Moving accessibility from **debt** to **done** at giffgaff

Abi Harrison-Nye

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£446 Billion

The Purple Pound (UK)

November 2025

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$8 Trillion

The Purple Pound (global)

November 2025

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~~Customers~~

Members

giffgaff

Messy

monolith

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monolith

https://www.giffgaff.com/mobile-phones/apple/iphone-16/new/...

83

Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

NAMES AND LABELS

▲ Image elements do not have [alt] attributes

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

BEST PRACTICES

▲ [user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5.

▲ Document does not have a main landmark.

These items highlight common accessibility best practices.

ARIA

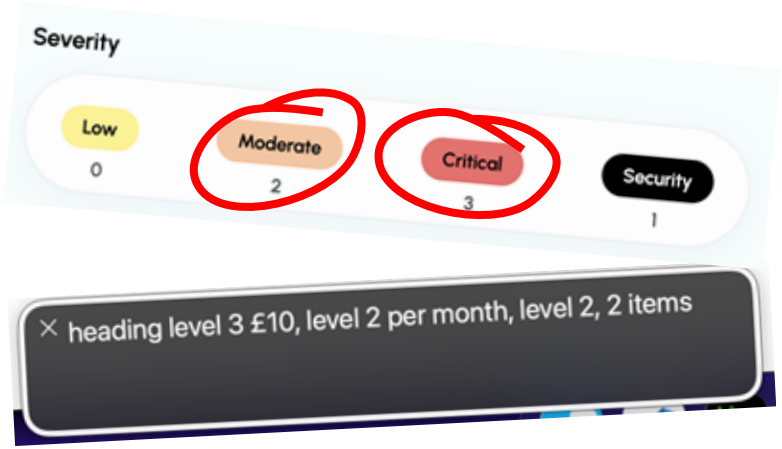
▲ [aria-hidden="true"] elements contain focusable descendents

These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

NAVIGATION

▲ Heading elements are not in a sequentially-descending order

These are opportunities to improve keyboard navigation in your application.



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https://www.giffgaff.com/mobile-phones/apple/iphone-16/new/pay-today/phones-checkout/about-you

TOTAL ISSUES

16

Automatic Issues 16
Guided Issues 0
Manual Issues 0
Best Practice 12
Critical 1 Serious 2
Moderate 13 Minor 0



