



Crumpled Dog



GOLD  
UMBRACO PARTNER

# Rhodes Trust website

## Accessibility case study

# A brief overview on accessibility

# What is accessibility?

If spaces are designed to make life easy for everyone, disabilities can cease to limit people's abilities to live full lives.

It's sometimes said of buildings and urban environments:

*"It's the environment that makes you disabled".*

The same is true for the digital space of the web.



Photo Credit: Tom Simpson/Greater London Authority

City Hall accessible interiors in London

*“The power of the web is in its universality. Access by everyone, regardless of disability, is an essential aspect.”*

Tim Berners-Lee, inventor of the World Wide Web

# Understanding accessibility and inclusive design

Making a website accessible means making sure it can be used by as many people as possible.

This includes those with:

- ✓ impaired vision
- ✓ motor difficulties
- ✓ cognitive impairments or learning disabilities
- ✓ deafness or impaired hearing

At least [1 in 5 people in the UK have a long term illness, impairment or disability](#). Many more have a temporary disability.

10% of global population lives with a form of disability

In countries with life expectancies over 70 years of age, people spend on average about 8 years, or 11.5 per cent of their life span, living with disabilities.

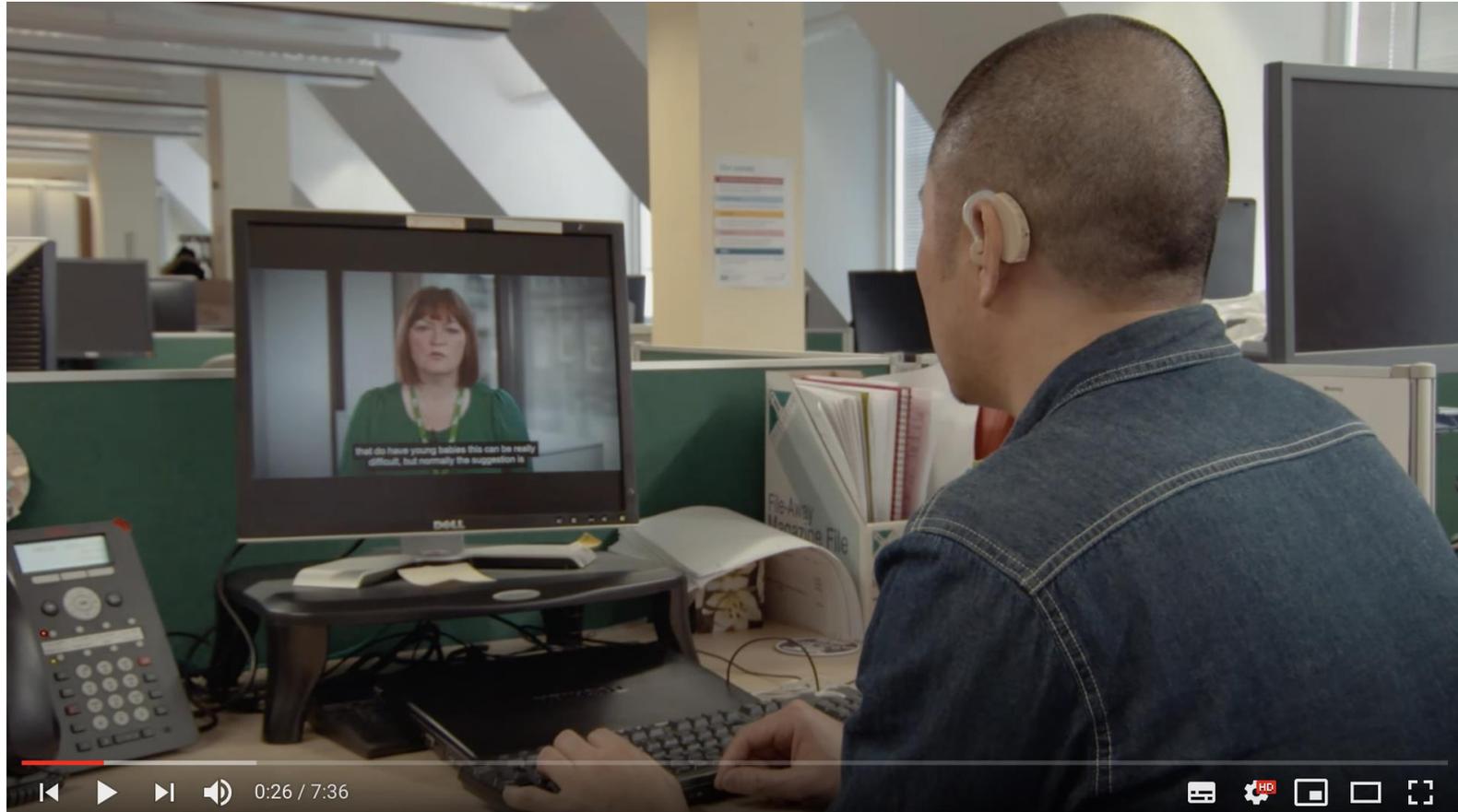
References:

