



# Benchmarking TOCs' accessibility Report for ORR

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Research Institute for Disabled Consumers

March 2022

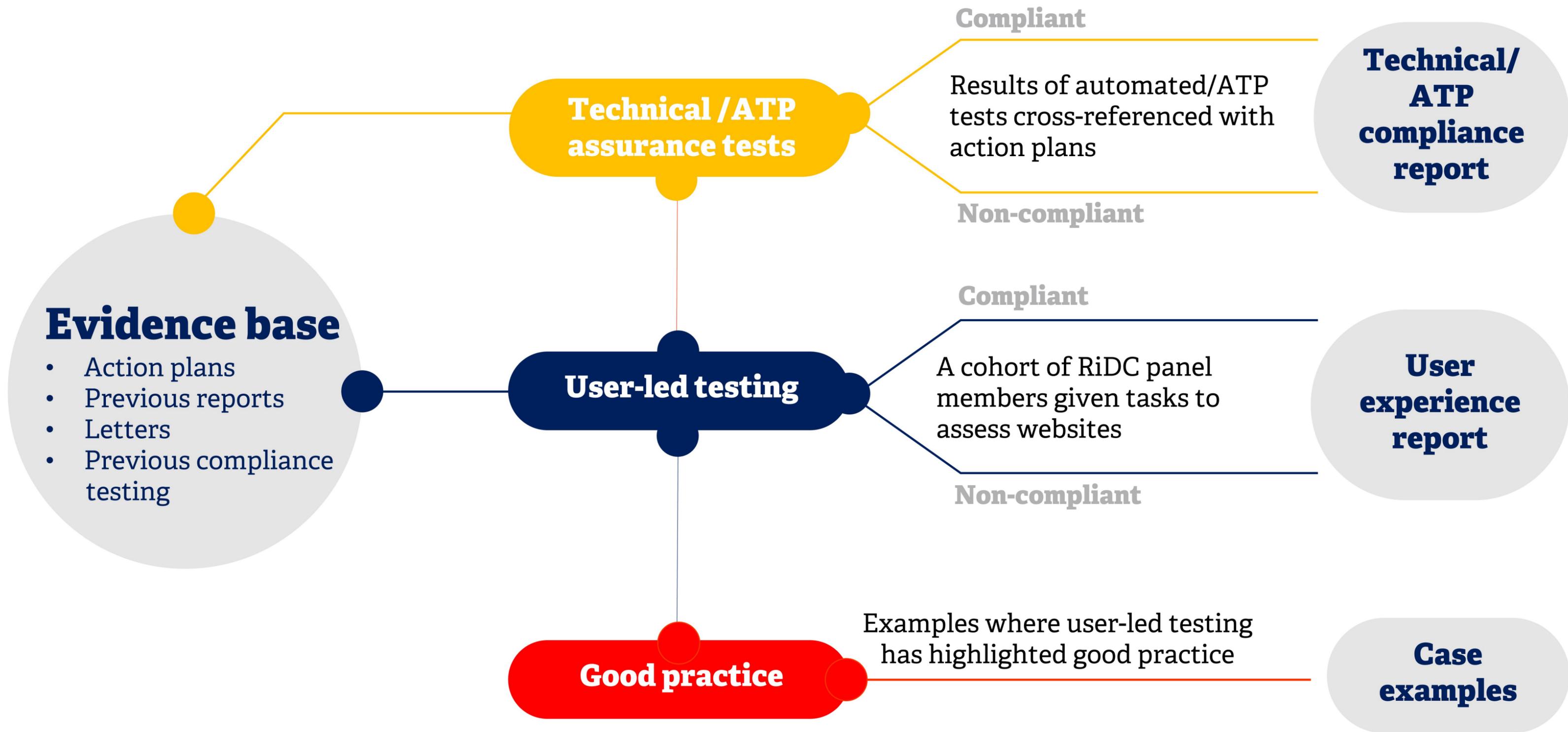
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[www.ridc.org.uk](http://www.ridc.org.uk)



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# Introduction overview



# Method: Gap analysis using SortSite web-crawler

## Approach

To use the same web crawler compliance testing software used in the previous audit (2020) and duplicate the previous settings and parameters used. Differences between the two audits could be compared and compliance trends identified.

The web crawler used for this research duplicated that used in the earlier review in 2020 i.e., SortSite 6, however the exact previously used configuration could not be confirmed. A consequence of not being able to achieve resulted in comparisons with previous data not being reliable.

We chose to run full scans of each site with the exact same configuration settings across all the TOC websites for this audit, the complete details of which are supplied as part of this report.

These scans ran from March 10<sup>th</sup> 2022 through to March 28<sup>th</sup> 2022.

SortSite 6.42.924.0. Full configuration file 'SortSite test setting.sset'

## Approach

The ATP compliance audit repeated an earlier RAG audit undertaken by ORR in July 2020 which identified compliance, partial compliance, and non-compliance.

This audit occurred during February 2022.

# Method: User-led testing

## Approach

Auditors (29) and TOCs (24) were split into three groups. Each auditor completed two customer journeys on a group of 8 TOC websites:

- Customer journey 1: To find the times of a train departing from one station and arriving at another station and follow the steps to purchase a ticket (without entering payment details).
- Customer journey 2: To find information on how to book assistance and download two documents: (1) Accessible Travel Policy and (2) Train Accessibility Information.

Auditors recorded their experience of the two customer journeys after each website visit. Qualitative and quantitative data was collected. The data was cleaned and analysed across disability and TOC, and accessibility heuristics measures and customer satisfaction scores were identified. The scores were aggregated to provide an overall accessibility score.

Overall, auditors completed 216 remote unmoderated consumer audits of 24 TOC websites between Friday 18<sup>th</sup> February and Wednesday 16<sup>th</sup> March 2022. Auditors were recruited across three broad impairment groups (visual, cognitive, and dexterity). Each participant received £100 as a thank you for completing the audits.

This slide deck reports on our findings and is accompanied by a full results dataset.

See Appendix at the end of the document for further information on demographics, framework used and good practice examples.

# Results across all TOCs – WCAG 2.1 A

Level	Issue	Description	Number of TOC sites where issue was found	Notes
A	<a href="#">WCAG 2.1 A 4.1.1</a>	Parsing	18	In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.
A	<a href="#">WCAG 2.1 A F96</a>	Label in name	10	Failure due to the accessible name not containing the visible label text. The objective of this Failure is to describe situations where speech input users cannot reliably speak the name of a control because it differs from the visible label.
A	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	Info and Relationships	9	Using the 'aria-describedby' property to provide a descriptive label for user interface controls
A	<a href="#">WCAG 2.1 A F89</a>	Accessible names	6	Not providing an accessible name for an image which is the only content in a link
A	<a href="#">WCAG 2.1 A F73</a>	Use of colour	6	Creating links that are not visually evident without colour vision
A	<a href="#">ARIA 1.1</a>	Various	5	Non specific reference to WAI-ARIA failure

# Results across all TOCs – WCAG 2.1 AA

Level	Issue	Description	Number of TOC sites where issue was found	Notes
AA	<a href="#">WCAG 2.1 AA F78</a>	Focus visible	12	Styling element outlines and borders in a way that removes or renders non-visible the visual focus indicator
AA	<a href="#">WCAG 2.1 AA F24</a>	Contrast	8	Specifying foreground colours without specifying background colours or vice versa
AA	<a href="#">WCAG 2.1 AA 1.4.3</a>	Minimum contrast	7	Large-scale text and images of large-scale text have a contrast ratio of at least 3:1
AA	<a href="#">WCAG 2.1 AA 1.4.4</a>	Resize text	6	Visually rendered text, including text-based controls (text characters that have been displayed so that they can be seen [vs. text characters that are still in data form such as ASCII]) can be scaled successfully

# Results across all TOCs – ATP audit

<i>Year</i>	<b>Met all obligations</b>	<b>Met all obligations with some being partially met</b>	<b>Failed to meet just one obligation</b>	<b>Failed to meet more than one obligation</b>
<i>2022</i>	5	8	11	5
<i>2020</i>	0	0	1	23

The ATP audit results for all of the potential 18 compliance points are provided for each TOC in this report.

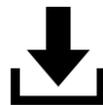
This audit occurred during February 2022.

# Results across all TOCs: User-testing, group one



## Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	82%	82%	87%	93%	89%	98%	96%	84%
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## Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	78%	76%	58%	62%	58%	64%	84%	69%
Were you able to find and download the 'Accessible Travel Policy'?	100%	100%	89%	78%	89%	67%	100%	89%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	78%	89%	44%	78%	56%	89%	100%	78%

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%



## Accessibility heuristics\*\*

Overall the text size and contrast was readable	87%	73%	73%	84%	84%	80%	82%	82%
I was not distracted by flashing or blinking content	76%	76%	64%	82%	71%	76%	84%	78%
The website's 'look-and-feel' was the same throughout	71%	82%	71%	93%	87%	93%	91%	91%
The website was easy to understand and navigate	71%	67%	56%	67%	71%	76%	93%	80%
I had enough time to complete the task and I did not lose if my session timed out	58%	73%	62%	64%	89%	80%	87%	78%
The text was written using plain and understandable language	82%	93%	89%	96%	96%	96%	96%	91%
It was easy to find what I was looking for	56%	67%	42%	53%	51%	67%	89%	60%
There were clear instructions and support	73%	67%	58%	64%	71%	84%	87%	71%
My chosen input method/assistive technology worked effectively	73%	60%	42%	44%	62%	51%	53%	51%
I was provided alternative ways interact with the website	33%	40%	24%	53%	44%	44%	69%	53%
Average	68%	70%	58%	70%	73%	75%	83%	74%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

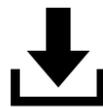
# Results across all TOCs: User-testing, group two



## Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	87%	78%	80%	87%	89%	78%	80%	82%
---	-----	-----	-----	-----	-----	-----	-----	-----

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%



## Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	67%	62%	78%	73%	71%	73%	82%	62%
Were you able to find and download the 'Accessible Travel Policy'?	33%	56%	100%	56%	89%	89%	100%	89%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	11%	44%	56%	33%	56%	44%	33%	56%



## Accessibility heuristics\*\*

Overall the text size and contrast was readable	56%	58%	38%	58%	58%	62%	33%	58%
I was not distracted by flashing or blinking content	36%	38%	53%	49%	53%	44%	49%	33%
The website's 'look-and-feel' was the same throughout	60%	44%	64%	76%	64%	73%	71%	67%
The website was easy to understand and navigate	58%	60%	69%	89%	78%	78%	76%	67%
I had enough time to complete the task and I did not lose if my session timed out	64%	78%	76%	84%	78%	80%	84%	76%
The text was written using plain and understandable language	80%	80%	82%	91%	84%	91%	93%	87%
It was easy to find what I was looking for	56%	56%	49%	73%	67%	76%	76%	58%
There were clear instructions and support	71%	67%	67%	76%	69%	71%	73%	53%
My chosen input method/assistive technology worked effectively	36%	33%	31%	62%	47%	29%	49%	38%
I was provided alternative ways interact with the website	53%	40%	56%	51%	27%	67%	49%	33%
Average	57%	55%	58%	71%	62%	67%	65%	57%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# Results across all TOCs: User-testing, group three



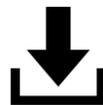
## Customer Journey 1: Finding train times\*



How easy or difficult was it to find where to input departure and arrival station details on the website?	93%	82%	78%	62%	78%	80%	84%	67%
---	-----	-----	-----	-----	-----	-----	-----	-----

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

## Customer Journey 2: Downloading information\*



How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	89%	71%	67%	62%	87%	51%	42%	73%
Were you able to find and download the 'Accessible Travel Policy'?	78%	78%	89%	44%	78%	44%	22%	33%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	78%	78%	33%	33%	44%	22%	11%	33%



## Accessibility heuristics\*\*

Overall the text size and contrast was readable	62%	56%	56%	51%	44%	42%	53%	60%
I was not distracted by flashing or blinking content	62%	60%	53%	44%	47%	51%	51%	64%
The website's 'look-and-feel' was the same throughout	76%	58%	62%	51%	51%	67%	53%	67%
The website was easy to understand and navigate	89%	69%	62%	60%	69%	42%	56%	71%
I had enough time to complete the task and I did not lose information if my session timed out	82%	78%	78%	71%	71%	64%	73%	80%
The text was written using plain and understandable language	91%	84%	84%	84%	82%	82%	80%	73%
It was easy to find what I was looking for	84%	73%	58%	49%	64%	40%	42%	49%
There were clear instructions and support	64%	78%	73%	58%	73%	49%	49%	62%
My chosen input method/assistive technology worked effectively	69%	56%	51%	60%	51%	49%	53%	53%
I was provided alternative ways interact with the website	33%	36%	47%	33%	42%	27%	29%	31%
Average	71%	65%	62%	56%	60%	51%	54%	61%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,290
- Number of issues identified: 39
- Pages with issues: 778 (60%)
- Pages with issues after 12 most prevalent issues removed: 518 (40%)
- Main level A issues (8)
  - See following slides for detail
- Main AA issues (4)
  - See following slides for detail

### ATP

- 15 of 17 obligations met, with one non-compliance A2.5.2.b, and one partial compliance A2.5.2.c

### User-testing

- The average 'ease of task' score for finding train times was 87%
- The average 'ease of task' score for downloading information was 67%

**Total number of pages inspected = 1,290**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	33		778	60%	
		8	778	60%	
		25	485	38%	At most
AA	6		776	60%	
		4	776	60%	
		2	33	<3%	
AAA	1		2	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the 12 most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 12	60%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	2 of 12	60%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.
	3 of 12	60%	<a href="#">ARIA 1.1</a>	Elements with role=menu must contain or own an element with role=menuitem or role=menuitemcheckbox or role=menuitemradio.
	4 of 12	60%	<a href="#">WCAG 2.1 A 4.1.1</a>	Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.
	5 of 12	60%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	6 of 12	52%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.
	7 of 12	39%	<a href="#">WCAG 2.1 A F63</a>	Several links on a page share the same link text and surrounding context, but go to different destinations.
	8 of 12	31%	<a href="#">WCAG 2.1 A F68</a>	HTML form control has no accessible name.

- A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Avanti West Coast report.docx'

## Breakdown of the 12 most prevalent accessibility issues cont.

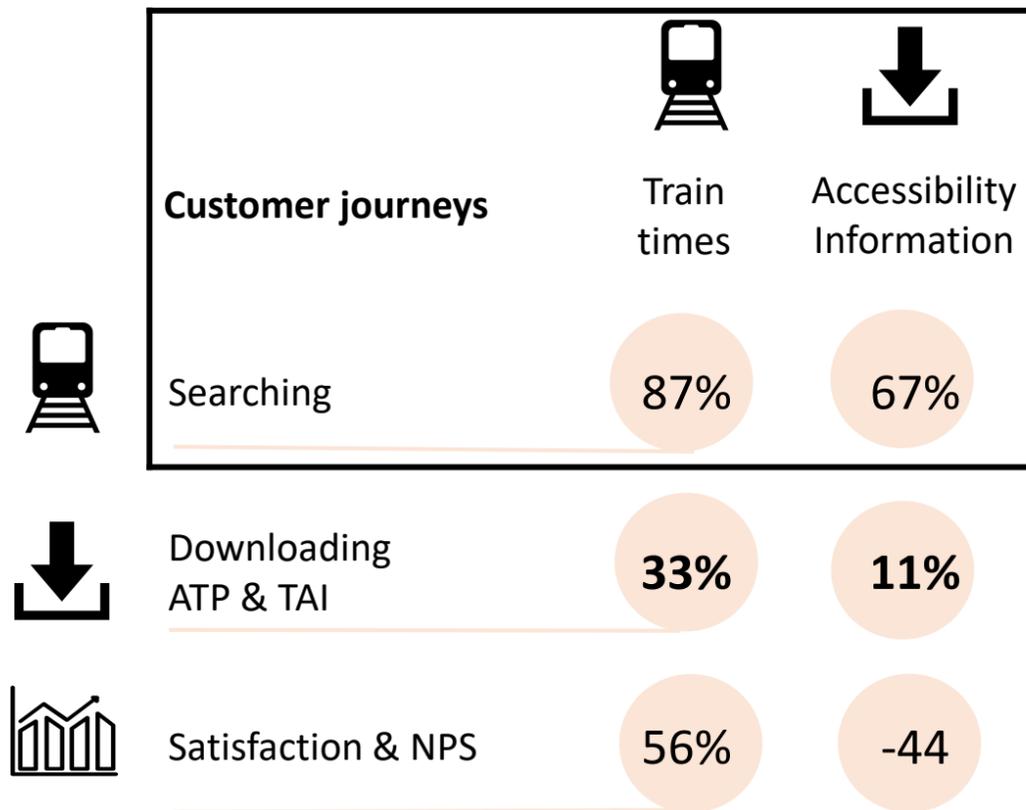
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
AA	9 of 12	60%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	10 of 12	60%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.
	11 of 12	60%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.
	12 of 12	36%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colours have enough contrast.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Avanti West Coast report.docx'

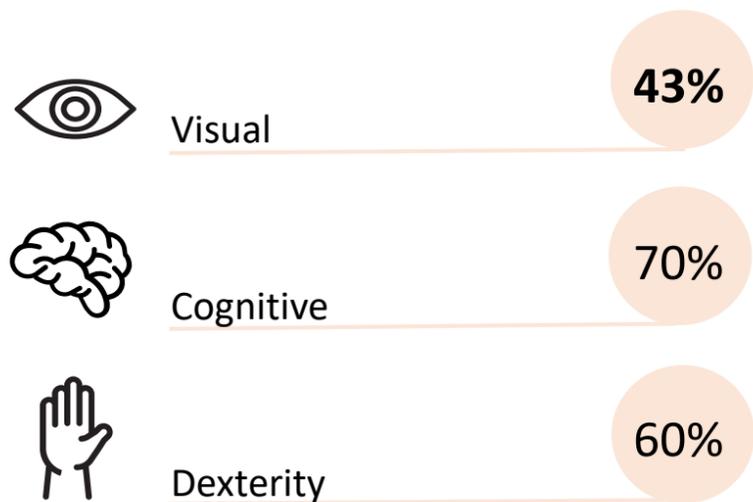
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Travel information drop down box, hover over plan your journey and assisted travel is there
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	No	There is an app instead
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Partial	Links for entertainment/food
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Via link

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Via link
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Braille, audio, large print, easy-read
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Phone number
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Facebook accessibility community		
<b>Totals</b>	<b>Yes = 15, No = 1, Partial = 1</b>		

## Customer Journey



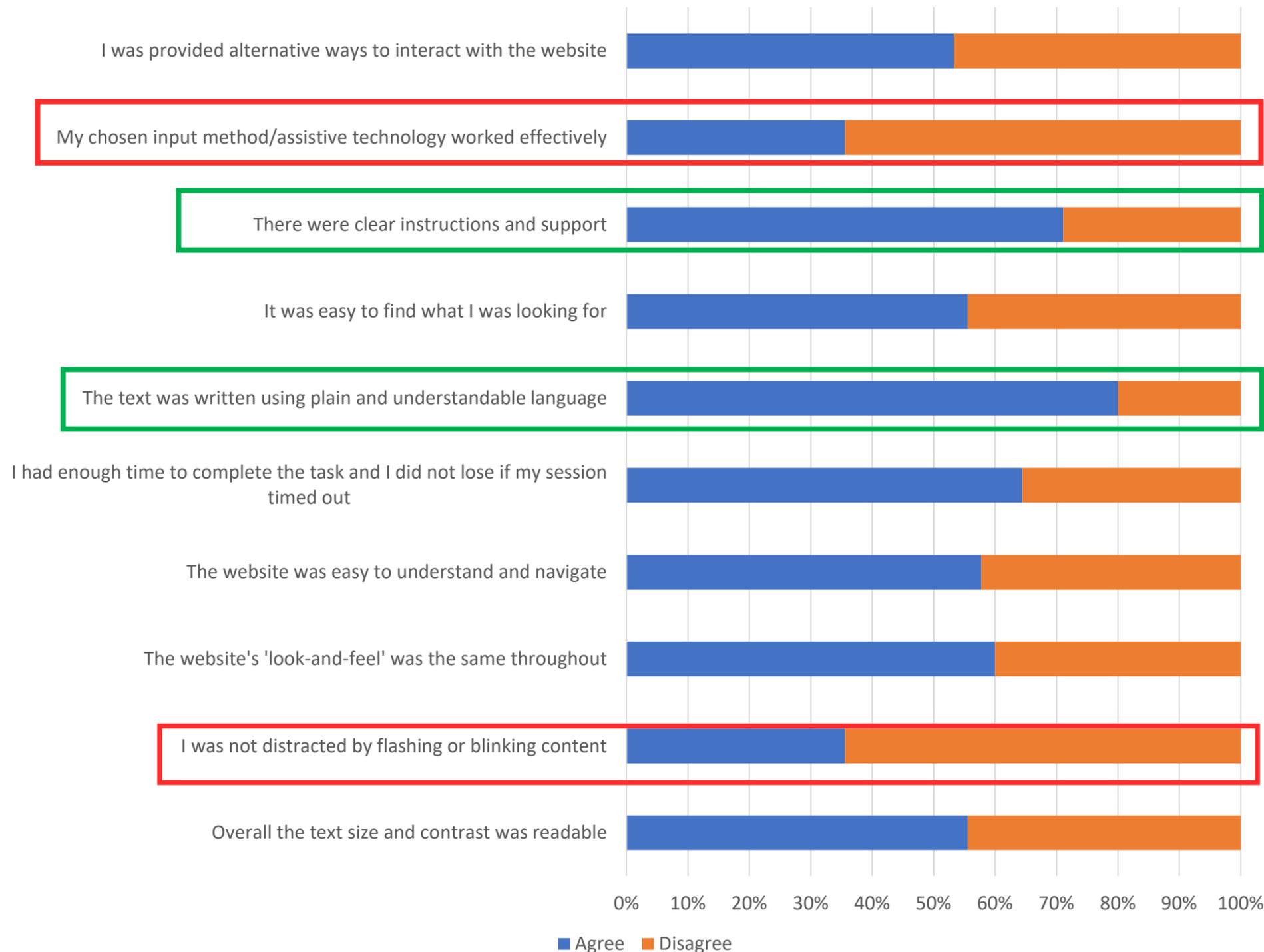
## Satisfaction by accessibility



*"Clear information, accessibility toolbar, and accessibility information."*



## Accessibility heuristics



**Customer journey 1: Finding train times**

*"I couldn't input ticket information. The menu didn't come up when I clicked it."*

*\_Visual*

*"There were distracting messages, too many windows opened, cookies information getting in way, hard to go back to previous pages."*

*\_Visual, uses a screen reader*

*"Unable to use the ticket and times search. Unable to set the date or time. When I typed the outward and destination stations there appeared to be nothing in the box, so unable to review whether this was correct or not. Some links and buttons were not labelled clearly, eg, "graphic 500" announced before a link name in some cases."*

*\_Visual, uses a screen reader*

**Narrative**

**In the first quote**, it appears the menu button did not respond when clicked.

**In the second quote**, the user reports on distractions in the form of too many popups and a cookie policy. This reflects the heuristic on flashing and blinking content.

**In the third quote**, the user was unable to complete the task because their screen reader did not respond to the webpage. The user also reports on unclear labels. These insights reflect the heuristic on the effectiveness of assistive technology. It may also explain why the visual group had a lower overall satisfaction score of 43%.

Journey disruption information was only noticed by one of the nine participants. One user reported on a good availability of information when completing this task. This may reflect the heuristic on clear instructions and support.

*"Good information giving typical journey times, train times, distance, etc. When I went to purchase a ticket it gave me choice of options, including class, prices, times and even seat preference."*

*\_Cognitive*

## Customer journey 2: Finding & downloading accessibility information

*“Not clear, missing labels in navigation, search a lot/overwhelming.”*

*\_Visual*

*“There was a link at the bottom of the page which didn't work it just reloaded the homepage. There was a much harder to find link further down the page which did work.”*

*\_Cognitive*

*“The passenger assist page has a text link to ‘our policies and procedures’. However, no Accessible Travel Policy is listed there.”*

*\_Cognitive*

## Narrative

Two users could not find the accessible travel information. One user encountered missing labels when navigating the website with their screen reader. Another user found the link towards the bottom of the page.

Three users experienced difficulty when finding and downloading the Accessible Travel Policy. Four users could not find the Train Accessibility Information. One user reported that they were directed to what appeared to be the correct page, but they could not find the information.

Some users reported on good availability of information, which reflects the heuristic on clear instructions and support.

*“Clear information, accessibility toolbar, accessibility info clear with the travel policy at the top right of the page and the rolling stock information link was within the travel policy document. It all took about 5 minutes. I wish they gave the option to book wheelchair spaces then it would get top marks.”*

*\_Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 7,203
- Number of issues identified: 35
- Pages with issues: 546 (8%)
- Pages with issues after 9 most prevalent issues removed: 162 (2%)
- Main level A issues (6)
  - See following slides for detail
- Main AA issues (3)
  - See following slides for detail

### ATP

- 16 of 17 obligations met, with one non-compliance A2.5.2.f

### User-testing

- The average 'ease of task' score for finding train times was 78%
- The average 'ease of task' score for downloading information was 62%

**Total number of pages inspected = 7,203**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	29		474	7%	
		6	474	7%	
		23	144	2%	At most
AA	6		546	8%	
		3	476	7%	At least
		3	18	2%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the nine most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 9	7%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	2 of 9	7%	<a href="#">WCAG 2.1 A 4.1.1</a>	Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.
	3 of 9	7%	<a href="#">WCAG 2.1 A F54</a>	The visual label must appear in the accessible name of links and controls.
	4 of 9	7%	<a href="#">WCAG 2.1 A F30</a>	alt text should not be an image file name.
	5 of 9	7%	<a href="#">WCAG 2.1 A F2</a>	Use semantic markup like strong instead of using the CSS font-weight property.
	6 of 9	6%	<a href="#">WCAG 2.1 A F87</a>	Content inserted with CSS is not available to people who turn off style sheets, and is not read by some screen readers.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'c2c report.docx'

## Breakdown of the nine most prevalent accessibility issues cont.

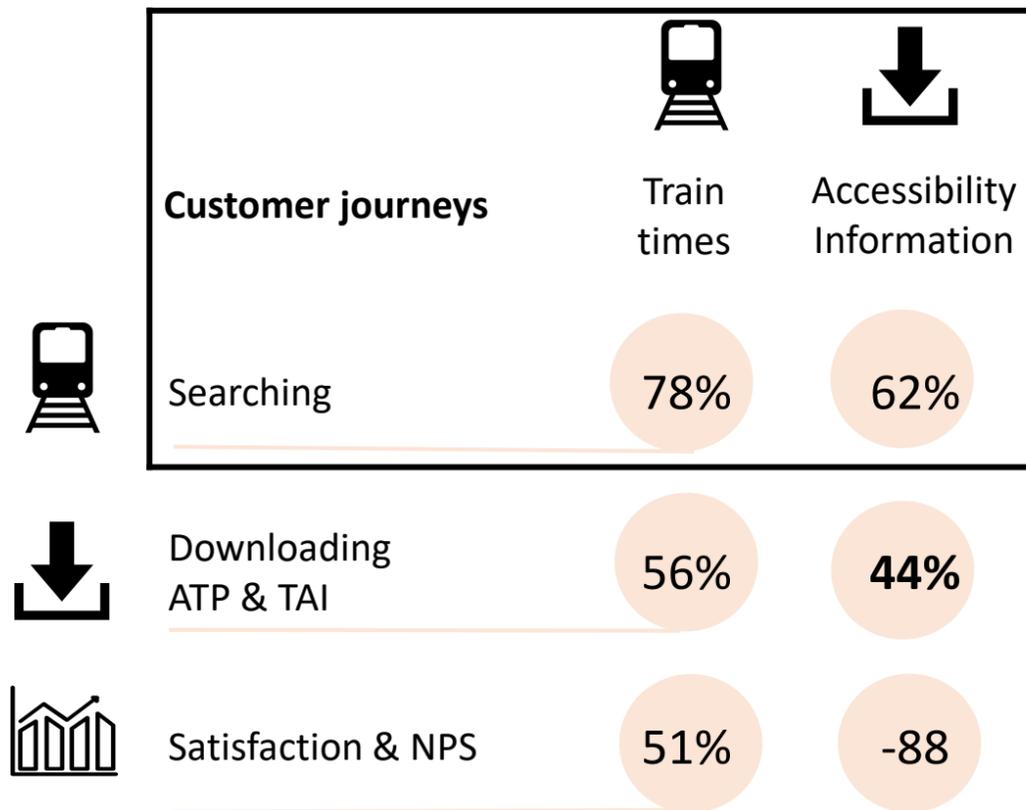
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
AA	7 of 9	7%	<a href="#">WCAG 2.1 1.3.5</a>	Ensure that text and background colours have enough contrast.
	8 of 9	7%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.
	9 of 9	5%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colors have enough contrast.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'c2c report.docx'

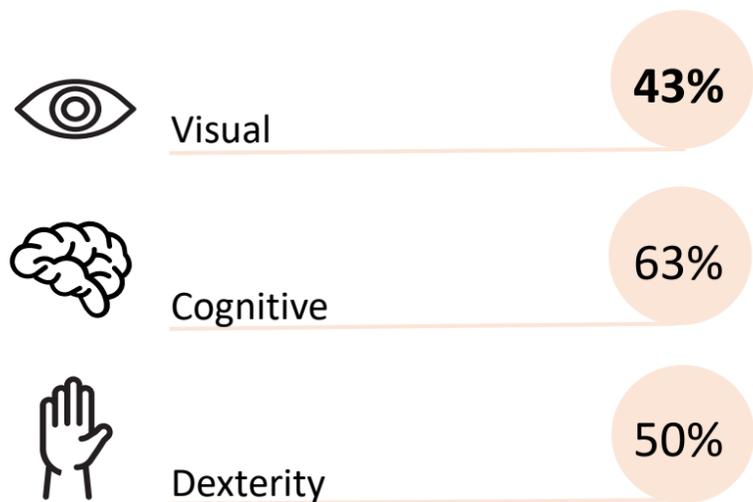
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Travel Updates as Passenger Assist
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	Under FAQs
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Online form also
	National Freephone Passenger Assist line	Yes	Both their own number and the National Rail number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Can be via the Passenger Assist form or buying via website
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Link to Your Onboard Experience
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Links to Stations Made Easy, a pdf for Station Information, and a car park page

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Status bar at top right of page
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	PDF
	Details of how to obtain the documents in an accessible formats.	No	
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Link to Contact Us. There is a form or feedback centre one can use.
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	An expandable tab on the 'Contact Us 'page is titled 'Not satisfied with our response', mentions escalating it to the Ombudsman could lead to a 'financial award'
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Face-covering exempt badges. Help with luggage communicated.		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

## Customer Journey



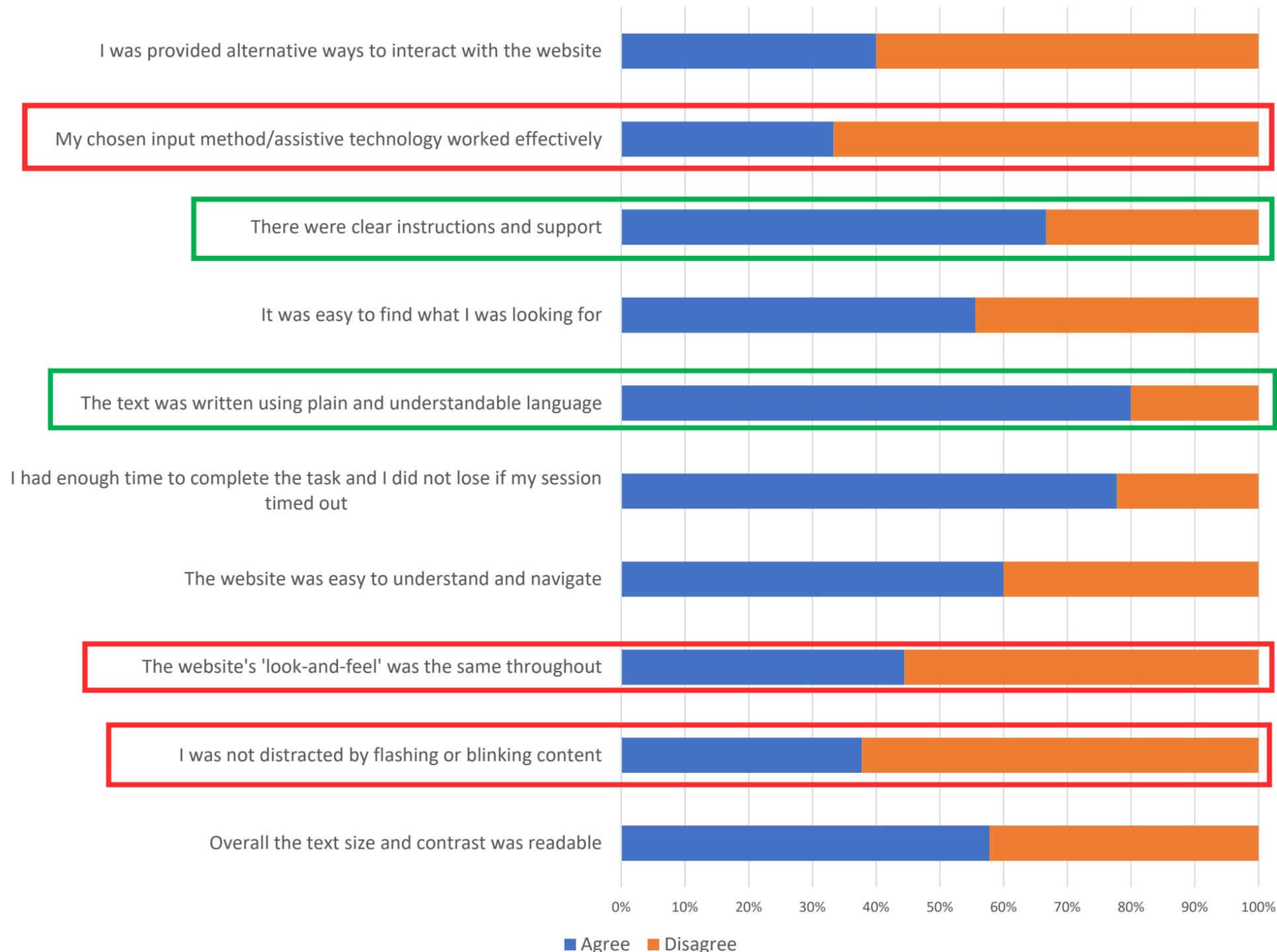
## Satisfaction by accessibility



*"There was a good video with easy to read subtitles."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*"It wasn't on the homepage, I had to click links to find it. There were flashing images, and the cookie policy interrupted me."*

*\_Visual*

*"Journey planner, popup menus, same issue with other sites."*

*\_Visual, uses a screen reader*

*"Felt like I was being taken to different site when booking ticket."*

*\_Dexterity*

### Narrative

**In the first quote**, the user could not find where to input station details and dates. It appears the user was distracted by flashing content and a cookie policy popup/notice.

**In the second quote**, the user also has an issue with popups. These insights reflect the heuristic on being distracted by flashing or blinking content.

**In the third quote**, the user describes an inconsistent interface when booking a ticket. This reflects the heuristic on the look-and-feel of the website being consistent.

Journey disruption information was only noticed by two of the nine participants.

## Customer journey 2: Finding & downloading accessibility information

*"I could not find the train accessibility information. Many of the links were unlabelled graphics as well, so it's possible I could've missed it."*

*\_Visual, uses a screen reader*

*"It was at the very bottom of the page, so it was not obvious."*

*\_Cognitive*

*"Couldn't find it easily, at bottom of page, small text, overshadowed by bigger button of accessible leaflet."*

*\_Visual*

*"Links were not labelled helpfully for use with Jaws so difficult at times to work out what the link was for as had additional text announced with made no sense."*

*\_Visual, uses a screen reader*

## Narrative

Four users had difficulty finding accessible travel information. One user reports that the information could not be read by their screen reader due to missing labels. Another user reports that the information was hard to find because it was at the bottom of the page.

Three users could not find and download the Accessible Travel Policy. Five users could not find and download the Train Accessibility Information. One user reported on the document being at the bottom of the page and overshadowed by other elements. Two screen reader users noted that the links were not labelled clearly, so they could not identify what the document was. The poor task score is reflected in both the heuristic score on the effectiveness of assistive technology, and the failure of the ATP requirement A2.5.2.f, "Details of how to obtain the documents in an accessible format."

Some users reported that they found the information helpful. This reflects the heuristic on there being clear instructions and support and on plain and understandable language.