- Critical - 43 issues
- Serious - 16 issues
- Moderate - 21 issues

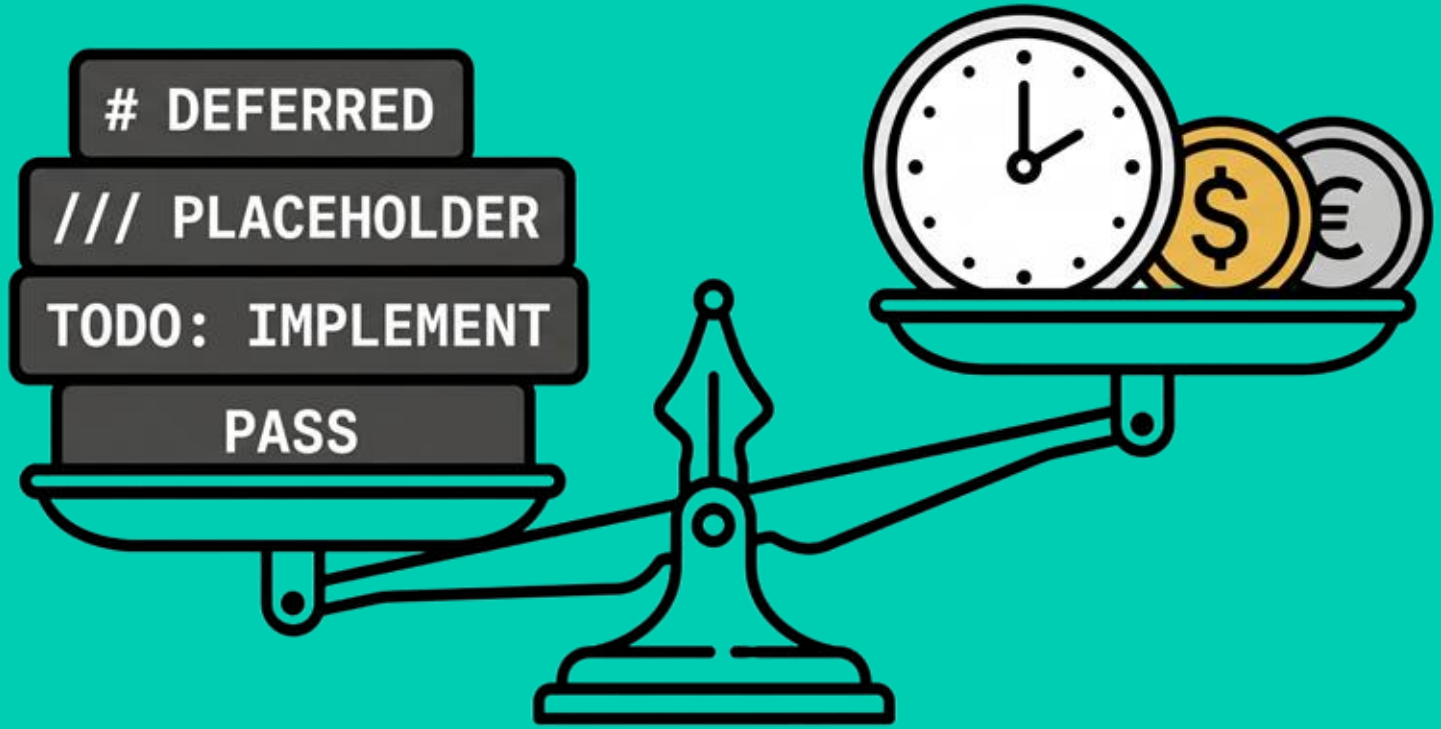
Severity Level	Description
Critical	**A blocker.** The issue prevents specific users from accessing content or completing a task (e.g. buying a phone). These must be fixed immediately to ensure basic usability.
Serious	**A significant barrier.** The issue makes the site difficult or confusing to use, forcing users to rely on workarounds or guesswork. These should be prioritised highly.
Moderate	**A nuisance or technical failure.** The issue causes frustration or fails a technical compliance check, but does not completely prevent access. These should be added to the backlog.

