

A man wearing a cap and a jacket is riding a motorized wheelchair on a paved street in Japan. The street is lined with numerous colorful signs for restaurants and shops, including one for '新焼き牛重' (New Yakimochi) and another for '味自慢' (Taste is our pride). The man is looking upwards and to the right. The background shows a typical Japanese urban street scene with buildings and more signs.

Intro to digital accessibility

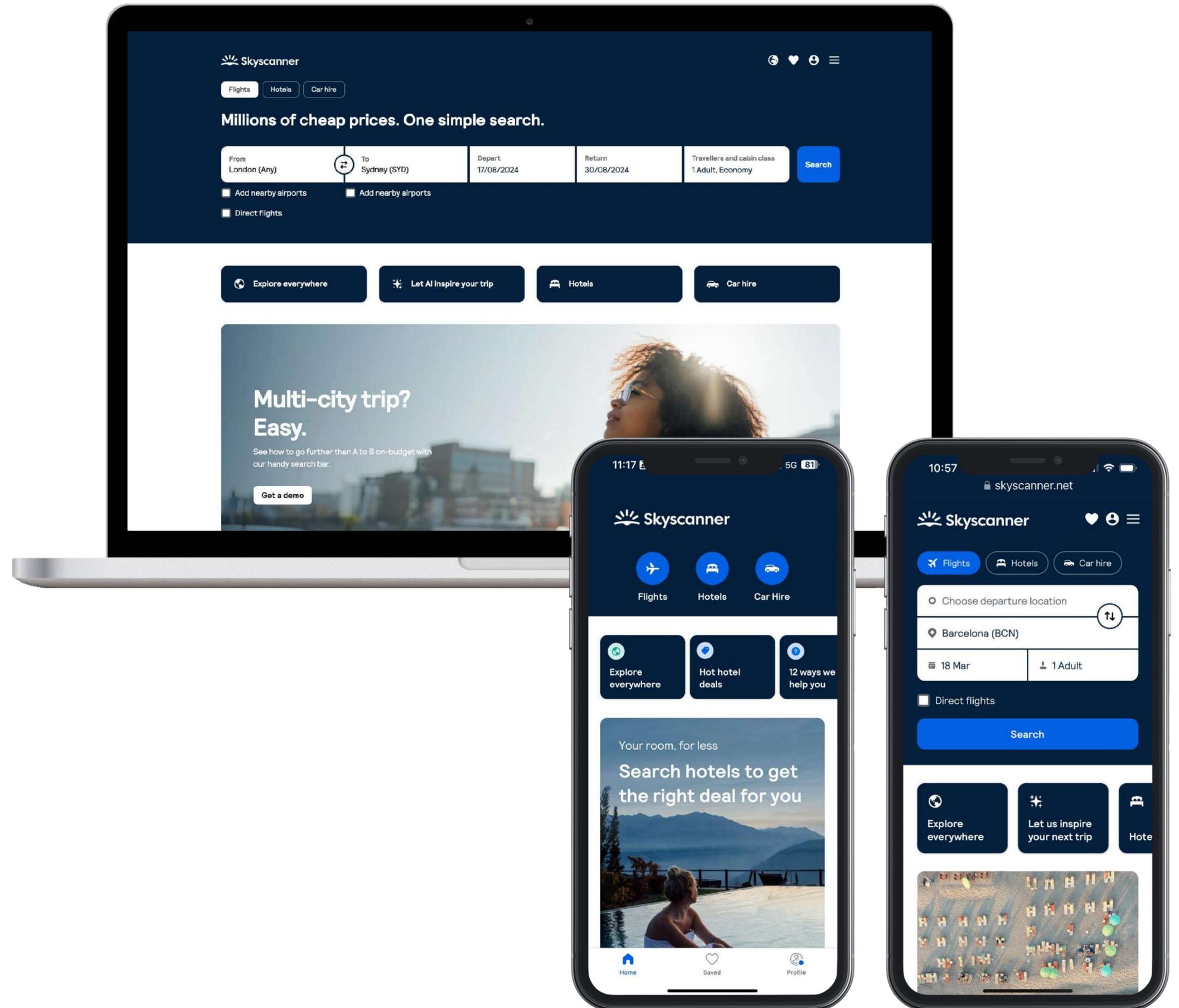
Heather Hepburn (she/her)

Introduction

About us

Skyscanner

- Global online travel marketplace
- Flights, hotels & car hire
- 1,400 staff
- 9 offices worldwide
- 33 languages
- 110 million monthly active users



About me

Heather Hepburn

- Was a UX Writer
- Now Head of Accessibility at Skyscanner
- Co-founder of Champions of Accessibility Network (CAN)
- On a mission!