*"The information on the assistance page was easy to read there was a good video (with easy to read subtitles) on how the train operator provides assistance."*

*\_Cognitive*

## Overview

### WCAG 2.1 AA

- Pages inspected: 369
- Number of issues identified: 17
- Pages with issues: 86 (24%)
- Pages with issues after 7 most prevalent issues removed: 38 (10%)
- Main level A issues (4)
  - See following slides for detail
- Main AA issues (3)
  - See following slides for detail

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 93%
- The average 'ease of task' score for downloading information was 89%

**Total number of pages inspected = 369**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	13		86	23%	
		4	86	23%	
		9	38	10%	At most
AA	4		86	23%	
		3	86	23%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the seven most prevalent accessibility issues

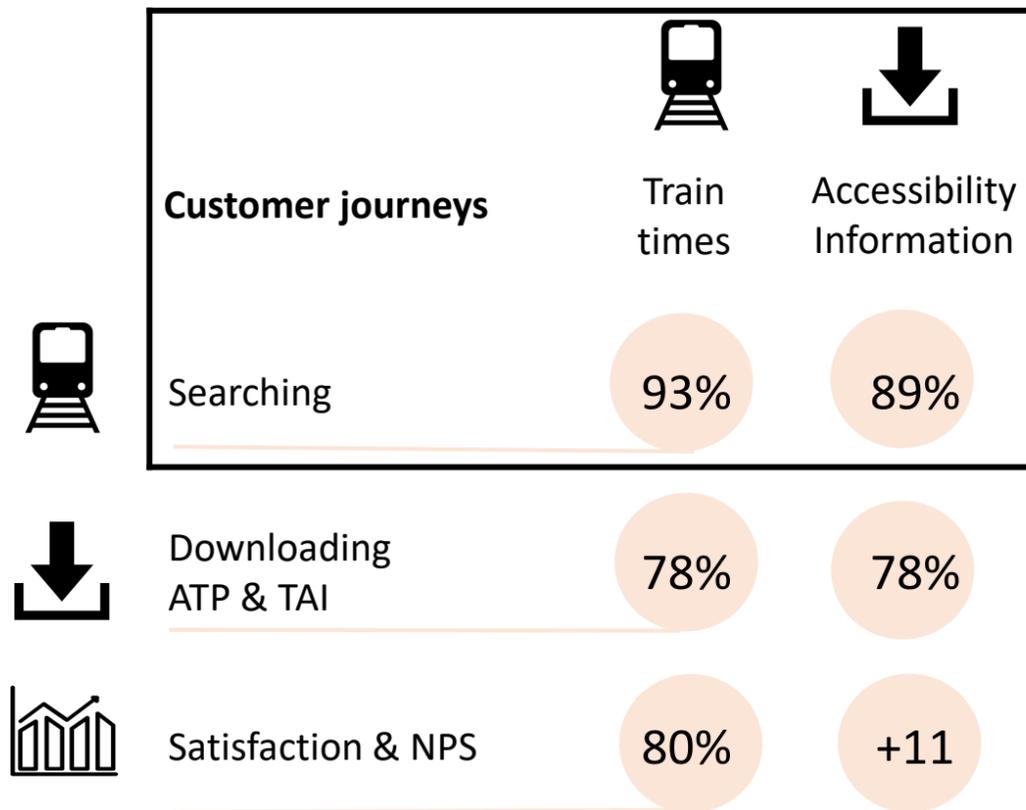
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 7	23%	<a href="#">WCAG 2.1 A F65</a>	img elements must have an accessible name.
	2 of 7	23%	<a href="#">WCAG 2.1 A 1.1.1</a>	Using the same alt text on adjacent images results in screen readers stuttering as the same text is read out twice.
	3 of 7	17%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	4 of 7	89%	<a href="#">WCAG 2.1 A 4.1.2</a>	This button element is empty and has no accessible name
AA	5 of 7	23%	<a href="#">WCAG 2.1 AA 1.4.3</a>	If you set any of the colours on the body or a elements you must set all of them.
	6 of 7	23%	<a href="#">WCAG 2.1 AA G130</a>	The aria-checked attribute should not be used on an input element with type=radio or type=checkbox.
	7 of 7	23%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'CaledonianSleeper report.docx'

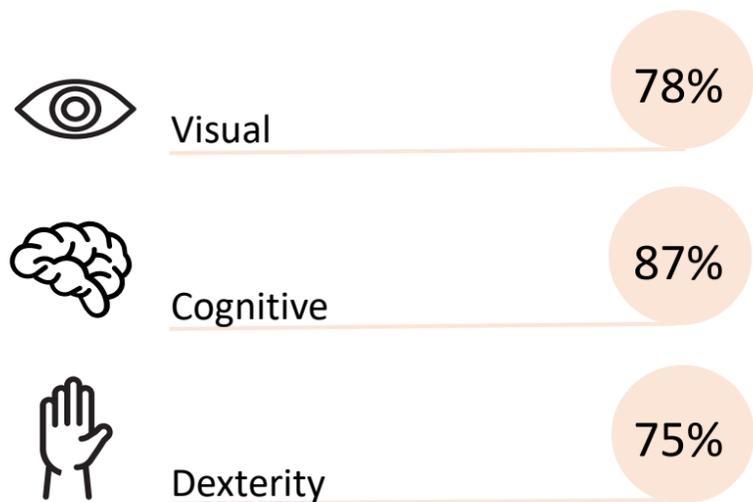
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Customer Service tab as Assisted Travel
<p><b>One page as a source of information on Assisted Travel, which must include:</b></p>			There is a link on the Assisted Travel page called making rail accessible, which is where the information below is
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Bottom of the page
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Plan your journey at top right
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	The railcards and the wheelchair and visually impaired discounts
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Detailed information on accessible rooms, toilets, wheelchairs, dogs, and assistance on board
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Blue badge parking, help and info points

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Service alterations link at bottom of page, makes note of assisted travel arrangements
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print can be sent free
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Mentions you can contact the Guest Service Centre as well as help points and staff at station. Accomodation offered.
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	"Where to buy a ticket" section - more clear and instructional than other sites		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



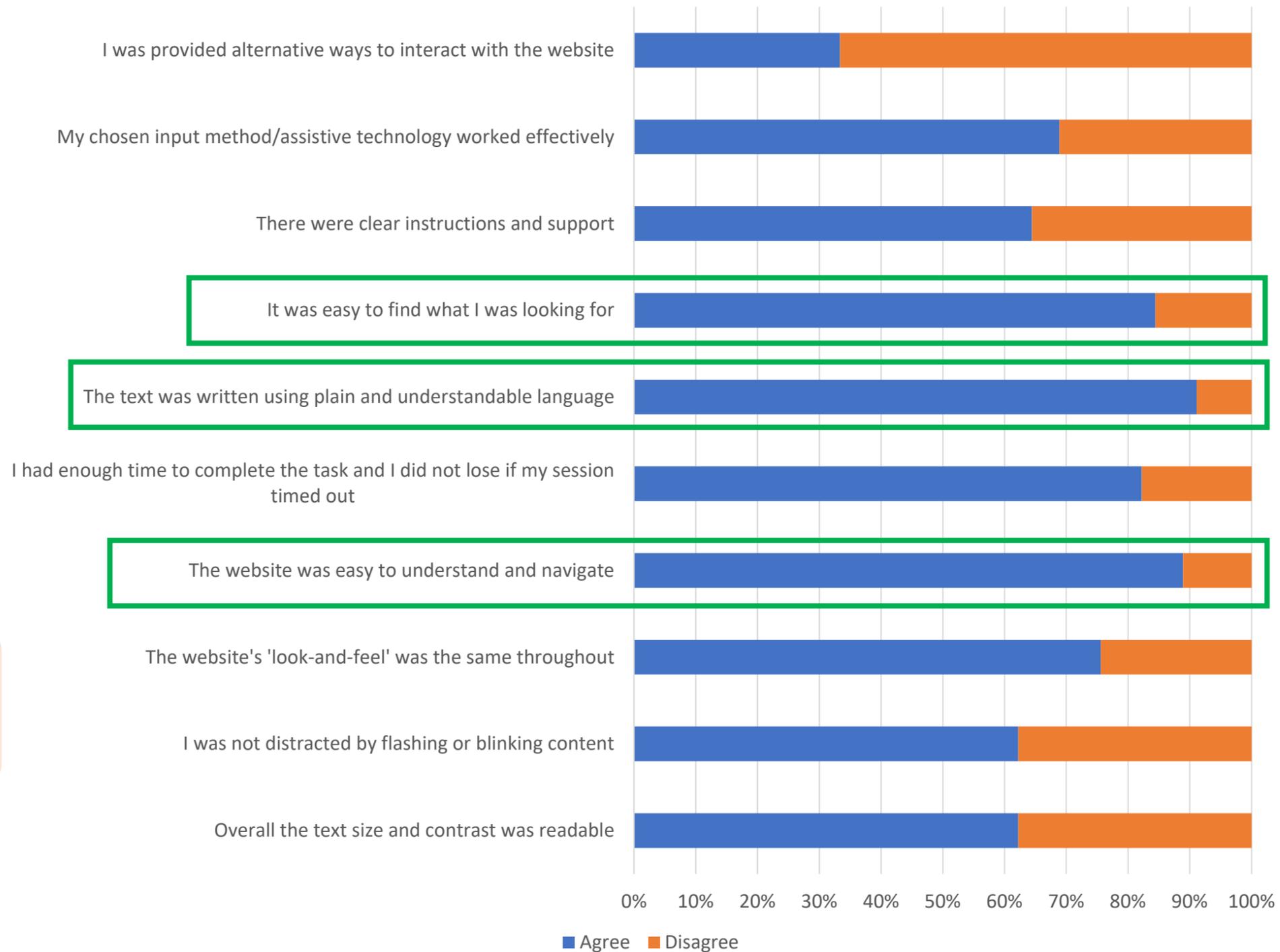
## Satisfaction by accessibility



*"Clear instructions and easy ticketing options."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*“When I tried to select the journey, I couldn't get the date I had selected. Also, I was unable to select the rail card option.”*

*\_Visual, uses a screen reader*

*“Clear instruction and easy ticketing options. [...] I would feel very comfortable booking a ticket and also feeling comfortable with disabled support.”*

*\_Cognitive*

*“The website was fully accessible in my case.”*

*\_Visual*

*“It work a little better with my screen reader software, because with other websites I had bad experience.”*

*\_Visual, uses a screen reader*

### Narrative

**In the first quote**, a screen reader user had difficulty when inputting station details and dates. However, it's important to note that customer journey 1 has a 93% success rate and the other screen reader users completed the task without difficulty.

**The second, third and fourth quotes** show that users found the website to be accessible and completed the task without experiencing issues with assistive technology. This reflects the heuristic on the ease of understanding and navigating the website.

Journey disruption information was only noticed by one of the nine participants.

## Customer journey 2: Finding & downloading accessibility information

*"I received an error 404 message when I clicked on the accessibility page link."*

*\_Cognitive*

*"I was able to locate the policy, but it was fully embedded into the website which meant that I couldn't download it. However, it was fully accessible and used headings to structure the page."*

*\_Visual, uses a screen reader*

*"Easy to access website and find the documents required - but neither of them could be downloaded as PDFs or similar format."*

*\_Dexterity*

## Narrative

Two users had difficulty completing customer journey 2. One user could not find the accessible travel information due to an error on the website.

One user found the Accessible Travel Policy but could not download it because it appeared to be presented as embedded text as opposed to a link. Despite not being able to download the document, the user noted that the headings used to structure the page made it fully accessible.

Another user found the information, but could not find a way to download it. It appears there is an absence of download links for these documents.

These insights reflect the heuristics on the ease of finding information (as eight out of nine users located the policies), and on the ease of understanding and navigating the website.

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,203
- Number of issues identified: 15
- Pages with issues: 527 (44%)
- Pages with issues after 6 most prevalent issues removed: 96 (8%)
- Main level A issues (4)
  - WCAG 2.1 A F96: The visual label must appear in the accessible name of links and controls.
  - WCAG 2.1 A F73: Removing the underline from links makes it hard for colour-blind users to see them.
  - WCAG 2.1 A F15: Clickable controls should be keyboard accessible.
  - WCAG 2.1 A 1.3.1: An element with aria-hidden=true contains focusable content.
- Main AA issues (2)
  - WCAG 2.1 AA 1.4.3: Ensure that text and background colours have enough contrast.
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 80%
- The average 'ease of task' score for downloading information was 78%

**Total number of pages inspected = 1,203**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	11		526	44%	
		4	526	44%	At least
		7	92	8%	At most
AA	4		527	44%	
		2	527	4%	At least
		2	4	<1%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the six most prevalent accessibility issues

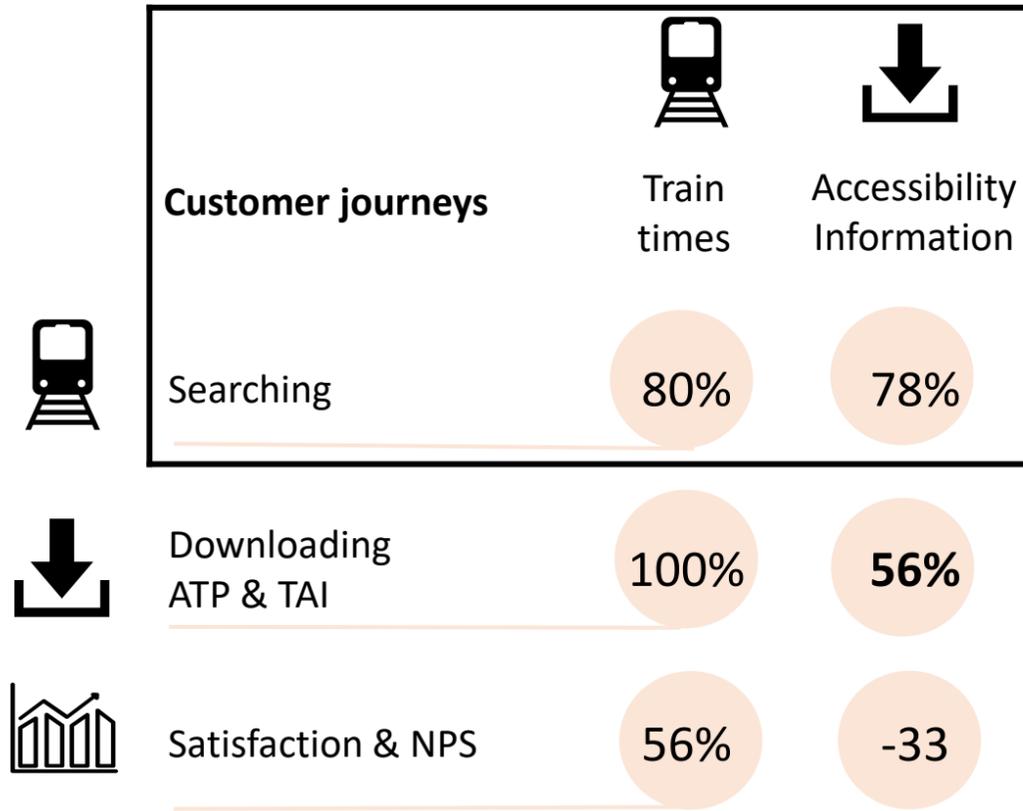
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 6	44%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	2 of 6	6%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.
	3 of 6	6%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	4 of 6	5%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with aria-hidden=true contains focusable content.
AA	5 of 6	44%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colours have enough contrast.
	6 of 6	44%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Chiltern railways report.docx'

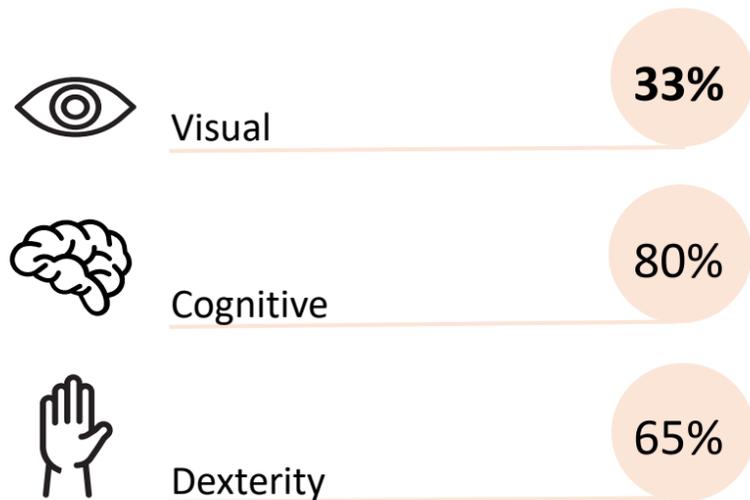
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under your journey
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	Railcards, sight, wheelchair, freedom pass
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Interactive map

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print can be ordered
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Accessibility group sign up. Sunflower lanyard.		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



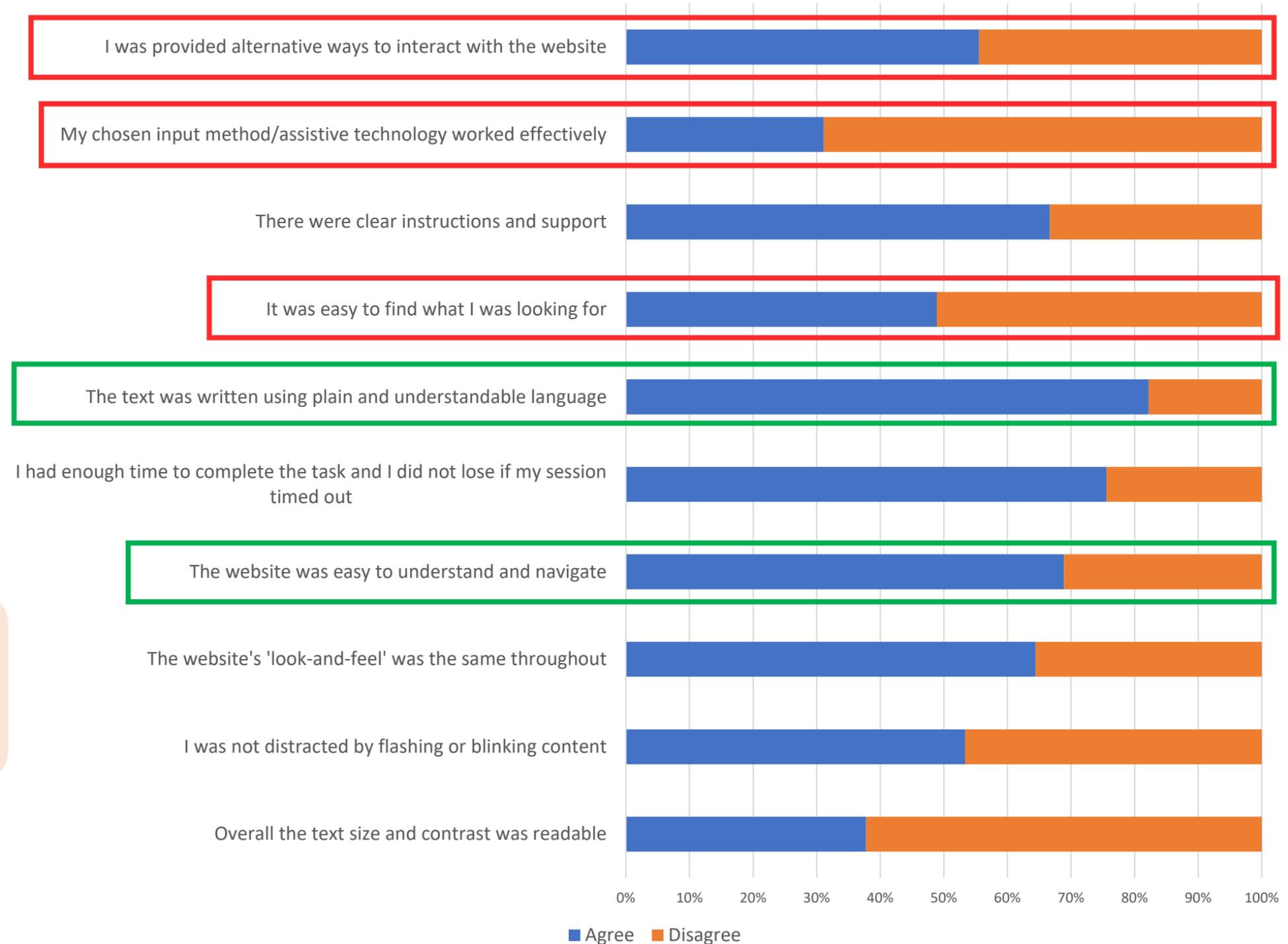
## Satisfaction by accessibility



“Wonderful information on ticket options and prices and how to book.”



## Accessibility heuristics



■ Agree ■ Disagree

**Customer journey 1: Finding train times**

*“Station search facility was totally inaccessible. It was not obvious which station I had selected. The date picker was tabular and was totally unusable either for departure or arrival dates.”*

*\_Visual, uses a screen reader*

*“Had to check a box to open the input fields to book a journey, usually there is a buy tickets link or button.”*

*\_Visual, uses a screen reader*

*“Wonderful information on ticket options and prices and how to book.”*

*\_Visual, uses a screen reader*

*“If I was booking train tickets and knew where I wanted to go, then the website is easy.”*

*\_Dexterity*

**Narrative**

Two users had difficulty when inputting station details and dates. **In the first quote**, the user did not know which station they had selected, and the method of picking dates was not compatible with their screen reader.

**In the second quote**, the user had to complete an extra step to use the input fields. This reflects the heuristics on being provided alternative ways to interact with the website and on the effectiveness of assistive technology.

Some users commented on the ease of the booking process, noting good information on ticket options and instruction on how to book.

Journey disruption information was noticed by four participants.

## Customer journey 2: Finding & downloading accessibility information

*“There is a link to ‘Accessibility’ at the top of the screen, adjacent to ‘My Account’, this didn’t work when clicked, nor would it open in a separate window. There is a further link to ‘Accessibility’ at the bottom of the page, this did work and went to Accessible Travel Information.”*

*\_Cognitive*

*“It’s hard to know what to look for. There are lots of things named accessibility and it’s crowded. I found it in end with help at bottom of the page, but it wasn’t obvious.”*

*\_Visual*

*“The documents opened in an online PDF viewer and I was unable to find an option to download them.”*

*\_Visual, uses a screen reader*

## Narrative

Two users had difficulty finding accessible travel information because the links were at the bottom of the page and the links did not work.

Three users had difficulty finding and downloading the Accessible Travel Policy because it was either at the bottom of the page, or the user could not download the document.

Seven out of nine users had difficulty finding and downloading the Train Accessibility Information. Users reported on the document/link not being where they would expect. This is reflected in the heuristic on the ease of finding information.

*“I had to click on a few links and scroll all the way down, I found in the end but with struggle and confusion.”*

*\_Visual*

*“The link location was not obvious, and I could not easily find it in the list of related documents.”*

*\_Visual, uses a screen reader*

## Overview

### WCAG 2.1 AA

- Pages inspected: 3,068
- Number of issues identified: 17
- Pages with issues: 1421 (47%)
- Pages with issues after 10 most prevalent issues removed: 31 (1%)
- Main level A issues (9)
  - See following slides for detail
- Main AA issues
  - WCAG 2.1 AA F24: Specifying foreground without specifying background colours

### ATP

- 16 of 17 obligations met, with one non-compliance A2.5.2.g

### User-testing

- The average 'ease of task' score for finding train times was 87%
- The average 'ease of task' score for downloading information was 73%

**Total number of pages inspected = 3,068**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	16		1421	47%	
		9	1421	47%	
		5	31	1%	At most
AA	1		1421	47%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the nine most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 9	47%	<a href="#">WCAG 2.1 A 4.1.1</a>	The button element must not appear as a descendant of an element with role=button
	2 of 9	47%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element noscript must not appear as a descendant of the noscript element.
	3 of 9	47%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	4 of 9	30%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.
	5 of 9	24%	<a href="#">WCAG 2.1 A 4.1.1</a>	Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.
	6 of 9	24%	<a href="#">WCAG 2.1 A 4.1.1</a>	No space between attributes.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Crosscountry report.docx'

## Breakdown of the nine most prevalent accessibility issues cont.

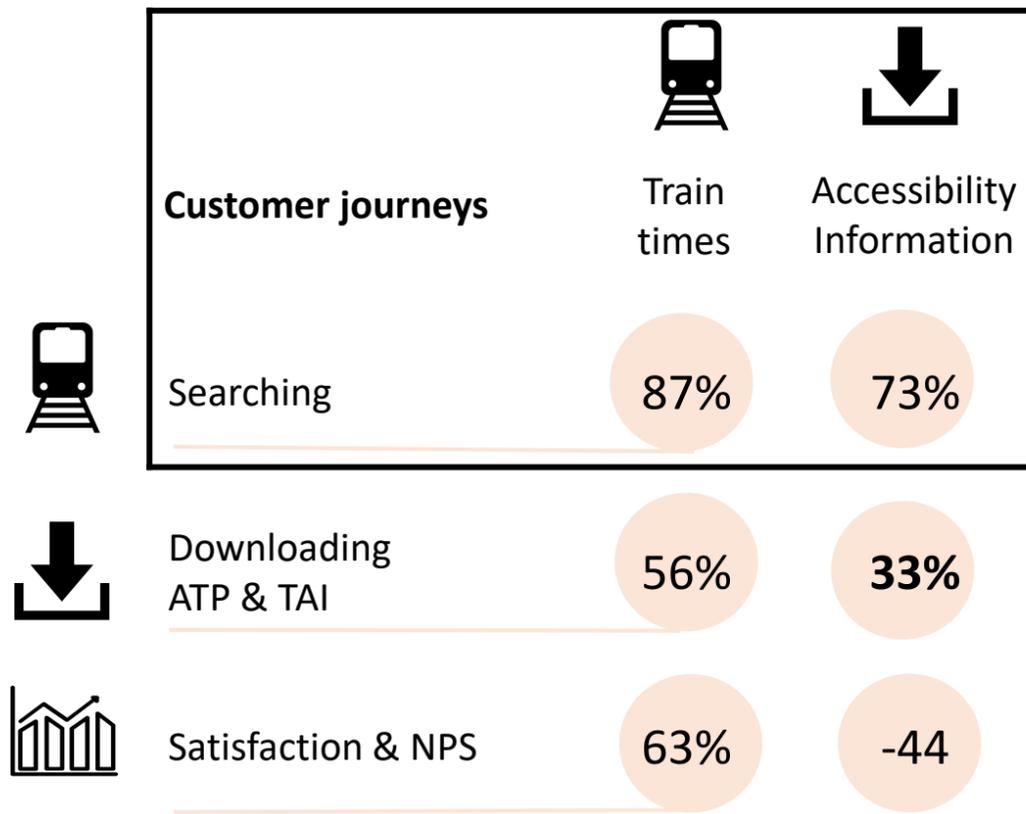
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	7 of 10	16%	<a href="#">WCAG 2.1 A F72</a>	img alt text must not use ASCII art (which includes smileys).
	8 of 10	8%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	9 of 10	8%	<a href="#">WCAG 2.1 A 2.4.1</a>	If you set any of the colours on the body or a elements you must set all of them.
AA	10 of 10	47%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Crosscountry report.docx'

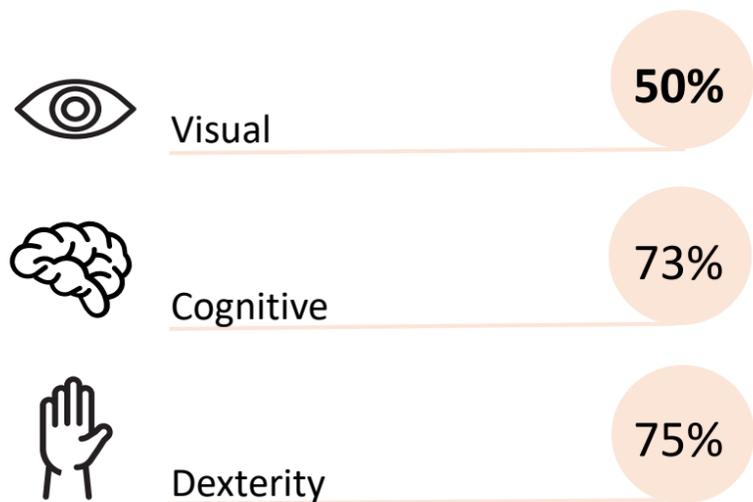
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Customer Service tab as Assisted Travel
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	Button that says Book Passenger Assist online
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Integrated at top of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Journey Check
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print at stations
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Number, email
	Details on the availability of redress for when assistance has not been delivered as booked.	No	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Live chat		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

## Customer Journey



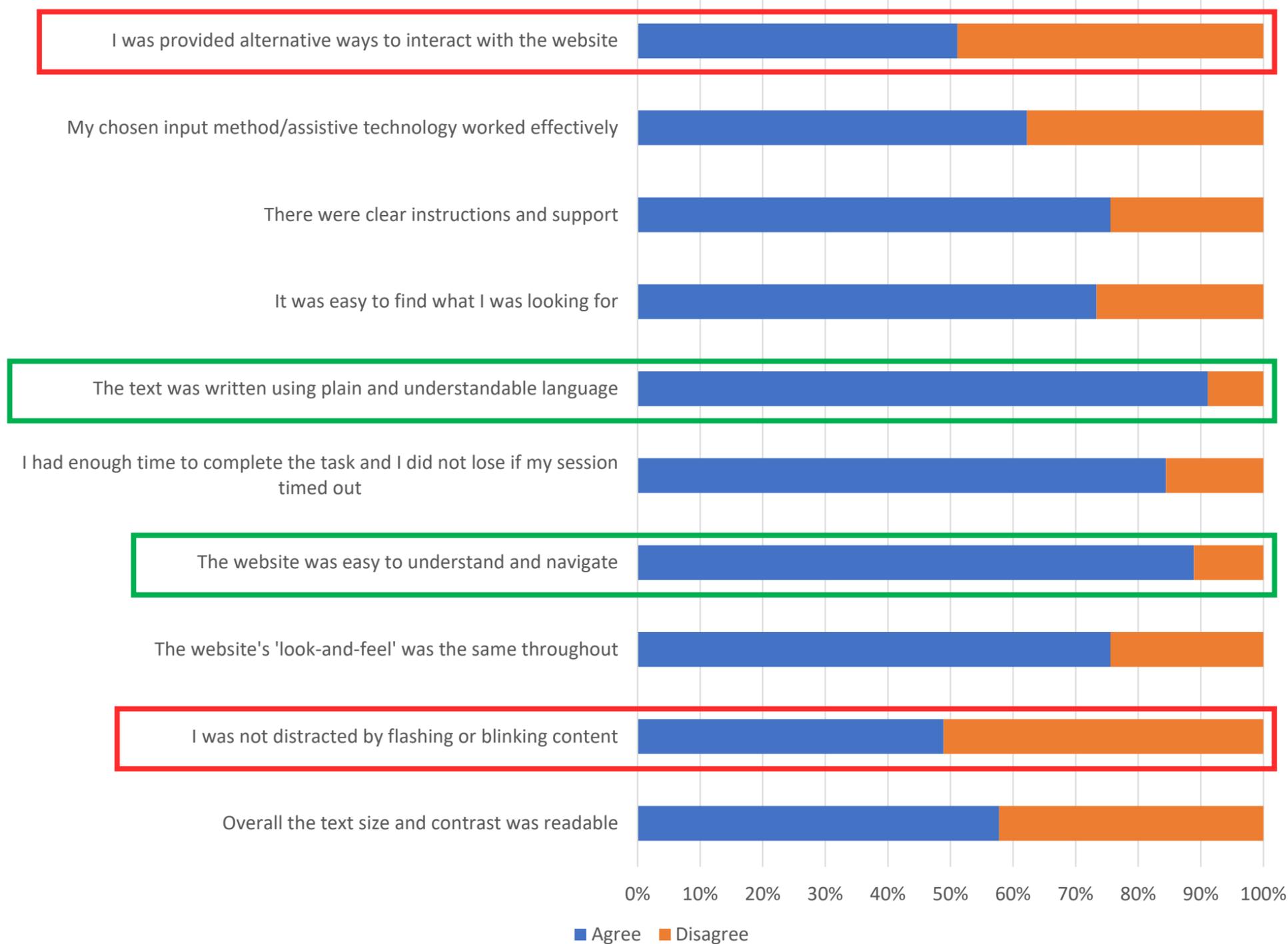
## Satisfaction by accessibility



*“Very clear and clean website, and I was able to find all the information I needed.”*



## Accessibility heuristics



**Customer journey 1: Finding train times**

*“Was able to select departure and arrival stations easily, but needed three attempts to select the date. This looked straight forward initially but unable to get beyond finding trains. Once there, I could choose a ticket and read the price, I was then prompted to login. [...] Use of combo boxes to select the date when booking a ticket would have made the process a lot easier. Also, the cursor landed in odd places so had to navigate to the next part of the page during the booking process.”*

*\_Visual, uses a screen reader*

*“I found the big orange box a distraction and it wasn't obvious this is where you start to plan the journey.”*

*\_Cognitive*

**Narrative**

Customer journey 1 obtained 87% success rate, and eight out of nine users completed the task. **In the first quote**, one screen reader user experienced some difficulty when inputting dates because they needed to select them multiple times. This user noted that, aside from this issue, the website was easy to navigate.

**In the second quote**, a user noted that the orange box was a distraction for this task.

**The third quote**, shows an example of users' thoughts on a user-friendly interface. Journey disruption information was only noticed by one of the nine participants.

*“Good highlighting of certain elements such as cheapest ticket price, good contrast buttons, layout better spacing, good white space, obvious navigation menu, found easily.”*

*\_Visual*

## Customer journey 2: Finding & downloading accessibility information

*“The link was near the bottom of the page. There was an accessibility button at the top of the page, but when I pressed enter on this, this was in relation to the page I was on. It gave me options to enable screen reader mode, enable high contrast etc. I would have thought that the menu would've taken me to the accessibility information for the trains. Instead, I had to tab down quite a lot until eventually I got to accessibility.”*

*\_ Visual, uses a screen reader*

*“The relevant link was in small font at the very bottom of the homepage.”*

*\_ Cognitive*

*“Unable to find a document, found a question about train accessibility in FAQs but Jaws just announced an X.”*

*\_ Visual, uses a screen reader*

*“Couldn't see it on the page I assumed it would be on.”*

*\_ Dexterity*

## Narrative

Two users could not find general accessible travel information. Both users reported that the link was at the bottom of the page.

Eight out of nine users found and downloaded the Accessible Travel Policy. However, six users had difficulty finding and downloading the Train Accessibility Information. Users reported the information not being where they thought it would be. This reflects the 33% success rate for finding and downloading information.

Some users reported that they found the website easy to use and they were able to find information. This reflects the heuristic on the ease of understanding and navigating the website.

*“I found the site easy to use.”*

*\_ Cognitive*

*“Very clear and clean website and I was able to find all the information I needed.”*

*\_ Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 2,292
- Number of issues identified: 18
- Pages with issues: 1184 (52%)
- Pages with issues after 4 most prevalent issues removed: 38 (2%)
- Main level A issues (4)
  - WCAG 4.1.2 Parsing: ARIA role=button element empty and has no accessible name
  - WAI-ARIA 1.1 Assistive technologies support: Aria-hidden
  - WCAG 2.1 A 2.4.1 Bypass Blocks: Title attribute or ARIA labels required
  - WCAG 2.1 A 1.3.1 ARIA 1.1 Element with a role that hides child elements contains focusable child elements

### ATP

- 16 of 18 obligations met with one non-compliance A2.5.2.g, and one partial compliance A2.5.2.d.

### User-testing

- The average 'ease of task' score for finding train times was 87%
- The average 'ease of task' score for downloading information was 58%

**Total number of pages inspected = 2,292**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	16		1184	52%	
		4	1184	52%	
		12	33	1%	At most
AA	2		5	<1%	
AAA	2		1184	52%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the four most prevalent accessibility issues

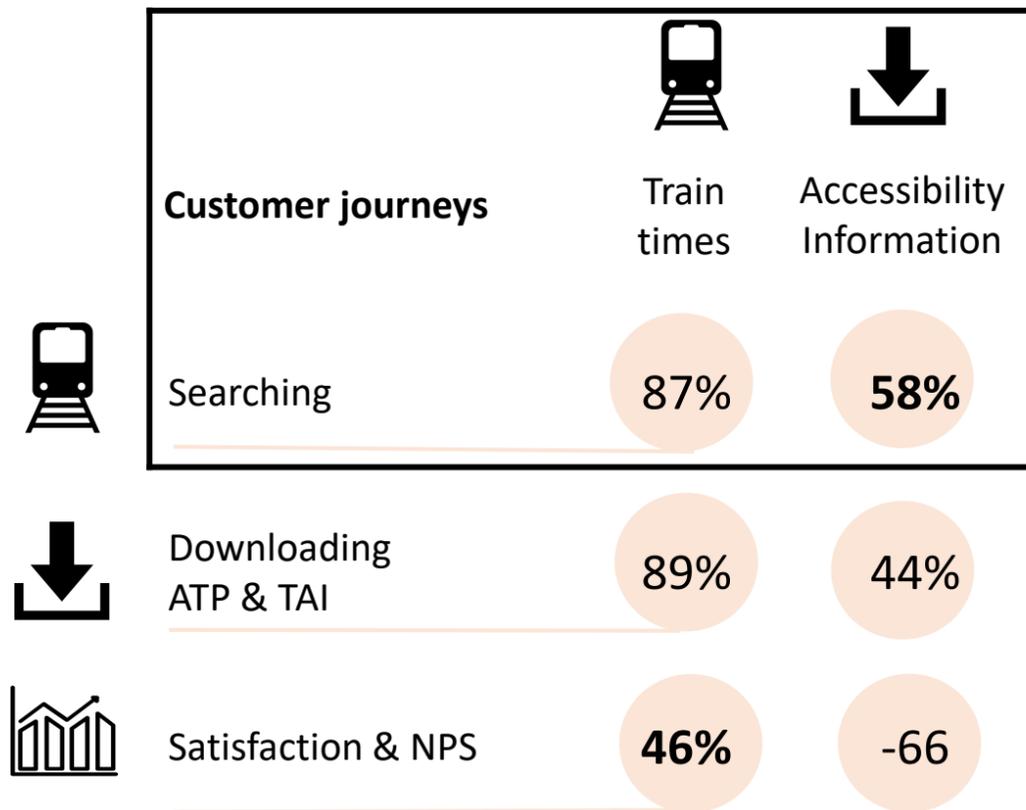
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 4	52%	<a href="#">WCAG 2.1 A 4.1.2</a>	ARIA role=button element is empty and has no accessible name.
	2 of 4	52%	<a href="#">ARIA 1.1</a>	Bad value for attribute aria-hidden.
	3 of 4	12%	<a href="#">WCAG 2.1 A 2.4.1</a>	iframe and frame elements must have a title attribute.
	4 of 4	9%	<a href="#">WCAG 2.1 A 1.3.1</a> <a href="#">ARIA 1.1</a>	An element with a role that hides child elements contains focusable child elements.

\* A full listing of the accessibility issues encountered are supplied in the document 'East Midlands Railway report.docx'

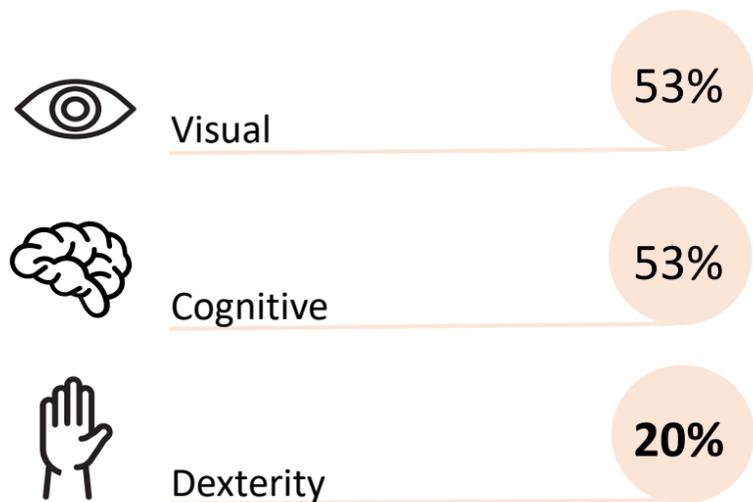
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under travel info tab as Assisted Travel
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Provides telephone numbers and says ticket purchase can be done whilst booking assistance, or in person with assistance
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	Lists national railcards, discounts for those in wheelchairs or sight problems
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Includes meeting points for assistance

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Partial	On the homepage there are sections that have live updates, and links to this via the Assisted Travel webpage. No reference to impact on accessibility
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	yes	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Request via phone in easy read. The PDF's are accessible via screen reader
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Telephone number
	Details on the availability of redress for when assistance has not been delivered as booked.	No	Delay Repay scheme link but this doesn't relate to travel assistance
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Addresses concerns some disabled people have on still receiving support during social distancing		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 1</b>		

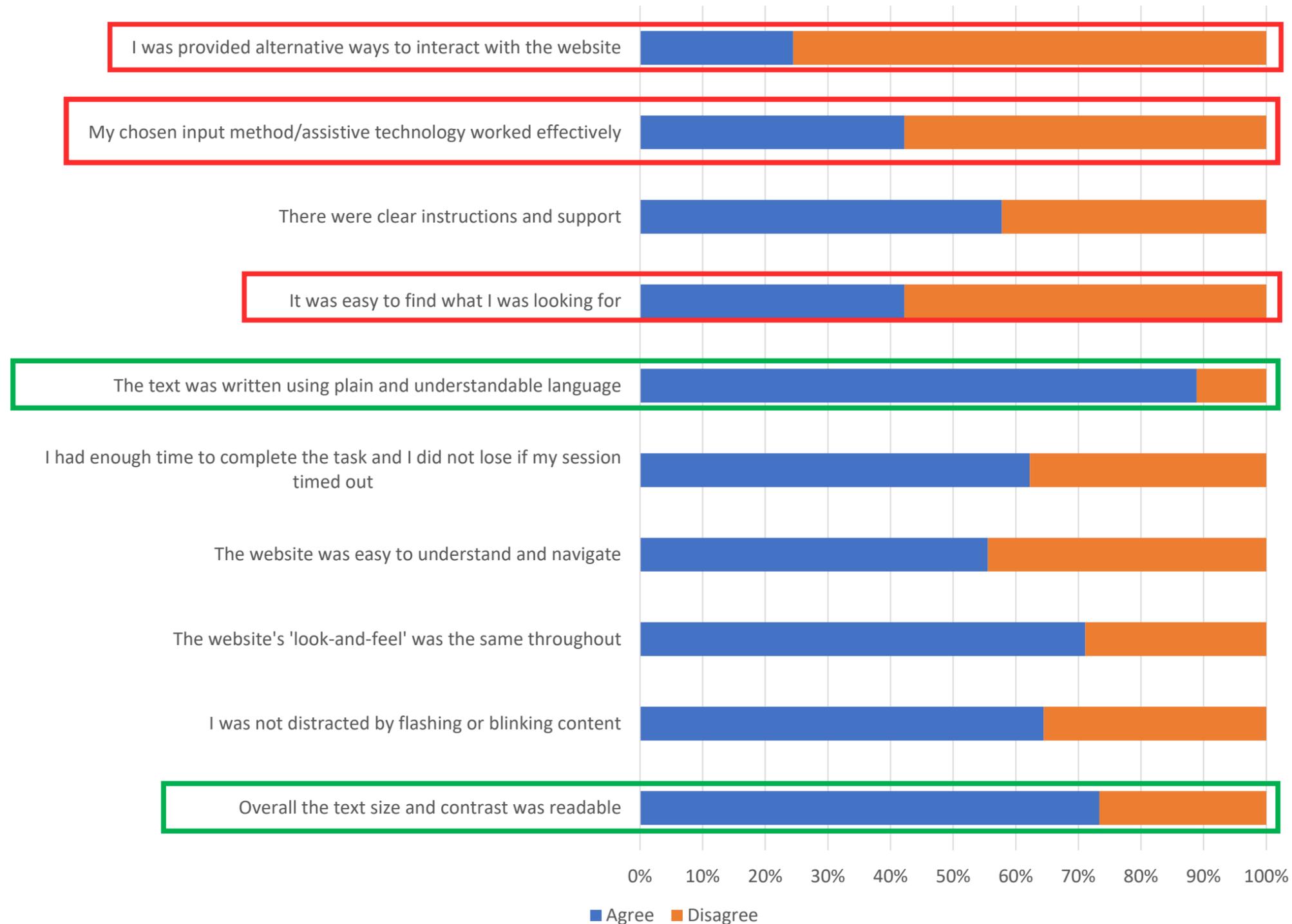
## Customer Journey



## Satisfaction by accessibility



## Accessibility heuristics





Train times

**Customer journey 1: Finding train times**

*“At first I found the travelling from and to boxes to be the easiest I've used so far, I was told immediately as I typed how many results I could choose from ...*

*... I then spent a few minutes trying to find the continue button which could have been more clearly labelled, with a short, snappy name like continue.*

*I did find a summary of the journey details selected to be very useful but this should be written somewhere else and not part of the continue button label.*

*It took me a few minutes to find the continue button because of this but I couldn't get the website to proceed any further as focus jumped back to the destination field saying I hadn't selected my destination. I tried this twice, with the destination appearing to be selected and the same issue occurred so was unable to continue with task 1.”*

*\_Visual (Blind) NVDA user*

**Narrative**

In this quote, the user initially is very positive about the site. However, the assistive technology (NVDA screen reader) being used did not seem communicating with the destination input field correctly forcing the user to abandon the task.

