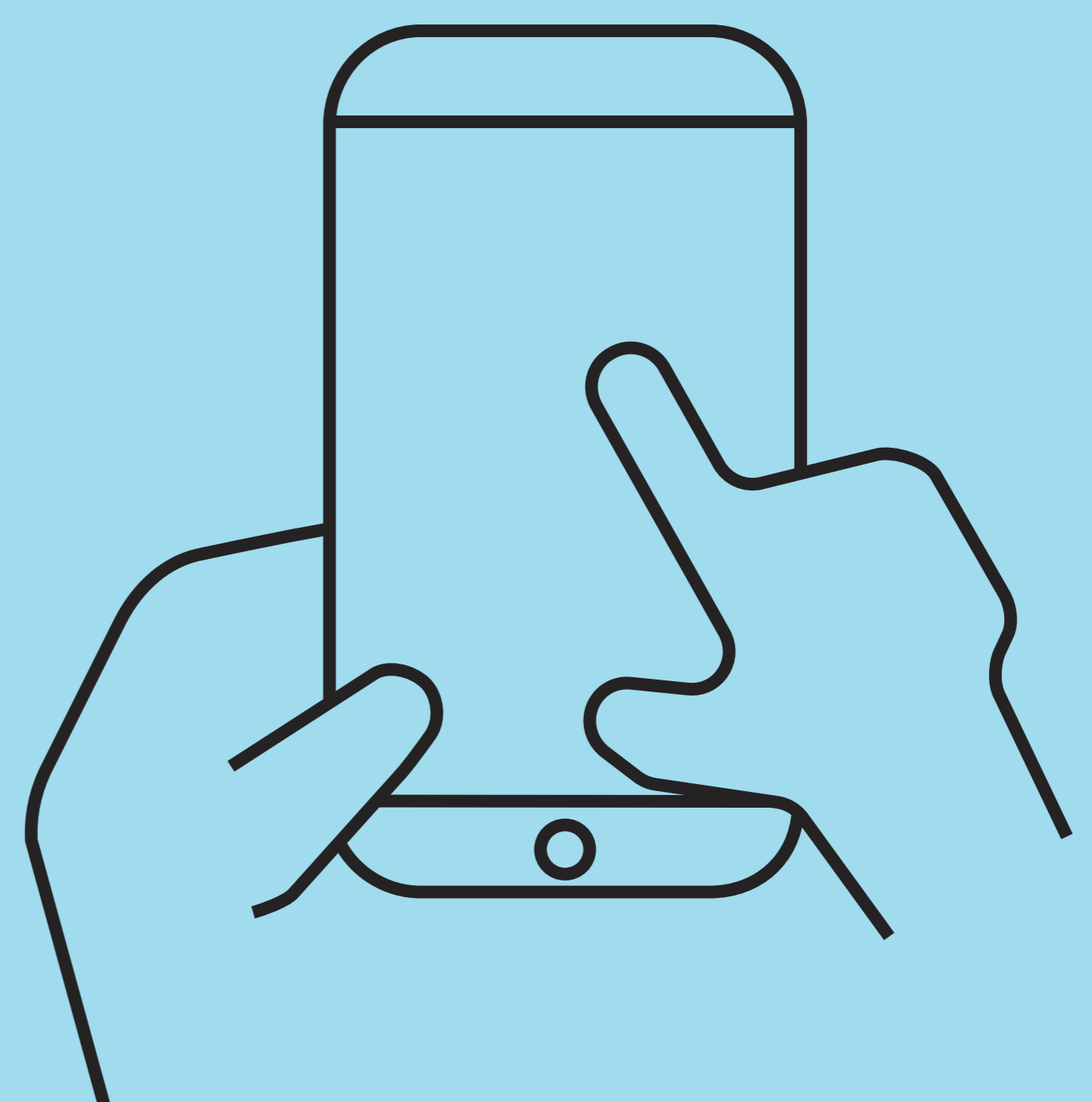# Product and delivery

Make sure everyone knows their responsibilities.

