



Introduction to
The European Accessibility Act (EAA)

Experience Highlights

Test Lead/ Strategy

ITV

Developed and implemented the test strategy and approach for a new payment system used to pay all of ITV talent and game show prizes. Lead a team of 8 QA's to work with the BA's and Development teams to setup the automation tests, manual exploratory testing, MySQL testing, support releases, in addition to creating and running the non functional tests.

Test Lead/ Strategy

Guvnor Group

Guvnor Group were creating a new trading platform and were struggling with the amount of new issues in live.. Mike was brought in to review the overall test strategy and to present back recommendations to the board on how they could improve the software delivery process from a quality point of view to increase quality and stability of the delivery. Managed the client QA team of a test manager and 5 QA's to implement the proposed changes.

Test Lead/ Strategy

Website Modernisation

Website redesign and CMS upgrade. Mike was responsible for initially reviewing the client test strategy, then upskilling the clients test team in a more agile way of working. Designing new automation frameworks, SQL migration, installing performance testing and moving to AWS platform.



Michael Kennedy

QA Principal
AND Sports fanatic

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OVERVIEW

Mike has over 25 years experience in software development. For the last 15 years in software testing strategy, management and execution.

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CORE FOCUS

Technology governance and QA advisory and all aspects of testing

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KEY SKILLS

Test Strategy | Agile Methodologies | Digital Transformation
Test Architecture | Quality Engineering

AND

KEY CLIENTS

- ITV
- Lookers
- Funky Pigeon
- LDC
- Goldman Sachs
- Guvnor Group
- Sky
- NHS

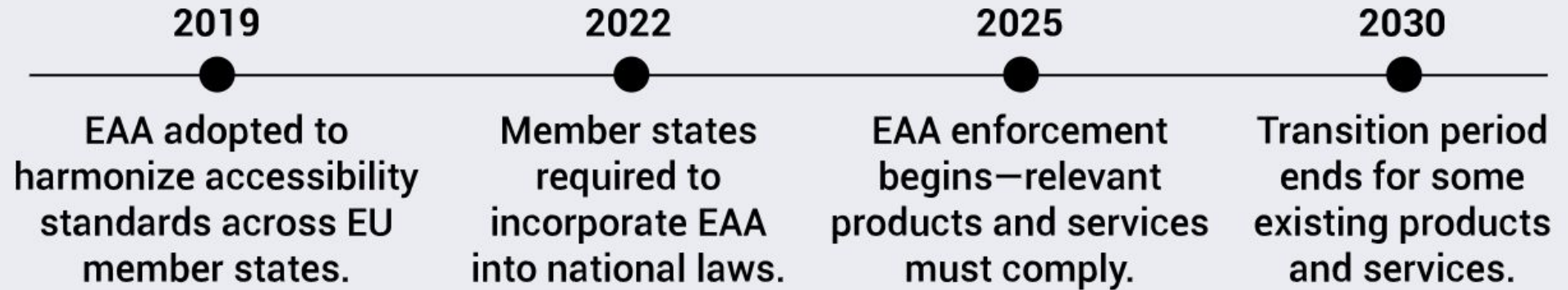
INDUSTRY EXPERTISE

- Media
- Public Sector
- Travel
- Financial Services
- Retail

TECH SKILLS

- Test Automation
- Test Automation API's
- SCRUM Master
- AWS practitioner
- ISEB qualified (Foundation, Intermediate), ISTQB qualified
- Advanced Test Manager

TIMELINE:



KEY STATS:



- Impacts 101 million people in the EU who have disabilities.
- Benefits both individuals with disabilities and older adults by breaking down accessibility barriers.

SCOPE:



- Applies to products and services across several industries, including technology, transport, banking, and ecommerce.
- Applies to organizations located worldwide if their products or services are made available in the EU.

Exceptions



Providers with under 10 employees and turnover below €2 million may be exempt from EAA



Exemption applies if compliance imposes major changes or undue burden



Fines can range from €3,000 to €1,000,000, depending on the country and the violation. For example, in Germany, fines can be up to €100,000 per violation, while in France, fines can be up to €75,000 per violation.