The user also highlights the difficulty experienced when labelling does not match the expected task to be undertaken, i.e. 'continue' rather than 'journey details'.

The use of assistive technology such as screen readers rely heavily on HTML tag semantics both to help give context and support interaction. It is quite possible that ARIA issues identified in the WCAG2.1AA audit are causing some of these difficulties.

A usability issue which was mentioned by our participants was the repeated questions on cookie choices, even after selecting essential cookies only. This, along with the need to create an account for booking a ticket (guest or personal) would have effected the overall satisfaction score of 46%

*“Repeated pop-ups about cookies despite responding first time of asking”*

*\_Dexterity*



Accessibility  
Information

## Customer journey 2: Finding & downloading accessibility information

*“This [accessible travel information] was not clearly signposted – was listed under the travel information tab”*

*\_Vision (Zoom magnification)*

*“In the end I used a search box ... I worked out that accessibility was displayed at the bottom of the screen in small text.”*

*\_Cogitative*

*“None of the information was available for download”*

*\_Dexterity*

*“There is just a webpage detailing the make and model of train, but no pictures to make it easier to identify which information relates to which train. For example, I have no clue what a Class 170 Diesel looks like.”*

*\_Cognitive*

*“When I bought a ticket there was no info’ on which type of train to expect”*

*\_Dexterity*

## Narrative

The average ‘ease of task’ score for this customer journey was only 58% with one participant not being able to download the ATP and five participants (55%), failing to download the TAI.

The main difficulty experienced with finding and downloading the TAI concerned the amount of information, presented in similar looking tables, that the participants had to scroll through.

Contrary to this, the NVDA user found the presentation of rolling stock accessibility information to be well laid out and easy for his screen reader to navigate. Although, he too could not find anywhere to download the information.

*“The information about accessibility of rolling stock was very clearly laid out and easy to read with NVDA. Each type of train was listed with all accessibility features and the destinations to trains served . I could not find anywhere to download this information though”*

*\_Vision (NVDA)*

## Overview

### WCAG 2.1 AA

- Pages inspected: 5,263
- Number of issues identified: 31
- Pages with issues: 2,736 (52%)
- Pages with issues after 8 most prevalent issues removed: 564 (11%)
- Main level A issues (6)
  - See following slides for detail
- Main AA issues (2)
  - WCAG 2.1 AA F24: Specifying foreground without specifying background colours.
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- 16 of 17 obligations met, with one non-compliance A2.5.2.f

### User-testing

- The average 'ease of task' score for finding train times was 89%
- The average 'ease of task' score for downloading information was 71%

**Total number of pages inspected = 5,263**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	28		2736	52%	
		6	2736	52%	
		22	562	11%	At most
AA	3		2734	52%	
		2	2734	52%	
		1	2	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the eight most prevalent accessibility issues

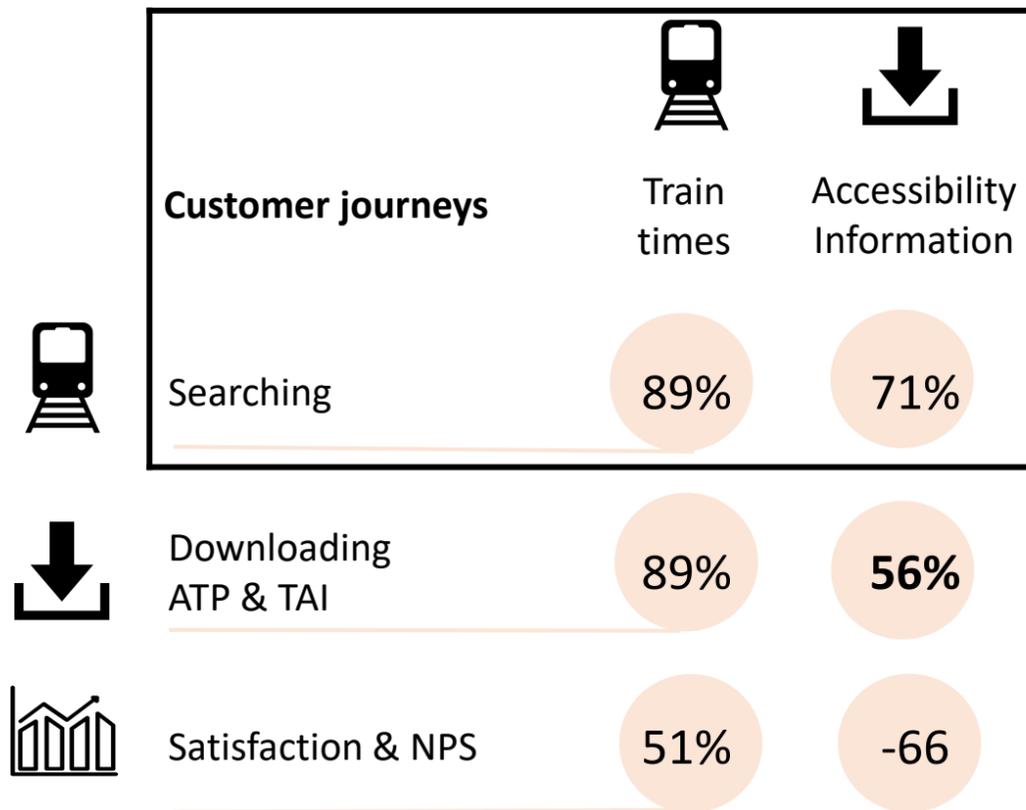
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 8	52%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-labelledby attribute must point to IDs of elements in the same document.
	2 of 8	52%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
	3 of 8	51%	<a href="#">WCAG 2.1 A 4.1.1</a>	The visual label must appear in the accessible name of links and controls.
	4 of 8	51%	<a href="#">WCAG 2.1 A 4.1.1</a>	Use semantic markup like strong instead of using the CSS font-weight property.
	5 of 8	59%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	6 of 8	49%	<a href="#">WCAG 2.1 A 4.1.2</a>	ARIA control has no label.
AA	7 of 8	52%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colours have enough contrast.
	8 of 8	52%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Grandcentral report.docx'

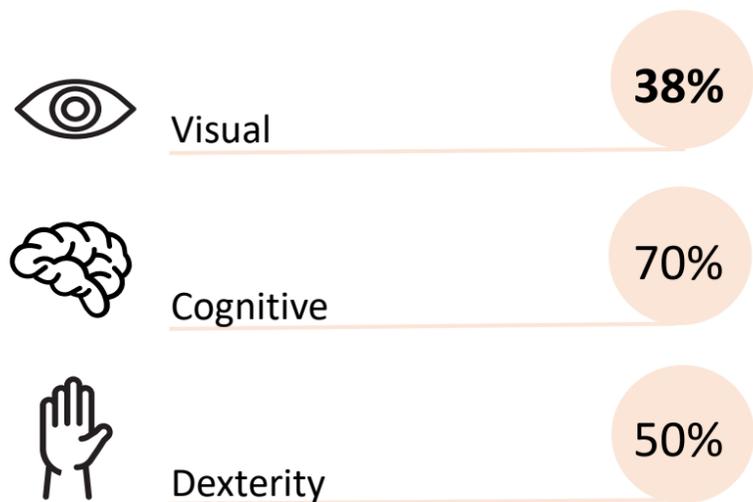
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Help
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Own number
	National Freephone Passenger Assist line	Yes	National Rail number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Top of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Under travelling with GC tab
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Under station information link

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Live service status
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	PDF
	Details of how to obtain the documents in an accessible formats.	No	
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	Rail Ombudsman
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>			
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

## Customer Journey



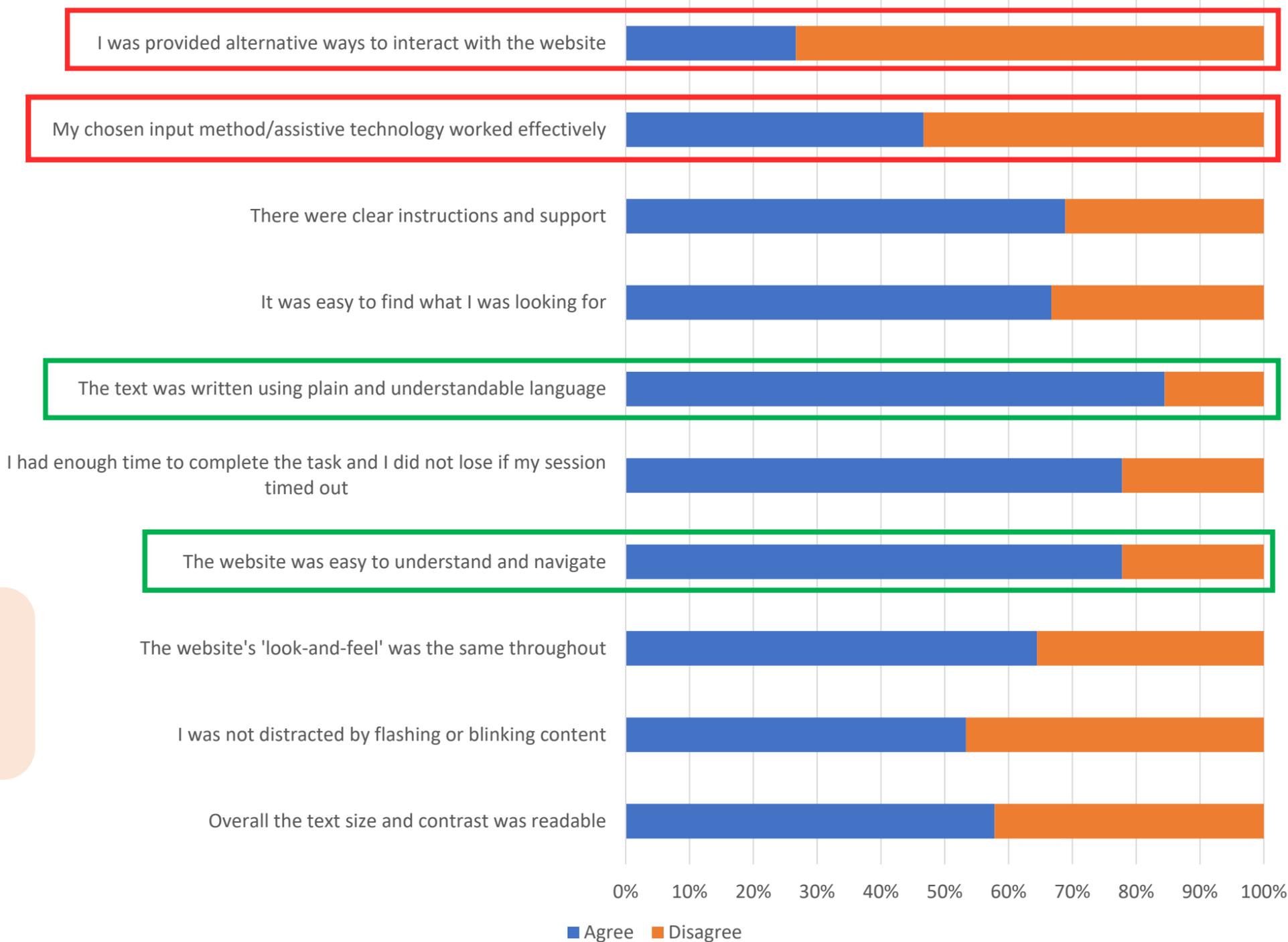
## Satisfaction by accessibility



*"I was able to find the information I was looking for."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*“Station search facility was inaccessible. It was not obvious which station I had selected. The date picker was tabular and was totally unusable to select dates.”*

*\_Visual, uses a screen reader*

*“My screen reader would not tell me which station or date was selected.”*

*\_Visual, uses a screen reader*

*“Not possible to review which stations I had selected from the popular stations list or if typing them in and then selecting from the generated list. After selecting the date, the cursor didn't seem to take me to the time selections as I would expect and found these after the dates had been selected. [...] Not an easy process to follow and information read as being bunched together in one string of text.”*

*\_Visual, uses a screen reader*

### Narrative

**In the first and second quote**, screen reader users had difficulty when inputting station details and selecting dates. It was not clear which station or date had been selected because the screen reader did not read this information. This reflects the heuristics on being provided alternative ways to interact with the website and on the effectiveness of assistive technology.

**In the third quote**, a screen reader user had to work hard to understand where they were in the process and missed inputting key information. These insights reflect the 38% overall satisfaction score for the visual group.

Journey disruption information was noticed by three of the nine participants.

## Customer journey 2: Finding & downloading accessibility information

*"I couldn't find it all either on the accessibility page or FAQ's page or the pages advising about accessible travel."*

*\_ Visual, uses a screen reader*

*"There didn't seem to be a document, just text on the main accessibility page giving basic information."*

*\_ Visual, uses a screen reader*

*"It was included in the accessibility pdf booklet."*

*\_ Cognitive*

## Narrative

Eight users found and downloaded the Accessible Travel Policy. One user in the visual group could not find it.

Six users could not find and download the Train Accessibility Information. One user noted that they found some information on the accessibility page. Another user reported that they found the Train Accessibility Information in another PDF. The poor task score is reflected in the failure of the ATP requirement A2.5.2.f, "Details of how to obtain the documents in an accessible format."

Some users reported on the website being easy to use and navigate. This reflects the heuristic on the ease of navigating the website.

*"The website was easy to use, and accessibility information was good. Including links and numbers to other sources of information. There was the option to select assistance when booking the tickets."*

*\_ Cognitive*

*"I was able to find the information I was looking for."*

*\_ Cognitive*

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,341
- Number of issues identified: 28
- Pages with issues: 789 (59%)
- Pages with issues after 8 most prevalent issues removed: 262 (20%)
- Main level A issues (4)
  - WCAG 2.1 A 4.1.1: Parsing:
  - WCAG 2.1 A F96: Accessible name not containing the visible label text
  - WCAG 2.1 A 1.3.1: PDFs must be tagged to be accessible by screen readers.
  - WCAG 2.1 A F25: Document title must not be blank.
- Main AA issues (4)
  - See following slides for detail

### ATP

- 17 of 18 obligations met with one non-compliance A2.5.2.c

### User-testing

- The average 'ease of task' score for finding train times was 89%
- The average 'ease of task' score for downloading information was 58%

**Total number of pages inspected = 1,341**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	22		788	59%	
		4	686	51%	At least
		18	256	19%	At most
AA	6		687	79%	
		4	686	51%	At least
		2	6	<1%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the eight most prevalent accessibility issues

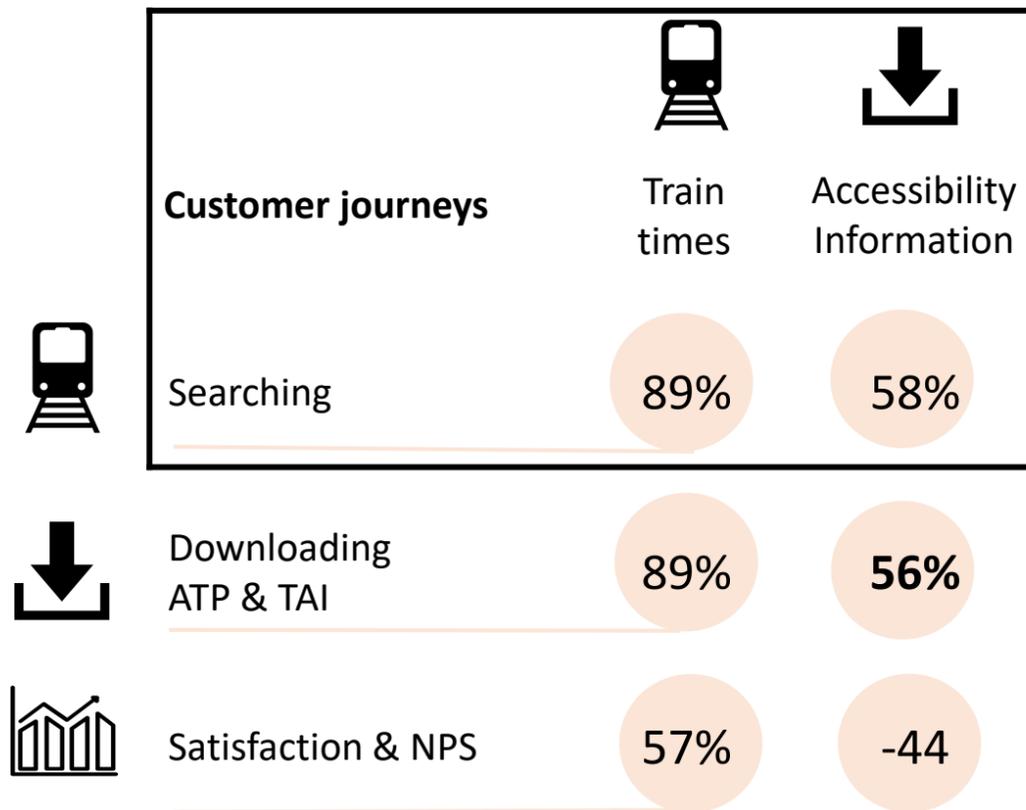
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 8	51%	<a href="#">WCAG 2.1 A 4.1.1</a>	An element with role=tab must be contained in, or owned by, an element with role=tablist.
	2 of 8	19%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	3 of 8	7%	<a href="#">WCAG 2.1 A 1.3.1</a>	PDFs must be tagged to be accessible by screen readers.
	4 of 8	6%	<a href="#">WCAG 2.1 A F25</a>	Document title must not be blank.
AA	5 of 8	51%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	6 of 8	51%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.
	7 of 8	51%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.
	8 of 8	35%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Use relative units in CSS property values when zoom is disabled by meta viewport.

\* A full listing of the accessibility issues encountered are supplied in the document 'Southeastern railway report.docx'

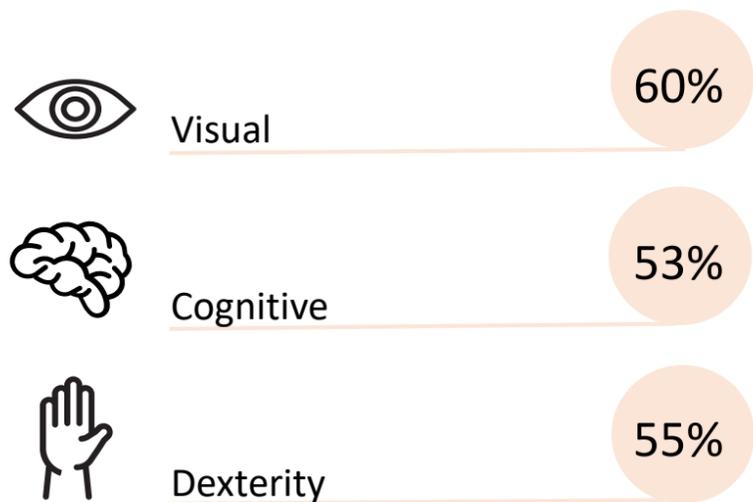
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under travel information as passenger assist
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	"If you have a disability, non-visible disability, or are elderly, you can pre-book journey assistance. We can make sure you get all the help you need for your journey and will arrange everything, including changes, and connections that involve other train companies".
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Online form also. App by transreport.
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	No	'Travelling with us on our trains' is more about food/entertainment/bikes than accessibility
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Mainly parking and step free access map.

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Travel updates at top of page
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	Yes	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	Assisted Travel redress
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Rail access map. Downloadable cards for guide dogs.		
<b>Totals</b>	<b>Yes = 17, No = 1, Partial = 0</b>		

## Customer Journey



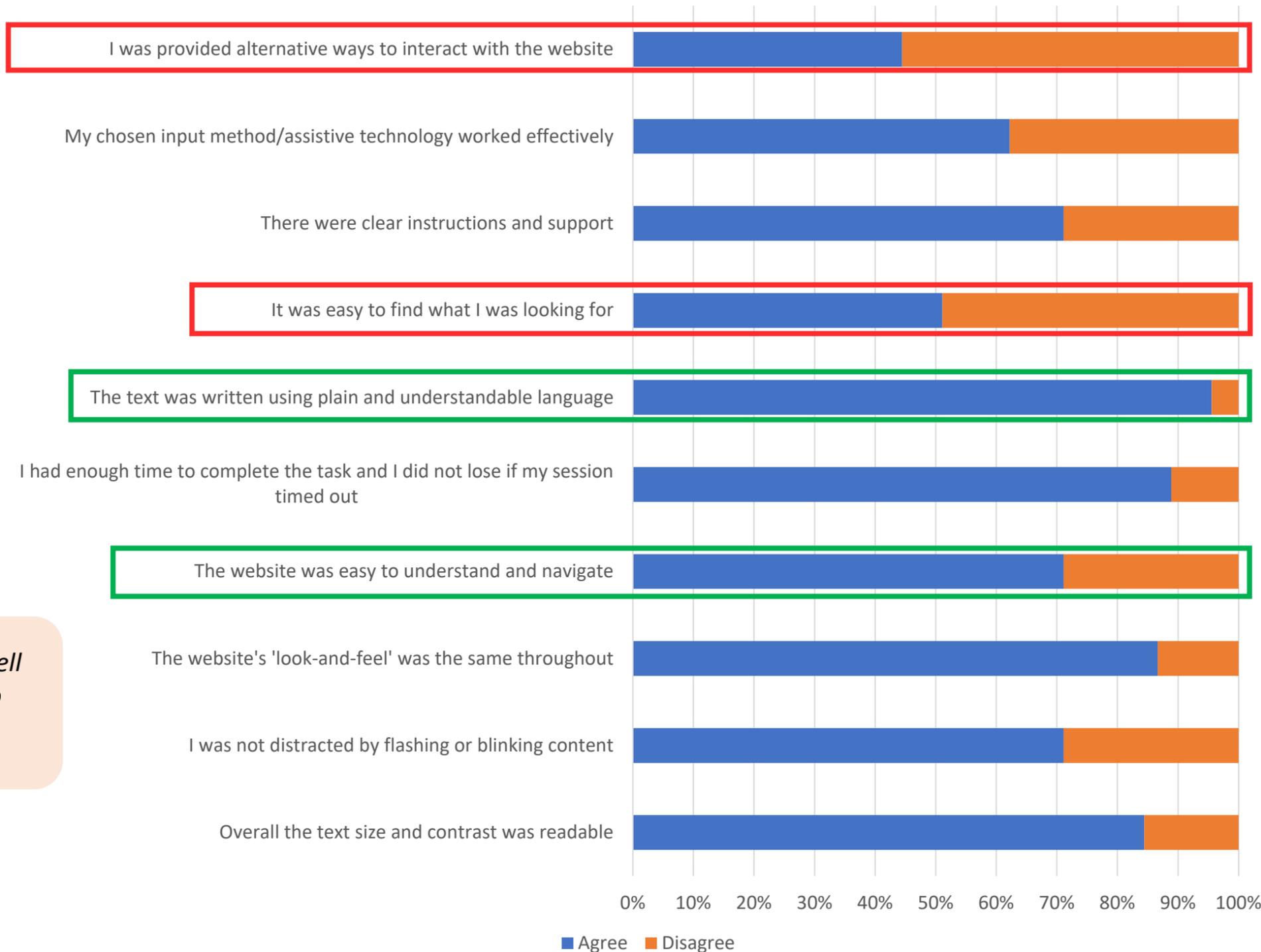
## Satisfaction by accessibility



*"the website was well laid out with no pop ups or flashing adverts"*



## Accessibility heuristics





### Customer journey 1: Finding train times

*"As I was typing in departure point a pop up blocked the screen and when I finally closed it data had been deleted."*

*\_Dexterity (Touch screen)*

*"I didn't like that after selecting all your travel options on the first screen there was a season ticket/other option button before the 'find tickets' button which led me down the wrong path first time round. This button should be after all the main options as keyboard/screen reader users are often used to the main confirmation button being straight after the options."*

*\_Visual (Blind) NVDA user*

*"There is an alternative accessible booking tool which is fairly close to the top which I have used before and is straightforward to use but not that quick to load."*

*\_Visual (Magnifying glass)*

### Narrative

This task returned a high average 'ease of task' score of 89%. One participant (Apple user) experienced difficulties with a 'pop-up' blocking the screen and having their data removed. It is unclear what the pop-up was.

A screen reader user suggests a ordering change to the travel options screen to make it more consistent with assistive technology user expectations.

Only two of the nine participants noticed any journey disruption information. The use of banners and iconography was noted.

A feature that was positively remarked upon was the alternative accessible booking tool.

*"The website was well laid out with no pop ups or flashing adverts. When I went to book there is an accessible booking tool which presents pages as plain text and guides you through the different ticket options available."*

*\_Dexterity*



## Customer journey 2: Finding & downloading accessibility information

*"I did find a document called GWR facilities guide which had accessibility train information but the document was very long and displaying the pdf in chrome made the cursor jump around the document. viewing the document would probably be easier in adobe reader. Whilst the accessibility rolling stock info is somewhat close to the beginning, a separate document only containing rolling stock info would be a lot easier to work with."*

*\_Visual (Blind) NDVA*

*"I gave up after ten minutes, I could not locate it"*

*\_Cognitive*

*"Although difficult to find, accessible travel and train accessibility were in the same document. Annoying pop-up to sign in and register."*

*\_Cognitive*

## Narrative

Although the 'finding and downloading the accessible travel information' task was successfully completed by eight of the nine participants, finding and downloading the 'train accessibility information' proved to be more challenging with almost half the participants not being able to complete this task.

This was poor task score for finding and downloading train accessibility information is reflected in both the heuristic score for 'It was easy to find what I was looking for' which only had a 51% agreement to the statement, and the failure of the ATP requirement A2.5.2.c, 'Links to or expandable sections providing information of on-board facilities'

Participants noted the use of prompts and pop-ups which were said to be "annoying" and "distracting". One participant noticed a flash between pages which made them feel a bit sick.

*"For some reason the website seems to FLASH between pages causing me to feel a bit sick."*

*\_Visual (screen magnification)*

## Overview

### WCAG 2.1 AA

- Pages inspected: 2,909
- Number of issues identified: 39
- Pages with issues: 779 (27%)
- Pages with issues after 5 most prevalent issues removed: 303 (10%)
- Main level A issues (5)
  - WCAG 2.1 A 1.3.1: An element with a role that hides child elements contains focusable child elements.
  - WCAG 2.1 A 2.4.1: iframe and frame elements must have a title attribute.
  - WCAG 2.1 A 1.3.1 ARIA 1.1: The aria-controls attribute must point to IDs of elements in the same document.
  - WCAG 2.1 A 1.3.1 ARIA 1.1: The aria-labelledby by attribute must point to IDs of elements in the same document.
  - WCAG 2.1 A 1.3.1 ARIA 1.1: The aria-owns attribute must point to IDs of elements in the same document.

### ATP

- 16 of 17 obligations met, with non compliance on one element of A2.5.2.g

### User-testing

- The average 'ease of task' score for finding train times was 96%
- The average 'ease of task' score for downloading information was 84%

**Total number of pages inspected = 2,909**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	33		738	25%	
		5	396	14%	At least
		28	260	9%	At most
AA	6		43	1%	
AAA	2		2101	72%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the five most prevalent accessibility issues

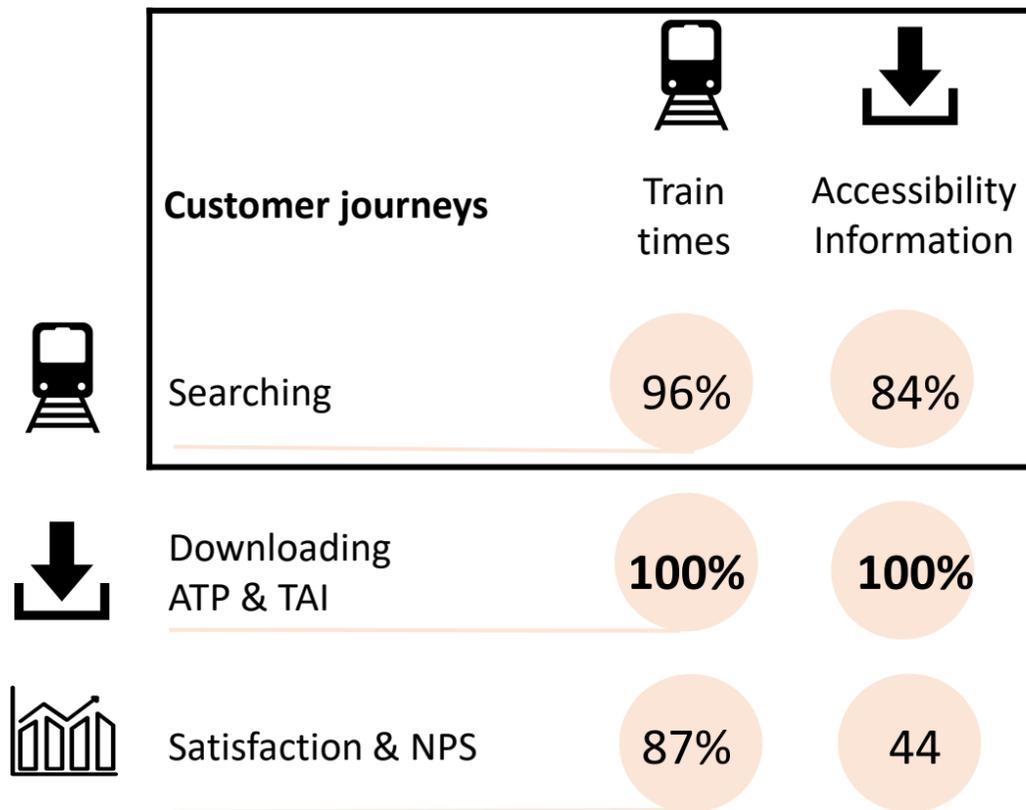
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 5	14%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with a role that hides child elements contains focusable child elements.
	2 of 5	11%	<a href="#">WCAG 2.1 A 2.4.1</a>	iframe and frame elements must have a title attribute.
	3 of 5	6%	<a href="#">WCAG 2.1 A 1.3.1</a> <a href="#">ARIA 1.1</a>	The aria-controls attribute must point to IDs of elements in the same document.
	4 of 5	5%	<a href="#">WCAG 2.1 A 1.3.1</a> <a href="#">ARIA 1.1</a>	The aria-labelledby attribute must point to IDs of elements in the same document.
	5 of 5	5%	<a href="#">WCAG 2.1 A 1.3.1</a> <a href="#">ARIA 1.1</a>	The aria-owns attribute must point to IDs of elements in the same document.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Greater Anglia report.docx'

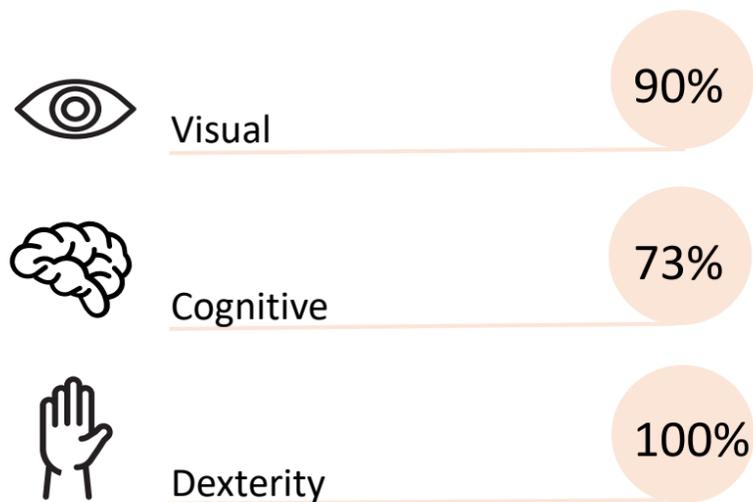
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Found under 'travel information'
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Contains videos of different train types and information on wheelchair/scooter/assist dogs
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Includes meeting points, ramps,

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	'Important information' is the first thing on the homepage. Clicking leads to more information about Journey Check and compensation.
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	No	Delay repay is mentioned in their customer promise page but this is not related to booked assisted travel
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Tactile paving. Information provided for joining Greater Anglia accessibility panel.		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

## Customer Journey



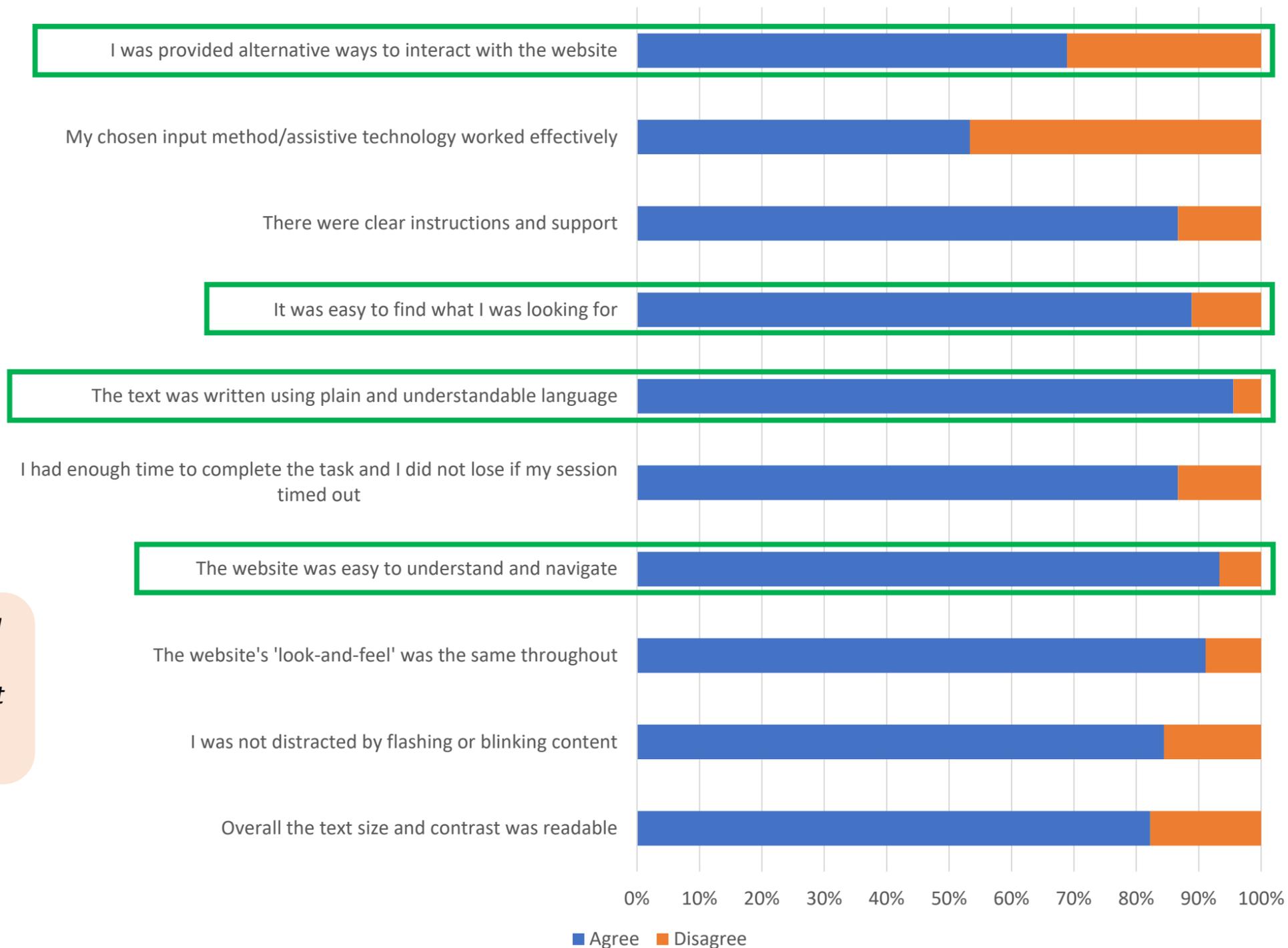
## Satisfaction by accessibility



*"It [website] could easily be used as an example of best practice"*



## Accessibility heuristics





### Customer journey 1: Finding train times

*“So professional and the homepage was so easy to navigate, not overcrowded and both clear and concise headings in correct colours and size, which made it so much easier as a disabled passenger.”*

*\_Cognitive*

*“Booking was simple and information on how to book assistance was given online. There were multiple types of ways to contact them.”*

*\_Dexterity*

*“Very easy to use. Good accessibility guidance throughout the process. A fast loading website, not needing an account in order to buy tickets.*

*\_Visual (Blind) NVDA user*

*“When selecting a date in the calendar, NVDA repeated the date and said is now selected.*

*On the search results page a link to a screen reader version of the page is given straight away at the top of the page (I found the standard ticket selection page very accessible)*

*\_Visual (Blind) NVDA user*

### Narrative

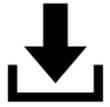
This task returned a very high average ‘ease of task’ score of 96%, which was confirmed through the positive feedback gathered from our participants. It is also reflected in the heuristic scores of 93% agreeing that the website ‘Offers clear instructions and support’ and 89% for ‘It was easy to find what I was looking for’ .

The participants were particularly pleased to find booking assistance and access information being part of the purchasing process.

The one negative comment made for this task concerned not knowing if the disruption alerts were relevant to the participant’s booked journey.

*“I was told there were two journey disruption alerts at the start of the search results. When I pressed enter on the button nothing happened. I later found the alerts at the bottom of the page. They mentioned that Cross Country and East Midlands’ trains were running at a reduced timetable. It was not clear if the two trains I had selected to complete my journey were run by these companies.”*

*\_Visual (Blind) NVDA user*



## Customer journey 2: Finding & downloading accessibility information

*“Very easy to use including the various options to view/hear all accessibility information in BSL”*

*\_Vision (Screen magnification)*

*“I like that there is an option to review the accessibility details by audio and also by BSL.”*

*\_Cognitive*

*“I was especially impressed with the details of the rolling stock and the clear options of different ways to use it even down to a BSL interpreter video. Amazing.”*

*\_Dexterity*

*“The travel policy and rolling stock accessibility was found all in one section. The link to this section was right near the top of the page and more alternative formats were available than I have noticed anywhere else during the audits e.g. easy read, audio and BSL. An option to book assistance as you are buying your ticket is provided before payment which I have not encountered before.*

*\_Visual (Blind) NVDA user*

## Narrative

Both tasks of finding and downloading accessibility information (Accessible Travel Policy and Train accessibility Information) were successfully completed by all participants.

The option of different ways to receive accessibility details such as by audio and BSL was roundly applauded by many of the participants which was reflected in the relatively high heuristic score of 69% for ‘I was provided with alternative ways of interacting with the website’.

## Overview

### WCAG 2.1 AA

- Pages inspected: 297
- Number of issues identified: 24
- Pages with issues: 118 (40%)
- Pages with issues after 6 most prevalent issues removed: 48 (16%)
- Main level A issues (3)
  - WCAG 2.1 A 1.3.1 ARIA 1.1: The aria-describedby by attribute must point to IDs of elements in the same document.
  - WCAG 2.1 A F73: Removing the underline from links makes it hard for colour-blind users to see them.
  - WCAG 2.1 A F89: Each a element must contain text or an img with an alt attribute.
- Main AA issues (3)
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.
  - WCAG 2.1 AA 1.4.3: Ensure that text and background colours have enough contrast.
  - WCAG 2.1 AA G130: Headings should not be empty.

