)

Research to understand and meet the needs of paid and unpaid carers.

[Children and young people](#)

Research to understand and meet the needs of children and young people.

[Community groups](#)

Research around voluntary and community organisations who work for the public benefit.

[Coronavirus](#)

Research around the impact Coronavirus is having on local authority residents and staff.

[Council housing tenants](#)

Research to understand and meet the needs of social housing tenants.



Coffee Connections

Meet new people in the charity sector and learn about how they're using digital

[Make a connection](#) ▶

Meet new people in the charity sector

More conversations and sharing in the charity sector can only be a good thing. That's why we want to make it easier for people to connect with each other.

How does it work?

- You sign up (below)
- Every 2 months we'll match you with another person in the sector
- You arrange to meet for a coffee and a chat online





Design Hops

Free online course to help you make your services digital.

[Sign up for a Hop](#) ▶

What are Design Hops?

Design Hops are the first step, or 'hop', into exploring the role of digital in charitable services. By demystifying technology and design, and placing the focus on people not tech, this free online workshop and follow-up support helps you start your digital journey on the right foot.

Or if you've already started that journey but are struggling to move forwards, Design Hops provide a step-by-step approach to help you plan, prioritise and test.



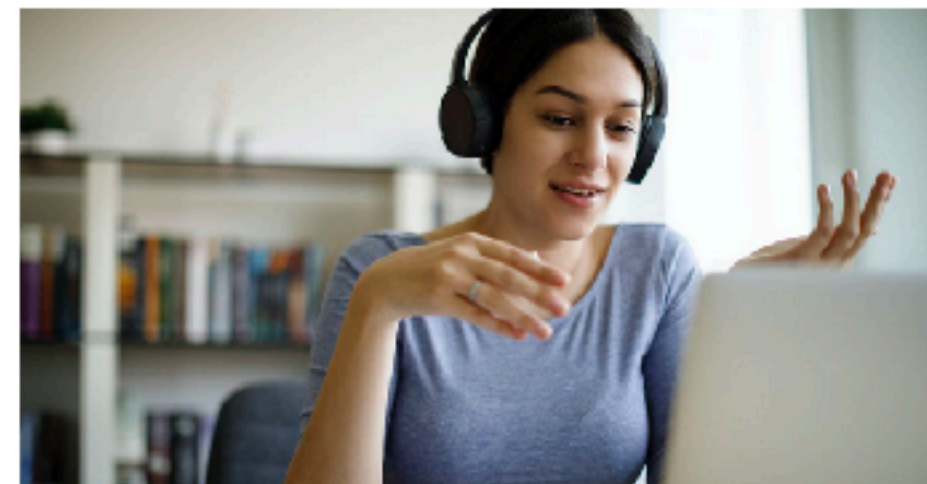
We're here to radically improve how digital is used in charities

Free services and funding to transform social impact



Services

Our [services and tools](#) help you deliver more impact. All free.



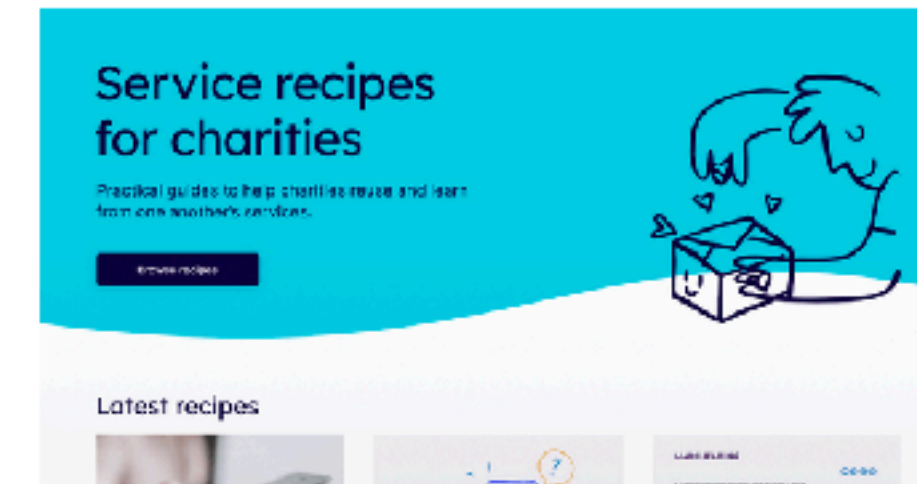
Digital Candle

Get free expert advice on any digital challenge. 239 experts available.



Beyond

Powering nonprofits with design and digital skills



Service Recipes

Quickly implement digital solutions with these practical, proven recipes.