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Velocity

vs Risk

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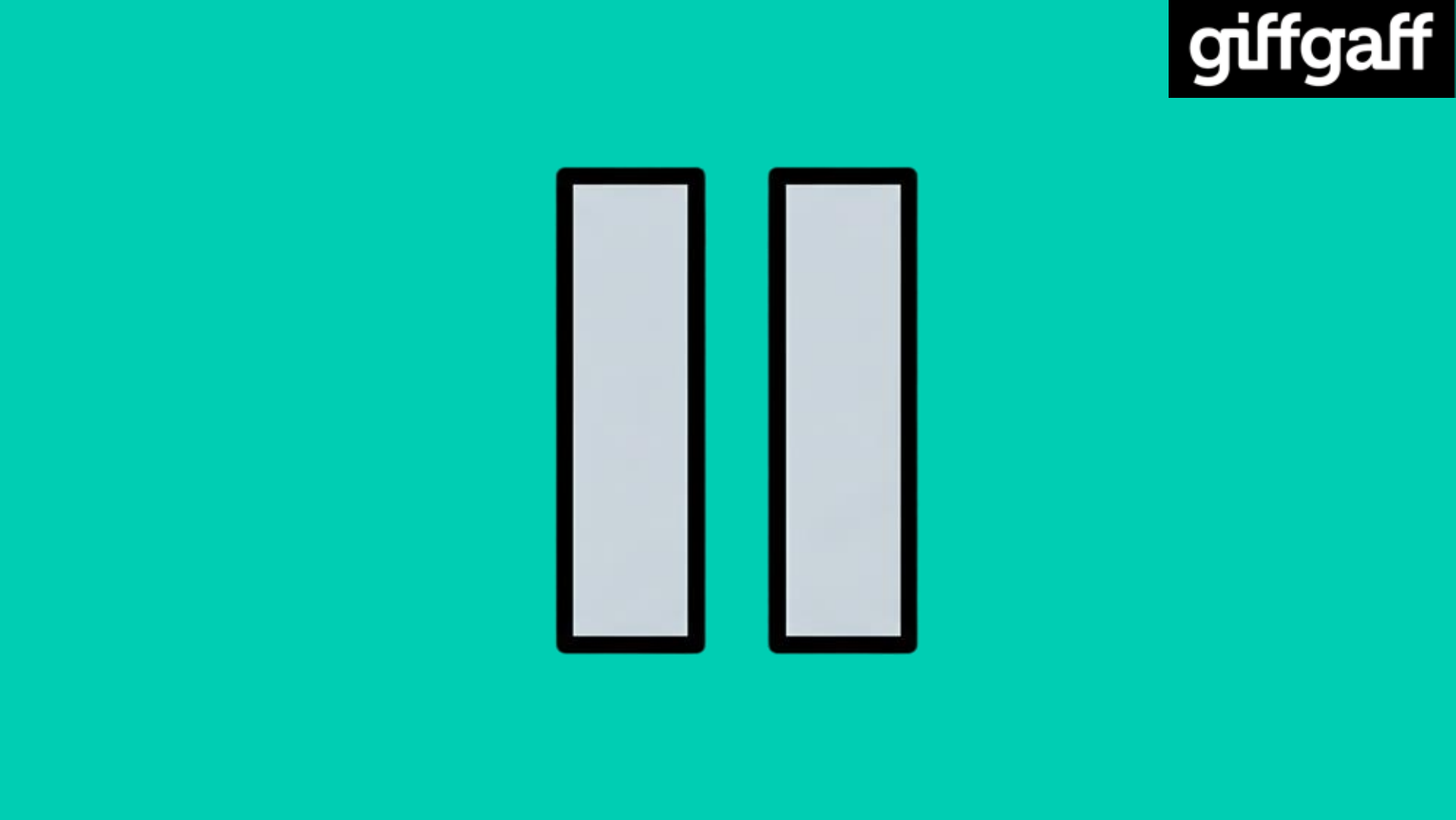
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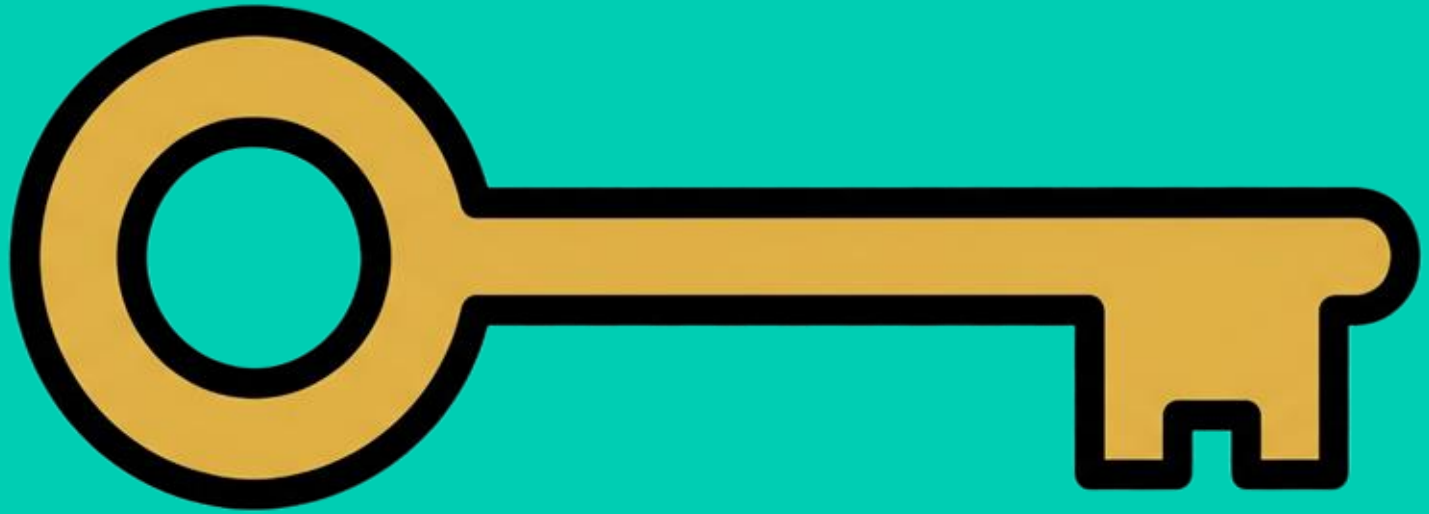
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```
import {
  Box,
  Button,
  Checkbox,
  formatString,
  Link,
  Modal,
  OptionRadio,
  Separator,
  TabItem,
  Tabs,
  theme,
  Typography,
} from '@fe-toolkit/web-components'
```

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```
<button onClick={() => console.log('Clicked button')}>Button</button>
<div onClick={() => console.log('Clicked div')}>Div</div>
```