### ATP

- 16 of 17 obligations met, with one partial compliance A2.5.2.d

### User-testing

- The average 'ease of task' score for finding train times was 82%
- The average 'ease of task' score for downloading information was 71%

**Total number of pages inspected = 297**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	20		118	40%	
		3	118	40%	
		17	45	15%	At most
AA	4		118	40%	
		3	118	40%	
		1	3	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of most prevalent accessibility issues

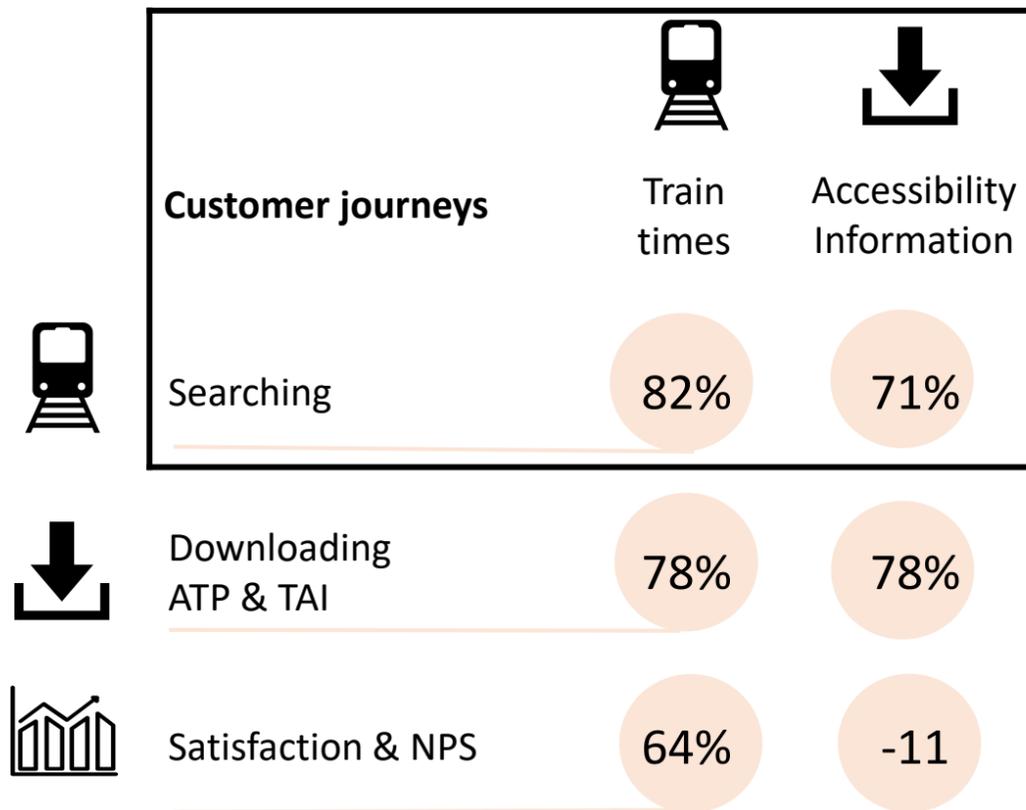
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 6	40%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-describedby attribute must point to IDs of elements in the same document.
	2 of 6	36%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.
	3 of 6	8%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
AA	4 of 6	40%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.
	5 of 6	5%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colours have enough contrast.
	6 of 6	3%	<a href="#">WCAG 2.1 AA G130</a>	Headings should not be empty.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Heathrow Express report.docx'

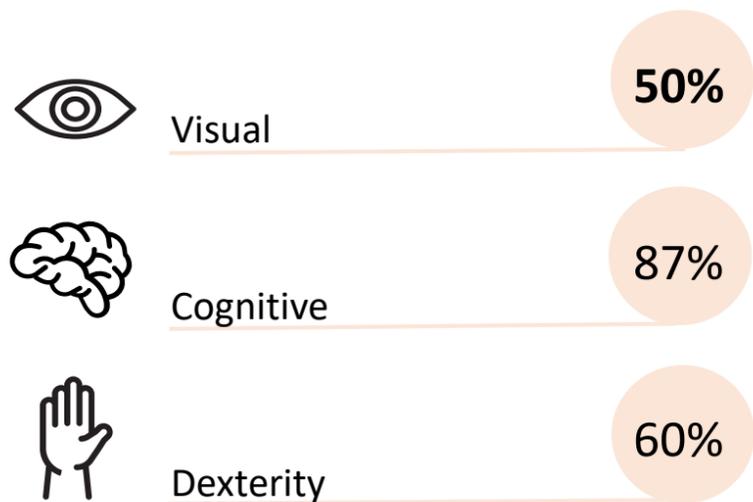
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Bottom of page
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Own number
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Says you can purchase at station, or if it isn't accessible, do so penalty free at destination
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	Details on how to obtain/qualify, including visual impairments
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Link to station information

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Partial	Says go to homepage or check in person or twitter
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print on site, braille/audio can be provided free at station
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Different contact options, in person, post, phone, online
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	Contact customer relations team, could use a link
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Sunflower lanyard		
<b>Totals</b>	<b>Yes = 16, No = 0, Partial = 1</b>		

## Customer Journey



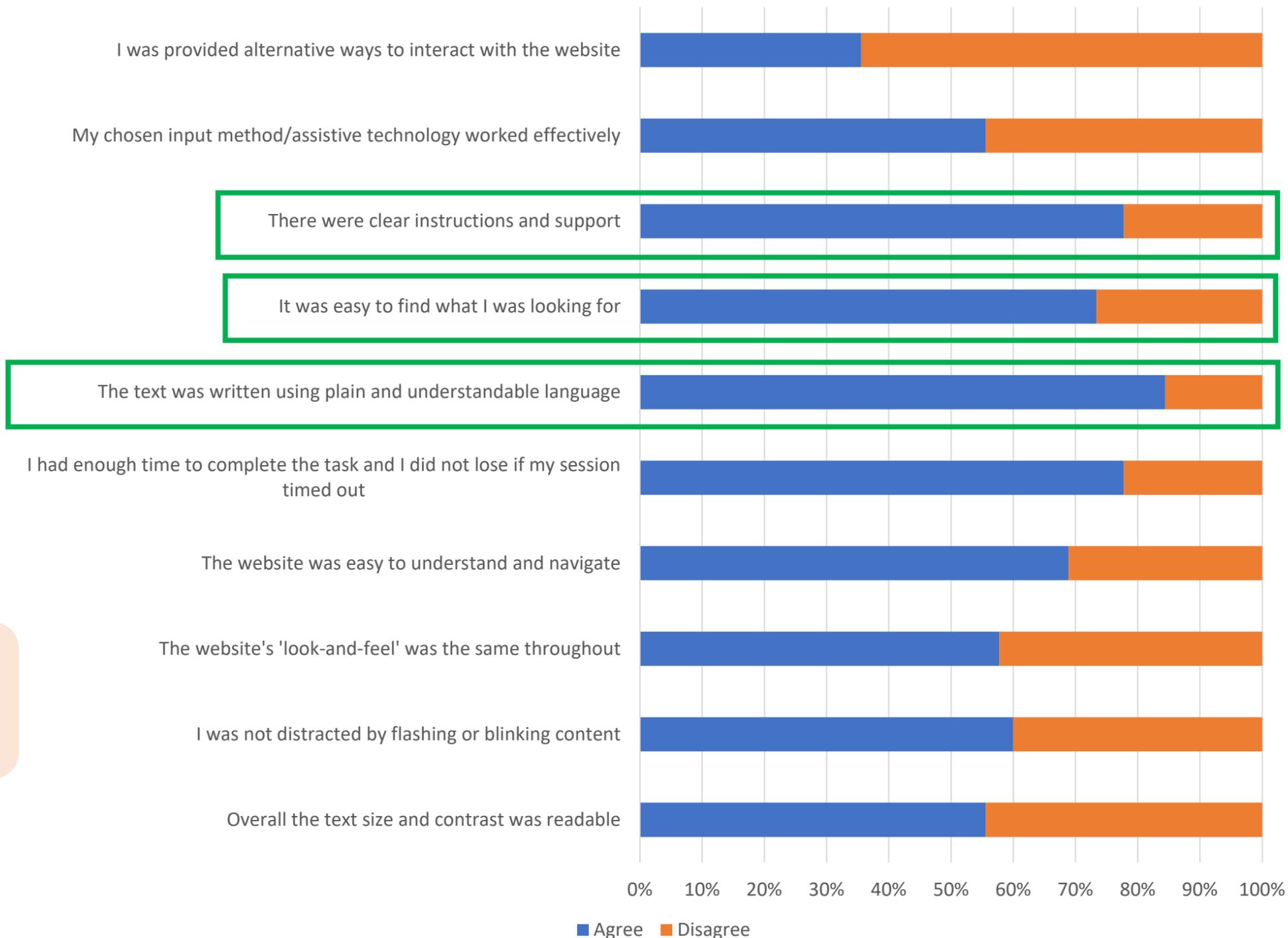
## Satisfaction by accessibility



*"Everything was easy to find."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*"I was typing the station name and then pressing tab to reach the station, but it kept disappearing and telling me there were 356 matching stations."*

*\_Visual, screen reader user*

*"When tabbing between the departure field and the arrival field I am told 'book\_accessibility\_directionSelectionSwitch\_button'. It doesn't make much sense. I managed to select a date, but am unclear as to how. There seem to be a lot of things in the process for selecting a ticket that aren't properly labelled, meaning that they aren't being reported by Jaws as being capable of being interacted with, but that when pressed space or enter on have an effect."*

*\_Visual, screen reader user*

### Narrative

**In the first quote**, one user had difficulty when inputting station details using a screen reader. **In the second quote**, a screen reader user details problems they experienced when selecting stations and dates. It appears that the buttons have unclear labels. This is reflected in the 50% overall satisfaction score for the visual group.

Journey disruption information was noticed by four of the nine participants.

Some users who did not use a screen reader found that booking a ticket was easy. This reflects the heuristic on the ease of finding information.

*"Ticketing options and booking was an absolute doddle."*

*\_Cognitive*

## Customer journey 2: Finding & downloading accessibility information

*"I found relevant information but can't find the download button."*

*\_ Visual, uses a screen reader*

*"I couldn't locate it or the other document, just went round in circles."*

*\_ Cognitive*

## Narrative

Finding and downloading the Accessible Travel Policy and the Train Accessibility Information has a 78% success rate. However, two users could not find either policy.

Most users found the website easy to navigate and reported positively on the plain format, functional feel, and good organisation. This reflects the heuristic of the ease of finding information.

*"The website is very organised, the information provided is clear and every procedure ran extremely smoothly. I would go as far as to use it as a reference for other websites to copy, at least in terms of accessibility for blind screen reader users."*

*\_ Visual*

*"Everything is easy to find. The section on disability help and assistance is surprisingly extensive. It answers all questions. [...] For someone with my disability, often too much going on can be extremely distracting - so this fairly plain format was welcome. It has some colour, but it really does have more of a functional feel. I enjoyed the experience."*

*\_ Cognitive*

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,605
- Number of issues identified: 33
- Pages with issues: 478 (30%)
- Pages with issues after 9 most prevalent issues removed: 183 (11%)
- Main level A issues (7)
  - See following slides for detail
- Main AA issues (2)
  - WCAG 2.1 AA 1.4.4: Do not use the meta viewport tag to disable zoom.
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 78%
- The average 'ease of task' score for downloading information was 67%

**Total number of pages inspected = 1,605**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	29		478	30%	
		7	478	30%	
		22	156	10%	At most
AA	4		478	30%	
		2	478	30%	
		2	27	2%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the nine most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 9	30%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	2 of 9	29%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	3 of 9	18%	<a href="#">WCAG 2.1 A 2.2.2</a>	Don't use CSS animations that run for more than 5 seconds without giving the user a way to turn them off.
	4 of 9	8%	<a href="#">WCAG 2.1 A 1.3.1</a>	For data tables that have two or more logical levels of row or column headers, use markup to associate data cells and header cells.
	5 of 9	7%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-labelledby attribute must point to IDs of elements in the same document.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Hull Trains report.docx'

## Breakdown of the nine most prevalent accessibility issues cont.

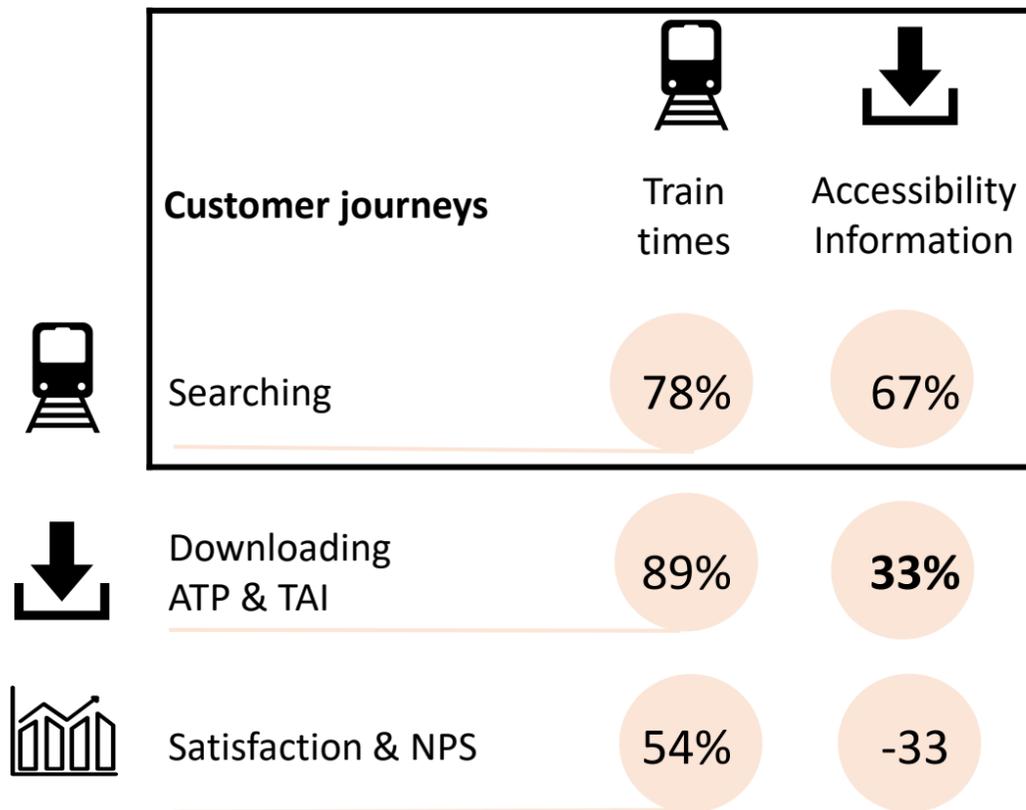
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	6 of 9	7%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-controls attribute must point to IDs of elements in the same document.
	7 of 9	7%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The visual label must appear in the accessible name of links and controls.
AA	8 of 9	30%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	9 of 9	30%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Hull Trains report.docx'

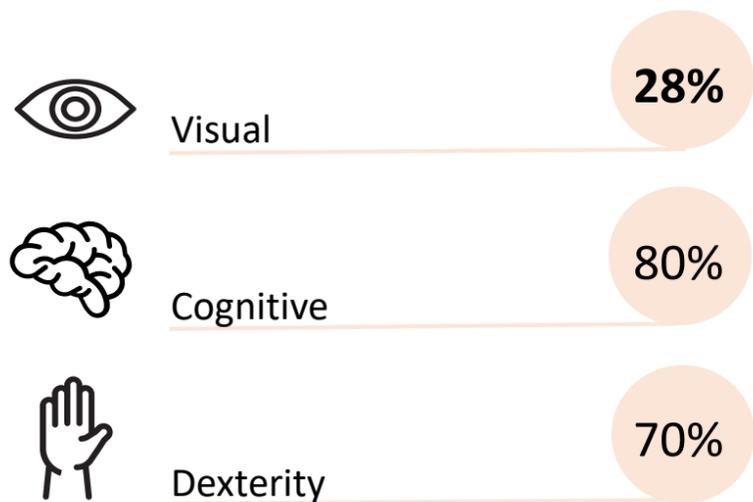
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under support and contact as passenger assist
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Mentions National Rail app link
	National Freephone Passenger Assist line	Yes	Own number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	Link to purchase disabled persons railcard
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Designated wheelchair user spaces, priority seating and large accessible toilet facilities. Priority seating. Ramps are also available for boarding and departing our services. On Board colleagues have received comprehensive training in how to support older and/or disabled passengers.
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Link to station information on National Rail website

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Under travel information
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Can be picked up or posted. HTML/Word/PDF also available online.
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	"Can I still book assistance during Covid?" information		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



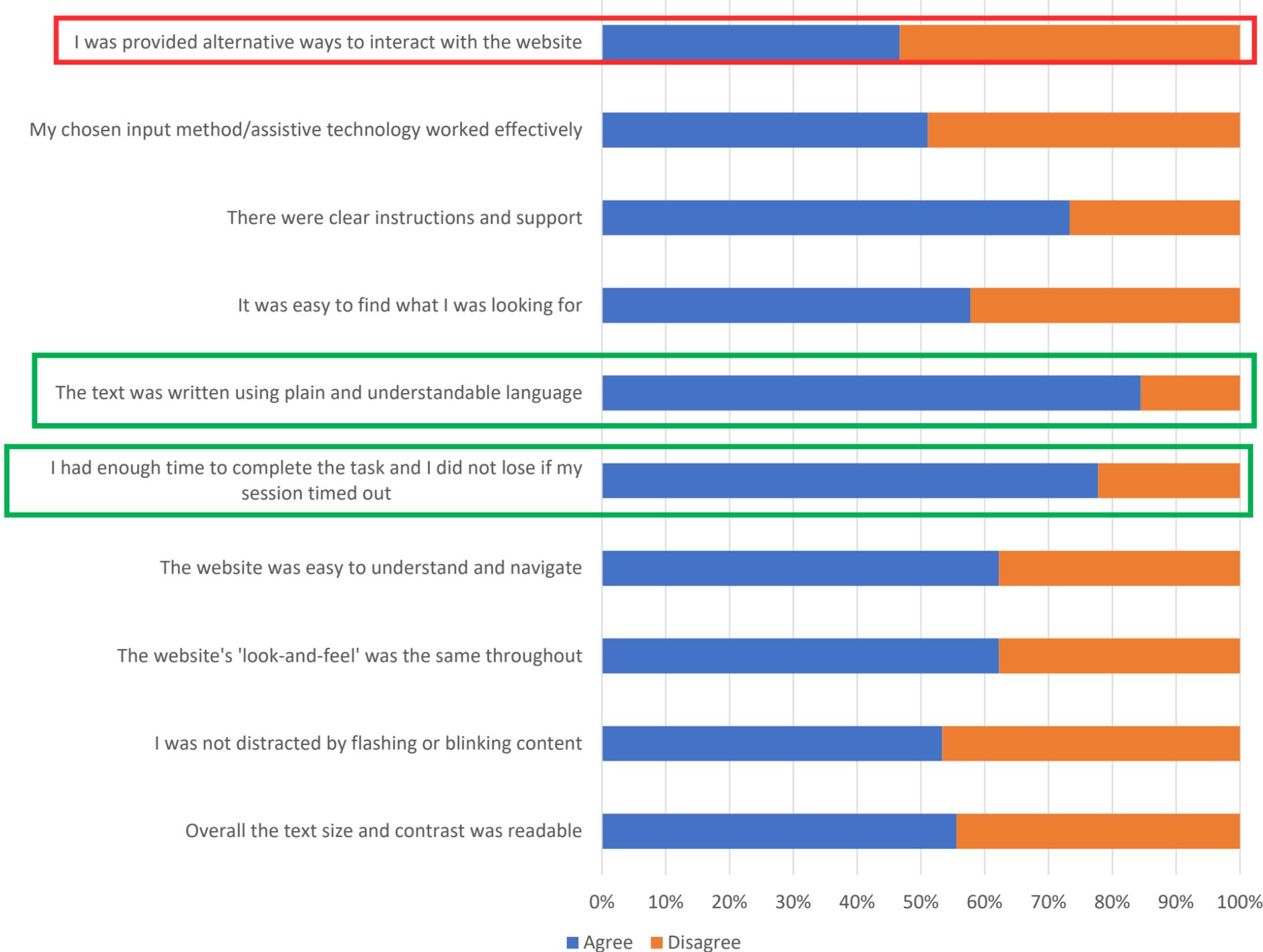
## Satisfaction by accessibility



*"It looks clean, there is good contrast, the text is very easy to read."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*“When I attempted to input the date I wanted to travel, I was unable to select the date. Having selected the ticket type, a long list of ticket types was shown prior to selecting my time of departure. It was only when I found the text only option, I was able to add in the information for my journey.”*

*\_Visual, uses a screen reader*

*“There were a lot of unlabelled graphics and buttons on the website.”*

*\_Visual, uses a screen reader*

*“It just shows station names but does not allow me to type in the box.”*

*\_Visual, uses a screen reader*

### Narrative

Three users in the visual group using screen readers found it difficult to input station details. This reflects the 28% overall satisfaction score for the visual group.

**In the first quote**, the user could not select travel dates and found the list of ticket types difficult to navigate. **In the second quote**, the user came across unlabelled graphics and buttons. **In the third quote**, the user could not type in the station names.

A user in the cognitive group also experienced compatibility issues with assistive technology.

Journey disruption information was noticed by three participants.

*“When you click to input where you were going to buy a ticket it is a pop-up. This is unnecessary and interferes with assistive technology. It's more clicks for me. It means I have to move my mouse and then restart my voice activated software which is annoying.”*

*\_Cognitive*

## Customer journey 2: Finding & downloading accessibility information

*"The homepage was extremely long with a lot of repetitions and unlabelled buttons and graphics. The link to accessibility information was called 'passenger assist' and was located a long way down the page."*

*\_Visual, uses a screen reader*

*"No direct link to accessibility information. I had to try two other menus before I found it."*

*\_Dexterity*

*"Couldn't see any links which indicated where this information was - it appeared to be divided across two or more sections of the website."*

*\_Dexterity*

## Narrative

Users could not navigate to the accessible travel information with ease. Users reported the relevant section being far down the homepage and having to navigate through different pages.

Six out of nine users had difficulty when finding and downloading the Train Accessibility Information (33% success rate). It appears that users could not find the document as there was no link. Some users reported on being able to find other information (tourist information, seating plan) via the relevant pages.

Users that do not use screen readers reported on the website having good colour contrast, good font and text size, and easy-to-read text. This reflects the heuristic on the use of plain and understandable language.

*"It looks clean, there is good contrast, the text is very easy to read."*

*\_Cognitive*

*"I found it easy to locate ticketing options and book. The advice on disability travel was extensive and clear. I liked the font and size used throughout the site."*

*\_Cognitive*

## Overview

### WCAG 2.1 AA

- Pages inspected: 2,034
- Number of issues identified: 39
- Pages with issues: 1,782 (88%)
- Pages with issues after 13 most prevalent issues removed: 356 (17%)
- Main level A issues (11)
  - See following slides for detail
- Main AA issues (2)
  - WCAG 2.1 AA 1.4.4: Do not use the meta viewport tag to disable zoom.
  - WCAG 2.1 AA F24: If you set any of the colors on the body or a elements you must set all of them.

### ATP

- 15 of 17 obligations met, with two non-compliance of A2.5.2.f, and A2.5.2.g

### User-testing

- The average 'ease of task' score for finding train times was 78%
- The average 'ease of task' score for downloading information was 73%

**Total number of pages inspected = 2,034**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	35		1779	87%	
		11	1773	87%	
		24	336	17%	At most
AA	4		1776	87%	
		2	1781	88%	
		2	20	<1%	At most
AAA	1		1738	85%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the 13 most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 13	87%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
	2 of 13	85%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	3 of 13	85%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	4 of 13	37%	<a href="#">WCAG 2.1 A F39</a>	Decorative and spacer images must not use descriptive alt attributes.
	5 of 13	31%	<a href="#">WCAG 2.1 A 4.1.2</a>	Bad value for attribute role.
	6 of 13	25%	<a href="#">WCAG 2.1 A F65</a>	img elements must have an accessible name.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'LNER report.docx'

## Breakdown of the 13 most prevalent accessibility issues

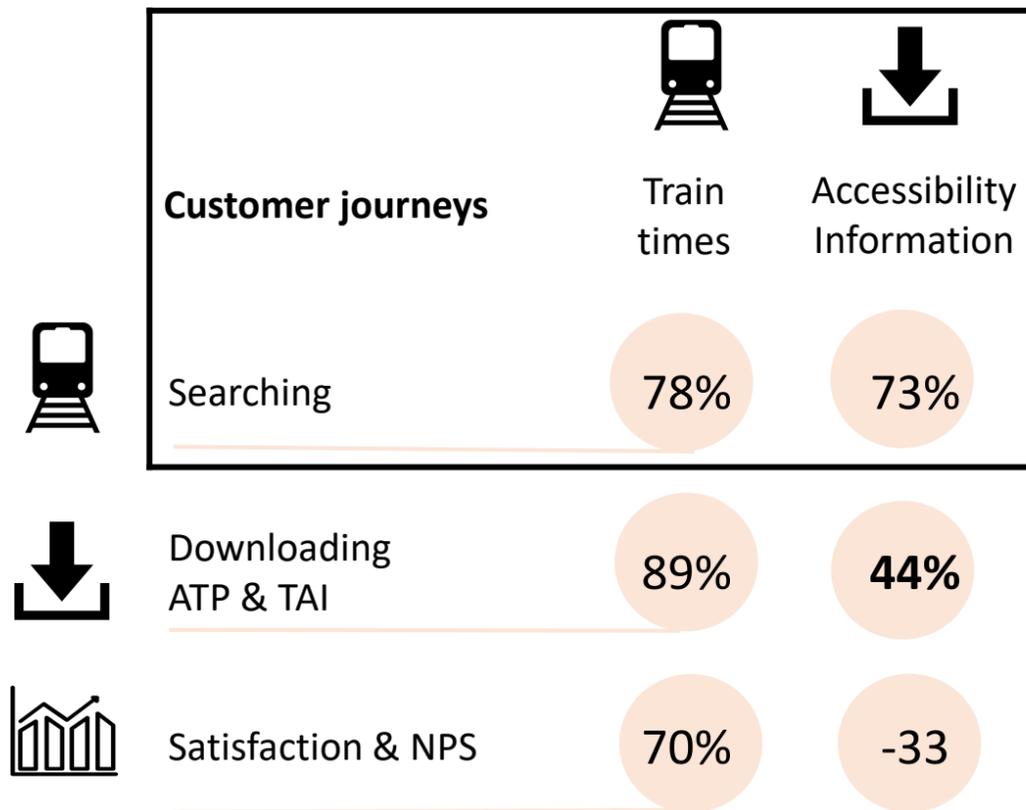
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	7 of 13	12%	<a href="#">WCAG 2.1 A 1.3.1</a>	Attribute aria-activedescendant value should either refer to a descendant element, or should be accompanied by attribute aria-owns.
	8 of 13	7%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element noscript must not appear as a descendant of the noscript element.
	9 of 13	7%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-describedby attribute must point to IDs of elements in the same document.
	10 of 13	7%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element a must not appear as a descendant of the a element.
	11 of 13	7%	<a href="#">WCAG 2.1 A 4.1.1</a>	The interactive element a must not appear as a descendant of the a element.
AA	12 of 13	88%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	13 of 13	66%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colors on the body or a elements you must set all of them.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'LNER report.docx'

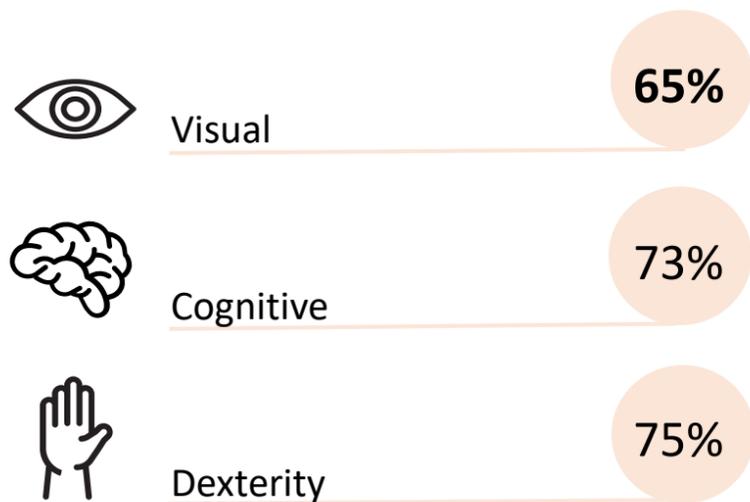
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under 'Our Trains' tab
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	Links to National Rail page
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Own number
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Plan your journey always on right side of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Standard travel under 'Our Trains' tab
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Blue service updates tab integrated at top of site. There is info on what to do if you booked assistance.
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	PDF and Word
	Details of how to obtain the documents in an accessible formats.	No	
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	No	In their policy PDF, only mentions delay repay on page
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Sunflower lanyard, FAQ's for the train carriages		
<b>Totals</b>	<b>Yes = 15, No = 2, Partial = 0</b>		

## Customer Journey



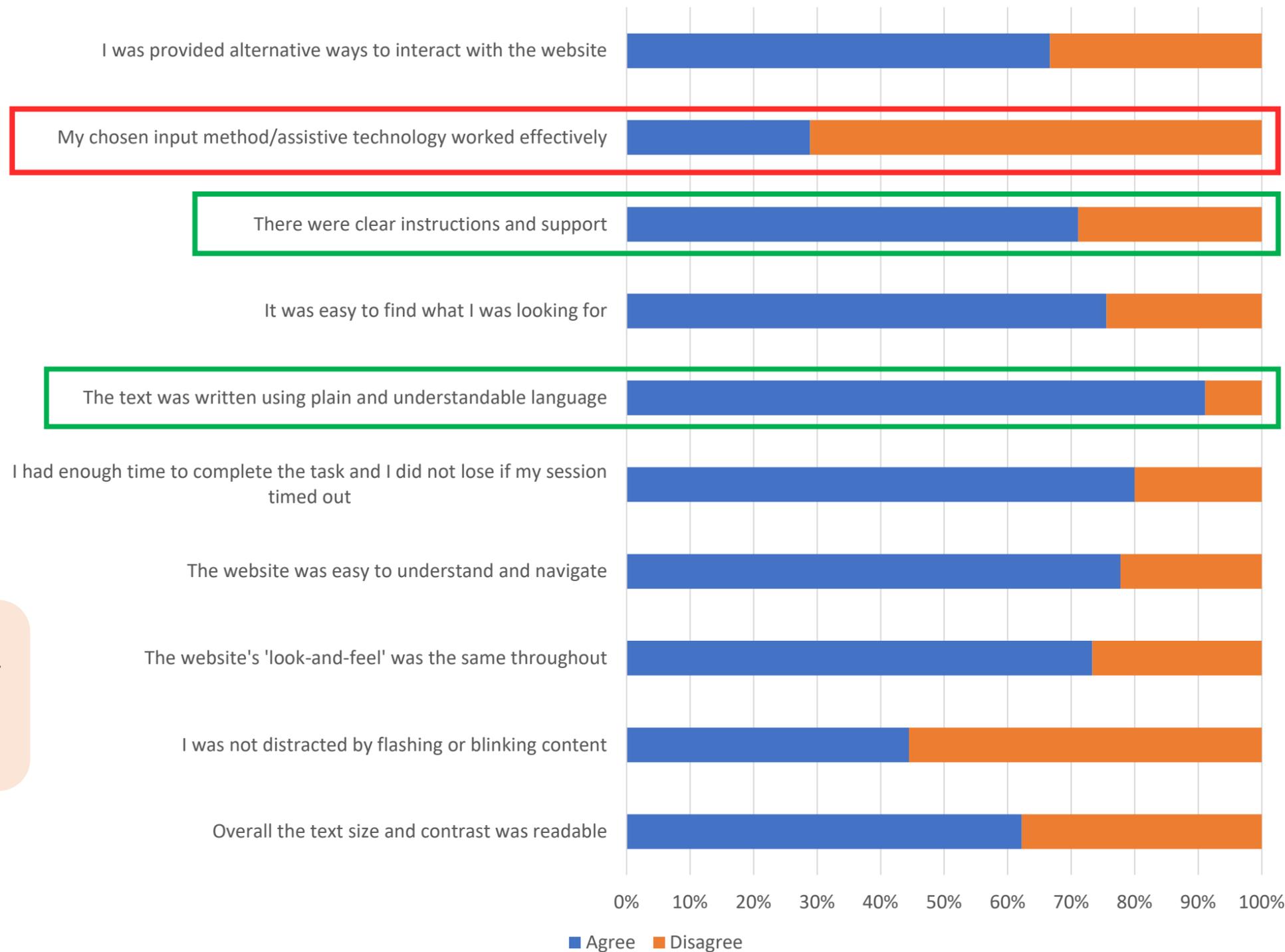
## Satisfaction by accessibility



*"Excellent website. Everything is linear and makes sense."*



## Accessibility heuristics



**Customer journey 1: Finding train times**

*“Input methods did not activate links or menus. The cookie policy prevented me from navigating and I didn't understand why until noticed it at the bottom of the screen.”*

*\_Visual*

*“Unable to select a date other than today, unable to change the outward hours in the combo box, just kept jumping out [...] only issues were around the start and destination station selection which I could get to work only if I typed in the station name exactly right.”*

*\_Visual, uses a screen reader*

**Narrative**

One user had difficulty when inputting station details and selecting dates because they could not enter information in the input fields. The user also found the cookie policy confusing.

Another user experienced compatibility issues with their screen reader because it kept moving out of the input field and they could not select stations with ease. This reflects the heuristic on the effectiveness of assistive technology. It's likely that these issues contributed to the lower satisfaction score of 65% for the visual group.

One user positively reported that they were pleased with the website, as there was an option to request assistance as part of the booking process. This is reflected in the heuristic on clear instructions and support.

Journey disruption information was only noticed by two of the nine participants.

*“The website was clear. There was a chat functionality and during checkout, there was the option to request assistance as part of the booking process. Excellent website. Everything is linear and makes sense.”*

*\_Dexterity*

## Customer journey 2: Finding & downloading accessibility information

*"I couldn't find the menu choices on the homepage – they were under a different header than expected."*

*\_Visual, uses a screen reader*

*"The page for accessible travel was at the very bottom of the page, which meant scrolling down quite far."*

*\_Cognitive*

*"Not as a specific document. However, much of this information was available on the Assisted Travel page."*

*\_Cognitive*

## Narrative

Some users reported on accessible travel information not being where they had expected.

Eight out of nine users found and downloaded the Accessible Travel Policy. Seven out of nine users could not find or download the Train Accessibility Information with a success rate of 44%. Some users reported that information was available via the website, but it was not presented as a document to download. The poor task score is reflected in the failure of the ATP requirement A2.5.2.f, "Details of how to obtain the documents in an accessible format."

Some users were pleased with the information and the detail they found. This is reflected in the heuristic on plain and understandable language.

*"Very detailed information on the website about what to expect in carriages."*

*\_Dexterity*

*"Unable to find it at all, but very detailed information found on the accessible travel page about accessibility on LNER train types."*

*\_Visual, uses a screen reader*

## Overview

### WCAG 2.1 AA

- Pages inspected: 3,776
- Number of issues identified: 54
- Pages with issues: 2,941 (78%)
- Pages with issues after 7 most prevalent issues removed: 1,469 (39%)
- Main level A issues (7)
  - See following slides for detail

### ATP

- 16 of 17 obligations met, with non-compliance of A2.5.2.a

### User-testing

- The average 'ease of task' score for finding train times was 62%
- The average 'ease of task' score for downloading information was 62%

**Total number of pages inspected = 3,776**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	47		2941	78%	
		4	2911	77%	At least
		2	1636	42%	
		1	1389	37%	
		40	1213	32%	At most
AA	7		256	7%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the seven most prevalent accessibility issues

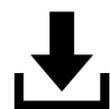
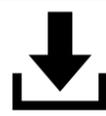
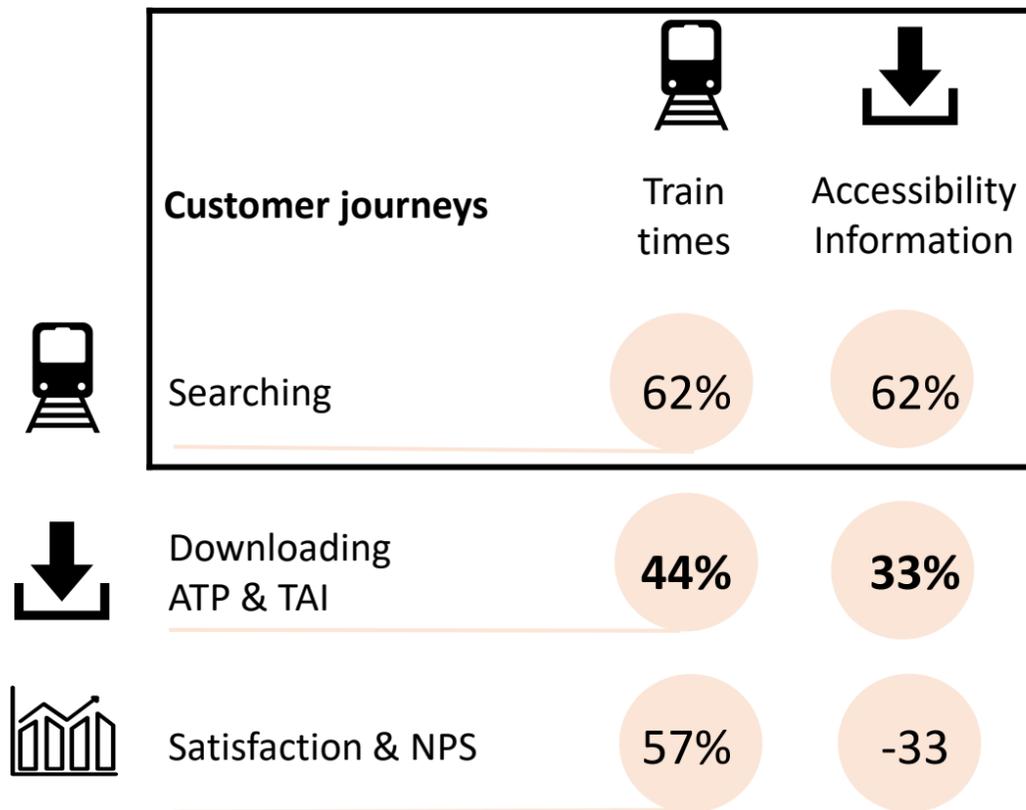
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 7	77%	<a href="#">WCAG 2.1 A 4.1.1</a>	An element with role=tab must be contained in, or owned by, an element with role=tablist
	2 of 7	76%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with aria-hidden=true contains focusable content.
	3 of 7	76%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	4 of 7	76%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.
	5 of 7	24%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	6 of 7	19%	<a href="#">WCAG 2.1 A F2</a>	Use semantic markup like strong instead of using the CSS font-weight property.
	7 of 7	37%	<a href="#">WCAG 2.1 A F63</a>	Several links on a page share the same link text and surrounding context, but go to different destinations.

\* A full listing of the accessibility issues encountered are supplied in the document 'London Overground report.docx'

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	Links to National Rail page
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	No	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Own number
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Plan your journey always on right side of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Information for each class of train, also provided in PDF and Word formats
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Information displayed similarly to National Rail

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Can be picked up or posted. HTML/Word/PDF also available online.
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Includes Changing Places information and initiatives for Independent Travel.		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

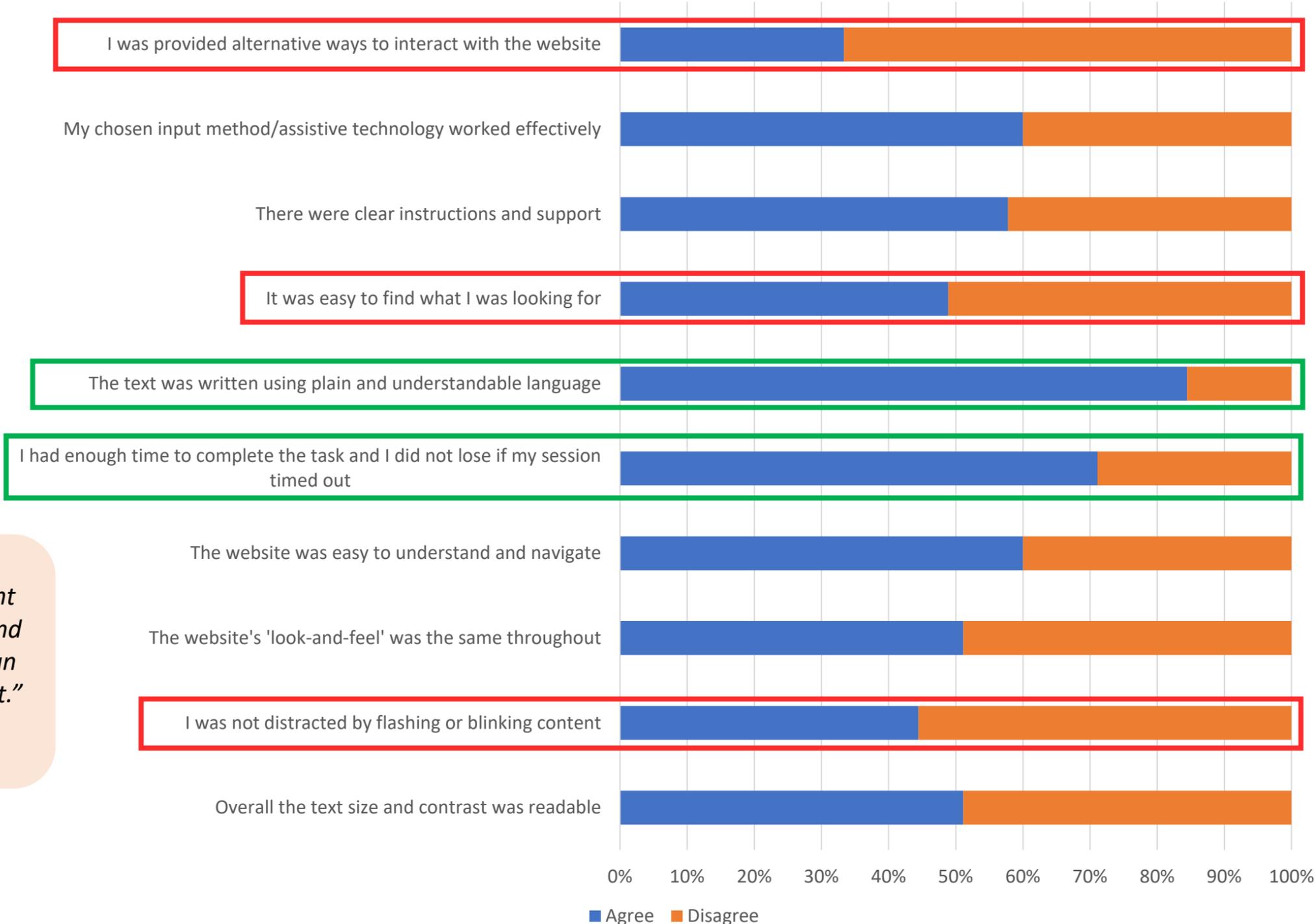
## Customer Journey



*"It provides a generous amount of information and adjustability in an accessible format."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*"It doesn't read for me so I couldn't find the edit box and plan my journey."*

*\_Visual, uses a screen reader*

*"Everything was confusing, kept getting details of buses, time it took, but not how much the ticket was. It then seemed you didn't book but put on a card. It's the most confusing and convoluted one I've been on. I went through so many sections, I forgot what I was looking for!"*

*\_Cognitive*

*"The TfL site is designed for looking at your journey not for buying tickets. To that end I went into the accessibility section where it does offer me the chance to buy tickets from Watford Junction to Euston, however these are by train providers not to the overground."*

*\_Cognitive*

### Narrative

**In the first quote**, the assistive technology (screen reader) being used did not read the text or input fields when the user was inputting station details.