If a team member does not have a basic understanding already, help them get started with accessibility.

service-manual.nhs.uk/accessibility

User research

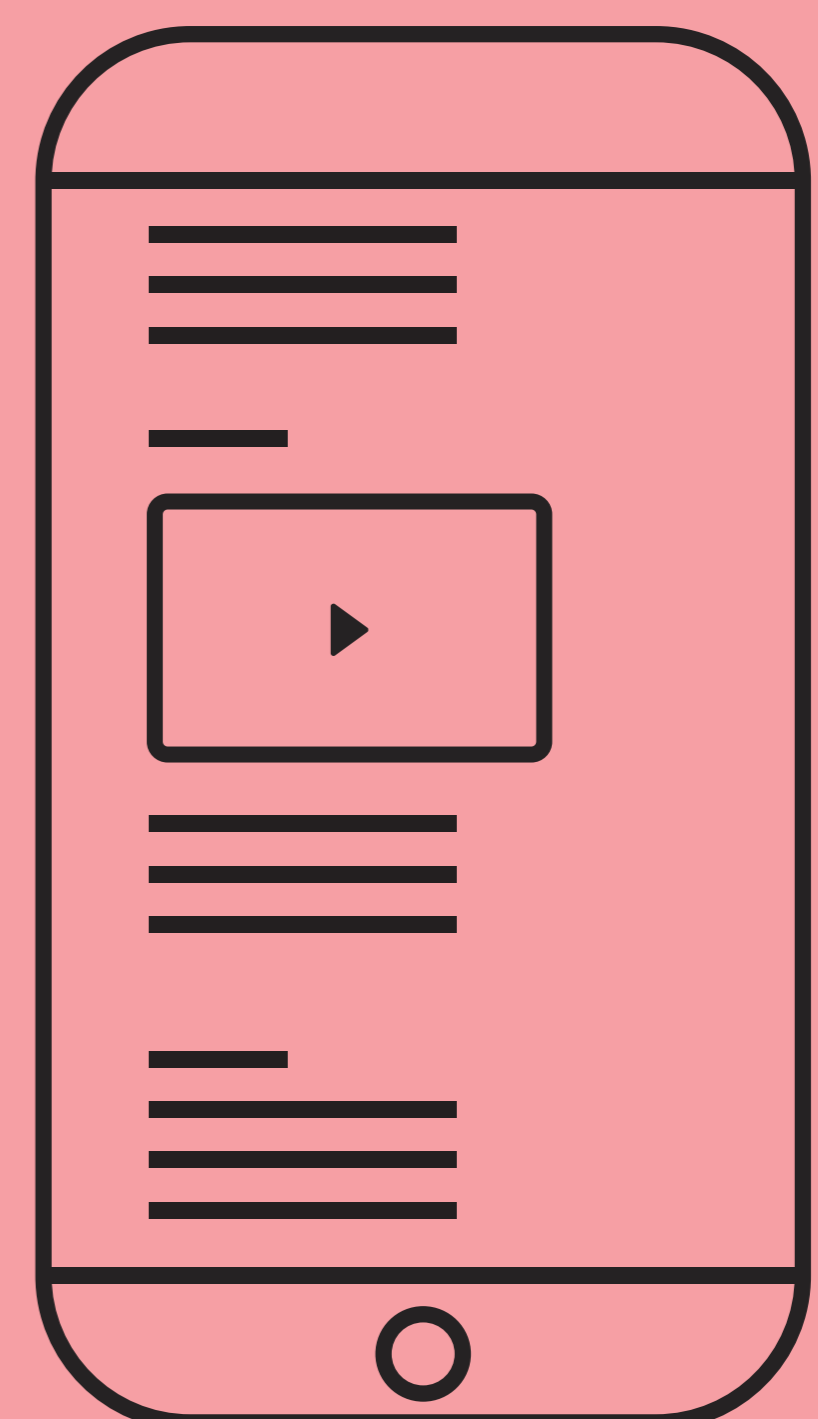Involve people with access needs at every stage.

Understand participants' needs beforehand and make your sessions accessible on the day.

