



Creating an accessible survey platform

Trusted by 300,000+ Happy Customers



- Background
- Legal requirements
- Barriers and user insights
- SmartSurvey accessibility

Who are SmartSurvey?

- We're a UK based survey platform founded in 2010.
- Used worldwide by public and private sector organisations, students and charities to create, collect, analyse and share data every day.
- Our customers include the **NHS, UK Government, Ikea, Mercedes** and **Microsoft** and many more.
- In **2020 we collected over 20 million responses.**
- Since **2010, we've collected over 1 billion answers** to questions from all around the world.

Katherine Moonan

Inclusive Design / Accessibility Consultant



What is an accessible survey?

- A. Compliant with relevant legislation
 - B. Built to accessibility standards
 - C. Enables people with access needs to ask as well as answer questions
 - D. All of the above.
-
- ✓ **Increases validation of data by allowing as many people as possible to share opinions**

A respondent form is only one component of an accessible survey

11. Multiple choice (only 1 answer)

Option 1

Option 2

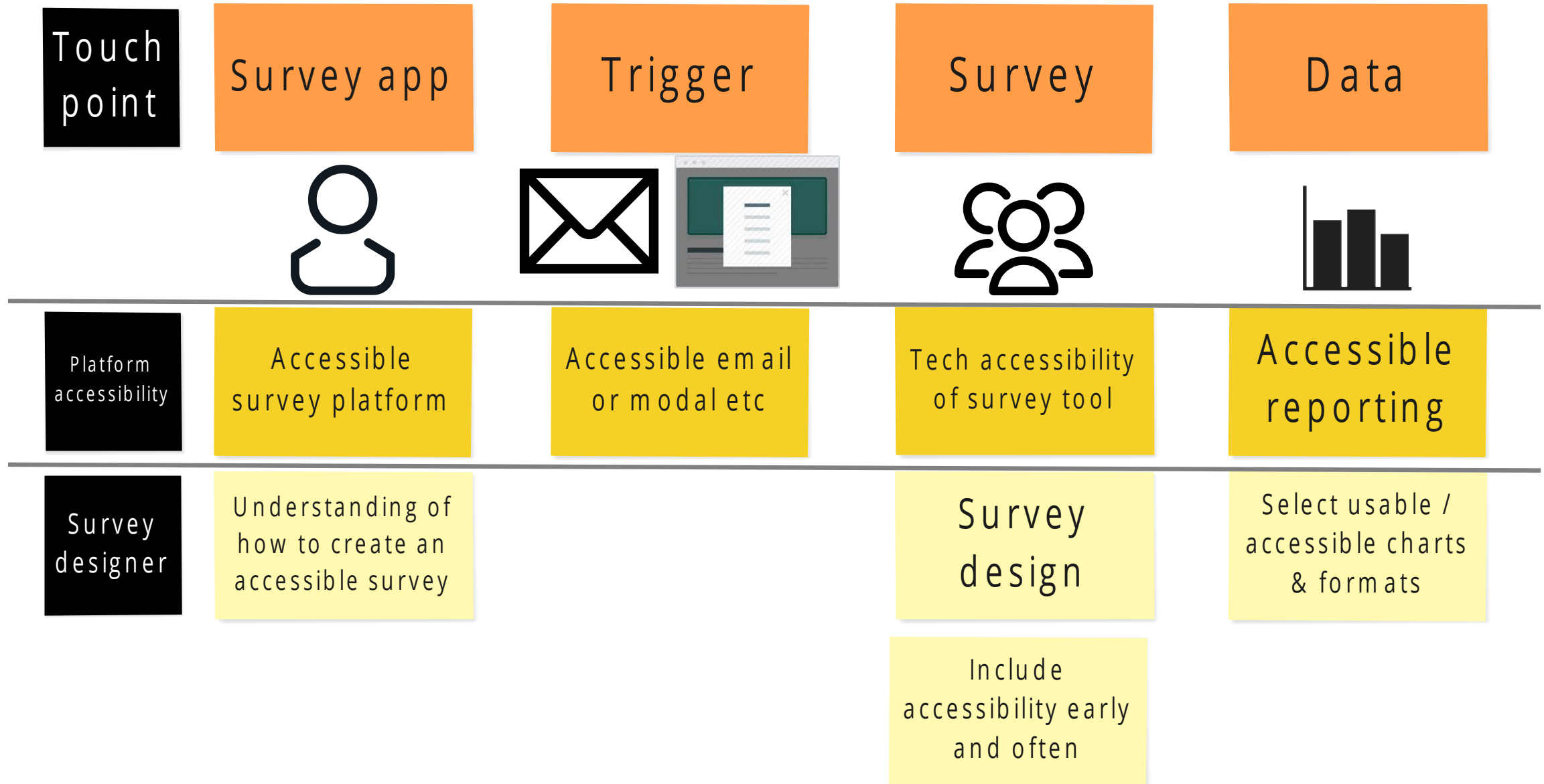
Option 3

Option 4

Option 5

Other (please specify):

