

			
Accessibility and Usability Standards for Procurement and Accessibility and Usability			
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DQ Content Authority	Technology Controller Tiffany Hall		
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Contact(s) for Help	Claire Jennings		
Description	<p>Intended Audience: All BBC Staff</p> <p>Use: Providing the information and support staff need to make educated choices to ensure accessibility is a consideration in the process of procurement and can be used in conjunction with a check-list for discussions with technology suppliers.</p>		
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Who reviewed	Claire Jennings (Head of Access Technology and Usability Strategy) Paul Bepey (Access Technology Manager) Terry Clarke Mickela Perera		
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Please ensure you are using the current version of the document which is located:-

on gateway :- : http://guidelines.gateway.bbc.co.uk/dq/diversity/accessibility_standards.shtml

on bbc.oc.uk :- <http://www.bbc.co.uk/guidelines/dq/contents/diversity.shtml>

British Broadcasting Corporation

Accessibility and Usability Standards Document One -
Procurement and Accessibility and Usability.

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1. Introduction

This document is first in a series of seven which cover Accessibility and Usability Standards. Other documents which should be consulted are:

Accessibility and Usability Standards Document Two – Procurement and Checklists

Accessibility and Usability Standards Document Three - Integration Summary

Accessibility and Usability Standards Document Four - Integration Checklist

Accessibility and Usability Standards Document Five - Training Inclusively for Disabled People

Accessibility and Usability Standards Document Six - Training Inclusively for Disabled People Checklist

Accessibility and Usability Standards Document Seven – Technical Design Standards

In June 2004, the BBC Governors announced their intention to increase the proportion of disabled staff at the BBC from 2.8 percent to 4 percent by 2007. This target was exceeded: as of May 2009 the figure is 4.4%. There is now a new target in place – 5.5% before the end 2012.

This has inevitably increased the percentage of access technology users needing to access our desktop applications and broadcast technology. Future Media and Technology intend the BBC to be a world class leader for accessibility of technology, implementing corporate ownership of access, rather than the outdated model of associating patch up fixes with the disabled individual. In this way, the BBC will be technologically accessible wherever a disabled person happens to log in and will enable them to move from work-station to work-station or studio to studio.

The Governors' targets are prompted by changes in the law since 1995 and research which clearly demonstrates a strong business case for employing more disabled members of staff. Providing a fully accessible technological environment will help the BBC to employ the most talented individuals. The aim therefore is to provide an accessible environment that disabled members of staff can work in or move into, not to address 'problems' at an individual level.

The 1995 Disability Discrimination Act (DDA) places a duty on the BBC, as it does other UK organisations, 'to make reasonable adjustments' so as not to place a disabled person at a substantial disadvantage compared with people who are not disabled and to ensure that disabled people are not treated less favourably than non-disabled colleagues. What constitutes a 'reasonable adjustment' is an important consideration as well as the process that facilitates the decision. This is because a failure to make reasonable adjustments could have considerable financial consequences for the BBC's reputation and brand, as well as having cost implications if a case is brought before a tribunal.

The BBC also recognises the importance of ensuring its technologies and applications are usable to all members of staff. By following a user centred design approach, based on ISO 9241 Part 210, the BBC can ensure that systems allow staff to work more efficiently, effectively and comfortably. In fact, making a product technically accessible is not enough as accessibility does not always imply usability. For instance, coding a form field so that its label is associated with the data entry field will make the field accessible to JAWS users. However, if the content of the label is not meaningful, then the data entry field becomes meaningless to all users. To ensure all staff can work optimally, accessible products must also be usable, appealing and pleasurable to use.

Investing in accessible and usable products provides a number of significant business benefits:

- Increased effectiveness and efficiency of your workforce

- Decreased training time and learning time
- Reduced maintenance costs
- Better user satisfaction, leading to a happier more confident workforce

2. Procurement, Accessibility and Usability

This document provides information and support for project managers and sponsors to enable them to make educated choices in ensuring that accessibility and usability are considered during the process of procurement. This document should be used in conjunction with a checklist for discussions with technology suppliers.

1. Prior to the selection of an application or item of broadcast technology, it is essential that you consider the requirements of the end user so that you can understand the sort of solution that is best for the situation. Some questions you should investigate include:
 - What goals do the end users need to achieve? What will the product be used for?
 - What sort of environment will the product be used in?
 - What sort of knowledge/skills have the end users got? Can any bridges in knowledge be improved through training?
 - Is a new product necessary or can an existing product be upgraded?
2. If you and your team decide to invest in a new product, then you need to carefully consider which product to choose. The selection of one application or an item of broadcast technology over another will be driven by many factors: functionality, compatibility, usability and cost to name just a few. In the midst of these criteria, it is important to remember that a percentage of your user-base will have an impairment which will necessitate the use of access technology. The core enabling technologies at the BBC are:
 - Jaws, a Screen reader which provides speech and Braille output for a blind user
 - Zoomtext, a screen magnification package for staff with low vision
 - Dragon Naturally Speaking, which is voice-activated software for people who aren't able to use a mouse or keyboard.