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```jsx
<div
  aria-label="Div button"
  role="button"
  style={{
    cursor: 'pointer',
    userSelect: 'none',
  }}
  tabIndex={0}
  onBlur={(e) => {
    e.currentTarget.style.outline = 'none'
  }}
  onClick={() => console.log('Clicked div')}
  onFocus={(e) => {
    e.currentTarget.style.outline = '2px solid #0969da'
    e.currentTarget.style.outlineOffset = '2px'
  }}
  onKeyDown={(e) => {
    if (e.key === 'Enter' || e.key === ' ') {
      e.preventDefault()
      console.log('Clicked div')
    }
  }}
  onMouseDown={(e) => {
    e.currentTarget.style.border = '1px inset #767676'
    e.currentTarget.style.backgroundColor = '#e0e0e0'
  }}
  onMouseEnter={(e) => {
    e.currentTarget.style.backgroundColor = '#e8e8e8'
  }}
  onMouseLeave={(e) => {
    e.currentTarget.style.backgroundColor = '#f0f0f0'
    e.currentTarget.style.border = '1px outset #767676'
  }}
  onMouseUp={(e) => {
    e.currentTarget.style.border = '1px outset #767676'
    e.currentTarget.style.backgroundColor = '#e8e8e8'
  }}
>
  Div
</div>
```