<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

[https://apps.who.int/iris/bitstream/handle/10665/70670/WHO\\_NMH\\_VIP\\_11.01\\_eng.pdf;jsessionid=4650270E8BEA5E34B454092911E891D5?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/70670/WHO_NMH_VIP_11.01_eng.pdf;jsessionid=4650270E8BEA5E34B454092911E891D5?sequence=1)

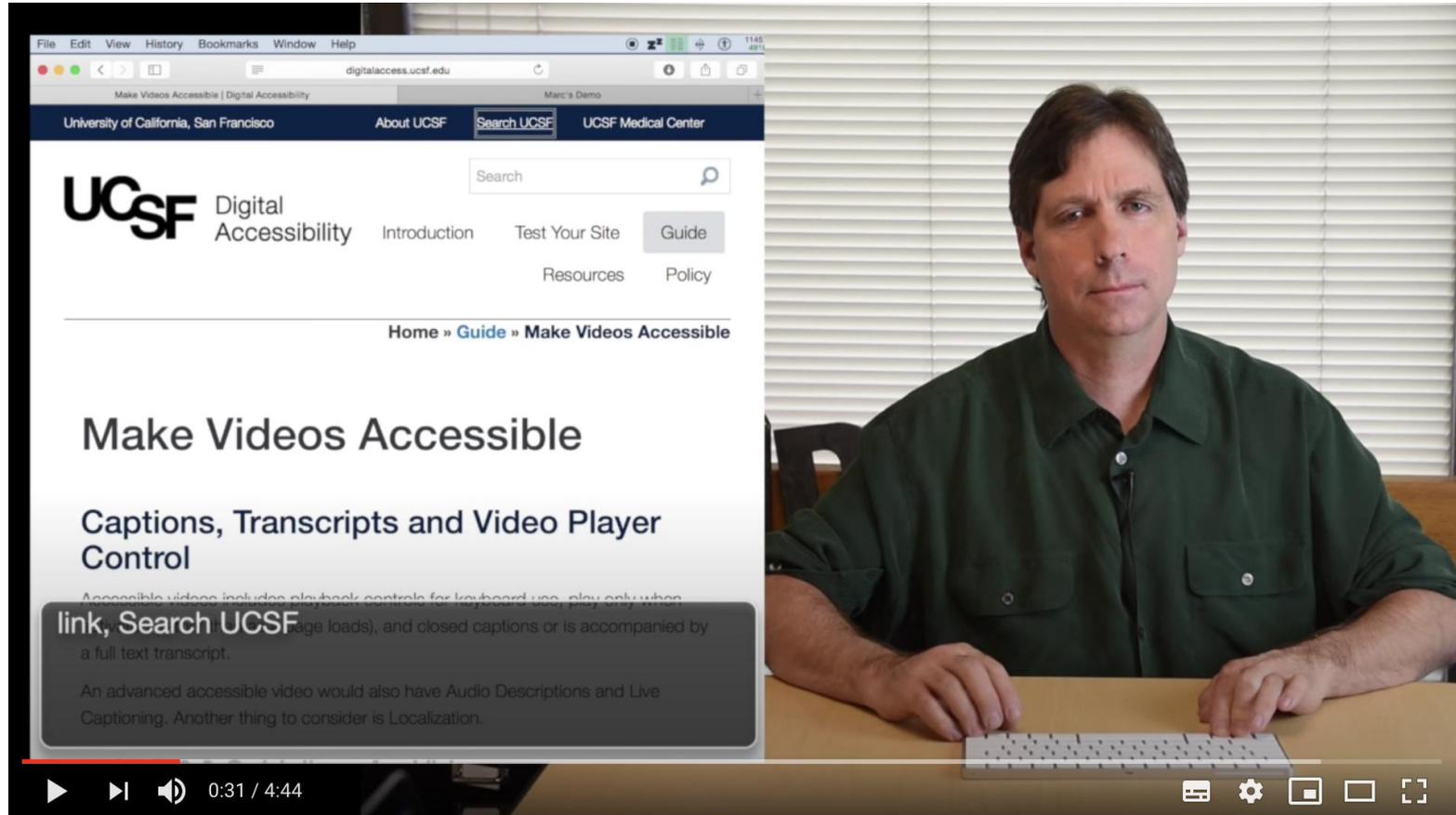


# Web Accessibility Perspectives



<https://www.youtube.com/watch?v=3f31oufqFSM&t=2s>

# Example of screen reader usage



<https://www.youtube.com/watch?v=dEbl5jvLKGG>

# Accessibility requirements for online public services in UK

Public sector bodies websites and apps must meet two specific legal requirements:

- ✓ Comply with [WCAG 2.1 AA](#) accessibility guidelines
- ✓ Provide an accessibility statement explaining how accessible the website or app is, defining limitations and providing details of how to report problems.