Content

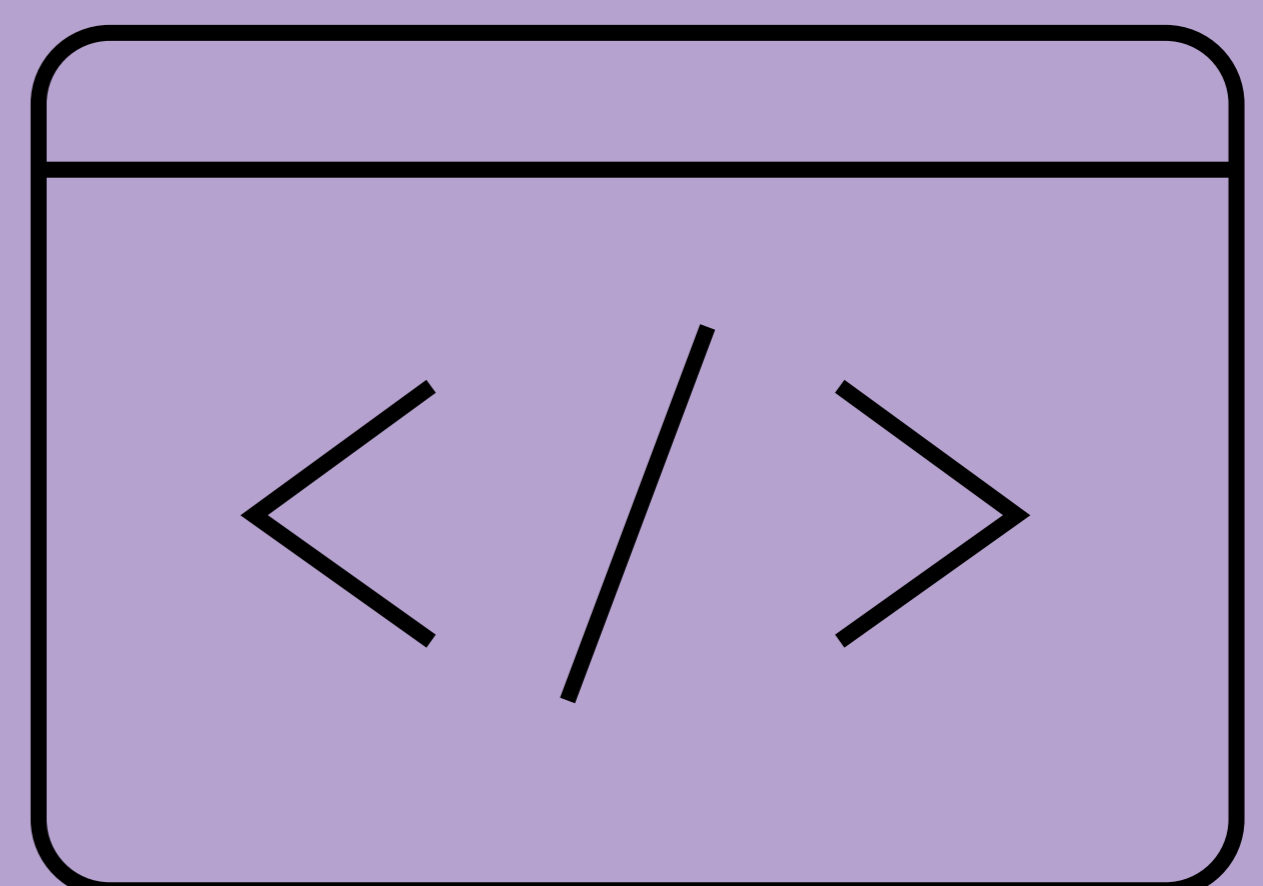Write content that's inclusive and easy to understand.

Use alternative text for images in content – and use captions to complement alt-text.