```jsx
<button onClick={() => console.log('Clicked button')}>Button</button>
```

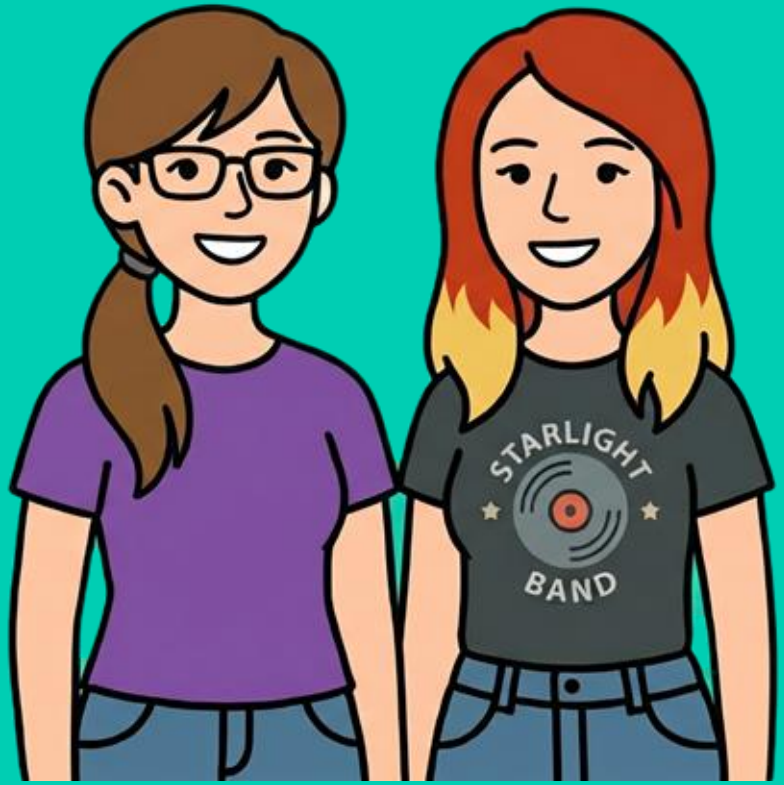
giffgaff

1x - Concept

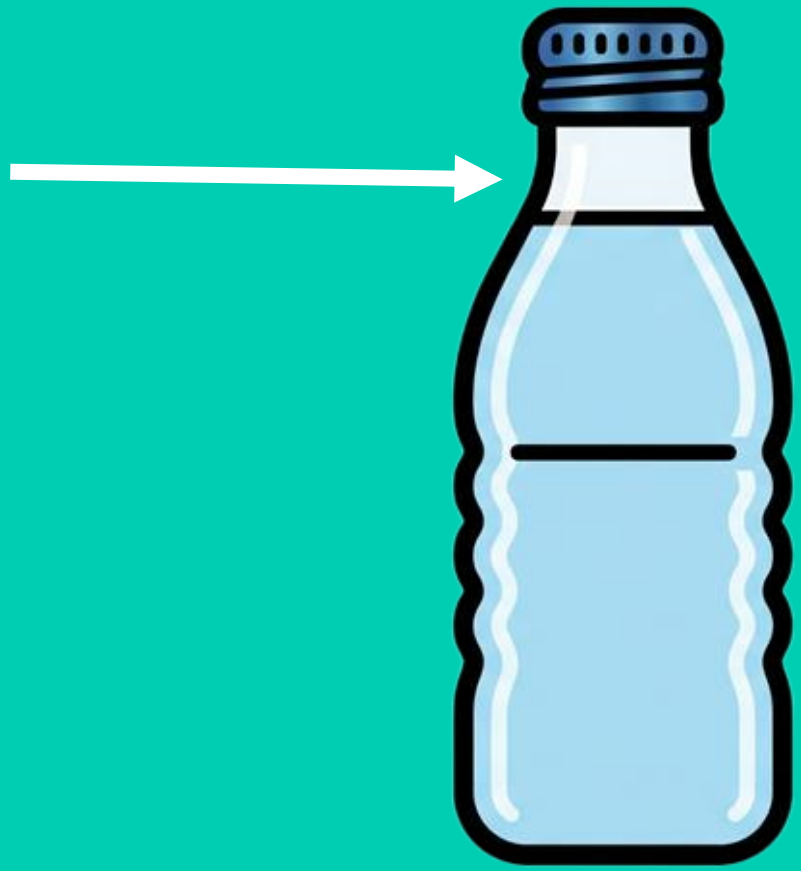
10x - Dev

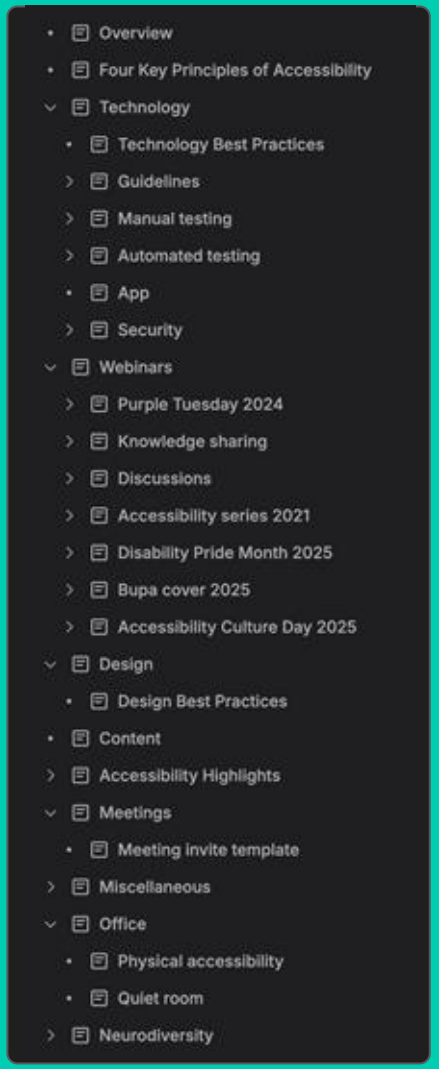
100x - Production

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Abi Harrison-Nye 10:00

Accessibility highlight ✨

This week's accessibility highlight is... **Focus states!**

> ❓ **What is it for?**

Focus states occur when we focus on an interactive element. Interactive elements include links, buttons, and input fields. You can focus on an element by clicking something that doesn't navigate away or change your focus, or by using your keyboard and pressing the Tab key until that element is selected.

We need to make sure that our focus states also follow all the recommended accessibility guidelines. For instance, if a user with low vision uses a screen magnifier, then they may not be able to see context, so link or button text needs to be descriptive.

> ❓ **How do you use it?**

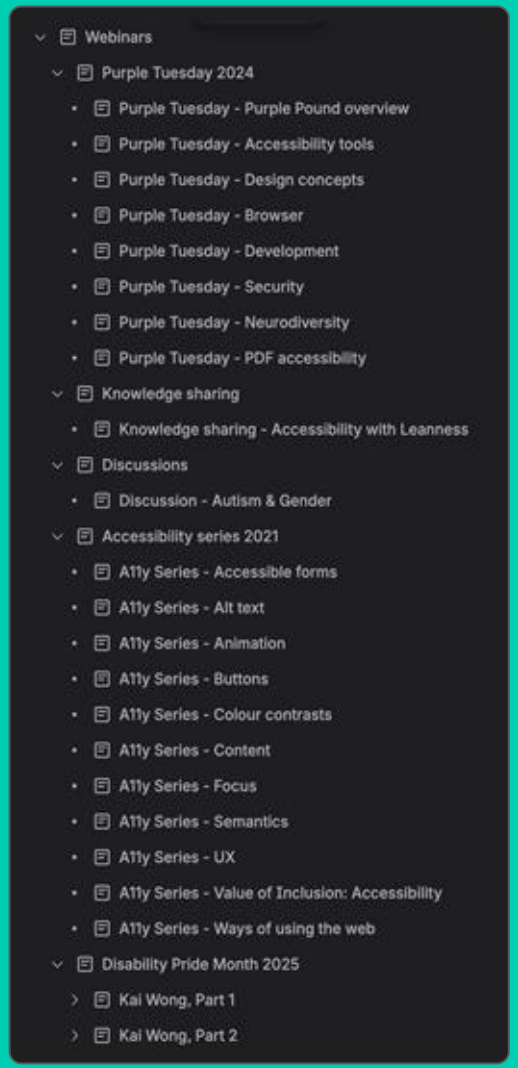
All our pre-built interactive components all have focus states. If you're building or designing a new component, ensure that focus states are defined, following all accessibility guidelines (e.g. colour contrast, tap target size, descriptive text, etc.)

> ❓ **How supported is this feature?**

Fully supported

> ❓ **Where can I learn more?**

- Understanding focus state styles
- Wise - Focus states
- Focusing on focus states



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Abi Harrison-Nye 09:29
What can you tell me about accessibility in the office?

marvin tst APP 09:30
Of course! Making sure our physical office space is welcoming and accessible for everyone is really important.