## **Deadline:**

September 2020



References:

<https://www.w3.org/TR/WCAG21/>

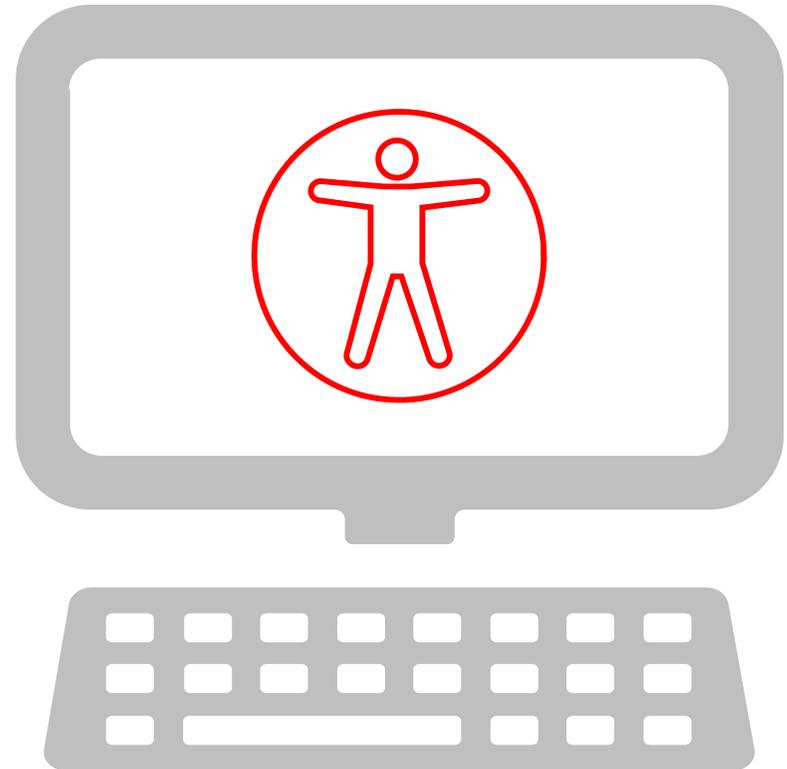
<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

<https://www.legislation.gov.uk/uksi/2018/952/contents/made>

# WCAG 2.1 guideline principles

Following the international accessibility standards WCAG 2.1 level AA will make sure that your website will be for all your user:

- ✓ **Perceivable**  
People can see or hear the content
- ✓ **Operable**  
People can use the site by typing or by voice
- ✓ **Understandable**  
People get a clear and simple language
- ✓ **Robust**  
People can use different Assistive Technologies (AT)