It is possible that any application or broadcast hardware will not be set up to work with these technologies. However, it is a good idea to start by asking suppliers what consideration for accessibility and usability went into the development of their product and further, what contingencies they have put in place to fill any perceived gaps in accessibility and usability provision.

3. Evaluate the product to help you choose the most accessible and usable. This may be achieved by conducting an expert review of the product or, preferably, by user testing. Ask the supplier for a trial version of the application or broadcast hardware and, if obtained, consider running user testing of the software with a sample of end users (including users of access technology). When selecting your sample of users, consider if your users vary in requirements across groups, as well as the frequency of use by each group. For example, if you have a range of novice to expert users, you will want to recruit at least 3 novice and 3 expert users; if the functionality and user interface differs significantly by role, you will also want to recruit a sample 3 users per role.

Once you have recruited your sample, prepare a test plan and list of 3 or 4 task scenarios. An example of a task scenario is: "Imagine you have just arrived at your desk

in the morning and you notice a new application on your desktop. Please open this application and set it up to match your preferences". The task scenarios do not tell users how to complete the task, but rather present a typical goal that they may want to achieve as part of their role.

During the task, ask the user to think aloud, and record: any problems they may experience, unclear use of language, inconsistencies and barriers. (For more details on usability and accessibility best practice please refer to the checklists in Accessibility and Usability Standards Document Four and technical standards and guidelines in Accessibility and Usability Standards Document Seven.)

Analyse the data and identify trends in issues (eg issues reported by at least 2 users) to prioritise the showstoppers from the 'nice to haves'. Report the findings from the end users about the efficiency, effectiveness and satisfaction of the product prior to procurement and use this information to negotiate improvements to the product.

If you are unable to obtain a trial version of the product, try to obtain a demonstrator or even screen shots. A usability expert can then carry out a 'walkthrough' with the user and check against usability best practice and heuristics. For more information on Expert Reviews and User Testing, please contact Mickela Perera at Mickela@system-concepts.com.

4. Although the BBC is liable under the Disability Discrimination Act, suppliers are not. You will need to use your buying power and the BBC's reputation to encourage suppliers to provide an accessible system. Retro-fitting accessibility and usability is much more costly and time consuming so if the architecture of the system can be built with accessibility and usability in mind as early as possible, the whole process of integration and implementation will be simplified.
5. A named member of the project team must be charged with ownership of negotiations and on-going accessibility and usability improvements. This improvement work must be written into the project plan and, importantly, any contract with external suppliers. Targets must be set and carefully monitored.
6. It is very likely that any conversations you have regarding alterations in architecture will trigger off cost negotiations between you and your supplier. If you have already decided to go with their system you may be at the mercy of your contract with them. If you still have other alternatives, it might be possible to engage them by using their willingness to modify for access as an advantage over their competitors. If this isn't possible however, the additional costs incurred will have to be financed by the project budget as there is no central funding for accessibility or usability. Therefore it is vital that accessibility and usability requirements are considered from the start, i.e. at the initial investment proposal stage.
7. An on-going relationship regarding accessibility and usability needs to be established with the supplier so that upgrades can be used to make improvements in and to ensure that existing functionality is continued. Once the system has been agreed, the next stage of assessment and accessibility and usability tailoring will need to commence.

3. History

Version	Date	Author	Description
0.1	12 th May	Paul Balbi/ClaireJennings	Added standard layout
0.2	17 th May	Paul Balbi/ClaireJennings	Title change for consistency
0.3	18 th May	Paul Balbi/ClaireJennings	Text changes and proofreading
0.4	8 th June	Paul Balbi/Claire Jennings	Amendments following suggestions from Tim Harness
1.0	12.12.05	DQ Team	Issued for publication in DQ
2.0	16/07/2007	Claire Jennings	Update to section 2.2
2.01	25/01/2007	Claire Jennings	Update to include provision of Broadcast Technology as part of accessibility considerations.
2.1	0307/2009	Terry Clarke/Paul Bepey	Updated BBC's diversity targets plus some general rewording, strengthening the language from, for example, should to must .
2.2	21/08/2009	Mickela Perera/Terry Clarke	Started incorporating usability into the document

Any comments, queries or change control requests about this document should be addressed to: Claire Jennings