I've found a great page on Confluence that details the physical accessibility of our office
Here are the key points:

Step-Free Access

> We have lifts that connect every single floor of the building, providing fully step-free access from the basement parking area right up to our office on the ground floor. It's worth noting that the lifts use a touchscreen to select your floor.

Toilets

> All of our toilets, including accessible disabled toilets, are conveniently located on the same level as our office space, so there's no need to use stairs or lifts to get to them.

Spacious Layout

> All the doorways in the office are at least 76cm wide. The main office area and many of the meeting rooms have been designed with plenty of space to easily turn a wheelchair or mobility scooter.

In-Person Events

> We also make sure our in-person events, like our recent **Accessibility Research Day**, are welcoming. We often have a dedicated observation space where people can drop in and see our accessibility testing in action.

You can read the full details on our Confluence page right here:

'Physical+accessibility

If you have any specific needs or questions that aren't covered here, the best people to speak to would be someone in our **People Team** or the **Accessibility & Neurodiversity Affinity Group**.

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```
it('renders with no a11y violations', async () => {
  const { container } = wrapper()

  expect(await axe(container)).toHaveNoViolations()
})
```

```
========================================
📊 ACCESSIBILITY TEST SUMMARY
========================================
Total tests run: 9
Passed: 6
Failed: 3
```