References: <https://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html>



# Rhodes Trust Case study

# The Rhodes Trust

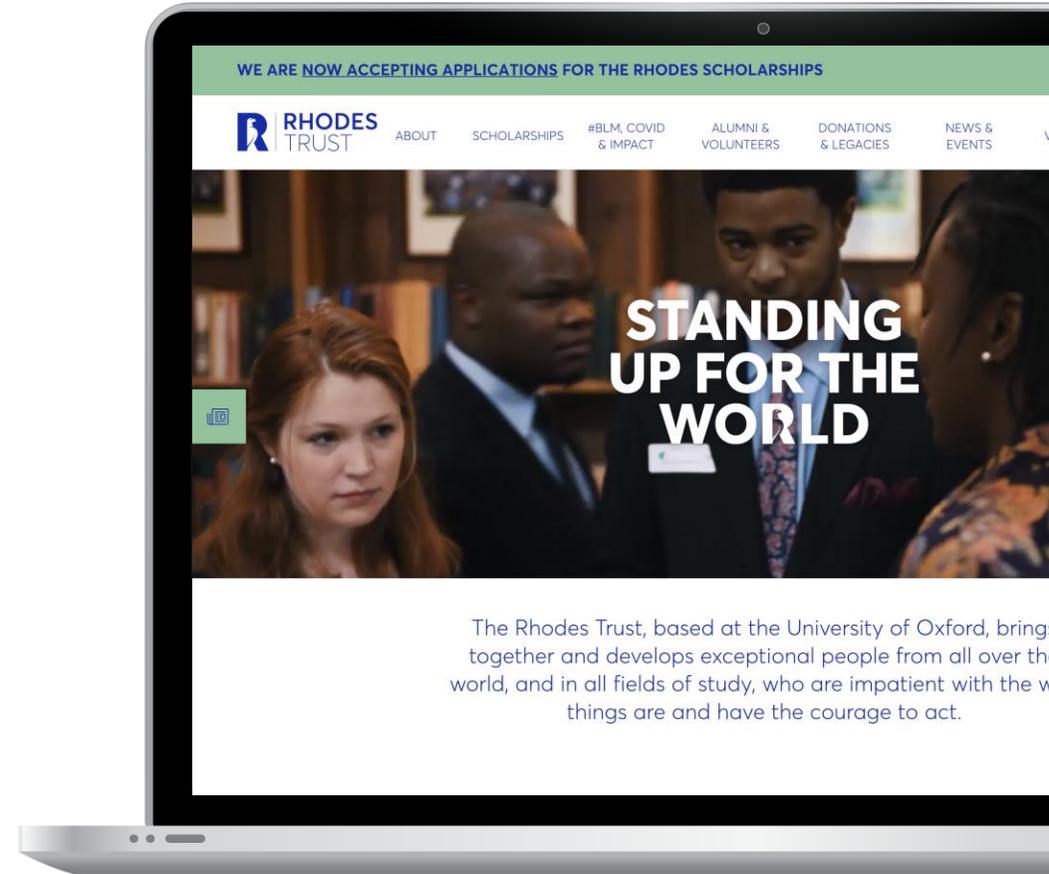
## The client

The Rhodes Trust is a charity that offers worldwide prestigious scholarships to attend the university of Oxford. To anyone who meets the application criteria.

Website: <https://www.rhodeshouse.ox.ac.uk/>

## Objectives

- ✓ Understanding what is needed to be done in order to make the site accessible to everyone (Level AA WCGA 2.1 guidelines)
- ✓ Be compliant with UK Regulations and deadlines



# Our methodology

## Accessibility audit

To retroactively implement accessibility for the Rhodes Trust website we used both automated and manual testing to give us an overview of the situation.

## Defining priorities

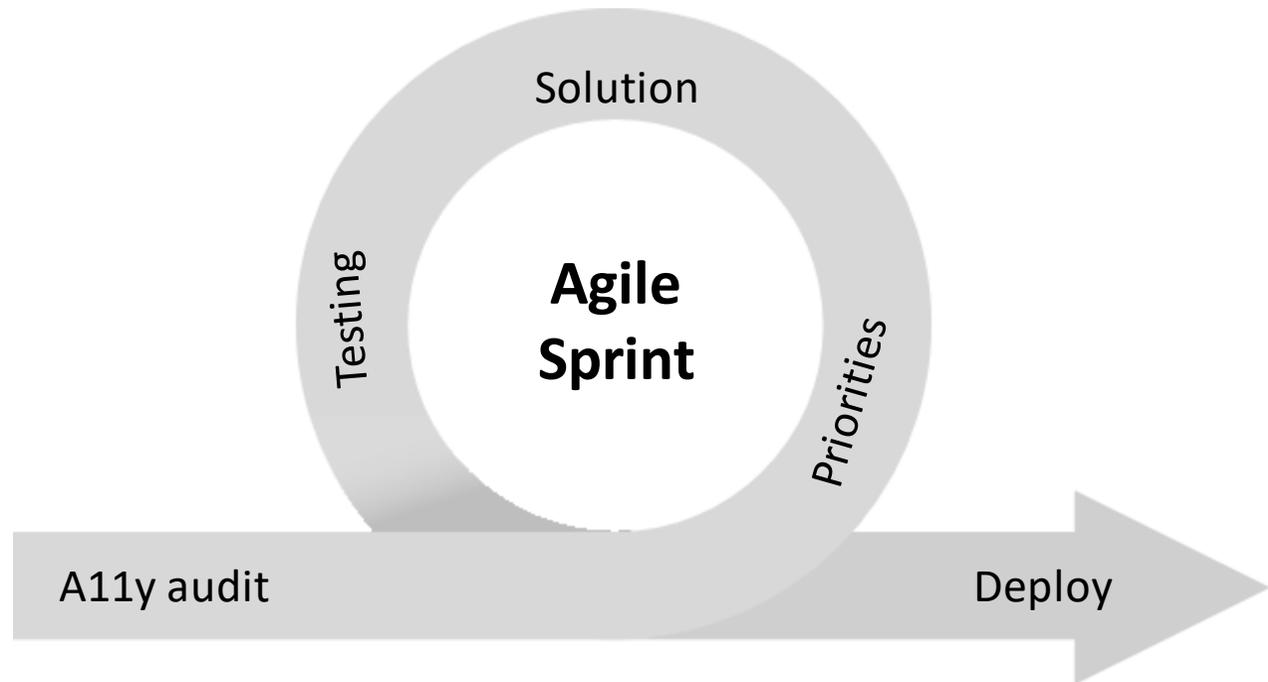
We identified the most critical sections of the website that required immediate action

## Implementing solutions

We implemented technical solutions, but also advised the client how to solve content issues.