Content

- **Accessibility – what, who, why**
- **Our accessibility programme**
- **Digital Empathy Lab (interactive!)**
- **How to make things accessible**
- **Q&A**

Accessibility – what, who, why

Q. Who is disabled here?



A: Neither

Both can enter the building as there are no barriers.



Medical model

Disability is caused by a health condition, disease or trauma



Social model

Disability is caused by society and the environment – not the condition

Good to know

Accessibility

- Often shortened to “a11y”
- Global set of standards:
 - Web Content Accessibility Guidelines (WCAG)
 - Just launched Version 2.2
 - We’re aiming for Level AA

Definition

Accessible products

“Websites, apps, tools, and technologies that are designed and developed so that people with disabilities can use them.”

1 in 4

people have a **disability**

80%

of disabilities are **hidden**



Accessibility – who



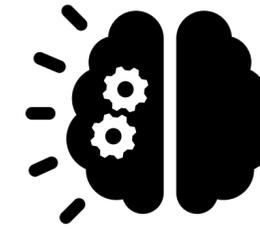
Physical



Vision



Hearing



Cognitive

Accessibility – who

Assistive technology

Breath



Xbox Adaptive Controller



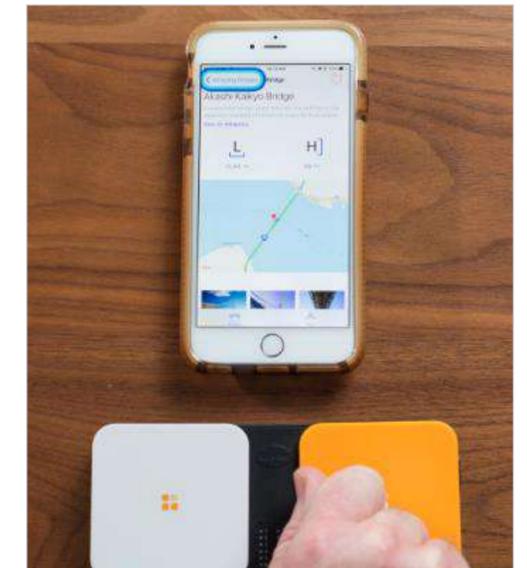
Magnification



Braille keyboard

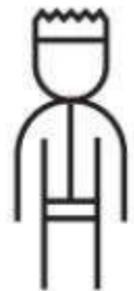


Voice recognition



Switch device

Disabilities can affect us **all**

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

“The results of inclusive design for accessibility always leads to a better product for everyone.”



Phil Spencer

Head of Xbox

Business Case

Commercial

- Increase audience size
- Increase revenue
- Breed loyalty
- Avoid reputational damage
- Great for SEO

Legal

- **UK Equality Act 2010:** make *“reasonable adjustments”* to enable disabled persons to access our services
- **EU Accessibility Act:** by June 2025 our services should be designed to *“maximise their foreseeable use by persons with disabilities”*

Moral

- It’s the right thing to do
- Provide equitable experience for everyone
- Exclude nobody
- Advocate for diversity, equity & inclusion

Our accessibility programme

Our accessibility programme

Our vision

To make Skyscanner a **flagship of disability inclusion, our products accessible to all, and travel easier for people with disabilities.**