- [x] Have you added any new page URLs to the Pa11y config?
- [x] Is your code accessible (see the A11y PRC for details)?
- [x] Have you tested it on all supported browsers?
- [x] Have you tested it using a screen reader?
- [x] Have you tested it using only the keyboard?

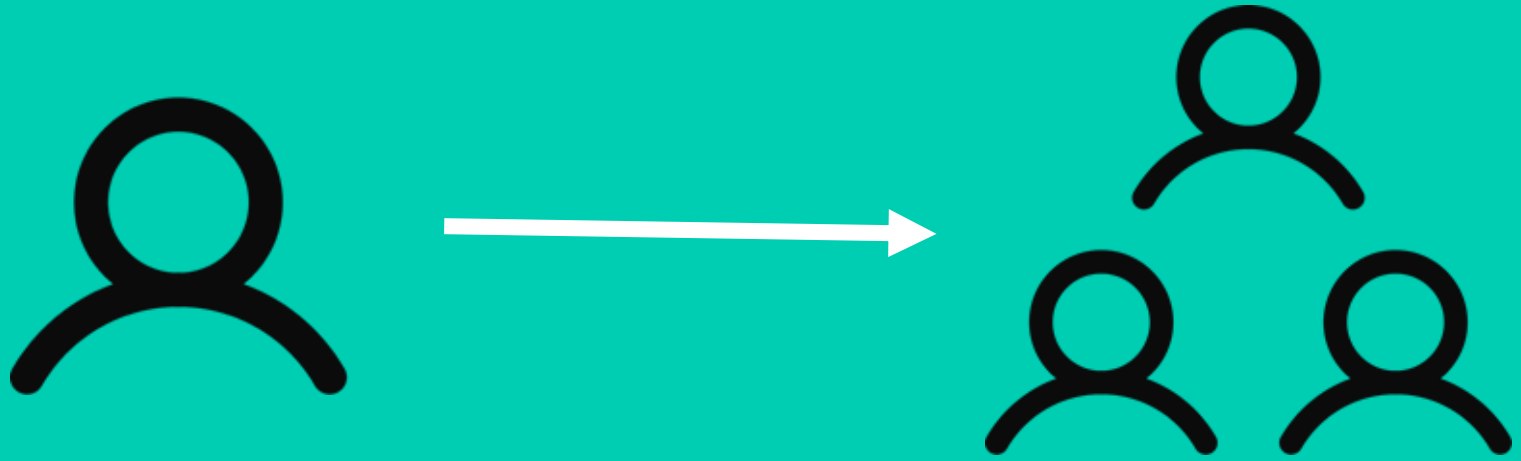
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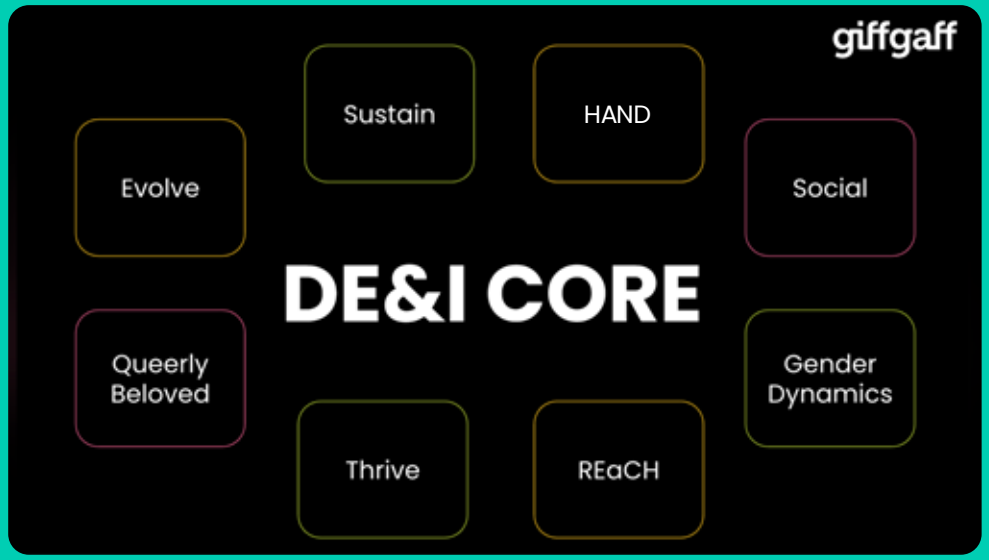
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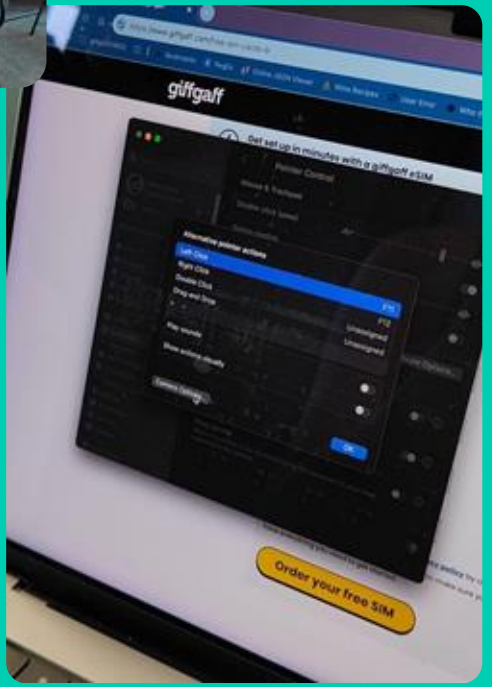
HAND
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Home of Accessibility and NeuroDiversity