Web of Weeknotes

that was the week that was

THE WHO ADD YOUR #WEEKNOTES



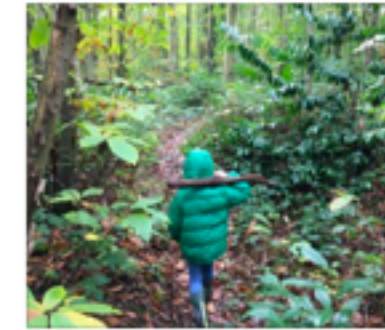
Weeknotes 02 06

A new forest



Oliver Hannan

Oct 20 · 2 min read



Web of Weeknotes

#weeknotes are blogposts about our working week. for us but shared with you.

[More information](#)

FOLLOWERS

587

ELSEWHERE



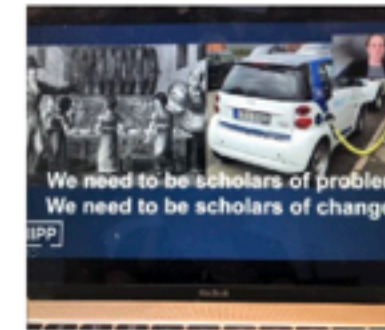
Series 6 Episode 7/8: What is a garbage can model, and other questions I've asked this fortnight

I started this weeknote 10 days ago. I normally finish my weeknotes on Sunday night, and publish them on Monday morning. But last week I...