Country specific guidelines



Understanding the Stanca Act, Italy's Digital Accessibility Law

The Stanca Act, the Italian digital accessibility law, was an important milestone for web accessibility, helping increase access to information online and making public institutions more inclusive.

[Learn more about the Stanca Act](#)



French Law 2005-102, RGAA and Web Accessibility

Law 2005-102 seeks to ensure equal access and opportunities for all people and prohibits unfair treatment and discrimination, including against individuals with disabilities.

[Learn more about French Law 2005-102](#)



Ireland Digital Accessibility Laws: EEA and Beyond

Now adopted into Irish law, the EEA is expected to play a central role in defining digital accessibility requirements in the country for many years to come.

[Learn more about digital accessibility in Ireland](#)



The Netherlands' Dutch Implementation Act and the EAA

This act aligns Dutch legislation with the European Accessibility Act (EAA) as well as a broader range of EU directives.

[Learn more about digital accessibility in the Netherlands](#)

**must meet
Level A and
Level AA of
the WCAG 2.1
standard**

Overview of Compliance Level

A Must Have

This is the most basic level of compliance in WCAG.

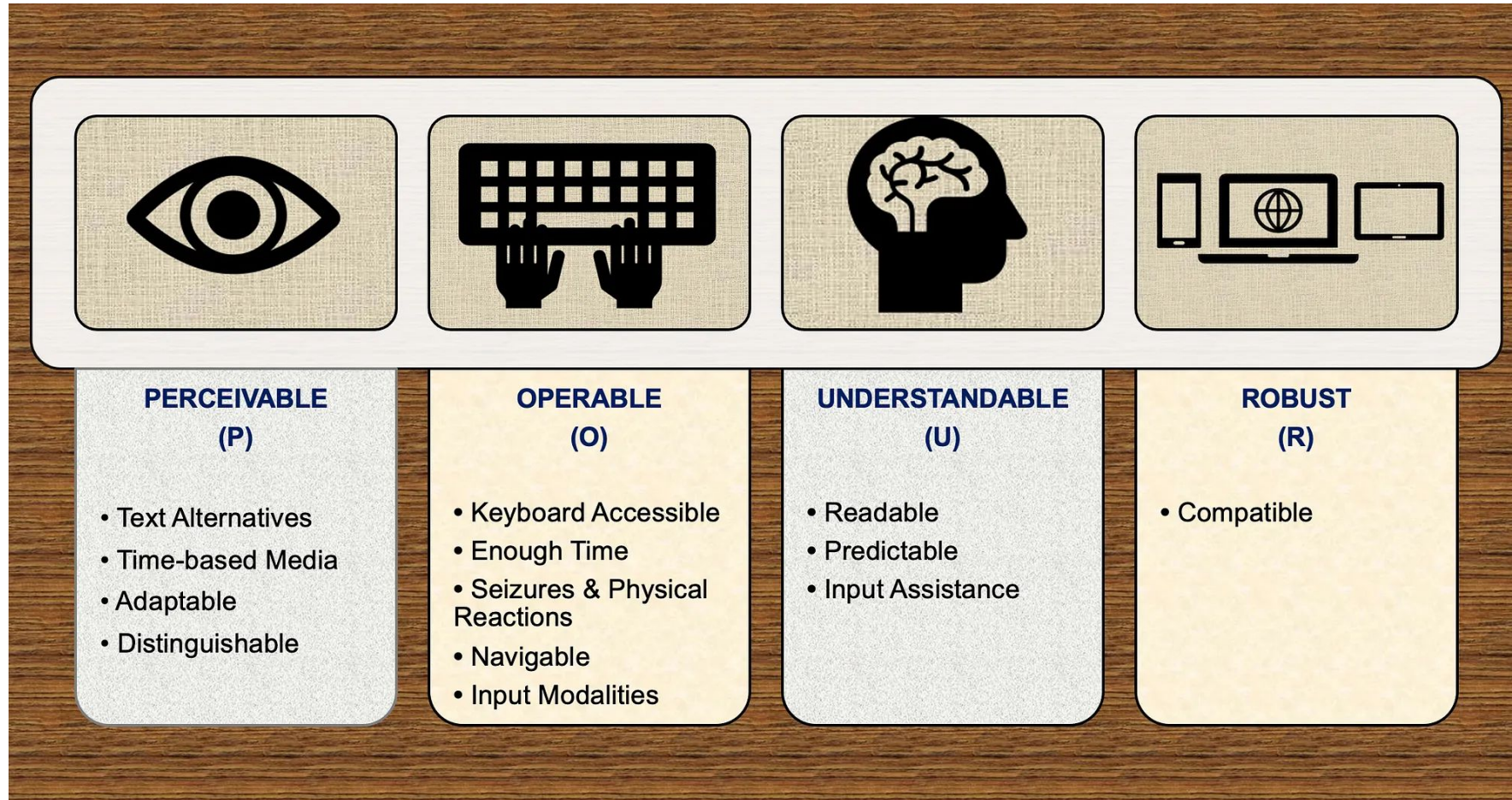
AA Should Have

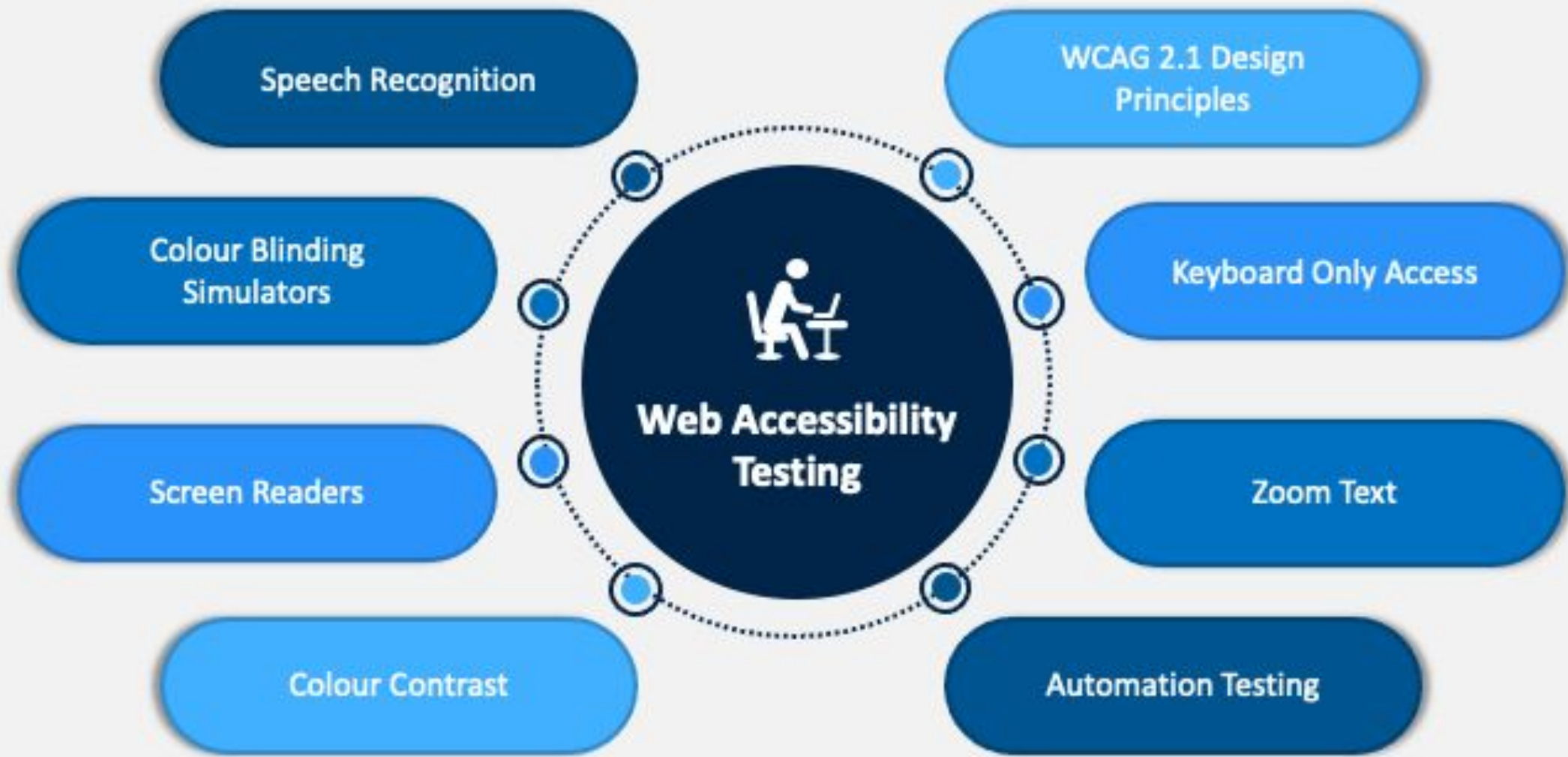
This is the most desired level of guidelines having good readable text along with good contrast ratio and support for interface zoom.