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The Park
16:15
Sharing key JSFDWS
giffgaff
Hackathon 2025 Winners

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Audit - [fe-multi-product] Broken page anchor (Link target missing)

Done ✓ Done

Improve Task

Description

Issue: #4

Severity: Serious

Explanation: The promotion banner links to a specific hash (`#refurb-trade-in-july-25`), but the destination page has no element with that ID.

NOTE: This hash is an example from local, but the issue is present on production.

Occurrences:

- `/phones/apple/iphone-16/new`: Promotion banner link.

Action Required:

- Update the destination page to include the matching `id` on the relevant section.
- Alternatively, update the link `href` to point to a valid existing anchor or remove the fragment.

References: WCAG 2.4.4, WCAG 2.1.1

Details

Assignee
Abi Harrison-Nye

Contributors
None

Reporter
Abi Harrison-Nye

Labels
a11y msa

Due date
None

Start date
None

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Temporary
Holding a baby

Situational
Broken leg

Permanent
One arm

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Results

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Monolith

🔴 **Critical**	-	43 issues
🟠 **Serious**	-	16 issues
🟡 **Moderate**	-	21 issues

New stack

🔴 **Critical**	-	0 issues
🟠 **Serious**	-	0 issues
🟡 **Moderate**	-	1 issue

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Takeaways

1. Bake accessibility into your architecture, don't just bury it in your backlog
2. Shift left to stop paying interest. Catch bugs in design, not in production
3. Culture is your safety net. Empathy catches what your linters miss

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we're up to good

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Abi Harrison-Nye

www.giffgaff.com/inclusion-toolkit