## Testing

Manual testing involved testing with the most common screen reader software such as NVDA and Voiceover and using keyboard navigation only.





Some of the solutions  
we've **implemented**

# Optimising Mega menu for keyboard and screen reader navigation

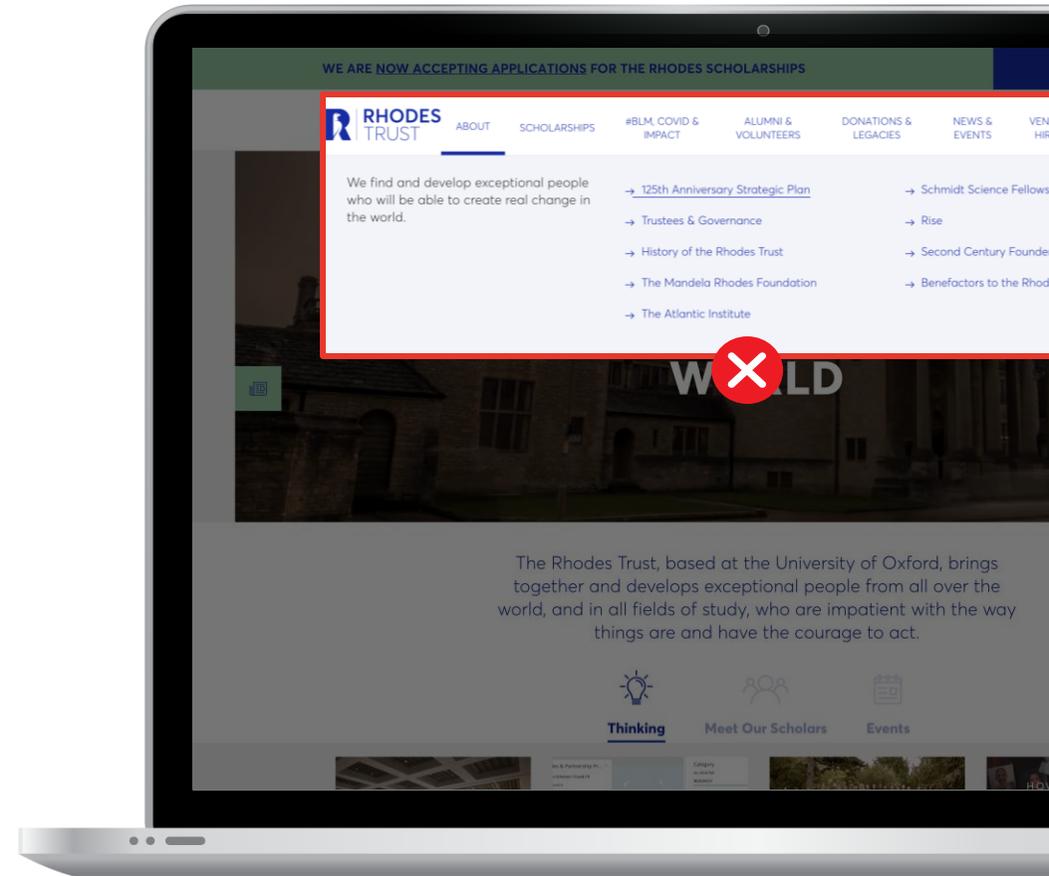
## The issue

People with reduced dexterity, such as tremors, often have trouble operating fly-out menus. For some, it might be impossible.