**In the second and third quotes**, users report that they find the London Overground website confusing and difficult to navigate. Users could not purchase a ticket and search results did not give London Overground options. This is reflected in the heuristic for ease of finding information.

Journey disruption information was noticed by three of the nine participants.

## Customer journey 2: Finding & downloading accessibility information

*"I could not find a link to take me to the information."*

*\_visual, uses a screen reader*

*"I wasn't able to locate the documents requested."*

*\_visual, uses a screen reader*

*"Found general accessibility, but took a while going through sections, couldn't download. There was no specific on train accessibility document, but a bit about priority seating on trains."*

*\_Cognitive*

*"Accessibility info seems to be on several different sections on the website and guidance is as poor as their station assistance/step free access."*

*\_Dexterity*

## Narrative

Users found it difficult to find accessible travel information. Those in the visual group using screen readers could not find relevant links or documents.

Other users found it difficult to locate the correct page, reporting that accessibility information was spread across different pages that took a while to go through.

It appears that this resulted in five out of nine users could not find the Accessible Travel Policy, and six out of nine users could not find the Train Accessibility Information.

In the ATP audit, criteria is not met for A2.5.2a: "A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon".

## Overview

### WCAG 2.1 AA

- Pages inspected: 2,931
- Number of issues identified: 20
- Pages with issues: 2,683 (91%)
- Pages with issues after 8 most prevalent issues removed: 70 (3%)
- Main level A issues (6)
  - See following slides for detail
- Main AA issues (2)
  - WCAG 2.1 AA 1.4.4: Do not use the meta viewport tag to disable zoom.
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- 16 of 17 obligations met, with one partial compliance of A2.5.2.a

### User-testing

- The average 'ease of task' score for finding train times was 78%
- The average 'ease of task' score for downloading information was 87%

**Total number of pages inspected = 2,931**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	16		2681	91%	
		6	2678	91%	At least
		10	46	2%	At most
AA	4		2683	88%	
		2	2680	88%	At least
		2	24	<1%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of most prevalent accessibility issues

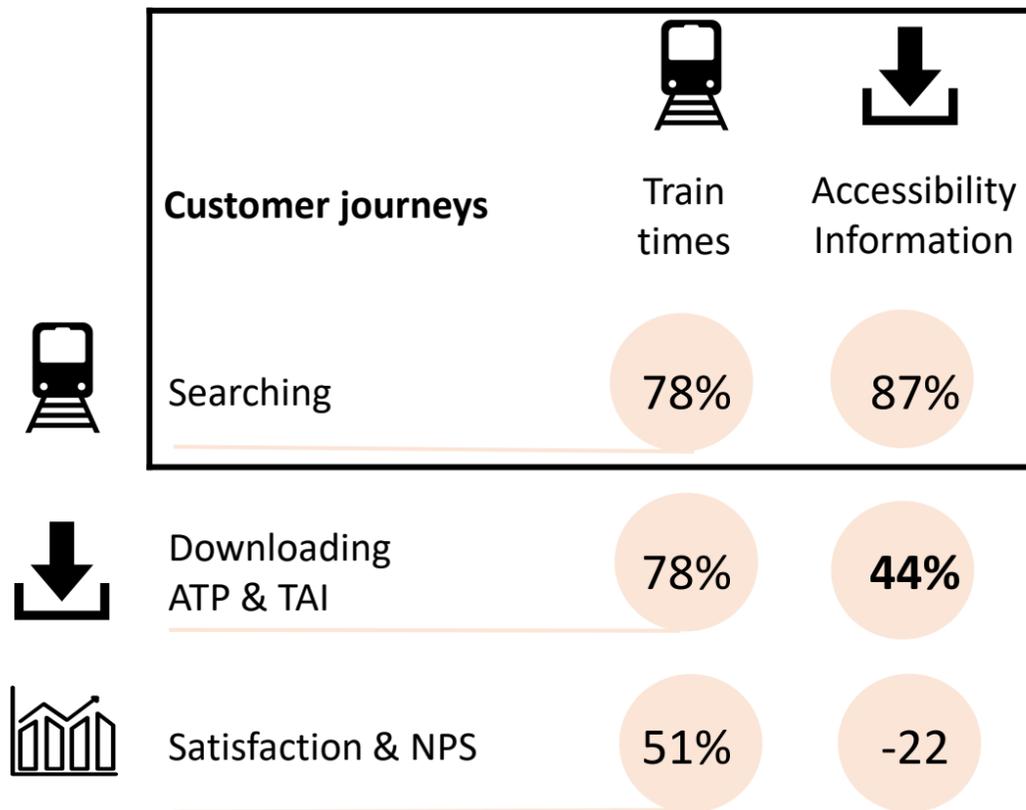
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 8	89%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	2 of 8	89%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.
	3 of 8	89%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	4 of 8	89%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
	5 of 8	88%	<a href="#">WCAG 2.1 A 4.1.2</a>	This button element is empty and has no accessible name.
	6 of 8	88%	<a href="#">WCAG 2.1 A F63</a>	Several links on a page share the same link text and surrounding context, but go to different destinations.
AA	7 of 8	91%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	8 of 8	91%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Lumo report.docx'

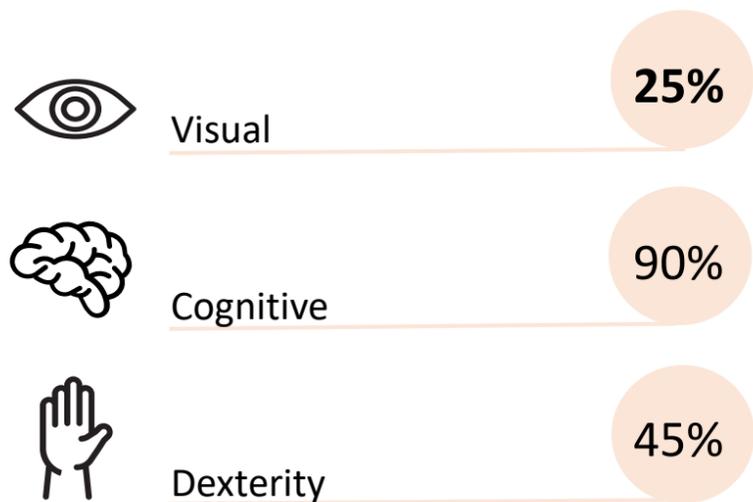
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under On Board as Assisted Travel
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Partial	What Passenger Assist can do is spread out in different sections over a long page and usually in short sentences, it would be clearer if it was presented in bullet points at the top of the page like the standard.
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	All formats
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Top right of page online, as well as details on how to do in person/phone or via passenger assist
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	All on the same page, not as detailed but refers to staff help and relevant info is scattered across the page regarding accessibility
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Link to National Rail page

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Pop-up when website launched. ATP has details on what the Passenger Assist team can do for users if there are alterations/disruptions.
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	Including info on how they can help at station
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Audio, large print, braille, BSL, easy read
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Detailed instructions
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	Escalation to Rail Ombudsman
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Route guide specifically for those with autism. Info on how to help people with different needs such as wheelchair users, blind, and carers.		
<b>Totals</b>	<b>Yes = 16, No = 0, Partial = 1</b>		

## Customer Journey



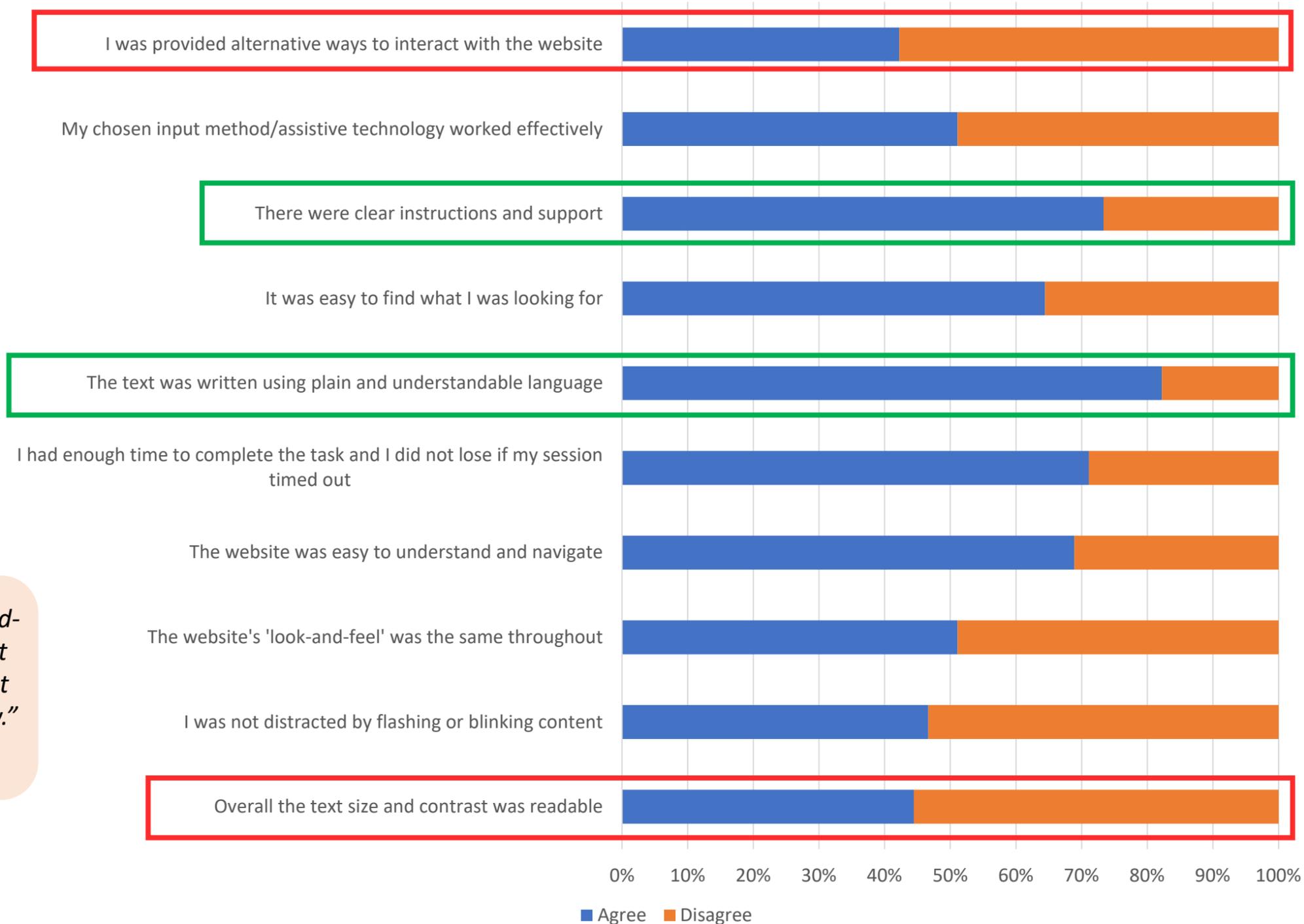
## Satisfaction by accessibility



*"It's clearly a brand-new provider that has really thought about accessibility."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*"I was able to insert the stations but then struggled to input other information. Once I had slogged through, I selected the option for tickets with no success."*

*\_Visual, uses a screen reader*

*"I can't find the input button to type my station name and find the timing."*

*\_Visual, uses a screen reader*

*"I was unable to select the date of travel and then to find ticket prices."*

*\_Visual, uses a screen reader*

*"It didn't work at all, I couldn't find the input place to find a time and station."*

*\_Visual, uses a screen reader*

### Narrative

**In the first three quotes**, those using a screen reader experienced difficulty when inputting departure and arrival stations, as they could not input station details or select tickets. The overall satisfaction for the visual group is low (25%).

One user in the visual group encountered unlabelled buttons, headings and links with their screen reader and could not proceed with booking.

Users mostly disagreed that they were "provided with alternative ways to interact with the website" (42%).

**In the fourth quote**, the screen reader was not at all compatible with the website.

Journey disruption information was only noticed by one of the nine participants.

## Customer journey 2: Finding & downloading accessibility information

*"There wasn't a downloadable version of the policy, it was available on the website."*

*\_Visual, uses a screen reader*

*"I found [the Accessible Travel Policy] but couldn't download it."*

*\_Cognitive*

*"I clicked on a link which I thought would take me to the rolling stock information but was taken to a page with similar information I had just left."*

*\_Visual, uses a screen reader*

*"Accessible travel guide produced on blue background with blue writing!"*

*\_Dexterity*

## Narrative

Users could not find a link to download the Accessible Travel Policy, reporting that the policy was available on the website but not a version to download it. 44% of users found the policy.

Five out of nine users could not find and download the Train Accessibility Information. Users reported that there was information on accessibility, but no link to download the information.

Some users commented on the text's colour contrast. Only 44% of users agreed that "the text size and colour contrast was readable." One user specifically noted this was an issue in the Accessible Travel Policy.

*"It's really easy to use. I love this website. The only thing I would change is the contrast. I think the text and the background are a little bit too similar."*

*\_Cognitive*



## Overview

### WCAG 2.1 AA

- Pages inspected: 1,848
- Number of issues identified: 28
- Pages with issues: 779 (43%)
- Pages with issues after 16 most prevalent issues removed: 191 (10%)
- Main level A issues (13)
  - See following slides for first five most prevalent issues
  - See accompanying Mersey rail report for full detail
- Main AA issues (3)
  - See accompanying Mersey rail report for full detail

### ATP

- 14 of 18 obligations met, with non-compliance of A2.5.2.b, A2.5.2.c, A2.5.2.d and A2.5.2.g

### User-testing

- The average 'ease of task' score for finding train times was 80%
- The average 'ease of task' score for downloading information was 51%



**Total number of pages inspected = 1,848**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	24		776	42%	
		13	772	42%	At least
		11	177	9%	At most
AA	4		728	39%	
		3	714	39%	At least
		1	14	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page



## Breakdown of five most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 5	42%	<a href="#">WCAG 2.1 A F87</a>	Content inserted with CSS is not available to people who turn off style sheets, and is not read by some screen readers.
	2 of 5	42%	<a href="#">WCAG 2.1 A 4.1.2</a>	Bad value for attribute role.
	3 of 5	42%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with aria-hidden=true contains focusable content.
	4 of 5	42%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	5 of 5	42%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Mersey rail report.docx'



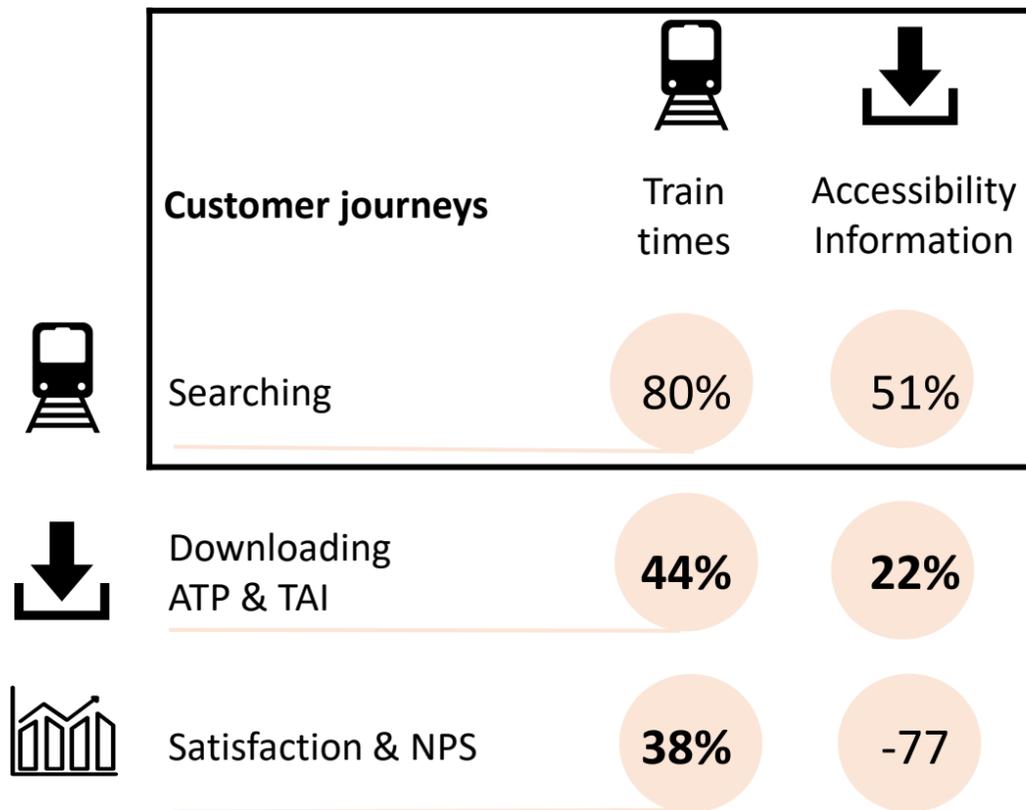
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Plan your Journey
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	No	“As we do not sell tickets online we don't currently offer the ability to buy a ticket as part of your Passenger Assist booking. You can buy a ticket by visiting one of our station ticket offices and calling us to arrange your Passenger Assist separately.”
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	No	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	On the left side of the page is a station finder tool, where users can select from a list of stations which links to this information. There is also a rail map of the stations regarding wheelchair access



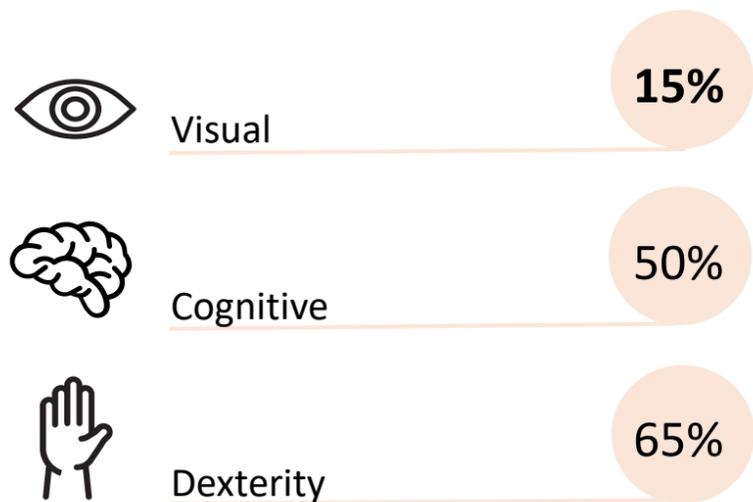
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	No	Just a Service Status section on the homepage
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	Yes	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	No	Just a PDF
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Recommends tweeting, or using webform. Doesn't appear to have number.
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Train map of accessible stations		
<b>Totals</b>	<b>Yes = 14, No = 4, Partial = 0</b>		



## Customer Journey



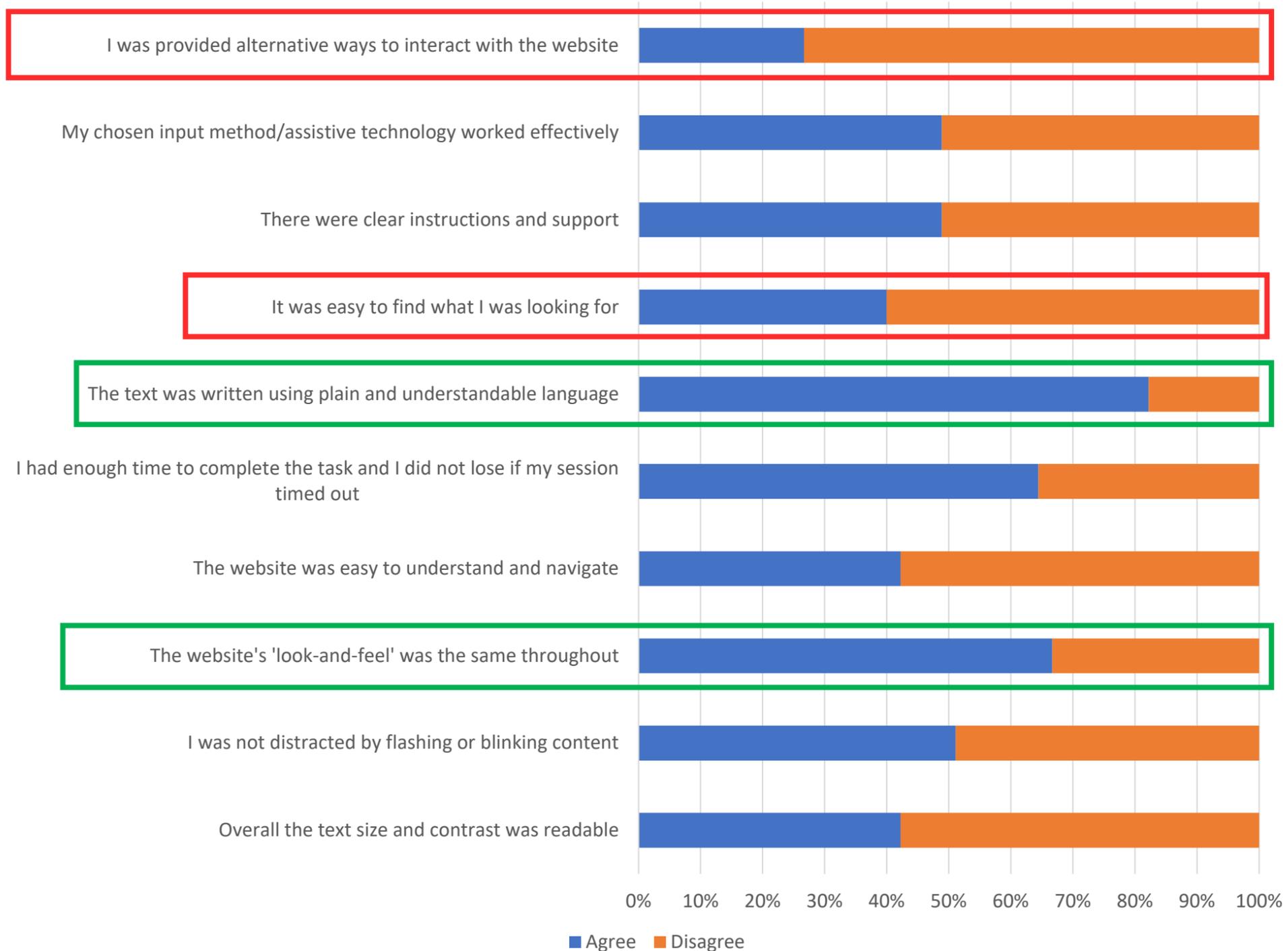
## Satisfaction by accessibility



*"I did like the use of headings, and the ticket results were easy to understand."*



## Accessibility heuristics





### Customer journey 1: Finding train times

*“As I would enter the station name and selected, I would then find another station selected. It took several attempts for the correct station names to come up. I did try using the cursor keys, but this option did not work.”*

*\_Visual, uses a screen reader*

*“When going through the homepage with the cursor keys I heard ‘menu button’. This appeared several times scattered amongst other links, and I have no idea why it was there. When using the edit fields to type the departure and arrival stations, Jaws reported back ‘1 of 4’, ‘2 of 4’ etc. I found this confusing.”*

*\_Visual, uses a screen reader*

### Narrative

**In the first quote**, the user had difficulty entering journey details because incorrect station names were coming up and an alternative way of completing the task was not available.

**In the second quote**, three users in the visual group who used screen readers experienced compatibility issues. One user reported issues with the cursor keys, button labelling, and navigating the input fields. This reflects the visual group’s satisfaction score of 15%.

**In the third quote**, one user in the cognitive group reported on the website being distracting. Another user found the website easy to use.

*“For a user with limited cognitive ability, there is too much happening on one page. I think this carrier has tried hard to be inclusive whilst also providing an attractive site [...] I feel the colouring is way too bright. It’s off-putting for someone like me that, at times, can find it distracting.”*

*\_Cognitive*

*“It was clear and easy to understand.” \_Dexterity*



## Customer journey 2: Finding & downloading accessibility information

*"I could find out about stations, but not trains. There wasn't an accessibility policy. You had to download an app to book assistance."*

*\_Cognitive*

*"There was a helpful note on the homepage about assistance. However, to find extensive information on stations I had to use the site map. I did not see any link."*

*\_Cognitive*

*"I was unable to find any dedicated page on the website and had to access the information via the search box."*

*\_Dexterity*

## Narrative

Five out of nine users could not find information on accessible travel. It appears that users had to find other ways to access the information, such as using an app, a site map, and the search box.

Five out of nine users could not find and download the Accessible Travel policy because users could not find a link to the policy.

Seven out of nine users could not find and download the Train Accessibility Information (a 22% success rate). One user in the visual group could not find a link labelled with this information. One user tried to search for the document using the search function, but they could not find it. Another user could not find the link by browsing the website, but they did find the link using the search function. These insights reflect the heuristic on the ease of finding information and the failure of the ATP requirement A2.5.2.f, "Details of how to obtain the documents in an accessible format."

*"I could not find the appropriately tagged link."*

*\_Visual, uses a screen reader*

*"There appeared to be no link to it on either of the various links. I found via the search box."*

*\_Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 2,301
- Number of issues identified: 39
- Pages with issues: 1,665 (73%)
- Pages with issues after 16 most prevalent issues removed: 419 (18%)
- Main level A issues (8)
  - See following slides for more detail
- Main AA issues (1)
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- 12 of the 18 obligations met, with non-compliance of A2.5.2.b, A2.5.2.c (both parts) and A2.5.2.g, and partial compliance of A2.5.2.d and A2.5.2.f

### User-testing

- The average 'ease of task' score for finding train times was 84%
- The average 'ease of task' score for downloading information was 42%

**Total number of pages inspected = 2,301**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	35		1665	72%	
		14	1665	72%	
		21	413	18%	At most
AA	4		1663	72%	
		2	1662	72%	
		2	6	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the nine most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 9	72%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	2 of 9	72%	<a href="#">WCAG 2.1 A F63</a>	Link uses general text like 'Click Here' with no surrounding text explaining link purpose.
	3 of 9	72%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-controls attribute must point to IDs of elements in the same document.
	4 of 9	72%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element button must not appear as a descendant of the a element.
	5 of 9	72%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element main must not appear as a descendant of the article element

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Northern rail report.docx'

## Breakdown of the nine most prevalent accessibility issues cont.

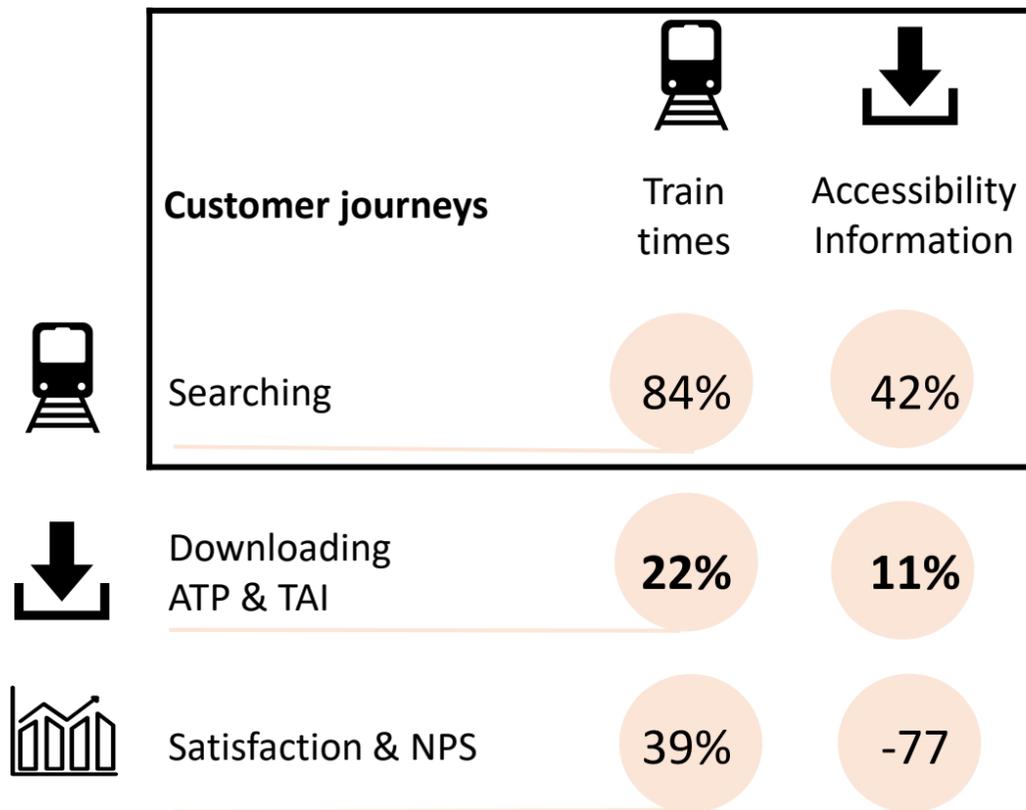
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	6 of 9	72%	<a href="#">WCAG 2.1 A 4.1.1</a>	The element main must not appear as a descendant of the main element.
	7 of 9	72%	<a href="#">WCAG 2.1 A 4.1.1</a>	The interactive element button must not appear as a descendant of the a element.
	8 of 9	72%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
AA	9 of 9	72%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Northern rail report.docx'

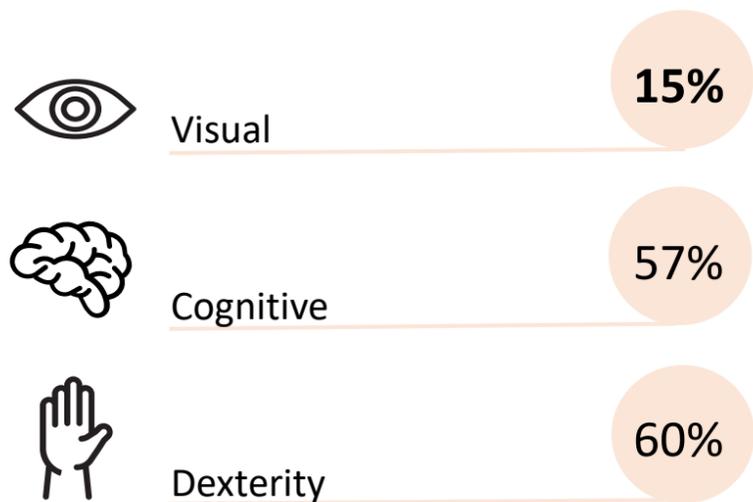
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Click the Help button and a drop down list appears with Assisted Travel as an option
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Only has Call number, says Text Relay but not a textphone number
	Textphone Free SMS Passenger Assist Forwarding Service	No	
	Details on purchase a ticket to travel	Yes	Integrated on page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	No	Information for each class of train, also provided in PDF and Word formats
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	No	Staff and opening hours available when users search for the station. Car park also mentioned but no reference to disabled spaces specifically.

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Partial	Service update at top right, but no reference to accessibility
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	Yes	Link to another page on site
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Partial	Just printed
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	PDF
	Details on the availability of redress for when assistance has not been delivered as booked.	No	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Map of accessible stations for mobility scooters. Info video. Accessibility info for older and newer trains.		
<b>Totals</b>	<b>Yes = 12, No = 4, Partial = 2</b>		

## Customer Journey



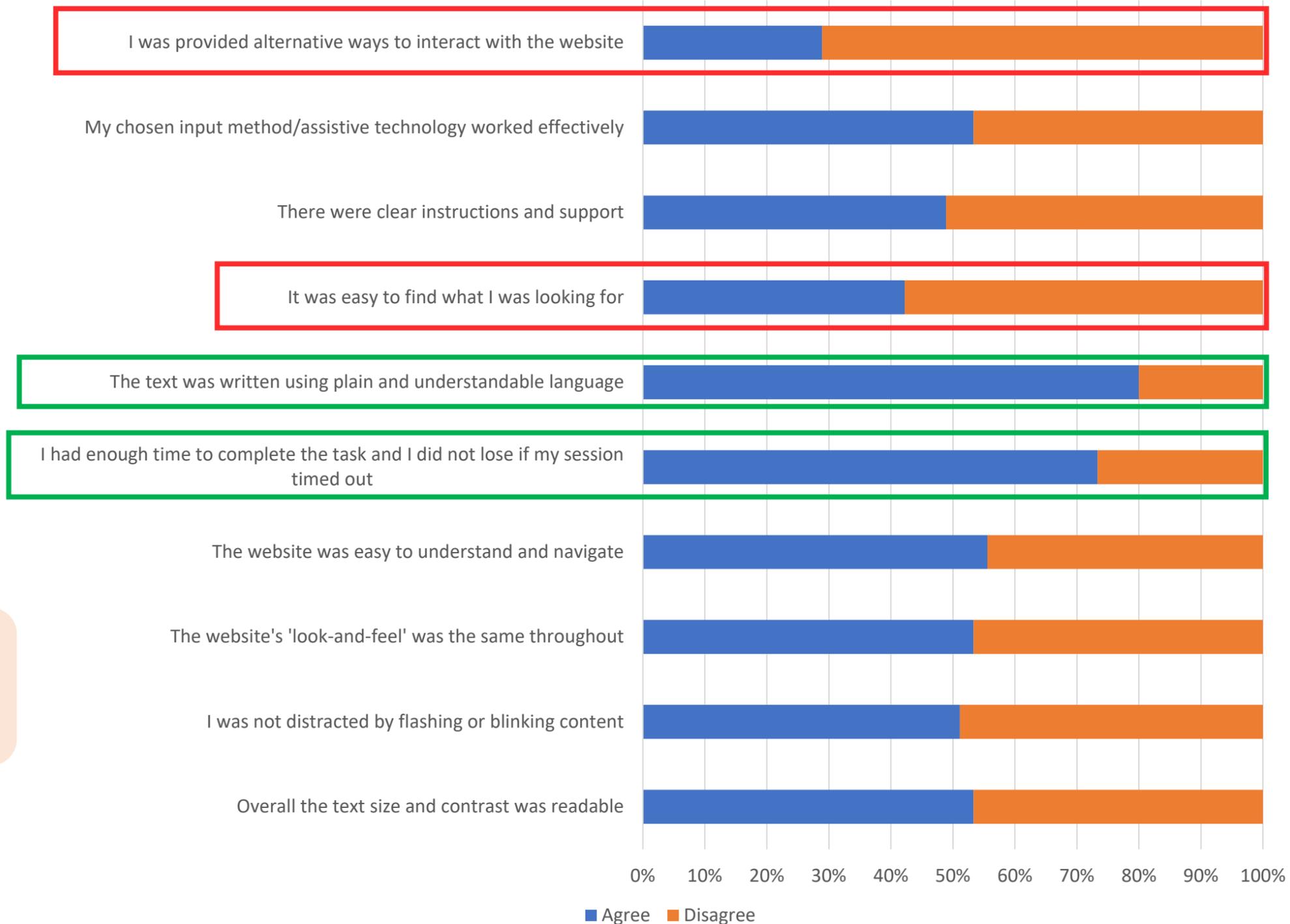
## Satisfaction by accessibility



*"It showed me live disruption, which I liked."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*“Selecting the stations was the most accessible part of the process. I then tried to select the date of travel but was unsuccessful. When I noticed a screen reader link, I clicked onto it but still had the same difficulties.”*

*\_Visual, uses a screen reader*

*“There was no place to type it was popping button and it was hardly working.”*

*\_Visual, uses a screen reader*

*“I was completely unable to interact with the form to enter departure and arrival stations and so was unable to select any tickets.”*

*\_Visual, uses a screen reader*

### Narrative

**In the first three quotes**, users experienced difficulty inputting station details and selecting travel dates because they could not interact with the input fields or buttons.

The visual group has an overall satisfaction of 15% and only 29% of users agreed that they were “provided alternative ways to interact with the website.” This could be put down to incompatibility of assistive technology on the website.

**In the fourth quote**, a user did not experience difficulty inputting journey details. This quote appears reflective of the experience of users in the cognitive and dexterity groups.

Journey disruption information was noticed by three participants.

*“I was able to input my start and finish of my journey and they would show me live disruption which I liked.”*

*\_Cognitive*

## Customer journey 2: Finding & downloading accessibility information

*“There were no links on the home page to assisted travel or accessibility. I had to go to the help link and then navigate through the various headings to find assisted travel.”*

*\_Visual, uses a screen reader*

*“No clear link to accessible travel info had to go through the help menu - by chance the first one I tried.”*

*\_Dexterity*

*“I eventually found Accessible Travel Policy, but it meant going through other sections first, couldn't find one on train accessibility. I couldn't download the policy.”*

*\_Cognitive*

*“No obvious link or section to be able to download info - there was supposed to be a link to policies and procedures - but the link either didn't exist or was hard to find.”*

*\_Dexterity*

## Narrative

Users experienced difficulty finding accessible travel information when using a screen reader. Users in the cognitive and dexterity groups also found it difficult to find this information, reporting that there were no clear links to accessible travel.

Only 11% of users were able to find and download the Accessible Travel Policy or the Train Accessibility Information.

Five out of nine users could not find the Accessible Travel Policy. Those who did find it reported going through other sections of the website to find it, and that once they did find it there was no option to download the document. Seven out of nine users could not find and download the Train Accessibility Information. Users reported there being no link to the document and not being able to find the document when using the search function.

These insights reflect the heuristic on the ease of finding information and the failure of the ATP requirements A2.5.2.f and A2.5.2.c.

Some users reported that the adverts were distracting, one specifically noted: *“The third-party advertising is extremely distracting. Particularly the banner at the foot of the page.”*

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,894
- Number of issues identified: 34
- Pages with issues: 1076 (57%)
- Pages with issues after 5 most prevalent issues removed: 288 (15%)
- Main level A issues (5)
  - WCAG 2.1 A F96: The visual label must appear in the accessible name of links and controls.
  - WCAG 2.1 A F42: This element uses JavaScript to behave like a link. Links like this cannot be tabbed to from the keyboard and are not read out when screen readers list the links on a page.
  - WCAG 2.1 A 4.1.1: Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.
  - WCAG 2.1 A 1.3.1 ARIA 1.1 Presentational C: An element with a role that hides child elements contains focusable child elements.
  - WCAG 2.1 A 2.4.1: iframe and frame elements must have a title attribute.