our people

our travellers

our industry

Our strategy



Design processes

Brief

Considerations

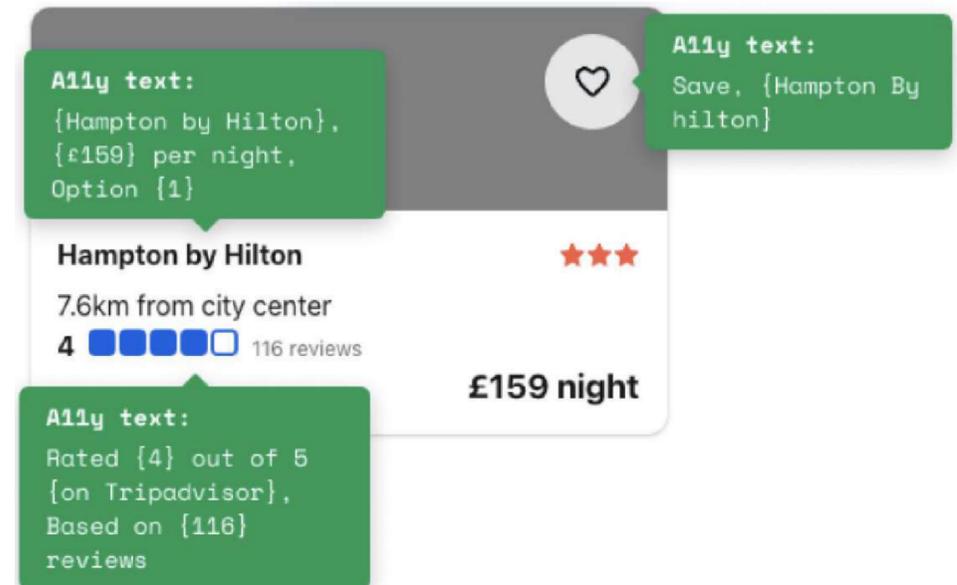
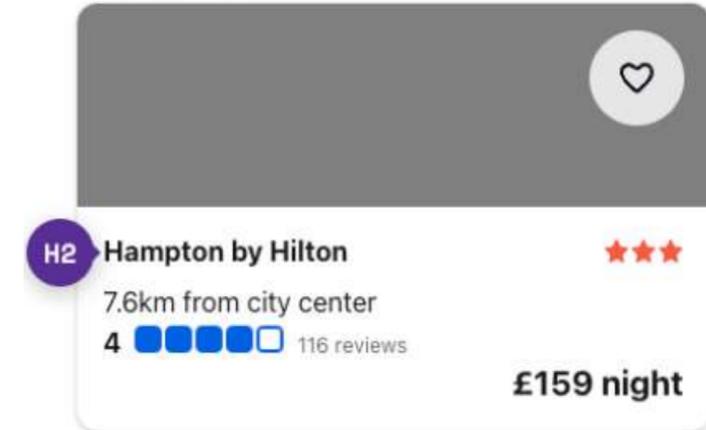
Accessibility considerations

1. How might we make this work for a blind person who can't see the screen?
2. How might we make this work for a physically impaired person who can't use a mouse or touch a screen?
3. For more detailed considerations, visit our [Backpack Product Designer Accessibility Guidelines](#)

Checklists

Heuristic analysis OBJECTIVE	Feature designer	Accessibility
	Name:	<i>Does it meet accessibility standards?</i>
	Date checked: Mar 5, 2024	<input type="checkbox"/> Passes colour contrast requirements <small>STYLE PRODUCT DESIGN</small>
		<input type="checkbox"/> Meaning is not conveyed by colour alone and works through colourblind lenses <small>STYLE PRODUCT DESIGN</small>
		<input type="checkbox"/> Videos don't autoplay or can be paused <small>STYLE PRODUCT DESIGN</small>
		<input type="checkbox"/> Headings are unique and useful <small>ERGONOMICS CONTENT DESIGN</small>
		<input type="checkbox"/> All links and actions are clearly labelled (no "click here" or "read more") <small>ERGONOMICS CONTENT DESIGN</small>
		<input type="checkbox"/> Blocks of text are left aligned <small>ERGONOMICS CONTENT DESIGN</small>
		<input type="checkbox"/> Content is clear <small>ERGONOMICS CONTENT DESIGN</small>
		Design spec is marked up with:
		<input type="checkbox"/> Heading levels (H1, H2 etc for web, H for app) <small>PRODUCT DESIGN CONTENT DESIGN</small>
		<input type="checkbox"/> Tab order (+ additional screen reader focus) <small>PRODUCT DESIGN CONTENT DESIGN</small>
		<input type="checkbox"/> Accessibility text (alt text, aria labels, other hidden text) <small>CONTENT DESIGN</small>
		<input type="checkbox"/> Element groupings <small>PRODUCT DESIGN</small>

Design markup



Engineering processes

Backpack design system

Take a look 👁️



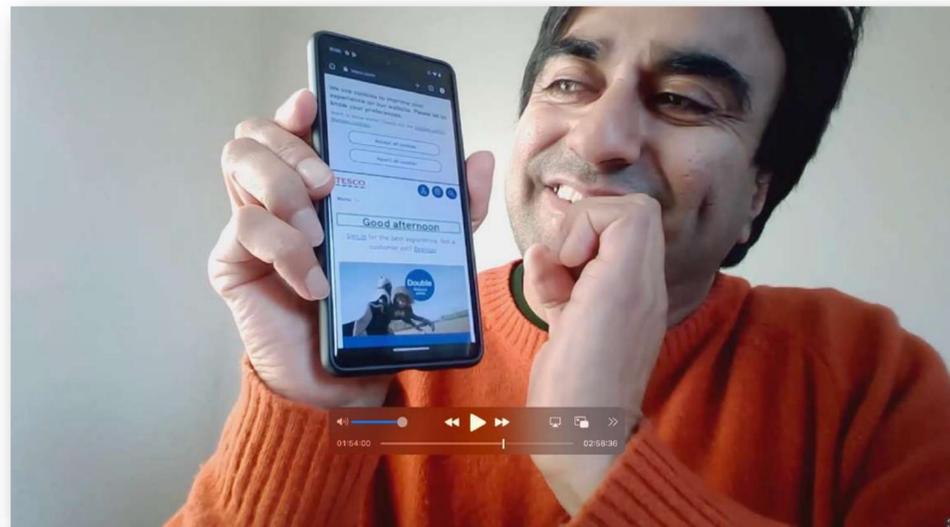
Build

- Web production standard
- App production standard
- Engineering Handbook
- axe DevTools
- axe Accessibility Linter
- Accessibility Insights

