giffgaff

Accessibility Culture Day

Types of disabilities

Permanent

- Blindness
- Cognitive impairment
- Colour vision deficiency
- Quadriplegia
- Deafness
- Motor skills impairments



Types of disabilities

Temporary

- Broken limb
- Migraine
- Broken mouse
- Broken glasses
- Slow internet



Types of disabilities

Situational

- Holding a child
- Loud situations (concerts, coffee shops)
- Sun glare on a screen
- Cat on keyboard
- Under the influence



Who benefits from good accessibility?

Everyone!



Computer keyboards



Electric toothbrushes



Audiobooks



Curb cuts



Lifts



Potato peelers



Ramps



Voice recognition



Bendy straws



TV remote



Purple Pound



What is the Purple Pound?

The Purple Pound refers to the spending power of disabled households. A disabled household is one in which at least one of the members has a disability.

- 1 in 5 working-age adults in the UK have a disability
- 75% of people with a disability have walked away from an online purchase
- In 2020, this was worth an estimated £274 billion per year
- In the telecommunications and broadband industries, it's worth an estimated £49 million per month
- This value increases each year with inflation

Equality Act 2010

The protected characteristics

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Race
- Religion or belief
- Sex
- Sexual orientation

Discrimination is where you are treated unfairly and are put at a disadvantage when compared with people without these characteristics.

Under the Equality Act, service providers, and employers have to make reasonable adjustments to help people with these characteristics.

Let’s not play Accessibility Whack-A-Mole



“Progress over perfection”

- Meryl Evans



What’s on today?

12:15pm - 1:45pm

Lunch

1:45pm - 4:30pm

Interactive workshops

Workshops

Each workshop will be run 3 times, so everyone gets a chance to go to each workshop.

The times are:

- 1:45pm - 2:30pm
- 2:45pm - 3:30pm
- 3:45pm - 4:30pm

If you're in the office, bring your laptop and headphones to each of the workshops.

If you're remote, there will be breakout rooms. It's entirely up to you if you'd like your camera to be on or off.

Workshops

Workshop 1:
People & Personas
The Park

- Using Personas
- Visual Impairment Simulation Kit
- Assistive devices
- Web Disability Simulator

Workshop 2:
Spot the accessibility issues
Fish Bowl

- Game

Workshop 3:
Using Assistive Technology
Wellington Street

- Screen readers (Mac, Windows, Android, iOS)
- Head pointer
- Keyboard only

The only disability is when people cannot see human potential

- Debra Ruh

Call people in before calling them out

- Kai Wong

Important quotes...

Accessibility is not a problem to be solved. It is a culture to be built

- Sheri Byrne-Haber

If you're coming from a place of authenticity, no one's going to be angry at you for asking questions

- ITB