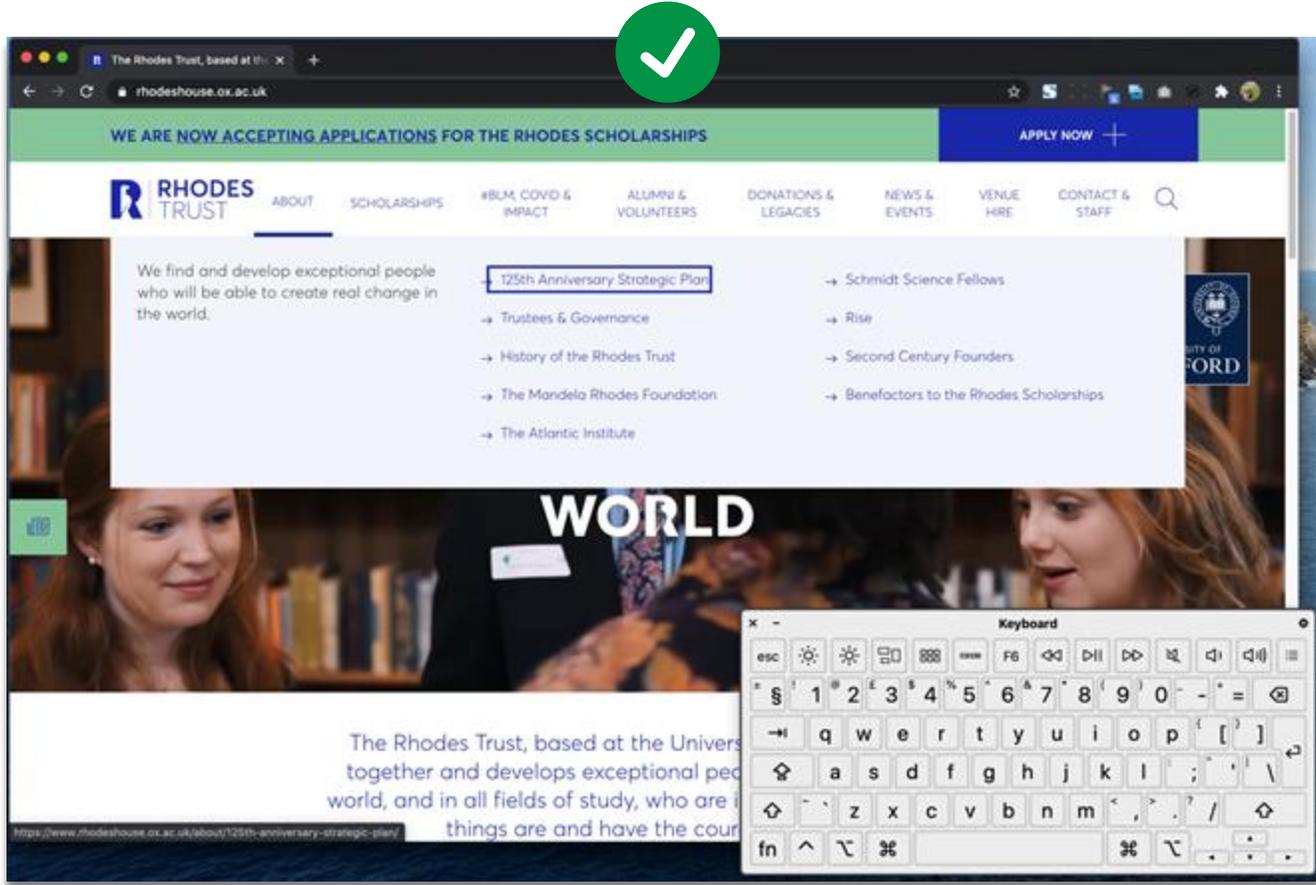
It was then crucial to optimise the navigation experience for Assistive Technologies (AT) and keyboard users

## Solutions

We've implemented a focus tab order for keyboard users and implemented WAI ARIA techniques (following the WCAG 2.1 guidelines) for an optimised screen reader experience.



# Implemented solutions video link



<https://vimeo.com/452262226>

# Accessible donation forms

We've completely reworked the accessibility and the overall user experience of the multi-country donation form pdfs available for download on the site.

**RHODES SCHOLARS ANNUAL FUND DONATION FORM**

**YOUR DETAILS**  
 Title: \_\_\_\_\_ Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Country: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Email: \_\_\_\_\_

**RHODES IDENTIFIERS**  
 Election region: \_\_\_\_\_  
 College: \_\_\_\_\_ Election year: \_\_\_\_\_

**YOUR DONATION**

**A SINGLE GIFT**  
 I am pleased to support the Rhodes Scholarships by contributing:  
 £50,000    £20,000    £10,000    £5,000  
 £2,500    £1,000    £500    £250  
 £100    £50    Other £: \_\_\_\_\_

I intend to make this contribution annually for a total of \_\_\_\_\_ (number) of years.  
 I would like to be recognised in the Rhodes Honour Roll of Donors, with my name appearing as: \_\_\_\_\_  
 I would prefer to remain anonymous

I enclose a cheque made payable to 'The Rhodes Trust'  
 To send a bankwire or to make a gift by electronic funds transfer, please contact [development@rhodeshouse.ox.ac.uk](mailto:development@rhodeshouse.ox.ac.uk)  
 Online donations and direct debits can be facilitated via [www.giving.ox.ac.uk/supporting\\_students/rhodes\\_scholarships.html](http://www.giving.ox.ac.uk/supporting_students/rhodes_scholarships.html)

**A REGULAR GIFT**  
 In support of the Rhodes Scholarships, I wish to make a regular gift by Banker's Order over one or more years (minimum one) to the Rhodes Trust. I have completed the Banker's Order on the reverse of this form.