Accessible survey eco-system



Accessibility legal requirements



EU Directive on accessibility

”you must make your website or mobile app more accessible by making it ‘perceivable, operable, understandable and robust’.

You need to include and update an accessibility statement on your website.”

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



EU Directive - 100% WCAG compliance?

**Continuous
accessibility
improvements**



Transparency

Accessibility Statement

August 2021

SmartSurvey's vision is to create a fully accessible survey platform which allows everyone to ask and answer questions.

SmartSurvey are working towards [WCAG \(Web Content Accessibility Guidelines\) 2.1 AA](#) compliance. The WCAG guidelines are the widely accepted standard for web accessibility. Our compliance claim is the result of stringent, manual testing.

SmartSurvey take an inclusive design approach to accessibility by considering the needs of disabled users throughout the design process. We invite expert users with access needs to give us feedback on a regular basis.

We are currently working with an independent accessibility specialist to help us reach this goal.

Create customisable accessible surveys

An accessible survey can be created using our accessible survey theme. The theme can easily be used with custom survey or our survey templates.

This statement covers our accessible survey theme, which is accessed via the theme library in the Accessible Themes section. Our standard themes are not covered by this statement.

<https://www.smartsurvey.co.uk/about-accessible-surveys>

Removing accessibility barriers

“When we design with people with disabilities, we create a more inclusive design for everyone....”

Derek Featherstone, Accessibility & Inclusive Design Specialist

Colour blind people

1 in 12 males

1 in 200 females

Red / green most common

- Selection tool
- Text tool
- Image tool
- Shape tool
- Pen tool
- Eraser tool
- Highlighter tool
- Stamp tool
- Sticker tool
- Comment tool
- More options



Cameron Hobbs
Football Commentator

- Yeah, my name's Cameron Hobbs

Tom Barrie

Error message visibility

Before

First name: *

Second name: *

Email: *

Telephone: *

After

First name *

Second name *

Email *

Telephone

Sight loss

- **Age related sight loss (60% of over 40s)**
- **350,000 registered blind or partially sighted**
- **Screen glare can affect all sighted users**

Faint keylines make it harder for users to identify inputs

Before

First name: *

Second name: *

Email: *

Telephone: *

After

First name *

Second name *

Email *

Telephone

Windows high contrast mode

Without

13. Matrix of choices 1 *

	Column 1	Column 2	Column 3	Column 4	Column 5
Row 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

← Missing radio button

With additional CSS

17. How satisfied are you with the following? - required

	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied
The ordering process *	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Supporting users using screen readers or braille

Screen reader usage and surveys

- Allow screen reader users to easily skim through survey questions
- Ensure error messages are accessible
- Provide additional instructions where needed (don't overdo it)
- Allow screen reader users to complete survey in “forms / focus mode”

Default Theme - Accessible

1. General

Progress

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dapibus felis ac urna tempus, sit amet maximus tellus vehicula. Maecenas fermentum laoreet mi, et lobortis urna convallis sed. Nunc porttitor mauris vitae orci ornare, non gravida nisl faucibus. In hac habitasse platea dictumst. Sed sapien dui, ullamcorper sed scelerisque sit amet, blandit vitae nulla. Nulla facilisi. Phasellus rutrum dolor quis leo tincidunt mollis.

1. Your name - required

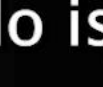
2. Comment/essay box - required

3. Multiple textboxes - required

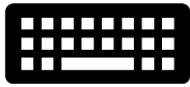
First name *

Second name *

Probably what I would do is browse by heading



Alternative inputs



Keyboard
only

Running



Large target
areas



Speech
recognition

Language



**Understanding
questions &
writing responses**



BSL

Designing an accessible survey tips

Plan

- Don't assume people with disabilities are not part of your target audience
- Remember accessibility is more than screen reader users
- Keep it short and relevant
- Choose an accessible survey tool