### ATP

- 16 of 17 obligations met, with one non-compliance A2.5.2.c

### User-testing

- The average 'ease of task' score for finding train times was 80%
- The average 'ease of task' score for downloading information was 82%

**Total number of pages inspected = 1,894**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	28		1076	57%	
		5	1057	56%	At least
		23	181	10%	At most
AA	6		107	6%	
AAA	2		1028	54%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of five most prevalent accessibility issues

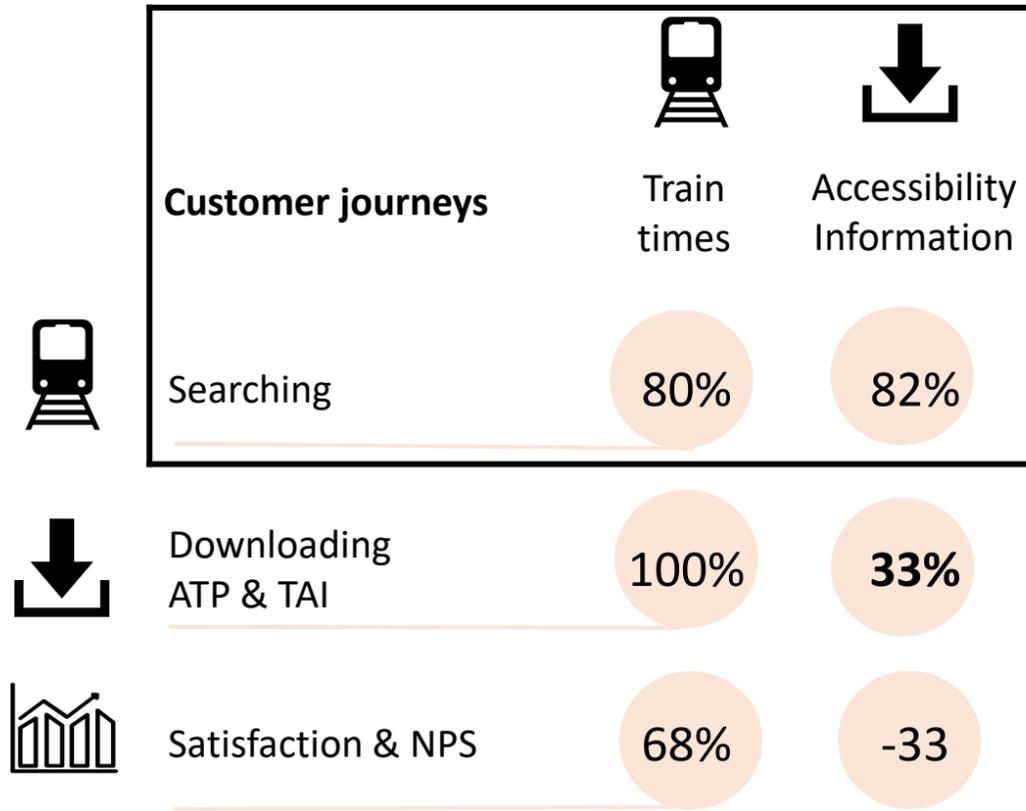
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 5	56%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	2 of 5	53%	<a href="#">WCAG 2.1 A F42</a>	This element uses JavaScript to behave like a link. Links like this cannot be tabbed to from the keyboard and are not read out when screen readers list the links on a page.
	3 of 5	38%	<a href="#">WCAG 2.1 A 4.1.1</a>	Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.
	4 of 5	24%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1 Presentational C</a>	An element with a role that hides child elements contains focusable child elements.
	5 of 5	21%	<a href="#">WCAG 2.1 A 2.4.1</a>	iframe and frame elements must have a title attribute.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Scotrail report.docx'

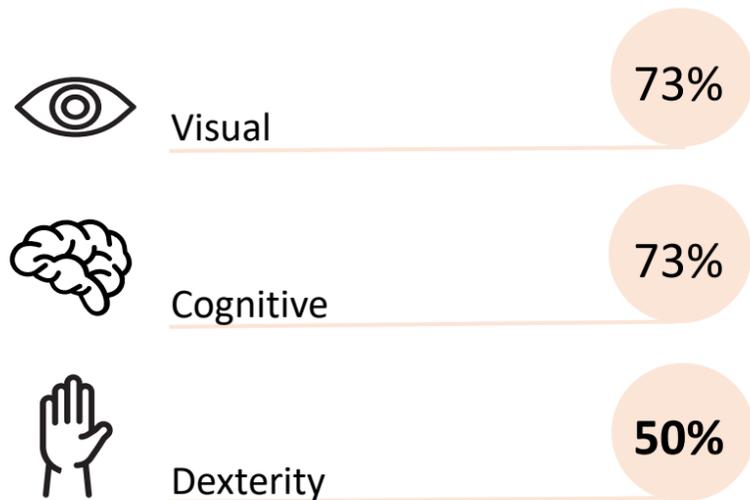
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Under Your Journey
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	At top of screen
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Buy tickets integrated at top of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	No	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Find station by typing when you click on station info link. Each station has an accessibility tab with info displayed similar to National Rail

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Can check journey service integrated at top of site
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	PDF
	Details of how to obtain the documents in an accessible formats.	Yes	Can be ordered or picked up at stations
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Interpretnow, and you can contact them via a BSL tool.		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		

## Customer Journey



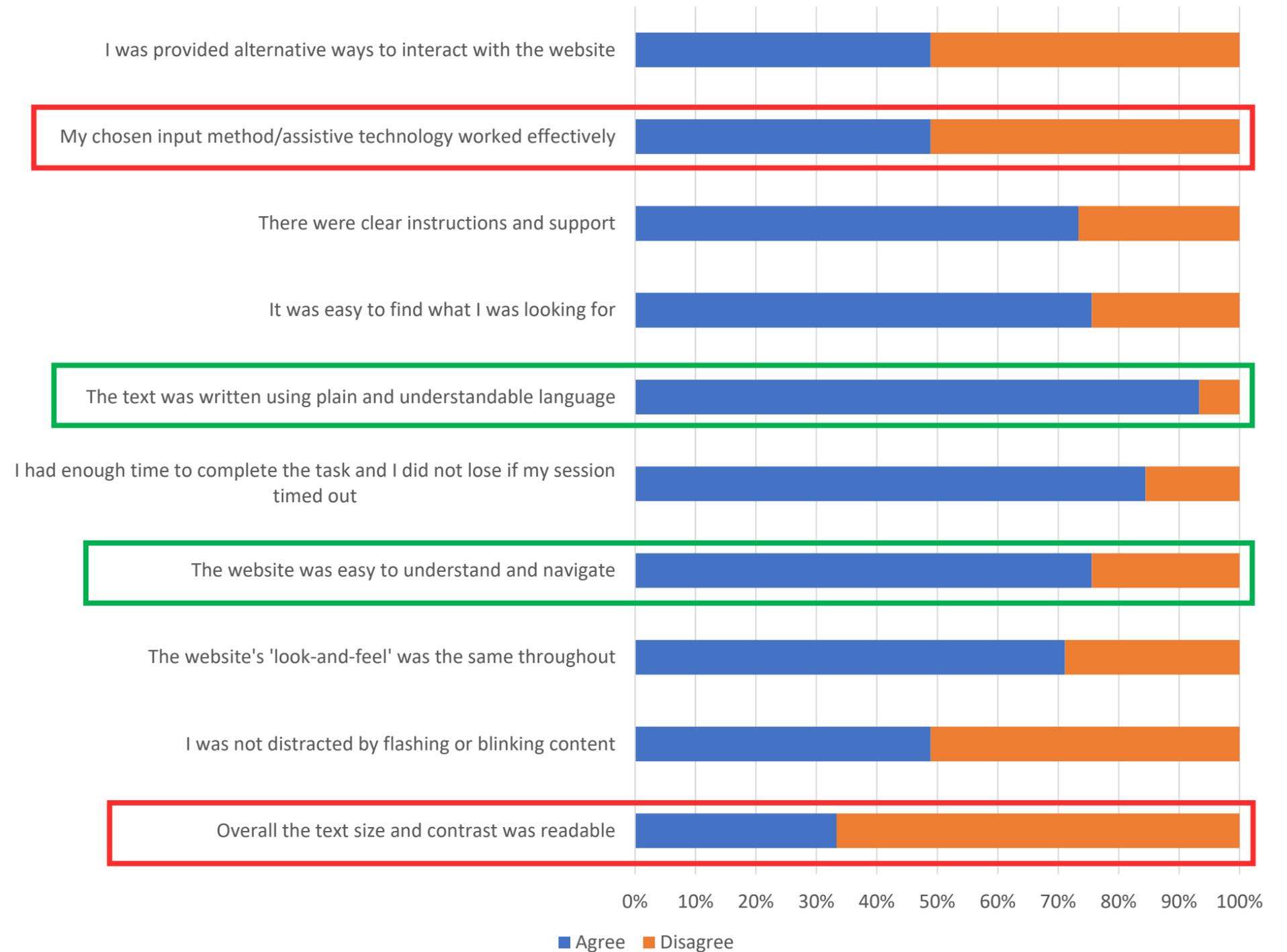
## Satisfaction by accessibility



*"Very easy to navigate."*



## Accessibility heuristics



### Customer journey 1: Finding train times

*"Input for text fields not working properly, timing out."*

*\_Visual, uses a screen reader*

*"Difficulty selecting the outward date when booking, needed two attempt to select the right date [...] Some links were badly labelled with "graphic" before the link name."*

*\_Visual, uses a screen reader*

*"The contrast is very poor, it blends in, input boxes are too small."*

*\_Visual, uses a screen reader*

*"The font was quite small, and I started to put in the details in what I thought was the right place, but it wouldn't work it was only then I realised I'd done it wrong."*

*\_Cognitive*

### Narrative

Screen reader users had difficulty when inputting train stations and selecting dates. One user reported that the input fields did not work well, and another user noted that they had to try selecting the correct date twice. This reflects the heuristic on the effectiveness of the assistive technology used.

Users reported on aspects of the user interface, such as finding the font size and input boxes too small. This reflects the heuristic on readable text size and contrast.

One user noted that they were given an alternative way to interact with the website when completing customer journey 1.

Journey disruption information was noticed by three of the nine participants.

*"Station selections were good, and very pleased to see an alternative accessible option to display the times and fares results, very easy to navigate."*

*\_Visual, uses a screen reader*

## Customer journey 2: Finding & downloading accessibility information

*"Not clearly posted on the homepage."*

*\_Visual, uses a screen reader*

*"Couldn't find even via search."*

*\_Dexterity*

*"Excellent rolling stock information - the best I've seen."*

*\_Cognitive*

*"Good, clear information, things really easy to find."*

*\_Dexterity*

## Narrative

Only one user (a screen reader user) could not find the accessible travel information.

All users found and downloaded the Accessible Travel Policy. Three users could not find the Train Accessibility Information via webpages or via the search function.

Some users positively reported on the information that they found. One user was impressed with the rolling stock information, and another thought the information was clear and easy to find. These insights reflect the heuristics on the use of plain and understandable language and on the ease of navigating the website.

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,693
- Number of issues identified: 48
- Pages with issues: 593 (35%)
- Pages with issues after 17 most prevalent issues removed: 387 (23%)
- Main level A issues (12)
  - See following slides for detail
- Main AA issues (4)
  - See following slides for detail

### ATP

- 17 of 18 obligations met, with A2.5.2.a not met

### User-testing

- The average 'ease of task' score for finding train times was 93%
- The average 'ease of task' score for downloading information was 62%

## Total number of pages inspected = 1,693

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	42		591	35%	
		8	504	30%	At least
		4	235	14%	At least
		30	346	20%	At most
AA	6		505	30%	
		4	505	30%	
		1	270	16%	
		1	41	2%	
AAA	1		5	<1%	Not audited

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the 12 most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 12	30%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	2 of 12	30%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.
	3 of 12	29%	<a href="#">WCAG 2.1 A F1</a>	CSS positioning can make pages unreadable when style sheets are turned off.
	4 of 12	29%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute
	5 of 12	29%	<a href="#">WCAG 2.1 A F63</a>	Several links on a page share the same link text and surrounding context, but go to different destinations.
	6 of 12	29%	<a href="#">WCAG 2.1 A 1.3.1 ARIA 1.1</a>	The aria-labelledby attribute must point to IDs of elements in the same document.
	7 of 12	29%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	8 of 12	25%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.

\* A full listing of the accessibility issues encountered are supplied in the document 'Southwestern railway report.docx'

## Breakdown of the 12 most prevalent accessibility issues cont.

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
AA	9 of 12	30%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	10 of 12	29%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colors have enough contrast.
	11 of 12	29%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colors on the body or a elements you must set all of them.
	12 of 12	29%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline

\* A full listing of the accessibility issues encountered are supplied in the document 'Southwestern railway report.docx'

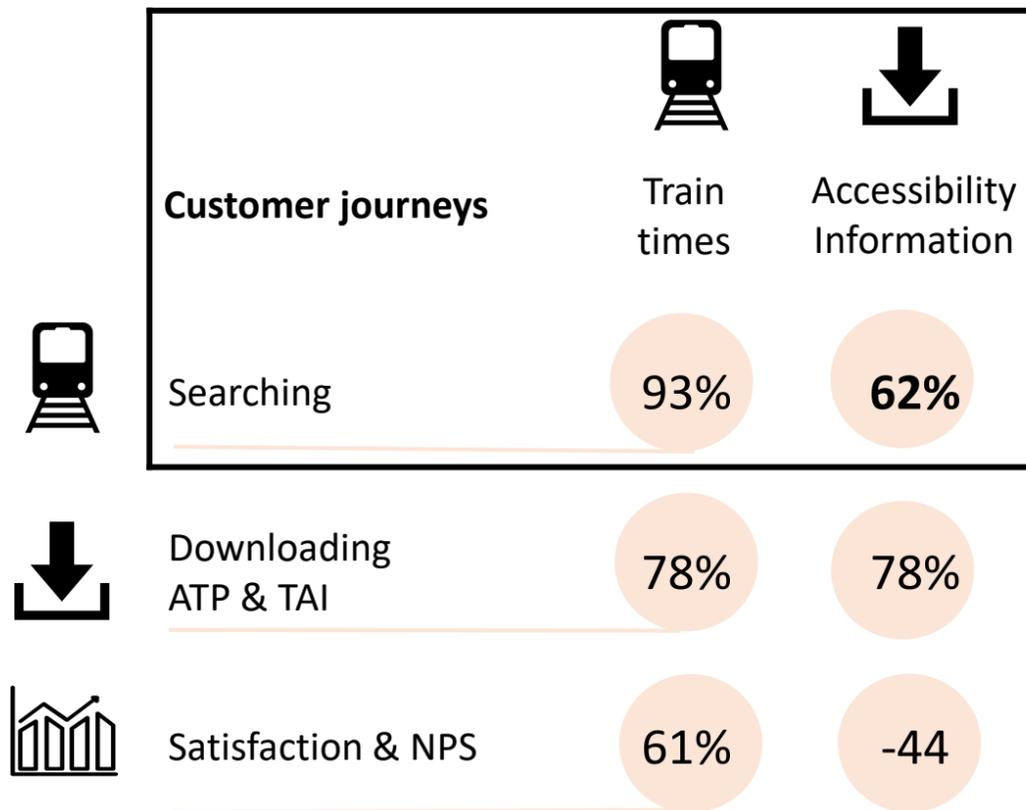
# ATP audit (A2.5.2 – A2.5.2c)

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Travelling with us
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	No	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	There are two numbers - SWR in-house number, and the national number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Station finder

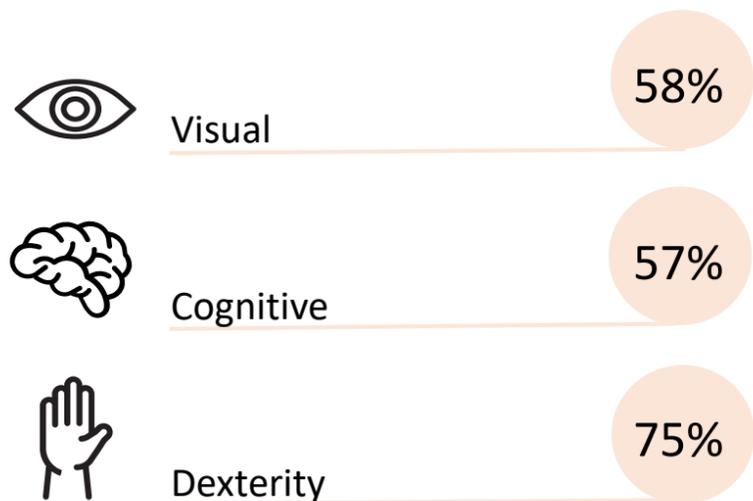
# ATP audit (A2.5.d – A2.5.3)

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Journey Check
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	Yes	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Easy-read
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	Call, write, online
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Travel assistance card so people can write their needs on a card to show staff. Updates about travel relating to accessibility are on the page rather than on another page.		
<b>Totals</b>	<b>Yes = 17, No = 1, Partial = 0</b>		

## Customer Journey



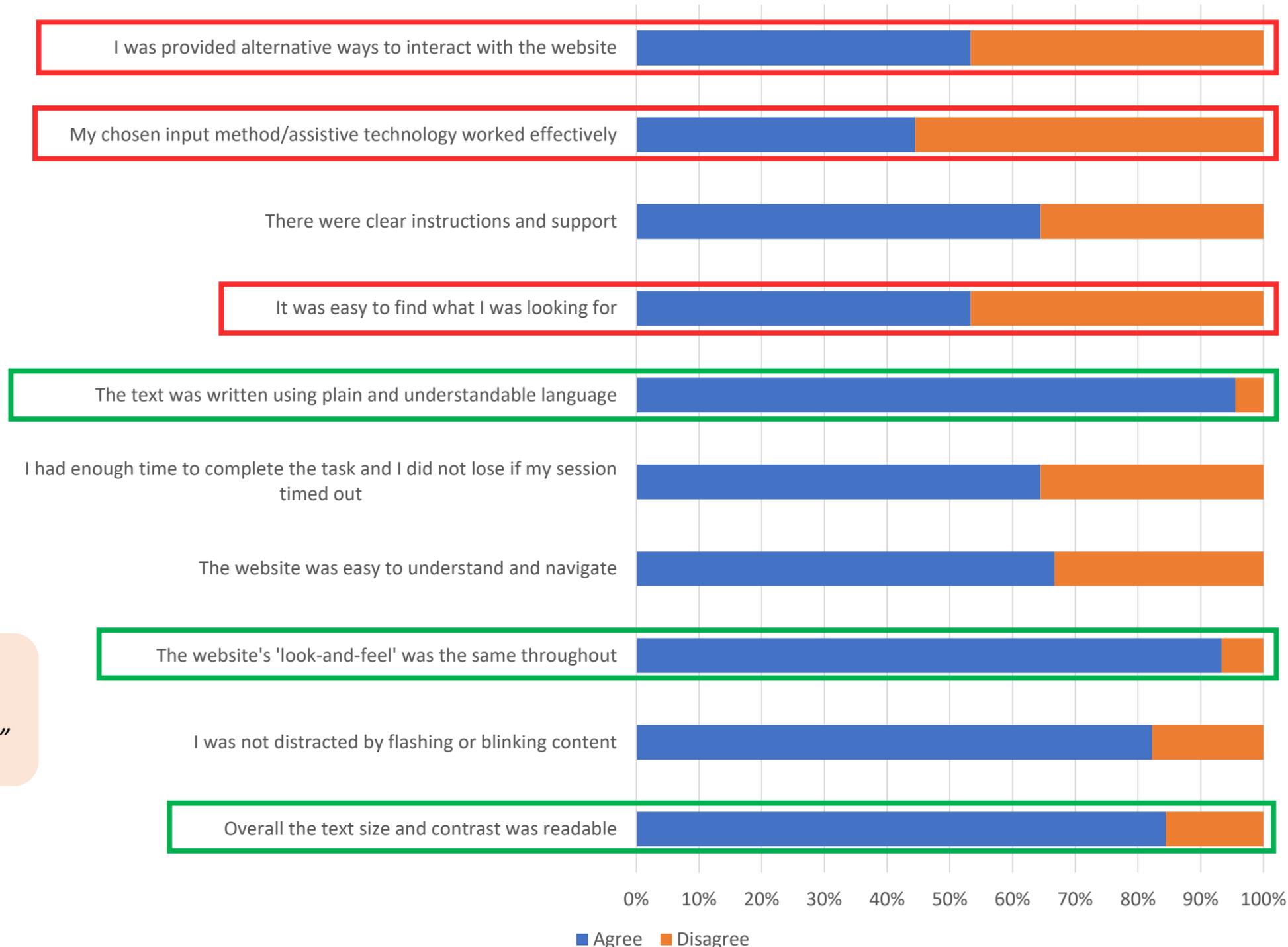
## Satisfaction by accessibility



*"One of the best accessibility features I've seen"*



## Accessibility heuristics



**Customer journey 1: Finding train times**

*"I wasn't able to change the date of departure at all. I couldn't find a calendar element and there was no option with the screen reader to change dates ..."*

*"... I proceeded with the current date and time and was able to select a ticket and continue to payment. the ticket selection and payment screen was very accessible."*

*\_Visual (Blind) NVDA user*

*"General delays were too small for an announcement at the top of the page [banner] and could be overlooked"*

*\_Cognitive*

*"The accessibility options of this website are extremely good and very easy to see and navigate with"*

*\_Visual (Magnifying glass)*

**Narrative**

This task returned a high average 'ease of task' score of 93%. One participant who uses a screen reader (NVDA) found he could not change the date of the departure or find the calendar element for the screen reader to use. However, he positively highlights accessibility of the ticket selection and payments screens.

The use of assistive technology such as screen readers rely heavily on HTML tag semantics both to help give context and support interaction. It is quite possible that ARIA issues identified in the WCAG2.1AA audit are causing some of these difficulties.

Journey disruption information was only noticed by three of the nine participants.

The accessibility features supported by 'Recite me' were well received.

*"The accessibility options of this website are extremely good and very easy to see and navigate with"*

*\_Visual (Magnifying glass)*



## Customer journey 2: Finding & downloading accessibility information

*"It [finding the accessible travel information] involved navigating menus and was not instantly recognisable what category the information would be under"*

*\_Cognitive*

*"Assisted travel information lacked prominence - was listed under 'travelling with us'"*

*\_Visual*

*"I found the policies by going to 'book assistance' which wasn't logical"*

*\_Dexterity*

*"The pdfs of the accessible travel policy and rolling stock accessibility were easy to understand and read. Apart from selecting a travel date the rest of the site worked very well with NVDA."*

*\_Vision (NVDA)*

## Narrative

The average 'ease of task' score for finding and downloading accessibility information was only 62% with two participants not being able to download either the ATP or TAI documentation.

The main difficulty experienced with this task was locating the information and having to scroll down to the bottom of the page to find it.

Contrary to the difficulties the other participants recorded when locating and downloading accessibility information, the NVDA user found completing the task more straightforward. This was undoubtedly to do with correctly marked up pdf information making the information easy for his screen reader to navigate.

The quote below is consistent with no compliance found under ATP 2.5.2.a: 'A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon'

*"I could find some information on individual aspects of their policy split over different pages but not a coherent source info for download"*

*\_Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 3,838
- Number of issues identified: 23
- Pages with issues: 3034 (80%)
- Pages with issues after 5 most prevalent issues removed: 79 (2%)
- Main level A issues
  - WCAG 4.1.1 Parsing:
  - WAI-ARIA 1.1 Assistive technologies support: Aria-hidden
  - WCAG 2.1 AF96 : Accessible name not containing the visible label text
  - WCAG 2.1 AF2 : Use of semantic markup instead of CSS property
- Main AA issues
  - WCAG 2.1 AA F24: Specifying foreground without specifying background colours

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 82%
- The average 'ease of task' score for downloading information was 76%

**Total number of pages inspected = 3,838**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	21		3034	80%	
		4	3020	79%	At least
		17	76	2%	At most
AA	2		3015	79%	
		1	3015	79%	
		1	3	<1%	
AAA	1		1	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the four most prevalent accessibility issues

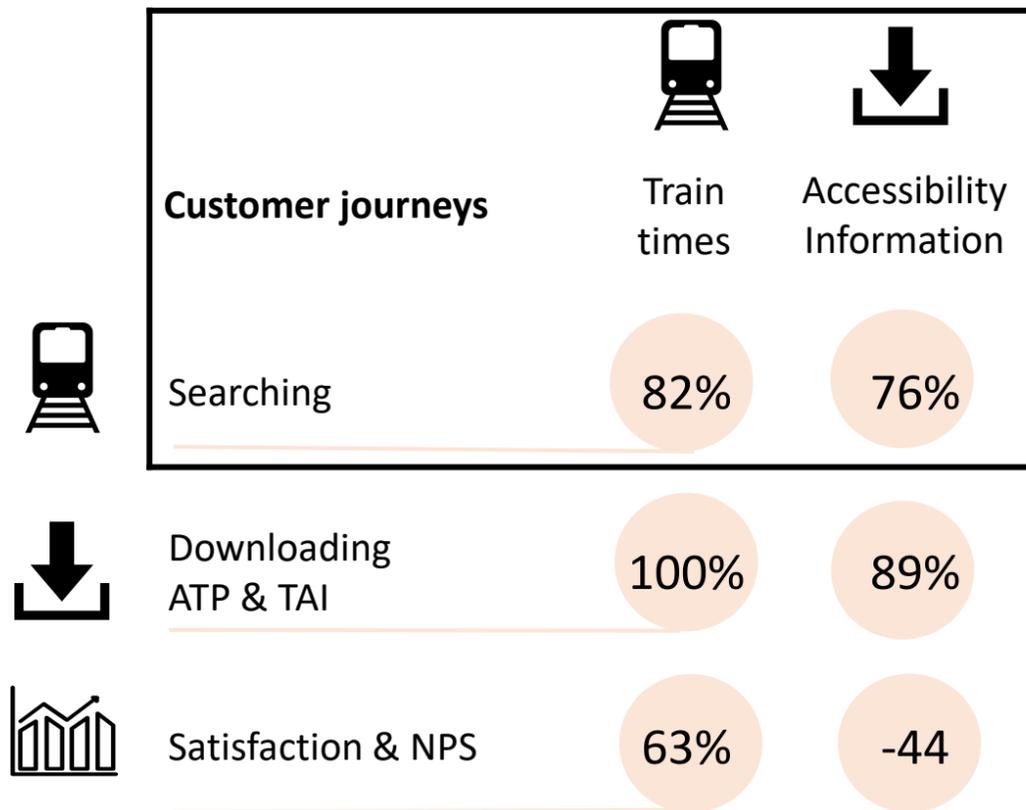
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 4	79%	<a href="#">WCAG 2.1 A 4.1.1</a>	An element with role=tab must be contained in, or owned by, an element with role=tablist.
	2 of 4	79%	<a href="#">ARIA 1.1</a>	Bad value for attribute aria-hidden.
	3 of 4	79%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	4 of 4	79%	<a href="#">WCAG 2.1 A F2</a>	Use semantic markup like strong instead of using the CSS font-weight property.
AA	1	79%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.

\* A full listing of the accessibility issues encountered are supplied in the document 'Southeastern railway report.docx'

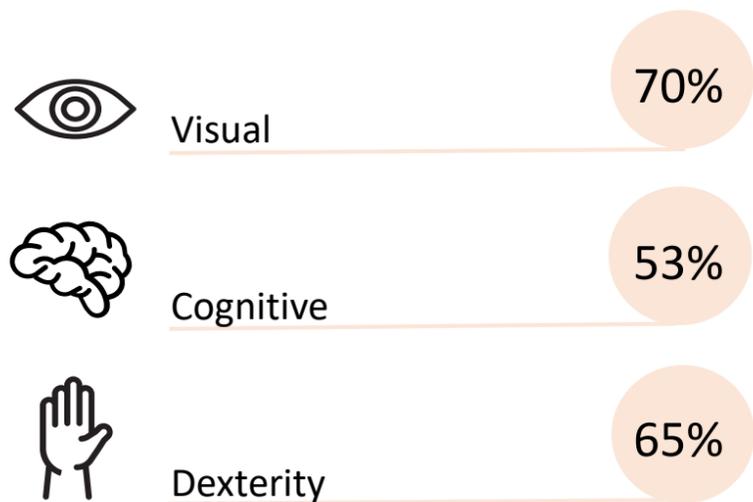
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Large Accessibility button at top of screen
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	Long list of different services they offer through Passenger Assist
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Southeastern number: 0800 783 4524
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Link to Ways to Pay page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	Disabled persons railcard, discounts for visually impaired travellers and wheelchair users
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Link to Rolling Stock Accessibility Information which trains have space for wheelchairs and which have accessible toilets
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Link to service disruption page
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	Downloadable wheelchair and scooter guide
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Word, PDF, large print, easy-read, audio
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	URL, mail address, text relay and telephone
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Short film on site. The Accessible Travel Reference Group is a group of volunteers with accessibility needs who are happy to be consulted on proposed improvements to accessibility. The group gives invaluable feedback and brings forward suggestions regarding our trains and stations and the way we provide a service. Southeastern listens carefully to the views of the group's members as they are best placed to tell us what is good, what needs to improve and how.		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



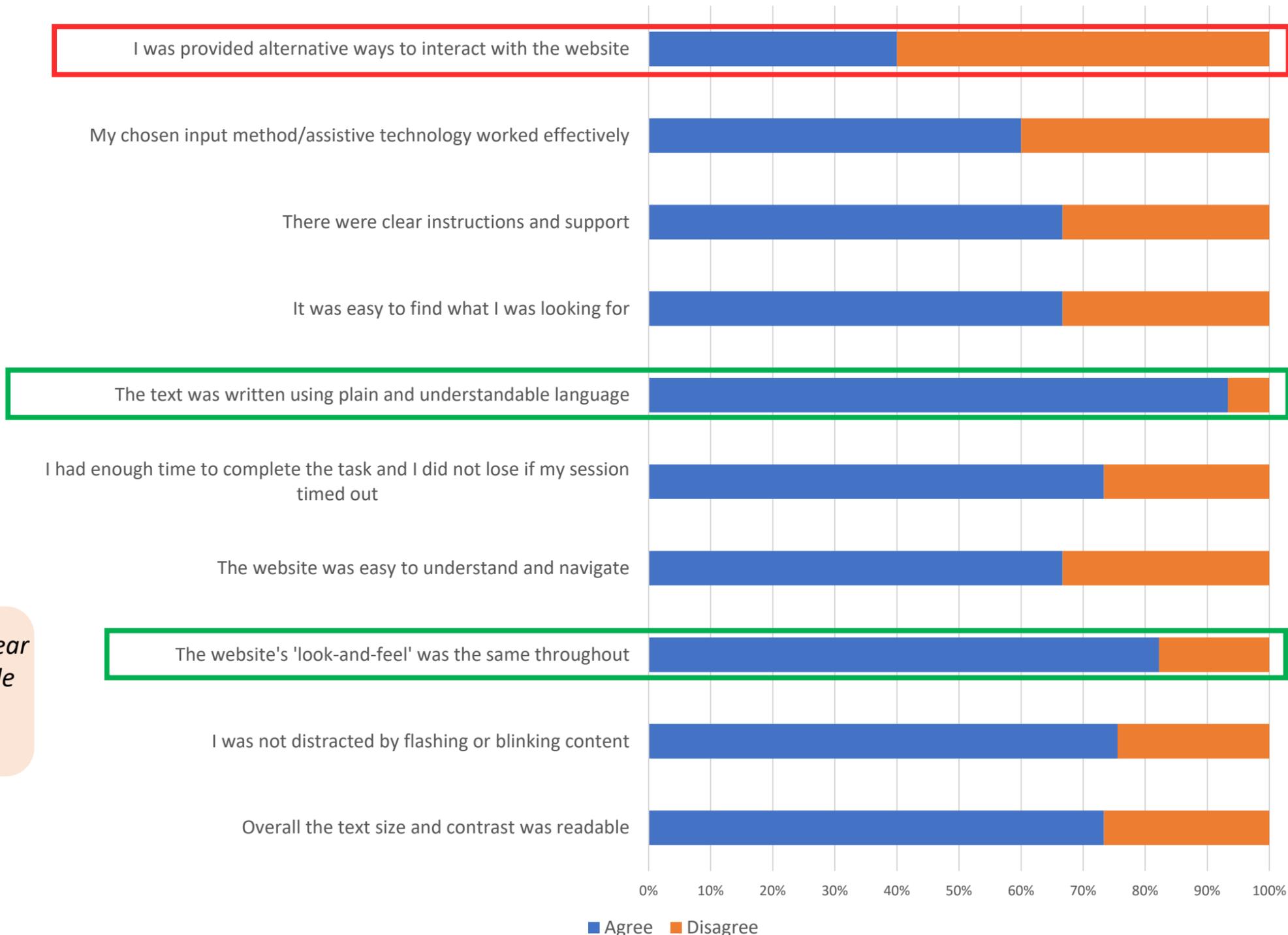
## Satisfaction by accessibility



*"The website was clear and easily accessible throughout"*



## Accessibility heuristics





Train  
times

### Customer journey 1: Finding train times

*"... the calendar, not allowing me to choose a date until entering NVDA's focus mode. I could not press enter on a time of day I just had to highlight with arrows then exit focus mode... Using the keyboard in the departure and arrival fields was challenging..."*

*...Speech was regularly interrupted or words repeated and it took several attempts to get both the correct stations in the edit fields"*

*\_Visual (Blind) NVDA user*

*"Information was clear and easy to find and in variety of formats"*

*\_Dexterity*

*"The route to the information I needed to be able to find and book a journey was prominent on the home page, and included drop down menus of the stations to choose from"*

*\_Dexterity*

### Narrative

**In the first quote**, the assistive technology (NVDA screen reader) being used was being forced to switch from browse to focus mode before the user had finished listening to NVDA's speech output.

The user also highlights other areas where NDVA modes had to be switched in order to progress with the task such as with using the calendar for date and time entries.

The use of assistive technology such as screen readers rely heavily on HTML tag semantics both to help give context and support interaction.

It is quite possible that ARIA issues identified in the WCAG2.1AA audit are causing some of these difficulties.

**In the second and third quotes** the users report the site to be easy to understand and navigate. This is reflected in heuristics scores for being written in plain and understandable English and having a consistent look and feel throughout.



## Customer journey 2: Finding & downloading accessibility information

Accessibility Information

*"Whilst it was easy to find the general accessibility page ...*

*... the small tabs that opened each section, general policy, rolling stock access etc, had their own little tabs to open"*  
\_Dexterity

*"When you're searching from the homepage it was nice and clear re the title "Assisted travel ...*

*... but I was left frustrated when it goes to the next page and there are endless policies to source the one you want"*  
\_Cognitive

## Narrative

Although our participants' were able to complete this task with relative ease, there was some frustration in searching for the relevant document needed for download. This was more noticeable when searching and downloading the Train Accessibility Information than the Accessible Travel Policy.

Difficulties centred around the finding the right document within Accessible Travel Policy page and the number of steps needed to get to the relevant download.

One participant stated they were presented with a black page after downloading the TAI. It is unclear why this might have been the case since the participant was not using any assistive technology and the error could not be repeated by the researcher. However it is worth noting as a matter of record.

*"Eventually found under Rolling Stock. Download opened as a blank page"*  
\_Cognitive

## Overview

### WCAG 2.1 AA

- Pages inspected: 4,546
- Number of issues identified: 32
- Pages with issues: 4077 (90%)
- Pages with issues after 5 most prevalent issues removed: 322 (7%)
- Main level A issues
  - WCAG 2.1 A4.1.1 Parsing:
  - WAI-ARIA 1.1 Assistive technologies support: Aria-hidden
  - WCAG 2.1 AF96 : Accessible name not containing the visible label text
  - WCAG 2.1 AF2 : Use of semantic markup instead of CSS property
- Main AA issues
  - WCAG 2.1 AA F24: Specifying foreground without specifying background colours

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 82%
- The average 'ease of task' score for downloading information was 78%

**Total number of pages inspected = 4,546**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	28		4077	90%	
		4	4030	89%	At least
		24	308	7%	At most
AA	4		4021	88%	
		1	4021	88%	
		3	14	<1%	
AAA	1		4020	88%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the five most prevalent accessibility issues

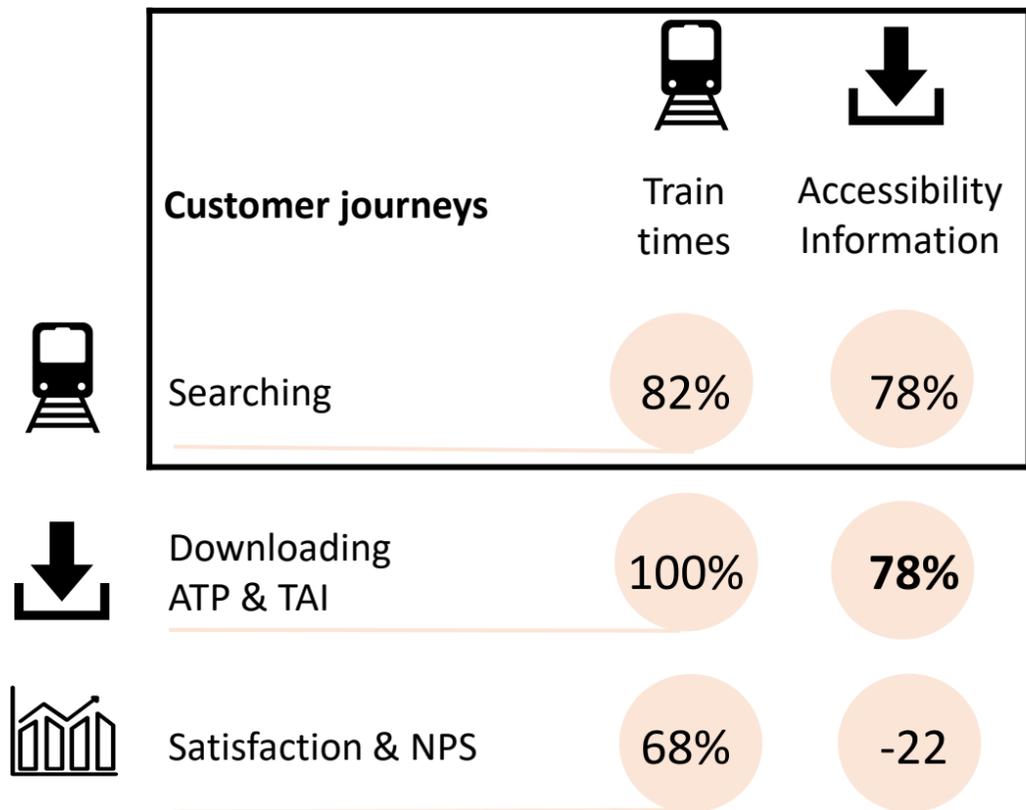
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 5	89%	<a href="#">WCAG 2.1 A 4.1.1</a>	An element with role=tab must be contained in, or owned by, an element with role=tablist.
	2 of 5	89%	<a href="#">ARIA 1.1</a>	Bad value for attribute aria-hidden.
	3 of 5	89%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	4 of 5	89%	<a href="#">WCAG 2.1 A F2</a>	Use semantic markup like strong instead of using the CSS font-weight property.
AA	5 of 5	88%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'Southern rail report.docx'

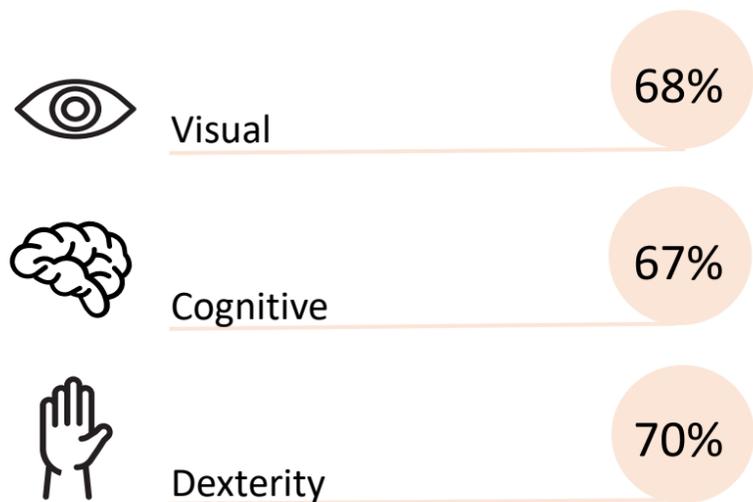
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Clear and large as 'Assisted Travel' at the top of the screen
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	In the first paragraph on the screen
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	Yes, says what they can help travellers with at the station
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Southern number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Able to select journey whilst booking assistance
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Station pages link
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Downloadable PDF of 116 pages

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Notifications at top of screen in orange banner
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Yes, in braille and large print. Says printed versions available at stations soon.
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Information in case of emergencies on board. The Southern website has a page specifically on what disabled people can expect in regards to the help they can receive during an on-board emergency. It advises travellers to tell a staff member or passenger if they have trouble getting off the train, and says they will ensure someone comes to their aid. The page also includes the telephone and textphone numbers for the Assisted Travel team so customers can enquire further.		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



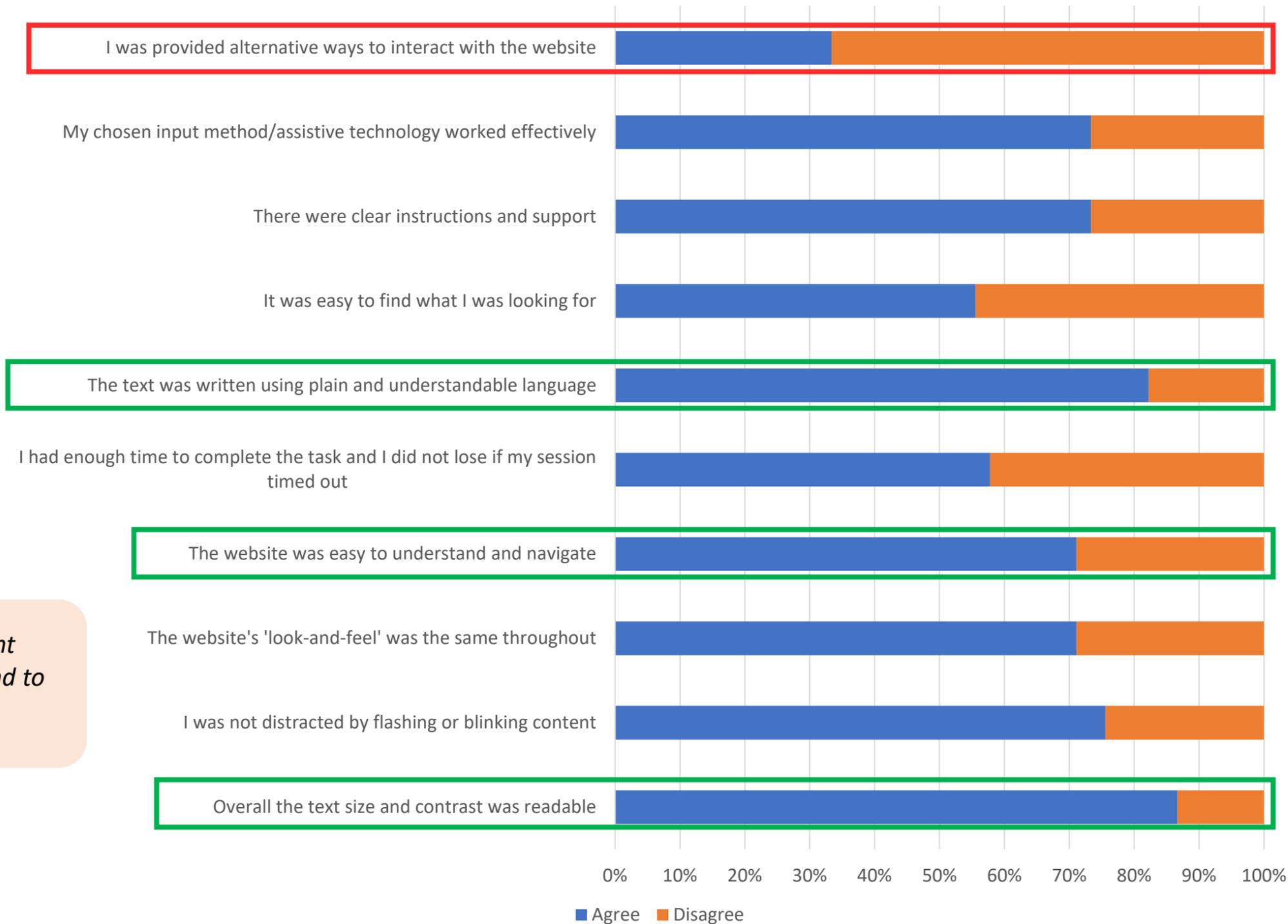
## Satisfaction by accessibility



*"Appeared straight forward to use and to find information"*



## Accessibility heuristics





Train  
times

### Customer journey 1: Finding train times

*“There were a few places where NVDA’s speech was interrupted or I was forced into focus mode. I couldn’t use the calendar at first to choose a departure date and had to re-enter focus mode with NVDA. I found the grid view of train times not accessible at all, and had to switch to list view”*

*\_Visual (Blind) NVDA user*

*“I believe a lot of thought and consideration has gone into the website. It’s easy to navigate and for those with specific needs, it’s a true gem”*

*\_Cognitive*

*“Quick and easy to book a train”*

*Dexterity*

### Narrative

**In the first quote**, the assistive technology (NVDA screen reader) being used was being forced to switch from browse to focus mode before the user had finished listening to NVDA’s speech output.