AAA Good to Have

This is the highest level of accessibility requires sign language for audio content which is a bit difficult in all cases to put in place.

WCAG 2.1 has defined 13 Guidelines and categorized them under the 4 foundational Principles for Web-Accessibility





Quick Accessibility Checks



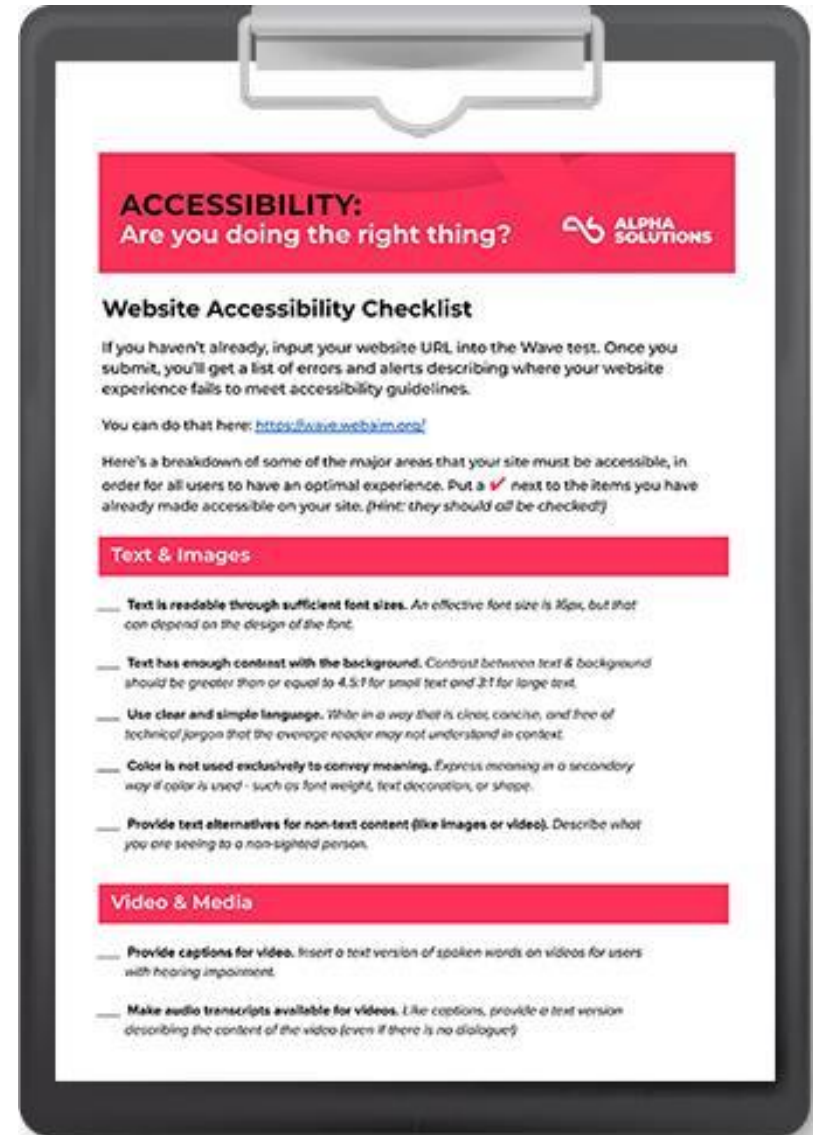
Create a quick checklist, this is intended to be a starting point for making documents and websites accessible.



Create a baseline of where we are currently at.



Collaborate with developers and key stakeholders on how to fix the issues found.