**GIFT AID**  
 If you are a UK taxpayer, the Rhodes Trust can claim the basic tax rate on your donation which is currently equivalent to extra 20p for every £1 you give. All funds received for gifts to support the Rhodes Trust are eligible for Gift Aid. Please ensure that you are a UK taxpayer and understand that if you pay less income tax and/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference. Further information can be found at: [www.rhodeshouse.ox.ac.uk/support](http://www.rhodeshouse.ox.ac.uk/support)

**Gift Aid Declaration**  
 I would like the Rhodes Trust to reclaim tax on this donation and all donations I make on or after the date of this declaration and I notify you otherwise. I am a UK taxpayer and understand that if I pay less income tax and/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. Further information can be found at: [www.rhodeshouse.ox.ac.uk/support](http://www.rhodeshouse.ox.ac.uk/support)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Thank you for your generous support

**A GIFT IN YOUR WILL**  
 Please send me information about making a gift in my will and joining the Rhodes Society

Please send this form, along with payment, to:  
 The Development Office  
 Rhodes House  
 South Parks Road  
 Oxford OX1 3PS  
 United Kingdom

**BEFORE**



**THE SCHOLARS FUND**  
 The Rhodes Trust, Linked under UK Charity Registration Nbr 232492

**Donation Form**

**Your Details**  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Rhodes Identifiers (if appropriate)**  
 Election Region: \_\_\_\_\_  
 College: \_\_\_\_\_ Election year: \_\_\_\_\_

**I Wish To Make A Single Gift In Support Of The Rhodes Scholarships**  
 I would like to make a one-off donation of  
 £ 50    £ 500    £ 5,000    £ 50,000  
 £ 100    £ 1,000    £ 10,000    Other £: \_\_\_\_\_  
 £ 250    £ 2,500    £ 20,000  
 I enclose a cheque made payable to 'The Rhodes Trust'

To send a bankwire or to make a gift by electronic funds transfer, please contact [development@rhodeshouse.ox.ac.uk](mailto:development@rhodeshouse.ox.ac.uk)  
 Online donations and direct debits can be facilitated via [www.rhodeshouse.ox.ac.uk/donate](http://www.rhodeshouse.ox.ac.uk/donate)

**I Wish To Make A Regular Gift In Support Of The Rhodes Scholarships**  
 I would like to make a regular gift by Banker's Order over one or more years (minimum one) to the Rhodes Trust. I have completed the Banker's Order on the reverse of this form.

**Recognition**  
 I would like to be recognised in the Honour Roll of Donors, with my name appearing as: \_\_\_\_\_  
 I would prefer to remain anonymous

**A Gift In Your Will**  
 Please send me information about making a gift in my will and joining the Rhodes Society  
 I have already listed Rhodes Trust in my will

**Gift Aid Declaration**  
**Gift Aid is tax relief on money donated to UK charities by people who are UK taxpayers.**  
 Please increase the value of your donation by 25% by selecting this Gift Aid Declaration. *giftaid it*  
 I would like the Rhodes Trust to reclaim tax on this donation and all donations I make on or after the date of this declaration until I notify you otherwise. I am a UK taxpayer and I understand that if I pay less income tax and/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. Further information can be found at: [www.rhodeshouse.ox.ac.uk/support](http://www.rhodeshouse.ox.ac.uk/support)  
 Please let us know if you want to cancel your declaration, if you change your name or home address, or if you no longer pay sufficient tax on income and/or capital gains (other taxes, such as VAT or council tax do not qualify).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ DD/MM/YY

Please return this form along with payment by email or post to:  
 The Development Office Rhodes House  
 Email: [development@rhodeshouse.ox.ac.uk](mailto:development@rhodeshouse.ox.ac.uk)  
 The Trust will take expressions of preferred right to allocate funds in accordance with your wishes.

**THANK YOU**  
 FOR YOUR GENEROUS SUPPORT  
 07.20.18

**AFTER**

- Fully accessible pdf
- Improved form user experience
- Digitally fillable and printable



# Custom components

## Issue

AT and keyboard users weren't able to select a country from the dropdown list on the apply page and therefore they were excluded from using the website to apply for the Rhodes scholarship online. Making an application more difficult.

## Solution

We have implemented ARIA techniques to meet WCAG 2.1 level AA success criteria and validated our solutions by testing the solution with NVDA and Voiceover screen readers.