NHS

Development

Check keyboard accessibility – start
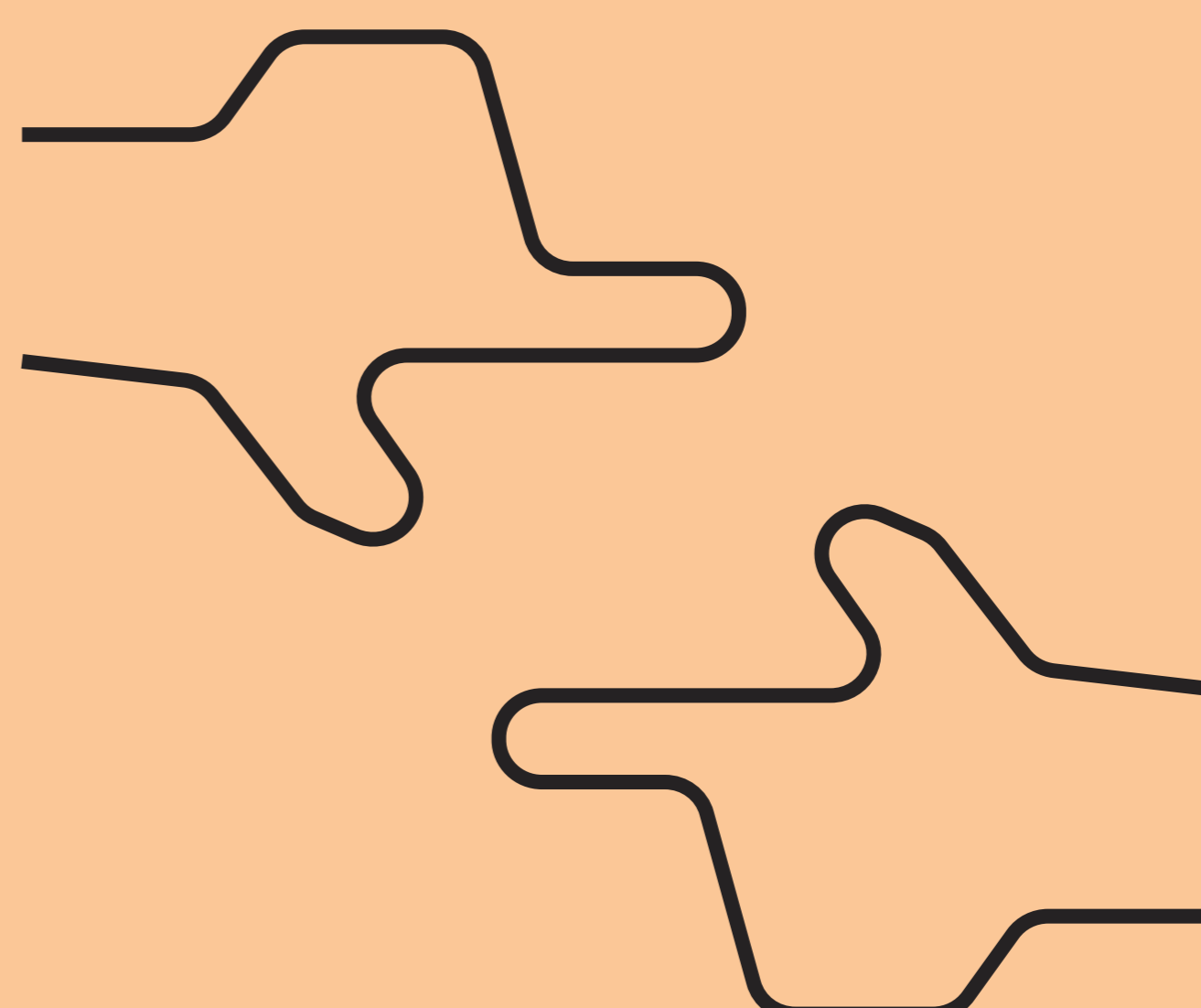with the correct HTML for links,
buttons and form controls.

Use ARIA patterns to let people
who use assistive tech know what's
going on.

service-manual.nhs.uk/accessibility

NHS

Design

Use headings correctly, define focus styles, and build with tested, accessible components.

Check colour contrast meets at least level AA and aim for AAA where possible.

Testing

Learn about accessibility before you start.

Do 3 kinds of tests: test with people with access needs, do automated tests, and manual testing with guidelines.

service-manual.nhs.uk/accessibility