Roll out of Accessibility



3 PHASE ROLL OUT



PHASE 1
UNDERSTANDING /
TRAINING



PHASE 2
EMBEDDING /
EXPLORING NEW
WAYS OF
WORKING



PHASE 3 LIVING



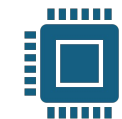
Good Collaboration?



Accessibility is part of the DoR DoD



UX Figma plugin



Developers have accessibility as part of their development set up e.g. lint, plugins etc.



Automated accessibility tests as part of the pipeline



Manual testing, browser plugins, screen readers



Hack days for accessibility

Accessibility Labs

Walk a mile in my shoes ...

See what I see,

Hear what I hear,

Feel what I feel...

Then maybe you'll understand

Why I do what I do..

Till then don't judge me.

Google



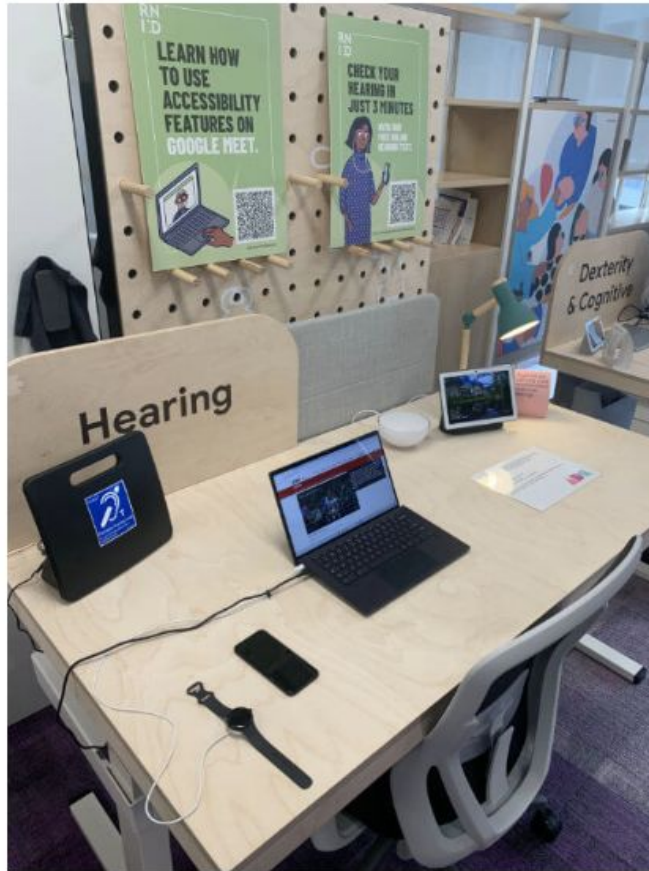
Accessibility Discovery Centers



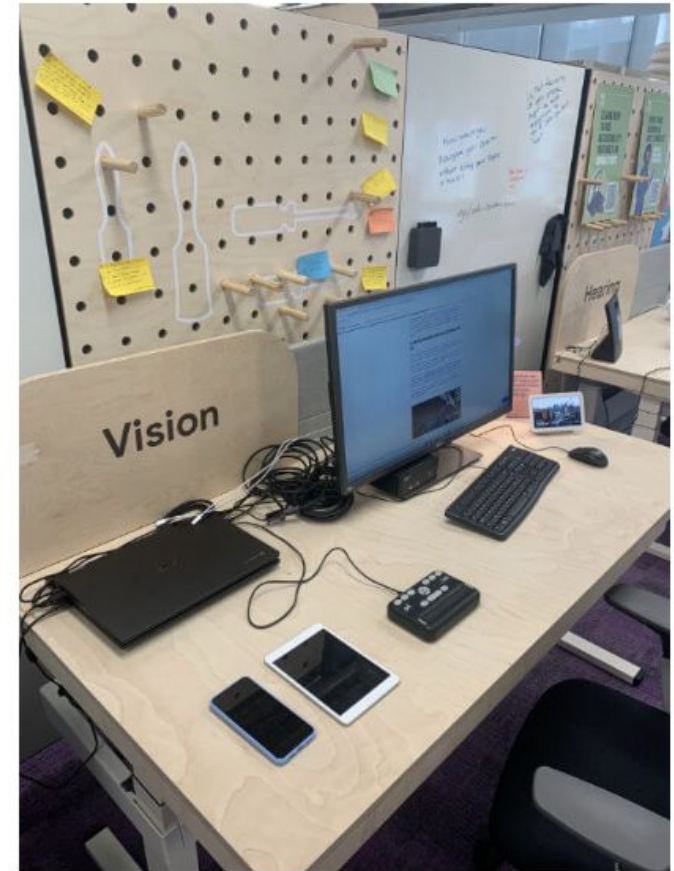
Cognitive



The **Dexterity & Cognitive workstation**



The **Hearing workstation** had multiple devices to demonstrate assistive



The **Vision workstation** had several devices, including a Braille reader.

Build your own Empathy lab

"Empathy means being able to perceive and understand how another person may be feeling in a given situation. It reflects a high-level emotional engagement and awareness of another's difficulties. By building empathy, we can learn to act with compassion"

What kit could be in the lab



Virtual Reality (VR) headset, simulating various visual impairments



Wrist weights to replicate some mobility impairments



Noise cancelling headphones to simulate hearing loss



Goggles that simulate different visual impairments



Assistive technology devices and software



Accessibility demonstrations on mobile devices



Simulation gloves



Accessibility posters Home office Digital posters

Government resources

Accessibility Personas **BETA**

Experience the web as personas with access needs

The GDS Accessibility team has created 7 different accessibility personas. Each persona has different access needs. They are:

- [Claudia](#) – a sight impaired screen magnifier user
- [Ashleigh](#) – a severely sight impaired screenreader user
- [Ron](#) – an older user with multiple conditions
- [Chris](#) – a user with rheumatoid arthritis
- [Pawel](#) – an autistic user
- [Simone](#) – a dyslexic user
- [Saleem](#) – a profoundly deaf user

This website documents how you can [set up a device or browser](#) so that each persona has their own profile. Each profile has a different simulation of their persona's condition and runs the assistive technology they use to help them.

The image displays seven cards, each providing 'Do...' and 'Don't...' guidelines for a specific accessibility persona. Each card includes small icons and examples of good and bad practices.