SELECT COUNTRY 

CANADA 

## The Rhodes Scholarships for Canada

*A Partnership between the Rhodes Trust and the Second Century Founder John McCall MacBain O.C.*

Each year, there are eleven Scholarships available for Canada.

The first Canadian Rhodes Scholars took up residence in Oxford in 1904, and since that time over a thousand Canadians have been awarded the Scholarship. There are six regional committees in Canada responsible for the selection of eleven Scholars annually across the country:

Three Scholarships to - The Prairie Region (Manitoba, Saskatchewan and Alberta)  
Two Scholarships each to - Ontario, Quebec, and the Maritime Region (New Brunswick, Nova Scotia and Prince Edward Island)  
One Scholarship each to - British Columbia & Newfoundland

Candidates may compete in a province or region prescribed under either (a) or (b) below:

(a) The province or region in which you are ordinarily resident. If you are ordinarily resident

<https://www.rhodeshouse.ox.ac.uk/scholarships/apply>

# Some content building recommendations

## **Use headings correctly to organize the structure of the content.**

Screen reader users can use heading structure to navigate content. By using headings (<h1>, <h2>, etc.) correctly and strategically, the content of your website will be well-organized and easily interpreted by screen readers.

## **Include proper alt text for images**

Alt text should be provided for images, so that screen reader users can understand the message conveyed by the use of images on the page. When creating the alt text, the text should contain the message you wish to convey through that image, and if the image includes text, that text should also be included in the alt text.

## **Give links a descriptive name**

Visually-impaired users can use their screen readers to scan for links. It's recommended the use of text in links that explain where the link will go. A *“click here”* solution won't give the user any clue of where the link might go.

# Homepage hero – under development

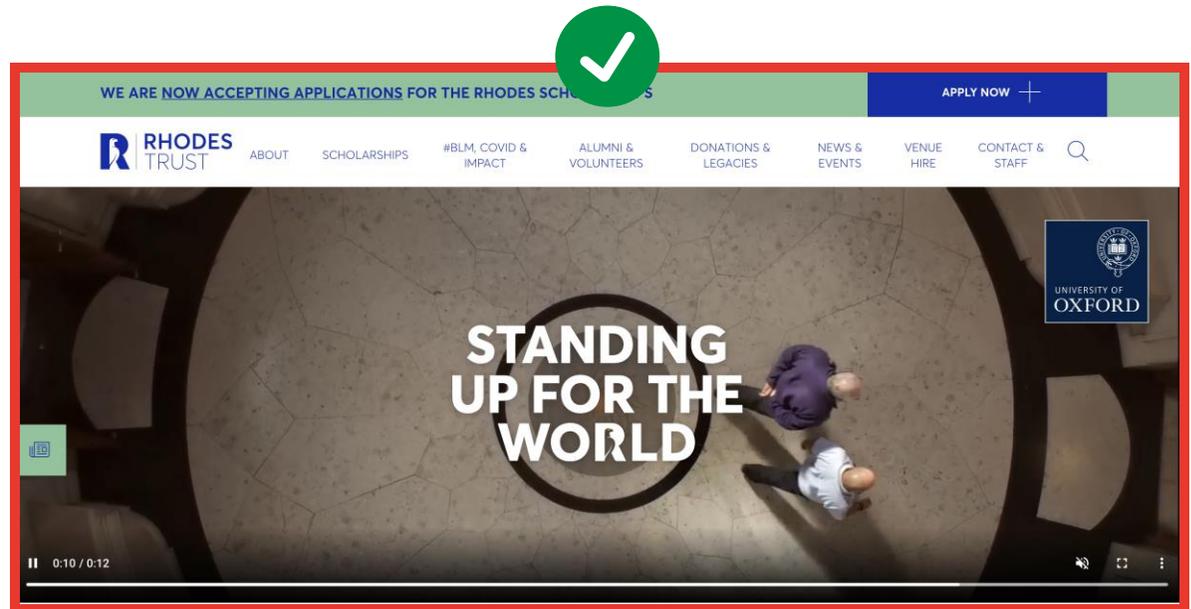
## Issue

A video that plays longer than 5 seconds, without a way to pause it can create a problem for people that suffer from autism, creating great discomfort that could result in them leaving the website immediately.

## Solution

To avoid this, it's considered to be a sufficient solution to offer video controls that allows user to play/stop the video anytime.

We are developng this for the Rhodes Trust website right now.



The Rhodes Trust, based at the University of Oxford, brings together and develops exceptional people from all over the world, and in all fields of study, who are impatient with the way things are and have the courage to act.

# Thank you



Crumpled Dog

Get in touch for your accessibility project

[christian@crumpled-dog.com](mailto:christian@crumpled-dog.com)

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