Cate McLaurin

Oct 19 · 3 min read



Weeknote: Creating a roadmap for Accessibility on GOV.UK

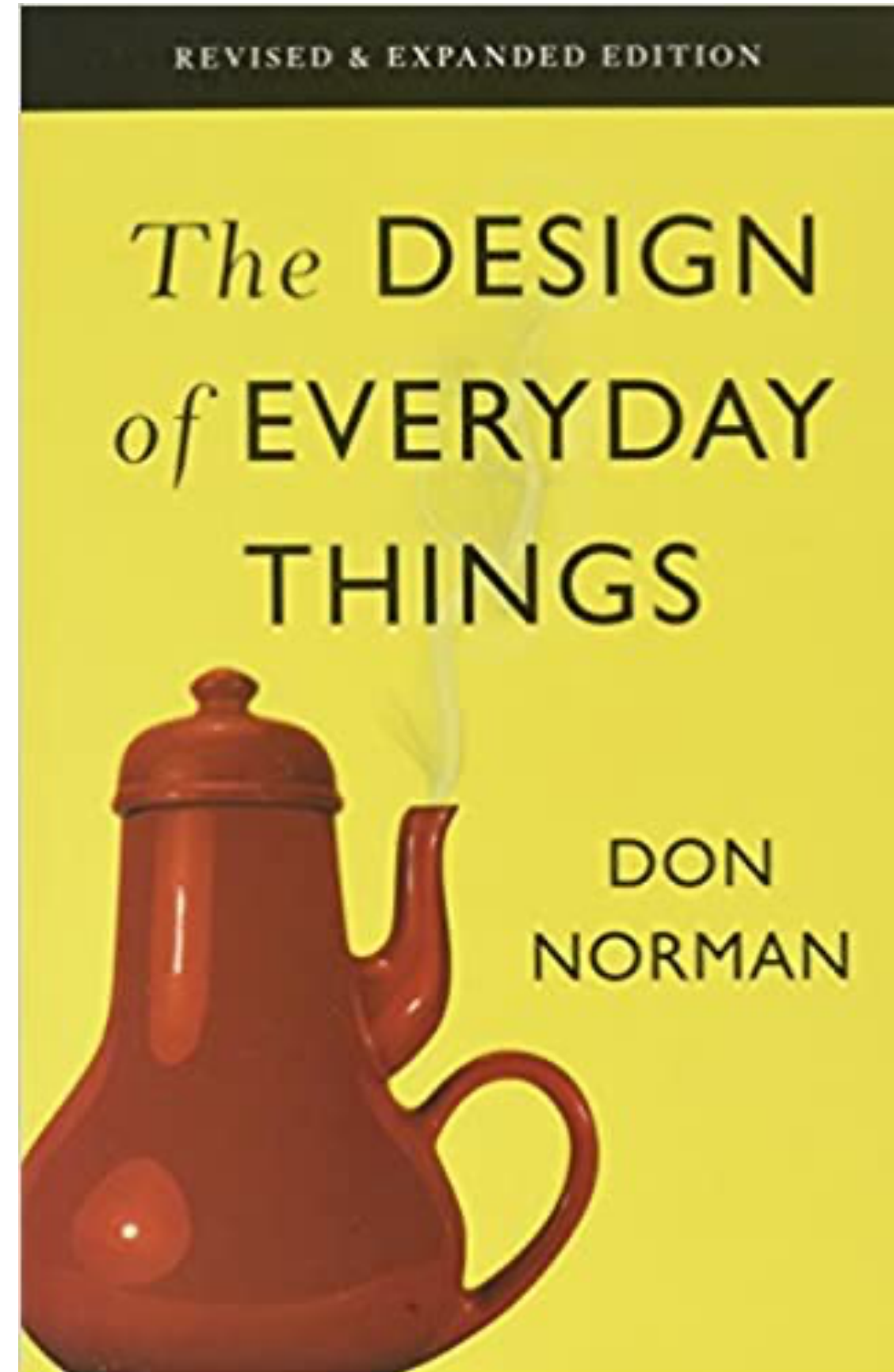
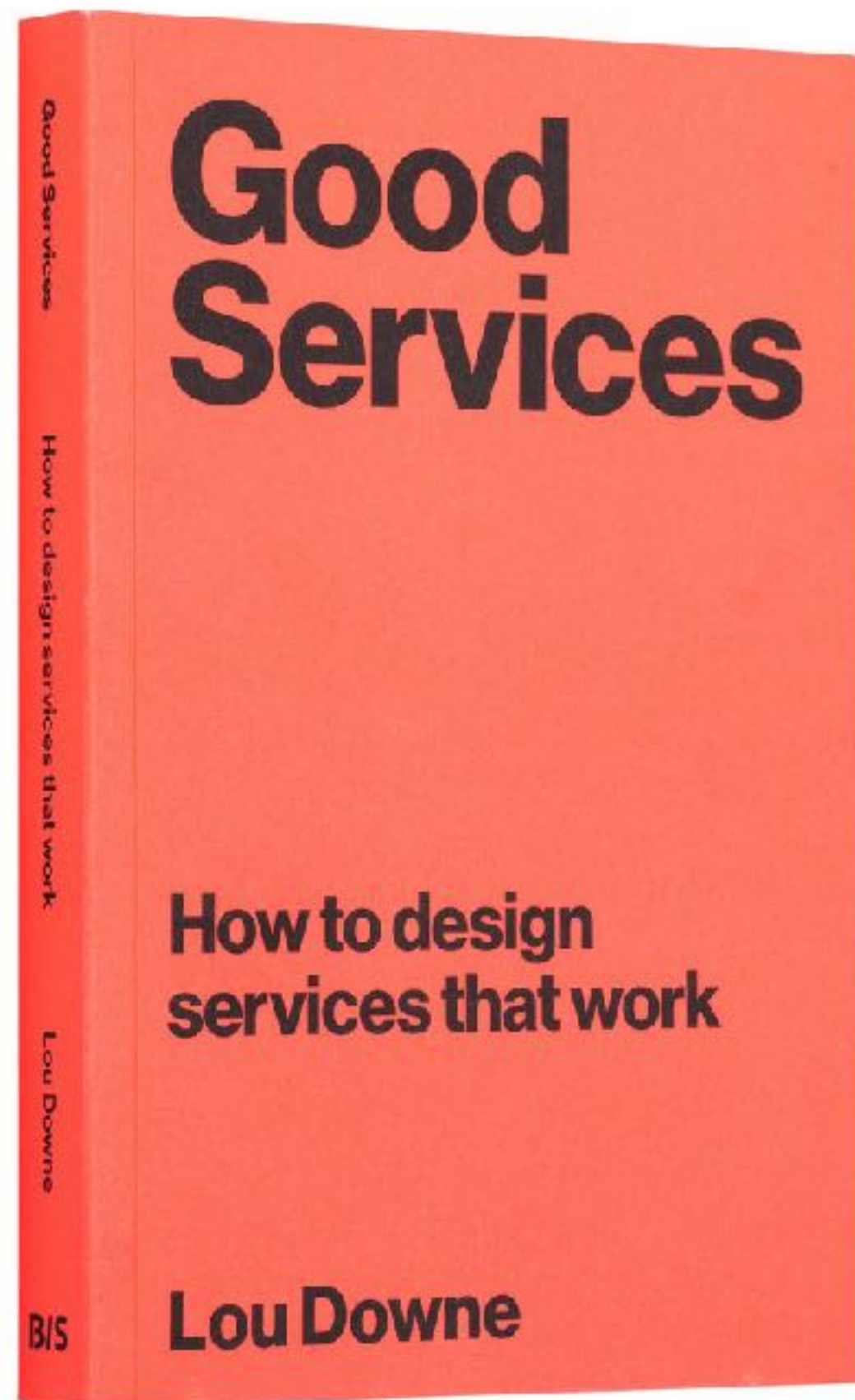
Weeknotes: Reflecting on the week that was — This is the one where we created a roadmap for accessibility on GOV.UK



Tobi Ogunsina

Oct 18 · 4 min read ★





Thank you!

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A copy of these slides will be available at
blangry.github.io/thedoctorate