The user also highlights other areas where NDVA modes had to be switched in order to progress with the task.

The use of assistive technology such as screen readers rely heavily on HTML tag semantics both to help give context and support interaction.

It is quite possible that ARIA issues identified in the WCAG2.1AA audit are causing some of these difficulties.

**In the second and third quotes** the users report the site to be easy to understand and navigate. This is reflected in heuristics scores for understanding and navigation, text size and contrast, and being written in plain English.



## Customer journey 2: Finding & downloading accessibility information

Accessibility  
Information

*“There is a large prominent button for assisted travel but on trying to click it with the mouse it highlights and enlarges other things on the screen as you move your mouse over them. This is a pity because the button itself is prominent and easily seen”*

*\_Dexterity*

*“I could not find a specific document for TAI but could find various pieces of information in the accessibility section of the website”*

*\_Visual (Screen magnification)*

*“I looked through all the info available under the different headings. I found a webpage summarising accessibility but no in-depth info to download”*

*\_Dexterity*

## Narrative

Of the two documents to find and download, the train accessibility information was found to be more problematic. Two of the participants not being able to do find and download the TAI at all (78% task completion rate).

It is notable that the NVDA user was able to complete this task.

A further comment made by one participant pointed to the need to accept marketing cookies before gaining access to accessibility information

*“When looking for the accessibility information I had selected essential cookies only. However, a notice pops up saying accessibility information can only be accessed if you accept marketing cookies. No one else has to accept these if they don't want to so this feels unfair”*

*\_Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 3,757
- Number of issues identified: 54
- Pages with issues: 2,904 (77%)
- Pages with issues after 15 most prevalent issues removed: 537 (14%)
- Main level A issues (5)
  - WCAG 2.1 AF2 : Use HTML headings instead of applying CSS heading styles to non-headings.
  - WCAG 2.1 A 4.1.1: An element with role=tab must be contained in, or owned by, an element with role=tablist.
  - WCAG 2.1 A 1.3.1: An element with aria-hidden=true contains focusable content.
  - WCAG 2.1 A F15: Clickable controls should be keyboard accessible.
  - WCAG 2.1 A F54: Clickable controls should have an ARIA role.

### ATP

- 12 of 17 obligations met, with non-compliance of A2.5.2.e, A2.5.2.g (both parts) and A2.5.3, and partial compliance of A2.5.2.b (two parts)

### User-testing

- The average 'ease of task' score for finding train times was 67%
- The average 'ease of task' score for downloading information was 73%

**Total number of pages inspected = 3,757**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	47		2904	77%	
		12	2387	64%	At least
		35	405	11%	At most
AA	7		689	18%	
		3	558	15%	At least
		4	132	4%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the five most prevalent accessibility issues

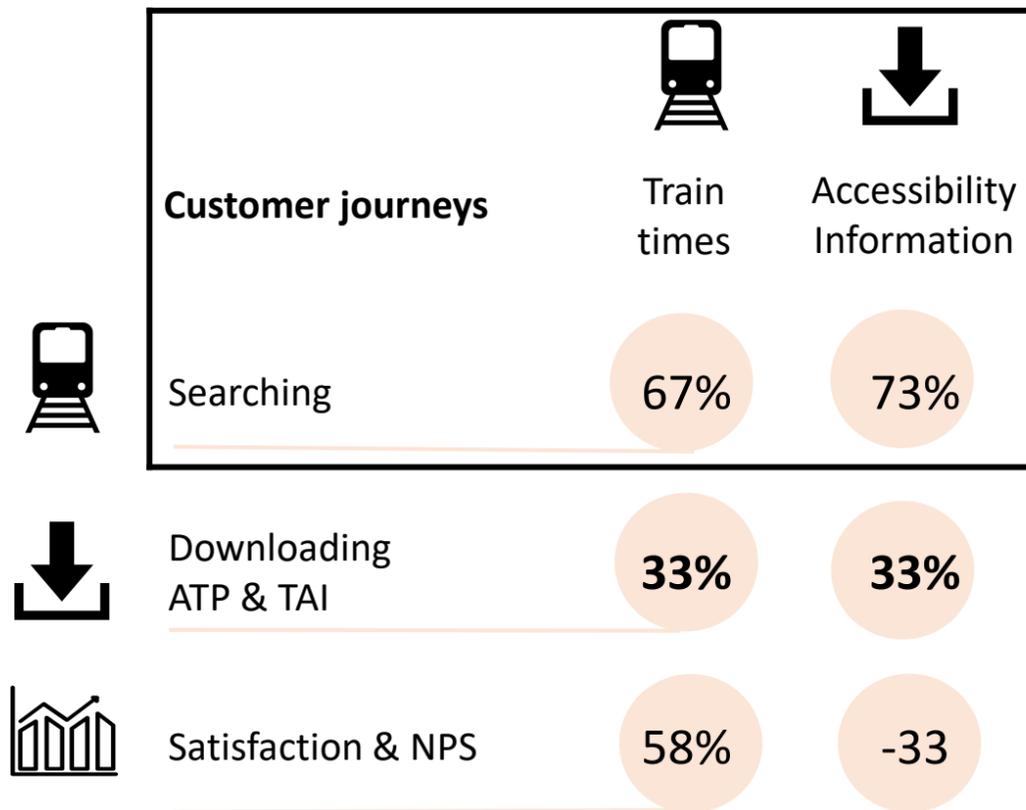
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 5	64%	<a href="#">WCAG 2.1 A F2</a>	Use HTML headings instead of applying CSS heading styles to non-headings.
	2 of 5	63%	<a href="#">WCAG 2.1 A 4.1.1</a>	An element with role=tab must be contained in, or owned by, an element with role=tablist
	3 of 5	62%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with aria-hidden=true contains focusable content.
	4 of 5	62%	<a href="#">WCAG 2.1 A F15</a>	Clickable controls should be keyboard accessible.
	5 of 5	62%	<a href="#">WCAG 2.1 A F54</a>	Clickable controls should have an ARIA role.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'TFL rail report.docx'

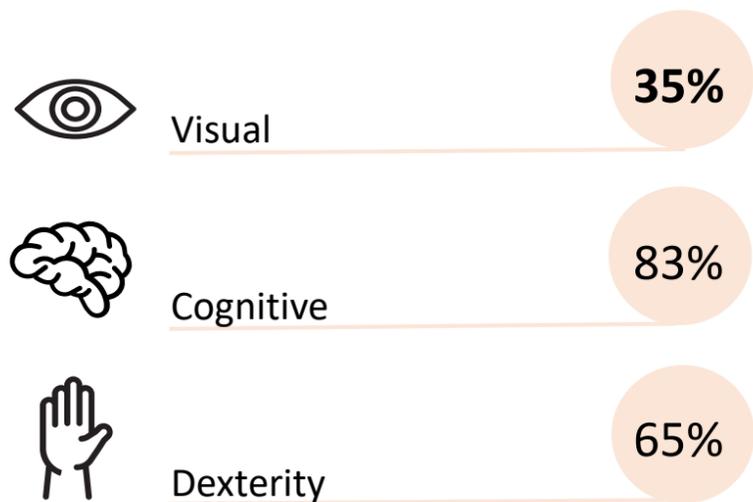
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Transport accessibility link at bottom of home page, requires a lot of scrolling and reading
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	Links to National Rail page
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Clicking Passenger Assist on homepage links to the National Rail page which has the number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	Via National Rail webpage
	Details on purchase a ticket to travel	Partial	Plan your journey link at top of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Partial	Doesn't mention railcards, but does mention Freedom Passes
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	No	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	Under transport accessibility sidebar, not easy to see
	Details of how to obtain the documents in an accessible formats.	Yes	
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	No	
	Details on the availability of redress for when assistance has not been delivered as booked.	No	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Includes Changing Places information and initiatives for Independent Travel.		
<b>Totals</b>	<b>Yes = 12, No = 3, Partial = 2</b>		

## Customer Journey



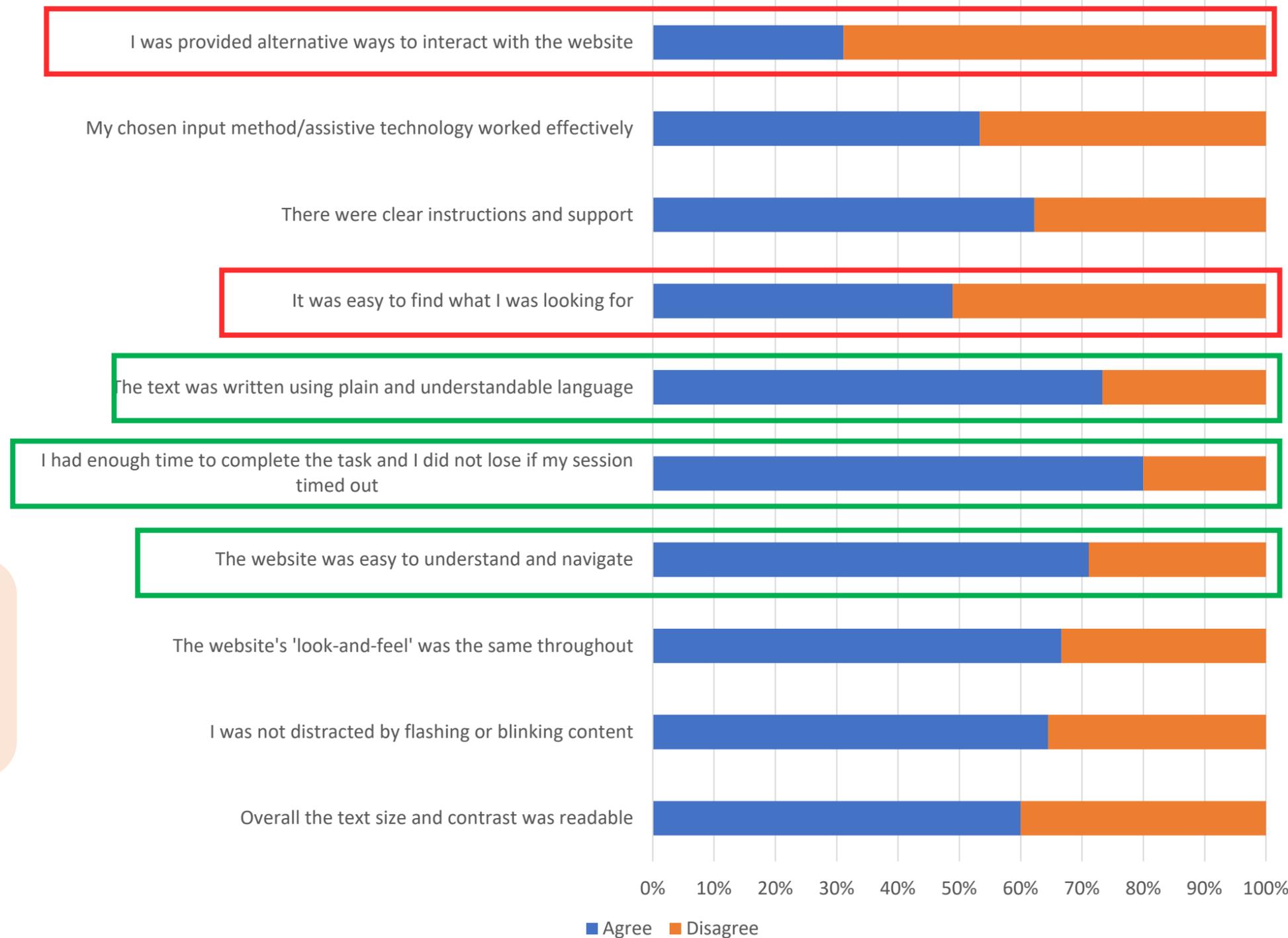
## Satisfaction by accessibility



*"I managed to get to the train information page on national rail enquiries quite easily."*



## Accessibility heuristics



## Customer journey 1: Finding train times

*“There were so many options even for a main line station, knowing which one to select could be confusing.”*

*\_Visual, uses a screen reader*

*“My station was Twyford, but there were so many station names that came up and I wasn’t sure which one to choose.”*

*\_Visual, uses a screen reader.*

*“There was too much other confusing information in between.”*

*\_Cognitive*

*“It kept reading “button” and “blank”, so I didn't know what was on the page or website.”*

*\_Visual, uses a screen reader*

## Narrative

**In the first three quotes**, users found the station options confusing when entering station details because many options appeared for one station. Some users didn’t know which station to select. It appears that users could not find an alternative way of interacting with the website.

**In the fourth quote**, a user found that their screen reader had compatibility issues with the website. It seems that the buttons were not labelled, so the user did not know where to click.

**In the final quote**, the user seemed to experience difficulty when navigating the website and working out where to go to search for a journey and purchase a ticket. This reflects the heuristic “It was easy to find what I was looking for.”

Journey disruption information was noticed by five participants.

*“The link I was sent didn't have a means of buying a ticket. I got a link to the National rail enquiries website for the assistance page, but I couldn't find where to buy rail ticket on the TfL rail website itself.”*

*\_Cognitive*

## Customer journey 2: Finding & downloading accessibility information

*"I could not find a link with the policy listed. Some of the access options were in the section when planning the journey e.g. walking time."*

*\_Visual, uses a screen reader*

*"I spent around 20 to 25 mins, but couldn't find it."*

*\_Visual, uses a screen reader*

*"I managed to get to the train formation page on national rail enquiries quite easily, which was somewhat helpful. All providers are slightly different."*

*\_Cognitive*

## Narrative

Two users in the visual group who were using a screen reader could not find any accessible travel information.

Three users in the visual group who were using a screen reader could not find the Accessible Travel Policy. Only one user in the cognitive group found the document, but they could not download it. The visual group could not find the Train Accessibility Information. This reflects the heuristic results on ease of finding information.

Some users did find and download the Train Accessibility Information and stated that it was quite easy. This reflects the heuristic on understanding and navigating the website.

The poor task score is also reflected in the failure of ATP requirements A2.5.2.e and A2.5.2.g.

Some users found the site easy to use and shared positive comments on the user interface and navigation.

*"The font was very easy to read, and I liked the layout. It interacted with a lot of other providers and that made it easy to plan on with journeys that cross London."*

*\_Cognitive*

*"Fantastic site. Very easy to locate options. Access to information for disability facilities easy to locate. Sober but attractive colouring with no distractive aspects."*

*\_Cognitive*

## Overview

### WCAG 2.1 AA

- Pages inspected: 11,405
- Number of issues identified: 35
- Pages with issues: 11,126 (98%)
- Pages with issues after 9 most prevalent issues removed: 325 (3%)
- Main level A issues (6)
  - See following slides for detail
- Main AA issues (3)
  - WCAG 2.1 AA 1.4.4: Do not use the meta viewport tag to disable zoom.
  - WCAG 2.1 AA F24: If you set any of the colours on the body or a elements you must set all of them.
  - WCAG 2.1 AA 1.4.3: Ensure that text and background colours have enough contrast.

### ATP

- 14 of the 18 obligations met, with non-compliance on A2.5.2.c (both parts) and A2.5.2.g (both parts)

### User-testing

- The average 'ease of task' score for finding train times was 82%
- The average 'ease of task' score for downloading information was 62%

**Total number of pages inspected = 11,405**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	28		11126	98%	
		6	11117	98%	
		22	216	2%	At most
AA	7		11117	98%	
		3	11117	98%	
		4	109	<1%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the nine most prevalent accessibility issues

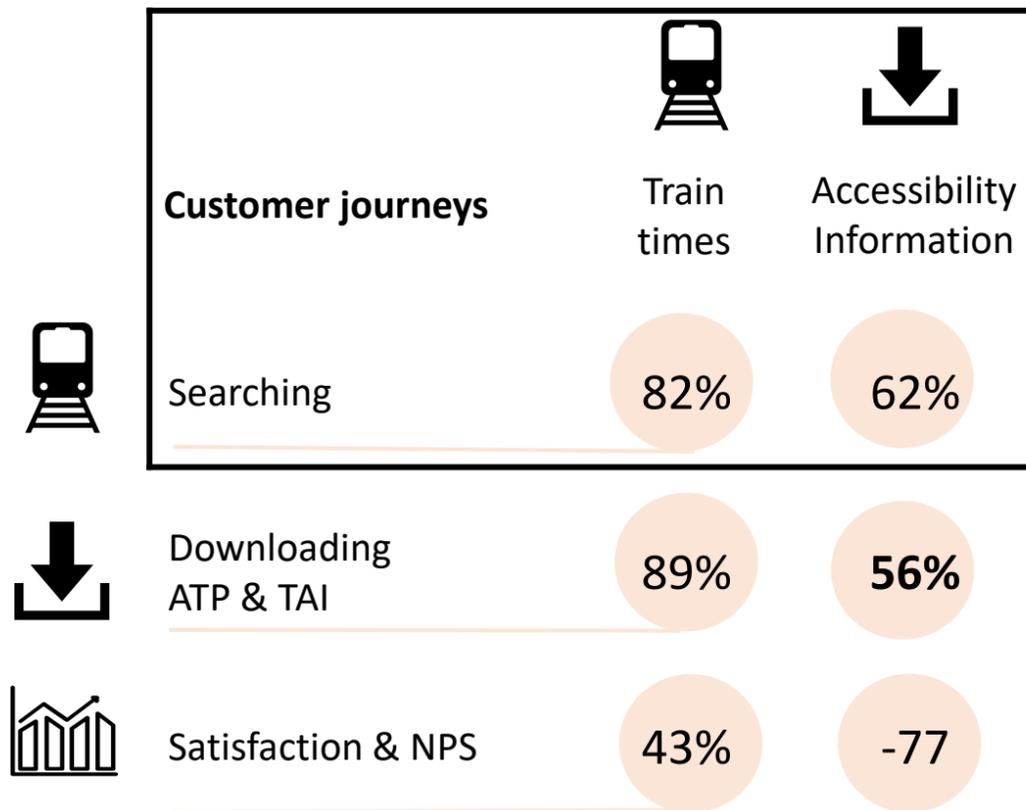
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 9	97%	<a href="#">WCAG 2.1 A 4.1.1</a>	No space between attributes.
	2 of 9	97%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	3 of 9	97%	<a href="#">WCAG 2.1 A F30</a>	alt text should not contain placeholders like 'picture' or 'spacer'.
	4 of 9	97%	<a href="#">WCAG 2.1 A F73</a>	Removing the underline from links makes it hard for colour-blind users to see them.
	5 of 9	97%	<a href="#">WCAG 2.1 A 4.1.1</a>	The iframe element must not appear as a descendant of an element with role=button
	6 of 9	7%	<a href="#">WCAG 2.1 A F63</a>	Several links on a page share the same link text and surrounding context, but go to different destinations.
AA	7 of 9	97%	<a href="#">WCAG 2.1 AA 1.4.4</a>	Do not use the meta viewport tag to disable zoom.
	8 of 9	97%	<a href="#">WCAG 2.1 AA F24</a>	If you set any of the colours on the body or a elements you must set all of them.
	9 of 9	97%	<a href="#">WCAG 2.1 AA 1.4.3</a>	Ensure that text and background colours have enough contrast.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'TranspennineExpress report.docx'

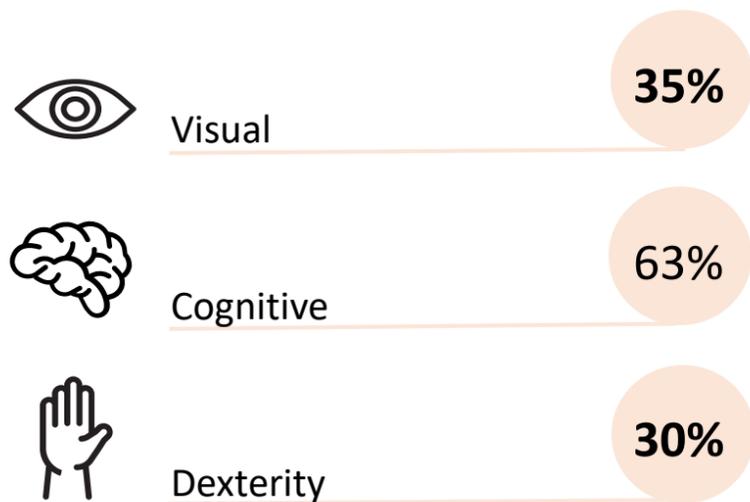
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	Passenger Assist
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	
	National Freephone Passenger Assist line	Yes	Their own number
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Buy Train Tickets on side of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	No	
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	No	

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	Red bar at top alerting of delays/alterations. Clicking on it mentions info regarding passenger assist
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	Includes FAQ's
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	No	
	Details on the availability of redress for when assistance has not been delivered as booked.	No	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Private Facebook group for disabled travellers		
<b>Totals</b>	<b>Yes = 14, No = 4, Partial = 0</b>		

## Customer Journey



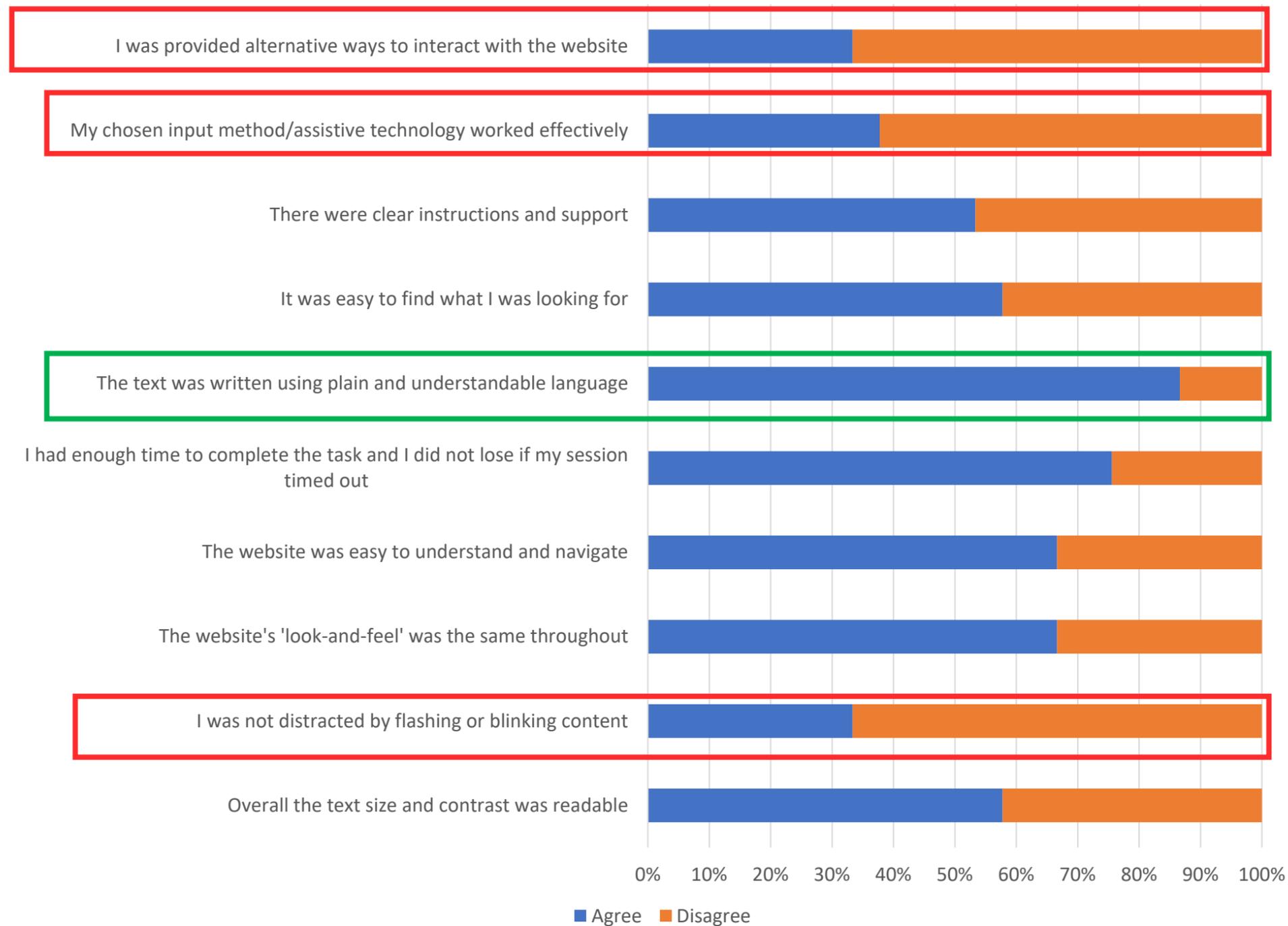
## Satisfaction by accessibility



*“General information was excellent and very helpful.”*



## Accessibility heuristics



### Customer journey 1: Finding train times

*“My screen reader (NVDA) kept jumping out of the text edit box to enter origin and destination train stations. It also would not let me type into the boxes.”*

*\_Visual, uses a screen reader*

*“Wasn't able to select the date I wanted to travel, had to press the next day button a few times from today's date, selecting from the calendar table didn't seem to work.”*

*\_Visual, uses a screen reader*

*“There were a lot of popups to allow location, sign up to offers, collect Nectar points, etc.”*

*\_Cognitive*

*“Not a good layout, too many colours, bad contrast, focus on unimportant details.”*

*\_Visual*

### Narrative

Customer journey 1 returned a high average success score of 82%. One participant who uses a screen reader found that they could not comfortably complete the task using a screen reader because the screen reader kept moving to different input fields.

Another user had difficulty using the calendar to select dates because the button was unresponsive.

These insights reflect the 35% overall satisfaction score for the visual group and the heuristics on being provided alternative ways to interact with the website and on the effectiveness of assistive technology.

It appears that some users were distracted by the user interface and features, namely popups, too many colours, and poor colour contrast. This reflects the heuristic on being distracted by flashing or blinking content.

Journey disruption information was noticed by four of the nine participants

## Customer journey 2: Finding & downloading accessibility information

*“The labels are misleading, and information needed is not in the same place as the labels.”*

*\_Visual, uses a screen reader*

*“The website only had journey assistance information. The only website I have audited that didn't have other information of some kind.”*

*\_Dexterity*

*“A bit of tidying up needed to make labelling clearer e.g. ‘graphic 539’ was announced before a couple of the headings on the assistance page.”*

*\_Visual, uses a screen reader*

*“General information excellent and very helpful.”*

*\_Visual, uses a screen reader*

## Narrative

Three screen reader users had difficulty finding accessible travel information. One user put this down to missing labels and information being in a different place to corresponding labels.

Five users could not find and download the Accessible Travel Policy. Six users could not find and download the Train Accessibility Information. Customer journey 2 has a 56% success rate, however, it's not clear why the users could not find the information. The task score is reflected in the failure of the ATP requirement A2.5.2.c, “Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.”

One user noted unclear labelling that their screen reader read out to them when on the assistance page.

One user that did find the information reported that it was very helpful. However, they went on to say that they would need help to purchase a ticket due to issues with the journey planner, dates and cookies.



## Overview

### WCAG 2.1 AA

- Pages inspected: 1,614
- Number of issues identified: 29
- Pages with issues: 512 (32%)
- Pages with issues after 7 most prevalent issues removed: 284 (18%)
- Main level A issues (7)
  - See following slides for detail
- Main AA issues (1)
  - WCAG 2.1 AA F78: The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

### ATP

- 16 of 17 obligations met, with one non-compliance A2.5.2.a

### User-testing

- The average 'ease of task' score for finding train times was 84%
- The average 'ease of task' score for downloading information was 69%



**Total number of pages inspected = 1,614**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	24		512	32%	
		6	512	32%	
		17	213	14%	At most
AA	5		335	21%	
		1	306	19%	
		4	71	4%	At most

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page



## Breakdown of the seven most prevalent accessibility issues

Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 7	32%	<a href="#">ARIA 1.1</a>	An img without an alt attribute cannot have a role attribute.
	2 of 7	32%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
	3 of 7	32%	<a href="#">WCAG 2.1 A 1.1.1</a>	object elements should contain fallback content.
	4 of 7	32%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	5 of 7	27%	<a href="#">WCAG 2.1 A F96</a>	Elements with role=listbox must contain or own an element with role=option.
	6 of 7	20%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
AA	7 of 7	19%	<a href="#">WCAG 2.1 AA F78</a>	The CSS outline or border style on this element makes it difficult or impossible to see the dotted link focus outline.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'TfW report.docx'



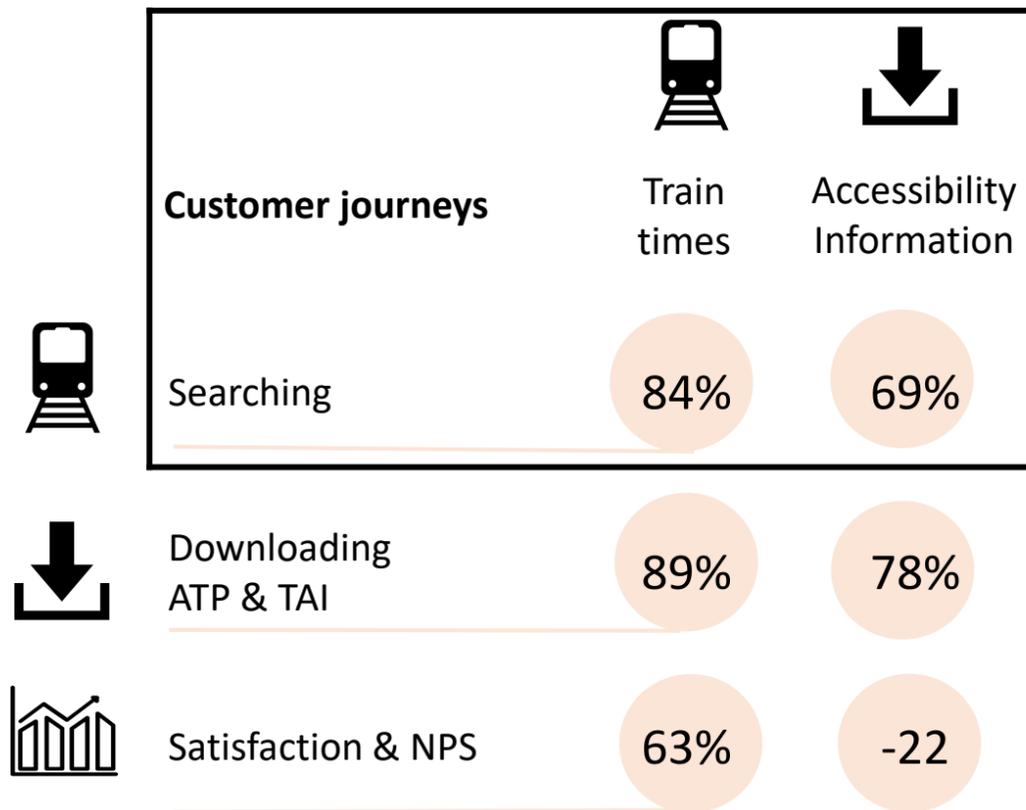
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	<b>Homepage</b>		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	Links to National Rail page
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	No	
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	Transport for Wales own number
	National Freephone Passenger Assist line	Yes	
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Plan your journey always on right side of page
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Information for each class of train, also provided in PDF and Word formats
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Information displayed similarly to National Rail



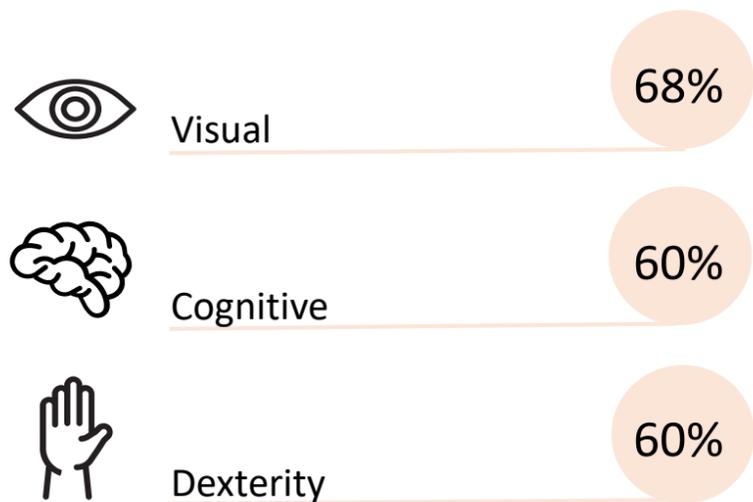
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Can be picked up or posted. HTML/Word/PDF also available online.
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Includes Changing Places information and initiatives for Independent Travel.		
<b>Totals</b>	<b>Yes = 16, No = 1, Partial = 0</b>		



## Customer Journey



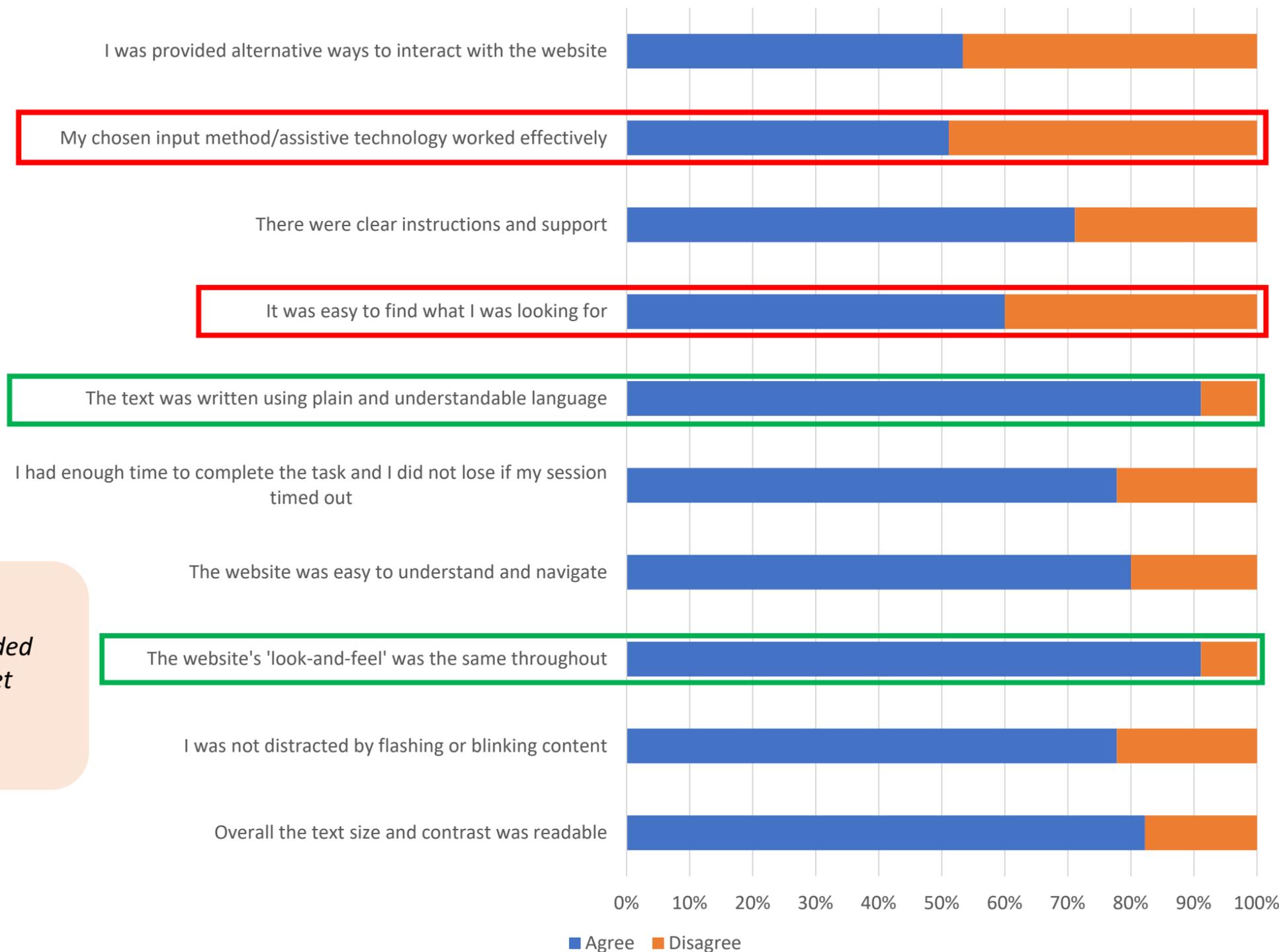
## Satisfaction by accessibility



*“Accessibility and assistance is included as part of the ticket buying process”*



## Accessibility heuristics





## Customer journey 1: Finding train times

*“Tried three different dates and two different ticket types (six attempts) but each one quoted ‘not available’ so could not actually have booked a ticket.”*

*\_Cognition*

*“I also found that page layout sometimes changed for ticket finding if I navigated back and forward - a bit confusing. Drop down menus for stations was confusing as it was based on the abbreviation for the station, eg Aberdovey was ABV so appeared at the end of the list and not with the other ‘Aberd’ names.”*

*\_Vision (Zoom text)*

*“The calendar was different than every other train website on the audit. The dates showed as a list where down arrow only moves you down one day at a time. I did not find how to scroll forward by months and I prefer it when left and right arrows move back and forward a day and the down arrow skips through by week.*

*\_Visual (Blind) NVDA user*

## Narrative

This task returned a high average ‘ease of task’ score of 84%, although it did prove problematic for a couple of our participants.