- Designing for users on the autistic spectrum:** Do... use simple colours, write in plain English, use simple sentences and bullets, make buttons descriptive, build simple and consistent layouts. Don't... use bright contrasting colours, use figures of speech and idioms, create a wall of text, make buttons vague and unpredictable, build complex and cluttered layouts.
- Designing for users of screen readers:** Do... describe images and provide alt text, follow a linear logical layout, structure content using HTML tags, build for keyboard use only, write descriptive links and headings. Don't... only show information in an image or video, spread content all over a page, rely on text size and placement for structure, force mouse or screen use, write uninformative links and headings.
- Designing for users with low vision:** Do... use good colour contrast and a readable font size, publish all information on web pages, use a combination of colour, shape and text, follow a linear logical layout, put buttons and notifications in context. Don't... use low colour contrast and small font size, bury information in downloads, only use colour to convey meaning, spread content all over a page, separate actions from their context.
- Designing for users with physical or motor disabilities:** Do... make larger clickable actions, give form fields space, design for keyboard or speech only use, design with mobile and touchscreens in mind, provide alternatives. Don't... demand precision, search interactions together, make dynamic content that requires a lot of mouse movement, have short time out windows, use users with lots of typing and scrolling.
- Designing for users who are Deaf or hard of hearing:** Do... write in plain English, use subtitles or provide transcripts for videos, use a linear logical layout, break up content with sub-headings, images and videos, let users request an interpreter for appointments. Don't... use complicated words or figures of speech, put content in audio or video only, make complex layouts and menus, make users read long blocks of content, don't make telephone the only means of contact with users.
- 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 ways, keep content short, clear and simple, let users change the contrast between background and text. Don't... use large blocks of heavy text, underline words, use italics or write in capitals, force users to remember things from previous pages, rely on accurate spelling, let users change the contrast between background and text.

Resources



[UK Gov Accessibility personas](#)



[UK Gov Digital Accessibility Posters](#)



[Google Accessibility Discovery Center \(ADC\)](#)



[AXA Empathy Lab London](#)

Over **AND** Out