Question design

- Multiple choice answers
- Use Plain English / easy to understand
- Choose accessible question types
- Use an F-pattern layout (Vertical not horizontal radio buttons)
- Follow app guidance

Test

- Keyboard only
- Zoom to 400%
- Windows high contrast mode
- Test with users with access needs

Asking questions



**Expert feedback and advice on
chart and survey result
accessibility**

Bryn Anderson,
Senior Digital Accessibility Specialist
Expert user with low vision

Accessible design system

Inputs

The 'Inputs' section displays six text input fields and six radio button options, arranged in two columns. The first three text boxes have a 'Placeholder' label and a dropdown arrow. The last two have 'Lorem Ipsum' text. The radio buttons are labeled 'Radio' with a question mark icon. The fourth, fifth, and sixth items in each column are highlighted with a blue border, indicating they are the active or selected state.

Error messages

The 'Error messages' section shows two identical examples. Each consists of a red header bar with a white exclamation mark icon and the text 'Error text goes here'. Below the header is a light red rectangular box containing the email address 'jsmith@@email.co.uk'.

Palette

The 'Palette' section displays a grid of color swatches organized into five rows: Primary, Secondary, Body text, Dark blue, and Magenta. Each row contains a series of color swatches of varying shades and sizes. Above the swatches are labels for accessibility levels: 'AA' and 'A' for the Primary row, 'A3', 'AA', and 'A' for the Secondary row, 'A3', 'AA', and 'A' for the Body text row, 'A3', 'AA', and 'A' for the Dark blue row, and 'A3', 'AA', and 'A' for the Magenta row. Numerical values (1000, 900, 800, 700, 600, 500, 400, 300, 200, 100, 50) are placed below the swatches in the Primary row, indicating a gradient or scale.

Responses

Summary

Responses

Filtering

Export

Sharing

More

Filtering: 40 of 2000 Responses

Bulk action

10 responses selected. [Clear selected](#)

Filter:

<input checked="" type="checkbox"/>	No. ▾	Response ID	Response Status	Tracking Link Name	Started Date	Ended Date	Action
<input checked="" type="checkbox"/>	99	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	98	163482049	Completed (Disqualified)	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	97	163482049	Partial	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	96	163482049	Partial (Save & Continue)	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	95	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	94	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	93	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	93	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	92	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...
<input checked="" type="checkbox"/>	91	163482049	Completed	Default Web Link	11 Nov 2019 09:22 AM	11 Nov 2019 09:22 AM	<input type="checkbox"/> ...

List Size:

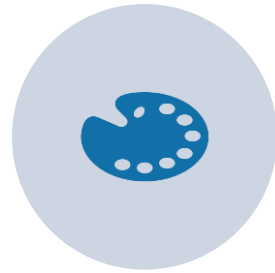
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Our accessibility roadmap



Responses



**Design
system**



**Improving
website
accessibility**



**Payments and
onboarding**

Inclusive survey product



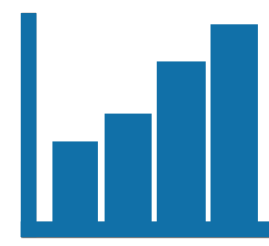
Design



Collect



Analyse

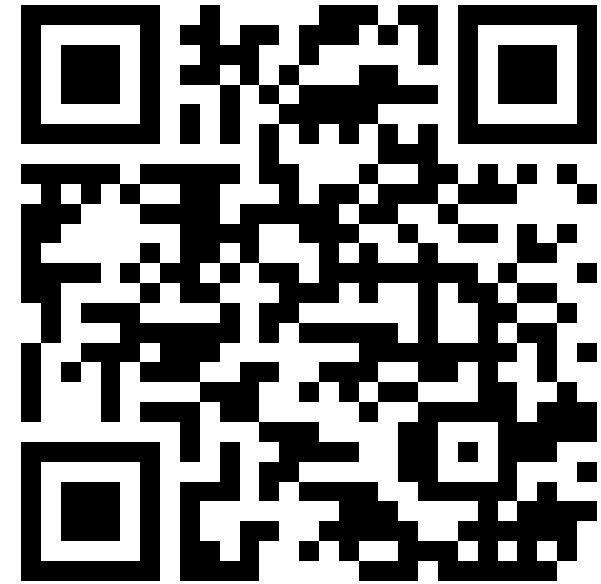


Share

We welcome your feedback

We'd love to hear more about how you
approach survey accessibility

<https://www.smartsurvey.co.uk/s/genpop2/>



Thanks

Katherine Moonan – Accessibility Lead
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