This was particularly the case with the screen reader (NVDA) participant who had difficulties navigating the calendar. He also noted that the edit fields would sometime automatically gain ‘focus’ and at other times he had to press a button to open an edit field. This unexpected interaction with the screen reader could be due to the errors identified in the WCAG 2.1AA audit under ARIA1.1.

Scrolling through lists of stations was also identified as frustrating when they are not organised by their actual name rather than their abbreviated name.

Including accessibility and assistance information as part of the purchasing process is generally well received. However for users of screen readers, the book assistance button close to the buy ticket button can be confusing.

*“Fantastic website that is clearly laid out. Accessibility and assistance is included as part of the ticket buying process”*

*\_Dexterity*



## Customer journey 2: Finding & downloading accessibility information

*“Had to follow link from 'info for...' so not immediately obvious. this took me to a banner with links to a variety of info, where 'Accessible Travel' didn't immediately jump out.*

*\_Vision (Zoom text)*

*“Frustrated me trying to find the rolling stock information and the accessibility policy.”*

*\_Cognitive*

*“The website seems to list everything else before the assistance - should things in menus be in alphabetical order as I felt a bit low down the pecking order especially as was after schools, job hunters, history etc”*

*\_Vision (Magnifying glass)*

*“The accessible policies had slightly different names but contained the same info. The train accessibility document had links to jump to each section which is very helpful but the general policy did not.”*

*\_Visual (Blind) NVDA user*

## Narrative

One participant could not find and download the Accessible Travel Policy and two could not find and download the Train Accessibility Information.

These difficulties are reflected in the heuristics score of 40% disagreeing with the statement ‘It was easy to find what I was looking for’. It also aligns itself with ATP A2.5.2.a ‘A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon’ failing the audit.

This quote indicates the documentation to be available for download but with different names to what users might be expecting. Its noted that ‘Making Rail Accessible’, ‘Rolling Stock Accessibility’ and ‘Train accessibility Information’ are all used across the train operating companies. It points towards the need for consistency of language to help people find information.

Accessibility being part of the buying process is very much welcome

*“Accessibility and assistance is included as part of the ticket buying process”*

*\_Dexterity*

## Overview

### WCAG 2.1 AA

- Pages inspected: 1,532
- Number of issues identified: 17
- Pages with issues: 908 (59%)
- Pages with issues after 6 most prevalent issues removed: 39 (2%)
- Main level A issues (6)
  - WCAG 2.1 A 4.1.1: Duplicate id - the same ID is used on more than one element.
  - WCAG 2.1 A F89: Each a element must contain text or an img with an alt attribute.
  - WCAG 2.1 A F42: Element uses JavaScript to behave like a link.
  - WCAG 2.1 A 1.3.1: An element with a role that hides child elements contains focusable child elements.
  - WCAG 2.1 A F96: The visual label must appear in the accessible name of links and controls.
  - WCAG 2.1 A 2.4.1: iframe and frame elements must have a title attribute.

### ATP

- All 17 obligations met

### User-testing

- The average 'ease of task' score for finding train times was 98%
- The average 'ease of task' score for downloading information was 64%

**Total number of pages inspected = 1,532**

Level	Total number of issues	Breakdown of total number of issues	Number of pages affected*	Overall % of pages with issues*	Notes
A	16		908	59%	
		6	908	59%	
		10	35	2%	At most
AA	1		4	<1%	

\* The number of pages affected by an accessibility WCAG issue are not exclusive. i.e., more than one issue can occur on a page

## Breakdown of the six most prevalent accessibility issues

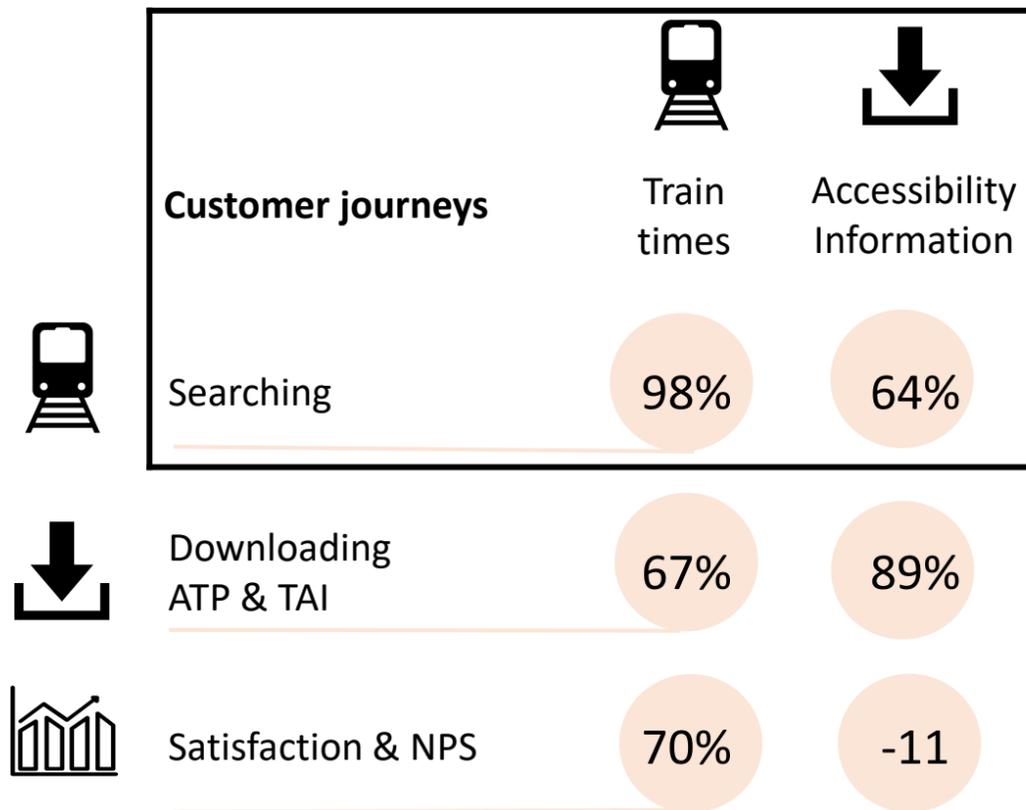
Level	Main issues	Overall % of pages with main issues	WCAG*	Notes
A	1 of 6	59%	<a href="#">WCAG 2.1 A 4.1.1</a>	Duplicate id - the same ID is used on more than one element.
	2 of 6	59%	<a href="#">WCAG 2.1 A F89</a>	Each a element must contain text or an img with an alt attribute.
	3 of 6	59%	<a href="#">WCAG 2.1 A F42</a>	This element uses JavaScript to behave like a link. Links like this cannot be tabbed to from the keyboard and are not read out when screen readers list the links on a page.
	4 of 6	16%	<a href="#">WCAG 2.1 A 1.3.1</a>	An element with a role that hides child elements contains focusable child elements.
	5 of 6	15%	<a href="#">WCAG 2.1 A F96</a>	The visual label must appear in the accessible name of links and controls.
	6 of 6	15%	<a href="#">WCAG 2.1 A 2.4.1</a>	iframe and frame elements must have a title attribute.

\* A full listing (URLs and code line numbers) of the accessibility issues encountered are supplied in the document 'West Midlands Railway report.docx'

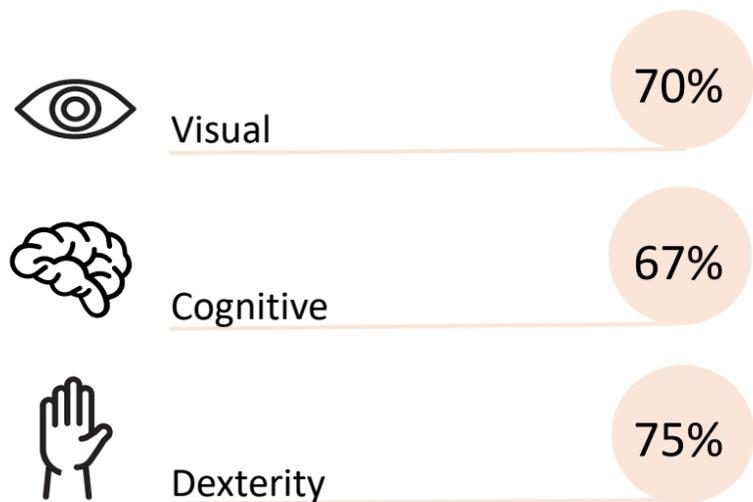
ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
A2.5.2	Assisted travel icon/hyperlink on homepage	Yes	As Passenger Assist, top of homepage
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2	The term Passenger Assist is used when referring to assistance booking services	Yes	
A2.5.2.a	A summary of Passenger Assist and its services in a clear and concise manner, using plain English and avoiding the use of industry jargon	Yes	A URL for the National Rail page on what it consists of
A2.5.2.b	Contact information and provisions for passengers to book assistance	Yes	WMR number
	National Freephone Passenger Assist line	Yes	Link to the Passenger Assist page on the National Rail site
	Textphone Free SMS Passenger Assist Forwarding Service	Yes	
	Details on purchase a ticket to travel	Yes	Tab that follows user whilst scrolling to enter journey
	Details of any national discounts available to disabled passengers or persons with reduced mobility.	Yes	
A2.5.2.c	Links to or expandable sections providing information of on-board facilities	Yes	Train accessibility guide pdf, indicates customers can contact WMR for questions
	Links to or expandable sections providing information of station information including accessibility information, staff availability, contact centre opening hours, disabled parking spaces.	Yes	Document downloadable pdf

ATP requirements	Data fields to assess	Criteria met Yes/No	Comments
A2.5	Homepage		
<b>One page as a source of information on Assisted Travel, which must include:</b>			
A2.5.2.d	Links to or expandable sections providing information relating to any temporary reductions in accessibility and details of any delays and disruptions to facilities and services where relevant.	Yes	A subtle "Problems reported" expandable tab as part of the top taskbar on the site, which mentions delays or amendments and details of rights if someone bought a ticket and can not travel
A2.5.2.e	Links to or expandable sections providing information to advise passengers of any restrictions on the use of wheelchairs, power chairs, scooters and other mobility aids.	Yes	
	Where applicable - how to obtain a scooter card, assistance card or priority card.	n/a	
A2.5.2.f	A link to enable passengers to access the passenger document (ATP/DPPP) documents	Yes	
	Details of how to obtain the documents in an accessible formats.	Yes	Large print, PDF, Word, audio and easy read coming soon
A2.5.2.g	Instructions for passengers on how they can provide feedback or make a complaint	Yes	
	Details on the availability of redress for when assistance has not been delivered as booked.	Yes	
A2.5.3	Where information is located elsewhere, a hyperlink to it is on the Assisted Travel page.	Yes	
<b>Areas of good practice</b>	Rail and community transport toolkit		
<b>Totals</b>	<b>Yes = 17, No = 0, Partial = 0</b>		

## Customer Journey



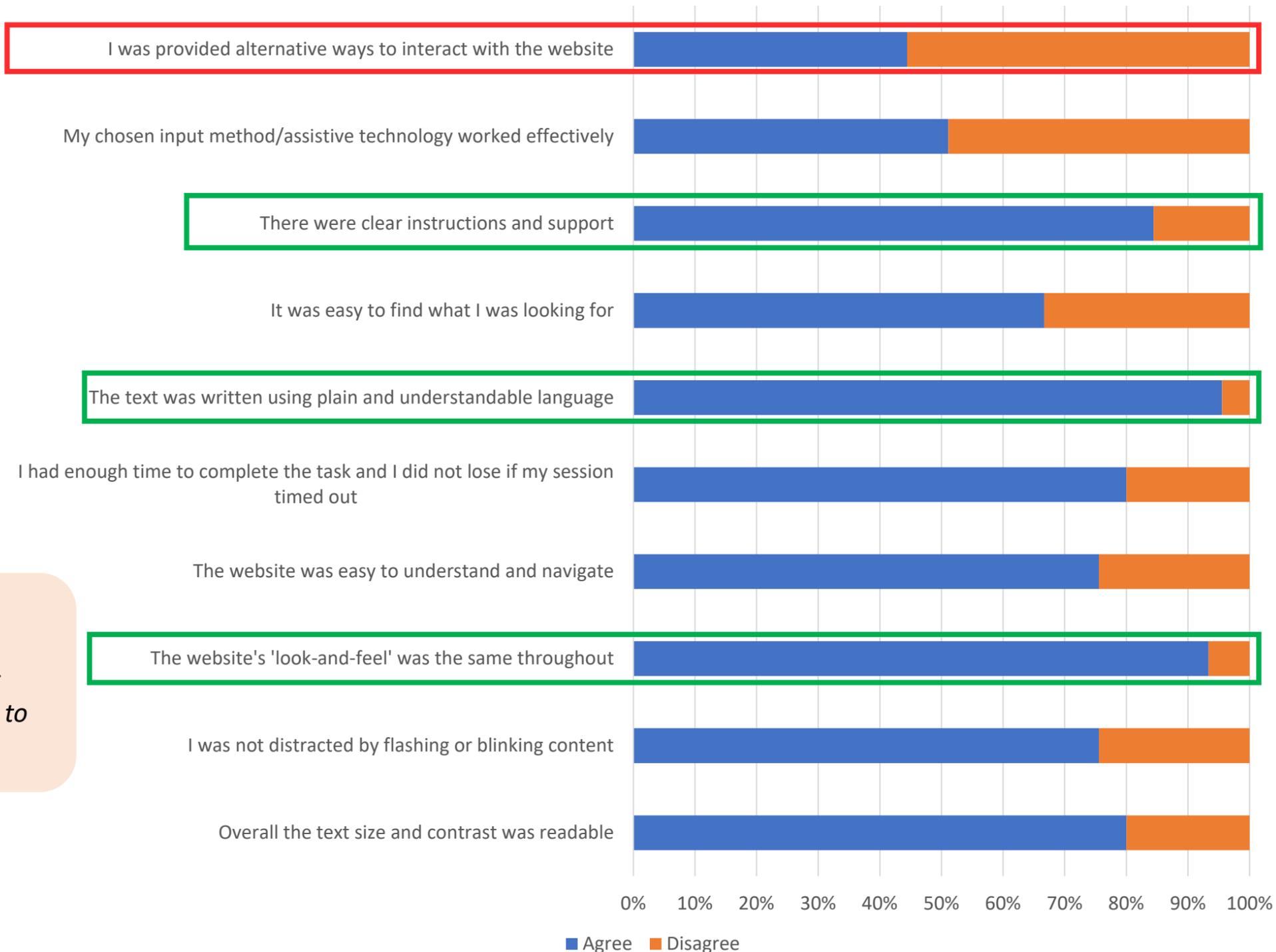
## Satisfaction by accessibility



*"I love that the accessibility information is super prominent and easy to find immediately"*



## Accessibility heuristics





### Customer journey 1: Finding train times

*“Professional and a pleasure to use. The homepage was so easy to navigate with clear instructions and headings that all made sense and were not overcrowded with irrelevant information.”*

*\_Cognitive*

*“Booking was simple and information on how to book assistance was given online. There were multiple types of ways to contact them.”*

*\_Dexterity*

*“Generally easy to use ticket search and you don't need an account with them to buy a ticket. NVDA read nearly everything correctly.”*

*\_Visual (Blind) NVDA user*

*I had to tab a couple of times after pressing the calendar button, my focus didn't automatically land on the calendar.*

*\_Visual (Blind) NVDA user*

### Narrative

This task returned a very high average ‘ease of task’ score of 98%, which was confirmed through the positive feedback gathered from our participants. It is also reflected in the heuristic score of 84% agreeing that the website offers clear instructions and support.

The screen reader (NVDA) user was positive about his experience doing the task, stating that it (the screen reader) read ‘nearly’ everything correctly. He also notes the need to use his tab a couple of times after pressing the calendar button to enter focus mode.

An annoyance which was remarked on by two participants was the repeated requests to input cookie settings.

*“Repeated cookie setting [requests] pop-ups throughout [the customer journeys], possibly because I declined them at the outset”*

*\_Cognitive*

*“The cookies box kept on popping up”*

*\_Dexterity*

# Appendices

1. Participant demographics
2. Framework
3. Statistics and calculations
4. Good practice examples
5. Results by impairment

# 1. Participant demographics

Group	Number	Detail
Visual	12	4 x Blind with light perception 4 x Blind with no light perception 1 x Blind with residual vision 3 x Partially sighted
Cognitive	9	2 x Autism 4 x Depression, stress, anxiety, bipolar 1 x Chromosomal learning disability 2 x Age related cognitive decline
Dexterity	6	2 x Cerebral Palsy 1 x Multiple Sclerosis 1 x Paraplegic/Carpal tunnel syndrome 2 x Arthritis/Fibromyalgia

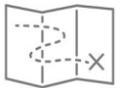
Assistive tech	Computer	Browser
Screen reader Magnification Speech input Tracking pad Adapted mouse	15 x Windows 10 x Mac 2 x Chromebook	2 x Windows Edge 9 x Safari 4 x Firefox 12 x Google Chrome

Group	Assistive technology used
Visual	8 x Screen reader 1 x Screen magnification 2 x Keyboard navigation 1 x Magnifying glass 3 x Built-in accessibility features on computer 2 x Browser accessibility features
Cognitive	2 x Screen magnification 1 x Adapted mouse 1 x Magnifying glass 1 x Built-in accessibility features on computer 1 x Browser accessibility features 1 x Coloured screen overlay 1 x Speech input
Dexterity	1 x Built-in accessibility features on computer 1 x Zoom 1 x Touch screen 2 x Speech input 1 x Screen magnification

# 2. Framework used in user testing

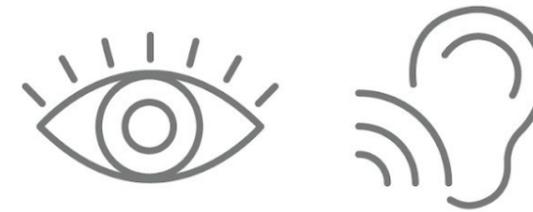
The Accessibility Heuristics used included ten statements related to accessibility guidelines. These heuristics were formed based on the technical requirements outlined in the Web Content Accessibility Guidelines (WCAG) 2.1 This consists of 4 main principles: Perceivability, Operability, Understandability and Robustness.

## Accessibility Heuristics

Principle	Heuristic statements
	<ul style="list-style-type: none"> <li>The website's 'look-and-feel' was the same throughout</li> <li>Overall the text size and contrast was readable</li> <li>I was not distracted by flashing or blinking content</li> </ul>
	<ul style="list-style-type: none"> <li>The text was written using plain and understandable language</li> <li>There were clear instructions and support</li> </ul>
	<ul style="list-style-type: none"> <li>The website was easy to understand and navigate</li> <li>The product that I was looking for was easy to find</li> <li>I had enough time to complete the task and I did not lose information if my session timed out</li> </ul>
	<ul style="list-style-type: none"> <li>I was provided alternative ways interact with the website</li> <li>My chosen input method/assistive technology worked effectively</li> </ul>

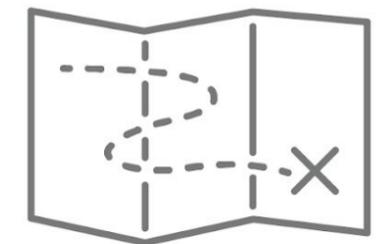
## WCAG 2.1 Principles

### Perceivable



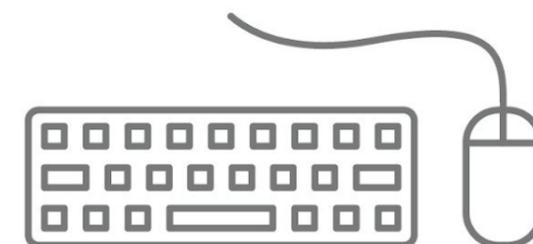
Perceivable Information and user interface components must be presentable to users in ways they can perceive

### Understandable



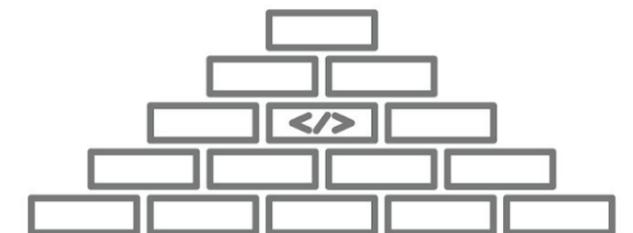
Understandable Information and the operation of user interface must be understandable

### Operable



Operable User interface components and navigation must be operable

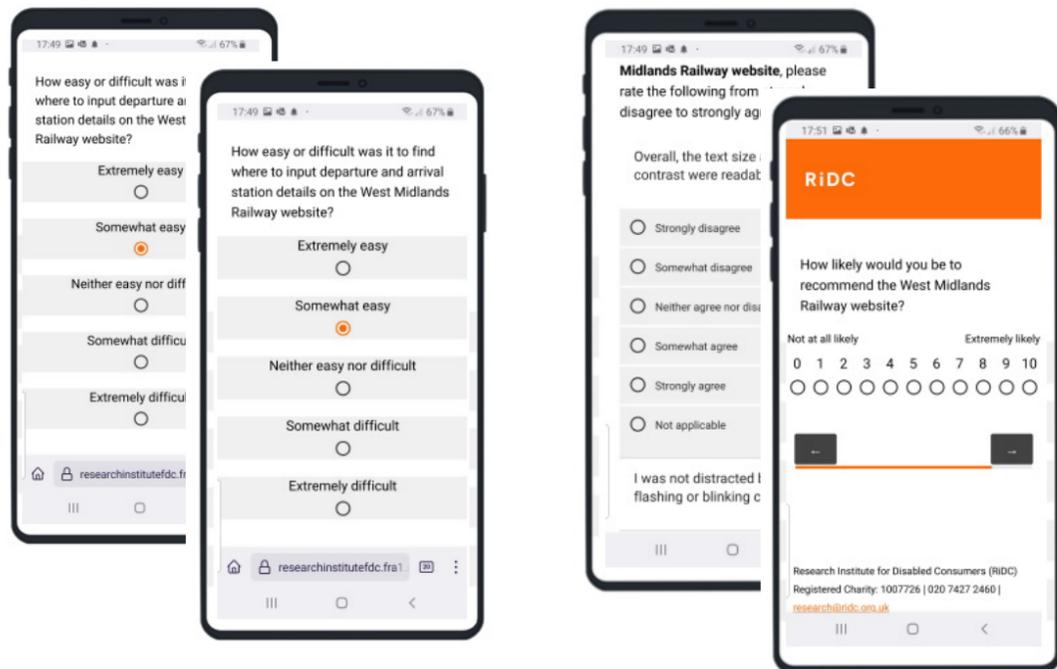
### Robust



Robust Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies

# 3. Statistics and calculations

## Finding train times, accessibility information & satisfaction



In the survey, respondents answered questions related to their experience of two customer journeys on each TOC website. After reviewing the website, participants rated the level of difficulty when trying to find train times and to information on how to book assistance.

Ratings were given on a 5-point Likert scale, ranging from 'Extremely easy' through to 'Extremely difficult'.

Subsequently, participants answered questions related to their overall experience. A matrix table was comprised of nine statements evaluating accessibility guidelines detailed in the preceding slide. Ratings were given on a 5-point Likert scale, ranging from 'Strongly agree' through to 'Strongly disagree'.

## Accessibility Heuristics



For the data analysis, the Likert scale ratings were converted into numerical values and aggregated across the 15 participant visits. An average score was calculated and converted in to a percentage (see figure below).

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strong Agree
1	2	3	4	5
1-20%	21-40%	41-60%	61-80%	81-100%

# 4. Good practice examples

## Example 1

### **Emergency information (Southern)**

Southern has included targeted information on what to do in an emergency. The TOC's website includes a webpage with guidance on emergencies. The content includes instructions (e.g. to tell a staff member or passenger if they foresee difficulty alighting the train), and telephone and textphone numbers for the Assisted Travel Team. Tailoring information to disabled people is often reactive rather than proactive, however, by offering targeted emergency information disabled travellers will have peace of mind.

## Example 2

### **Information available in different formats (Greater Anglia)**

Passenger Assist information is presented both as written text, and as a video with subtitles. The Accessible Travel Policy is available in PDF, large print, easy-to-read English, audio, and British Sign Language. A wide range of formats allows disabled people to access the content in their preferred format. People with different disabilities can access the TOC's policy, assistance information, and advice with ease before travelling independently.

\*Please note that TOCs cited here were identified as providing these resources and information during the user-led testing. Other TOCs may also provide such resources and information.

# 4. Good practice examples

## Example 3

### **Cascading Style Sheets (Southern Railway, Southeastern, South Western)**

Some TOCs use Cascading Style Sheets (CSS) to support visual layout. If a user's browser supports CSS, style sheets can be disabled or over-ridden to customise the appearance of the website to the user's preference. CSS can make the website easier to view and interact with by changing font size, font colours and background colours.

## Example 4

### **Initiatives for Independent Travel (Transport for Wales)**

Transport for Wales provides audio clips for customers to download, which explain what is included on the Assisted Travel page. These resources can be consulted before or during travel, and benefit those with a visual impairment.

A orange wallet scheme for travellers with autism or a hidden disability communicates travellers' need for assistance at the station. Information for people with guide dogs, the sunflower lanyard scheme, and a British Sign Language interpreter app help disabled people feel confident when asking for help at the station.

\*Please note that TOCs cited here were identified as providing these resources and information during the user-led testing. Other TOCs may also provide such resources and information.

# 4. Good practice examples

## Example 5

### **Autism guide (Lumo)**

Lumo provides advice for travellers with autism to navigate their journey with confidence. The information is available as a downloadable PDF. The resource offers specific details on train journeys (e.g. journey duration, noise levels, the length of tunnels, when to expect them, and the time it takes to pass through them), as well as contact details and a link to the Accessible Travel Policy for further advice and support.

## Example 6

### **Accessibility information during purchase (Greater Anglia, Transport for Wales)**

Greater Anglia offers accessibility information as part of the purchasing process so that travellers can easily access information relevant to their journey. This makes planning a journey faster and easier and helps people to get around the network as safely as possible.

# 5. Results by visual impairment



## Visual impairments



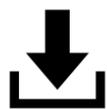
### Customer Journey 1: Finding train times\*



How easy or difficult was it to find where to input departure and arrival station details on the website?

70%	90%	85%	90%	65%	90%	100%	85%
-----	-----	-----	-----	-----	-----	------	-----

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%



### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?

75%	75%	75%	75%	70%	70%	45%	60%
-----	-----	-----	-----	-----	-----	-----	-----

Were you able to find and download the 'Accessible Travel Policy'?

100%	100%	100%	100%	100%	100%	75%	100%
------	------	------	------	------	------	-----	------

Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?

75%	75%	75%	100%	75%	75%	25%	100%
-----	-----	-----	------	-----	-----	-----	------



### Accessibility heuristics\*\*

Overall the text size and contrast was readable

90%	80%	95%	70%	60%	100%	45%	100%
-----	-----	-----	-----	-----	------	-----	------

I was not distracted by flashing or blinking content

90%	55%	95%	70%	70%	75%	55%	85%
-----	-----	-----	-----	-----	-----	-----	-----

The website's 'look-and-feel' was the same throughout

65%	75%	85%	75%	75%	95%	55%	100%
-----	-----	-----	-----	-----	-----	-----	------

The website was easy to understand and navigate

70%	80%	65%	65%	55%	70%	45%	55%
-----	-----	-----	-----	-----	-----	-----	-----

I had enough time to complete the task and I did not lose if my session timed out

55%	50%	90%	100%	40%	100%	25%	75%
-----	-----	-----	------	-----	------	-----	-----

The text was written using plain and understandable language

85%	75%	90%	95%	85%	100%	90%	95%
-----	-----	-----	-----	-----	------	-----	-----

It was easy to find what I was looking for

60%	55%	50%	75%	55%	55%	35%	45%
-----	-----	-----	-----	-----	-----	-----	-----

There were clear instructions and support

75%	70%	55%	75%	70%	65%	50%	70%
-----	-----	-----	-----	-----	-----	-----	-----

My chosen input method/assistive technology worked effectively

45%	95%	50%	60%	70%	45%	30%	45%
-----	-----	-----	-----	-----	-----	-----	-----

I was provided alternative ways interact with the website

45%	30%	30%	35%	55%	10%	30%	45%
-----	-----	-----	-----	-----	-----	-----	-----

Average

68%	67%	71%	72%	64%	72%	46%	72%
-----	-----	-----	-----	-----	-----	-----	-----

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by cognitive impairment



## Cognitive impairments



### Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	100%	93%	93%	80%	93%	100%	100%	93%
---	------	-----	-----	-----	-----	------	------	-----

### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	73%	40%	80%	47%	67%	73%	73%	67%
Were you able to find and download the 'Accessible Travel Policy'?	33%	100%	100%	67%	100%	67%	33%	100%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	33%	67%	67%	67%	33%	100%	100%	100%

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

### Accessibility heuristics\*\*

Overall the text size and contrast was readable	100%	60%	93%	100%	67%	80%	93%	67%
I was not distracted by flashing or blinking content	100%	40%	73%	100%	47%	93%	87%	67%
The website's 'look-and-feel' was the same throughout	100%	67%	87%	100%	93%	87%	100%	87%
The website was easy to understand and navigate	87%	73%	67%	67%	73%	80%	87%	80%
I had enough time to complete the task and I did not lose if my session timed out	33%	93%	93%	73%	80%	93%	67%	100%
The text was written using plain and understandable language	100%	87%	93%	100%	100%	87%	100%	100%
It was easy to find what I was looking for	67%	60%	40%	47%	67%	67%	73%	80%
There were clear instructions and support	67%	67%	67%	67%	93%	60%	100%	93%
My chosen input method/assistive technology worked effectively	67%	7%	60%	100%	60%	27%	67%	60%
I was provided alternative ways interact with the website	73%	27%	40%	40%	47%	33%	73%	47%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by dexterity impairment



## Dexterity impairments



### Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	90%	100%	100%	90%	90%	100%	90%	60%
---	-----	------	------	-----	-----	------	-----	-----

### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	60%	90%	90%	90%	50%	90%	70%	60%
Were you able to find and download the 'Accessible Travel Policy'?	100%	100%	100%	100%	50%	100%	100%	100%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	100%	100%	100%	100%	50%	50%	100%	100%

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

### Accessibility heuristics\*\*

Overall the text size and contrast was readable	70%	100%	100%	50%	90%	100%	90%	40%
I was not distracted by flashing or blinking content	80%	100%	100%	50%	80%	90%	80%	50%
The website's 'look-and-feel' was the same throughout	70%	100%	100%	100%	80%	100%	90%	90%
The website was easy to understand and navigate	70%	100%	100%	100%	60%	100%	70%	80%
I had enough time to complete the task and I did not lose if my session timed out	90%	100%	50%	100%	100%	100%	50%	50%
The text was written using plain and understandable language	80%	100%	100%	100%	90%	100%	90%	80%
It was easy to find what I was looking for	60%	100%	100%	60%	50%	70%	70%	60%
There were clear instructions and support	40%	100%	100%	100%	50%	90%	70%	60%
My chosen input method/assistive technology worked effectively	40%	50%	50%	50%	50%	50%	40%	90%
I was provided alternative ways interact with the website	60%	50%	100%	50%	70%	50%	60%	60%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by visual impairment



## Visual impairments

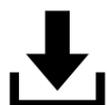


### Customer Journey 1: Finding train times\*



How easy or difficult was it to find where to input departure and arrival station details on the website?	80%	90%	70%	80%	80%	75%	100%	75%
---	-----	-----	-----	-----	-----	-----	------	-----

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%



### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	55%	70%	55%	60%	80%	75%	95%	65%
Were you able to find and download the 'Accessible Travel Policy'?	50%	25%	25%	50%	100%	100%	75%	50%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	25%	0%	0%	50%	100%	75%	0%	50%



### Accessibility heuristics\*\*

Overall the text size and contrast was readable	20%	80%	45%	65%	50%	35%	65%	15%
I was not distracted by flashing or blinking content	10%	70%	5%	55%	50%	45%	75%	10%
The website's 'look-and-feel' was the same throughout	45%	65%	45%	50%	50%	60%	90%	50%
The website was easy to understand and navigate	55%	50%	70%	50%	55%	75%	90%	85%
I had enough time to complete the task and I did not lose if my session timed out	30%	90%	55%	95%	75%	85%	85%	65%
The text was written using plain and understandable language	65%	90%	80%	75%	90%	70%	100%	80%
It was easy to find what I was looking for	55%	45%	55%	55%	50%	45%	75%	70%
There were clear instructions and support	55%	80%	55%	70%	65%	70%	90%	65%
My chosen input method/assistive technology worked effectively	40%	40%	45%	30%	25%	45%	25%	65%
I was provided alternative ways interact with the website	25%	70%	55%	50%	20%	40%	80%	50%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by cognitive impairment



## Cognitive impairments



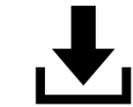
### Customer Journey 1: Finding train times\*



How easy or difficult was it to find where to input departure and arrival station details on the website?	93%	80%	87%	100%	67%	87%	80%	80%
---	-----	-----	-----	------	-----	-----	-----	-----

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

### Customer Journey 2: Downloading information\*



How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	67%	47%	80%	87%	87%	60%	73%	93%
Were you able to find and download the 'Accessible Travel Policy'?	67%	100%	67%	100%	67%	100%	100%	100%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	0%	100%	33%	33%	33%	67%	33%	100%

### Accessibility heuristics\*\*



Overall the text size and contrast was readable	93%	60%	27%	93%	53%	27%	100%	60%
I was not distracted by flashing or blinking content	100%	33%	27%	100%	7%	27%	100%	33%
The website's 'look-and-feel' was the same throughout	93%	60%	53%	80%	87%	53%	80%	100%
The website was easy to understand and navigate	87%	80%	80%	73%	73%	80%	80%	93%
I had enough time to complete the task and I did not lose if my session timed out	100%	67%	67%	100%	67%	73%	100%	80%
The text was written using plain and understandable language	100%	87%	87%	87%	73%	93%	100%	93%
It was easy to find what I was looking for	67%	53%	73%	80%	67%	80%	73%	93%
There were clear instructions and support	73%	73%	47%	87%	67%	60%	87%	93%
My chosen input method/assistive technology worked effectively	67%	47%	60%	33%	40%	47%	0%	60%
I was provided alternative ways interact with the website	47%	47%	33%	27%	47%	53%	73%	60%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by dexterity impairment



## Dexterity impairments



### Customer Journey 1: Finding train times\*

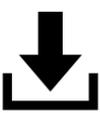
How easy or difficult was it to find where to input departure and arrival station details on the website?	90%	70%	80%	90%	50%	80%	100%	100%
---	-----	-----	-----	-----	-----	-----	------	------

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%



### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	60%	70%	100%	60%	40%	50%	90%	90%
Were you able to find and download the 'Accessible Travel Policy'?	100%	100%	100%	100%	100%	100%	100%	50%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	0%	0%	50%	50%	50%	0%	100%	50%



### Accessibility heuristics\*\*

Overall the text size and contrast was readable	0%	30%	30%	90%	0%	40%	90%	90%
I was not distracted by flashing or blinking content	0%	80%	90%	10%	0%	30%	70%	40%
The website's 'look-and-feel' was the same throughout	40%	50%	80%	90%	30%	70%	60%	100%
The website was easy to understand and navigate	90%	60%	50%	60%	70%	60%	70%	90%
I had enough time to complete the task and I did not lose if my session timed out	80%	80%	100%	50%	60%	80%	100%	100%
The text was written using plain and understandable language	100%	90%	90%	90%	80%	80%	90%	100%
It was easy to find what I was looking for	80%	60%	60%	60%	60%	40%	100%	50%
There were clear instructions and support	70%	60%	60%	70%	40%	50%	70%	60%
My chosen input method/assistive technology worked effectively	50%	40%	40%	40%	30%	50%	0%	50%
I was provided alternative ways interact with the website	50%	60%	60%	20%	20%	40%	60%	20%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'



# 5. Results by visual impairment

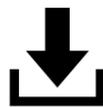
## Visual impairments



### Customer Journey 1: Finding train times\*



How easy or difficult was it to find where to input departure and arrival station details on the website?	85%	100%	100%	75%	70%	65%	95%	50%
---	-----	------	------	-----	-----	-----	-----	-----



### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	95%	80%	100%	65%	50%	65%	60%	55%
Were you able to find and download the 'Accessible Travel Policy'?	75%	75%	100%	50%	100%	75%	75%	50%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	75%	75%	100%	50%	75%	0%	50%	25%



### Accessibility heuristics\*\*

Overall the text size and contrast was readable	15%	100%	25%	80%	45%	55%	70%	35%
I was not distracted by flashing or blinking content	15%	100%	25%	85%	50%	45%	75%	25%
The website's 'look-and-feel' was the same throughout	45%	100%	40%	70%	45%	70%	85%	30%
The website was easy to understand and navigate	85%	90%	75%	75%	60%	55%	70%	50%
I had enough time to complete the task and I did not lose if my session timed out	85%	75%	100%	55%	85%	60%	90%	70%
The text was written using plain and understandable language	80%	100%	90%	80%	80%	80%	90%	80%
It was easy to find what I was looking for	85%	80%	95%	65%	55%	45%	70%	40%
There were clear instructions and support	70%	50%	85%	70%	70%	70%	80%	55%
My chosen input method/assistive technology worked effectively	80%	75%	45%	60%	50%	35%	60%	50%
I was provided alternative ways interact with the website	30%	45%	40%	35%	45%	35%	35%	40%

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by cognitive impairment



## Cognitive impairments



### Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	67%	67%	67%	93%	80%	73%	87%	80%
---	-----	-----	-----	-----	-----	-----	-----	-----

### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	73%	93%	87%	80%	87%	67%	27%	40%
Were you able to find and download the 'Accessible Travel Policy'?	67%	67%	33%	100%	100%	33%	33%	0%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	33%	67%	33%	33%	67%	33%	0%	0%

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

### Accessibility heuristics\*\*

Overall the text size and contrast was readable	93%	13%	27%	93%	13%	27%	67%	33%
I was not distracted by flashing or blinking content	93%	7%	40%	93%	7%	47%	73%	33%
The website's 'look-and-feel' was the same throughout	87%	7%	53%	93%	53%	53%	80%	20%
The website was easy to understand and navigate	60%	87%	47%	80%	53%	33%	33%	73%
I had enough time to complete the task and I did not lose if my session timed out	67%	87%	60%	67%	67%	67%	60%	87%
The text was written using plain and understandable language	93%	87%	67%	93%	93%	73%	80%	87%
It was easy to find what I was looking for	53%	67%	40%	80%	67%	33%	27%	60%
There were clear instructions and support	67%	60%	53%	93%	60%	33%	60%	47%
My chosen input method/assistive technology worked effectively	100%	40%	13%	100%	13%	33%	100%	47%
I was provided alternative ways interact with the website	40%	33%	27%	67%	13%	20%	47%	33%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'

# 5. Results by dexterity impairment



## Dexterity impairments



### Customer Journey 1: Finding train times\*

How easy or difficult was it to find where to input departure and arrival station details on the website?	70%	90%	100%	70%	80%	40%	60%	100%
---	-----	-----	------	-----	-----	-----	-----	------

\*Extremely easy 81-100%  
 Somewhat easy 61-80%  
 Neither easy /difficult 41-60%  
 Somewhat difficult 21-40%  
 Extremely difficult 1-20%

### Customer Journey 2: Downloading information\*

How easy or difficult was it to find your way from the homepage to the webpage with accessible travel information?	20%	50%	30%	50%	70%	50%	100%	100%
Were you able to find and download the 'Accessible Travel Policy'?	50%	0%	0%	50%	50%	0%	50%	50%
Were you able to find and download the 'Train Accessibility Information' (sometimes referred to as 'Rolling Stock Accessibility Information')?	0%	0%	0%	50%	0%	50%	50%	50%

### Accessibility heuristics\*\*

Overall the text size and contrast was readable	30%	90%	80%	40%	0%	100%	100%	70%
I was not distracted by flashing or blinking content	30%	90%	60%	50%	0%	90%	100%	100%
The website's 'look-and-feel' was the same throughout	40%	80%	70%	80%	70%	50%	70%	80%
The website was easy to understand and navigate	30%	60%	50%	80%	60%	40%	100%	90%
I had enough time to complete the task and I did not lose if my session timed out	60%	40%	100%	80%	90%	90%	50%	100%
The text was written using plain and understandable language	50%	90%	90%	80%	100%	60%	50%	90%
It was easy to find what I was looking for	20%	40%	30%	60%	30%	20%	90%	70%
There were clear instructions and support	30%	60%	50%	60%	60%	30%	90%	90%
My chosen input method/assistive technology worked effectively	20%	50%	100%	20%	70%	10%	100%	40%
I was provided alternative ways interact with the website	20%	10%	50%	10%	20%	20%	80%	10%

\*\*Strongly Agree 81-100%  
 Somewhat Agree 61-80%  
 Neither agree/disagree 41-60%  
 Somewhat disagree 21-40%  
 Strongly Disagree 1-20%

Data available in 'Excel data tables for user testing of TOCs websites.xlsx'