Testing

- Jest-axe (unit tests)
- Cypress-axe (e2e tests)
- Manual testing in DoD
 - Keyboard only
 - Screen reader
 - Zoom

User testing



Production

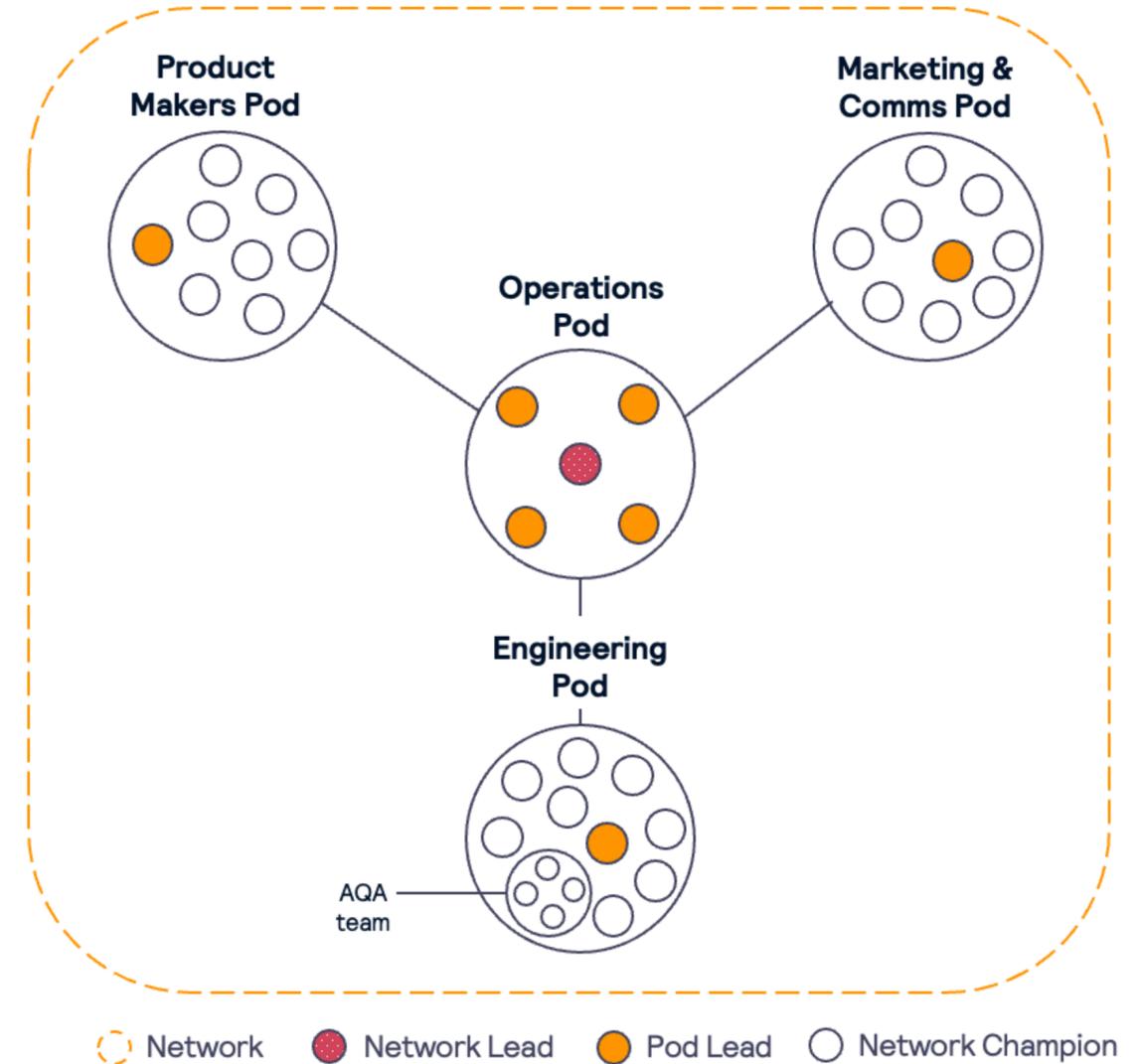
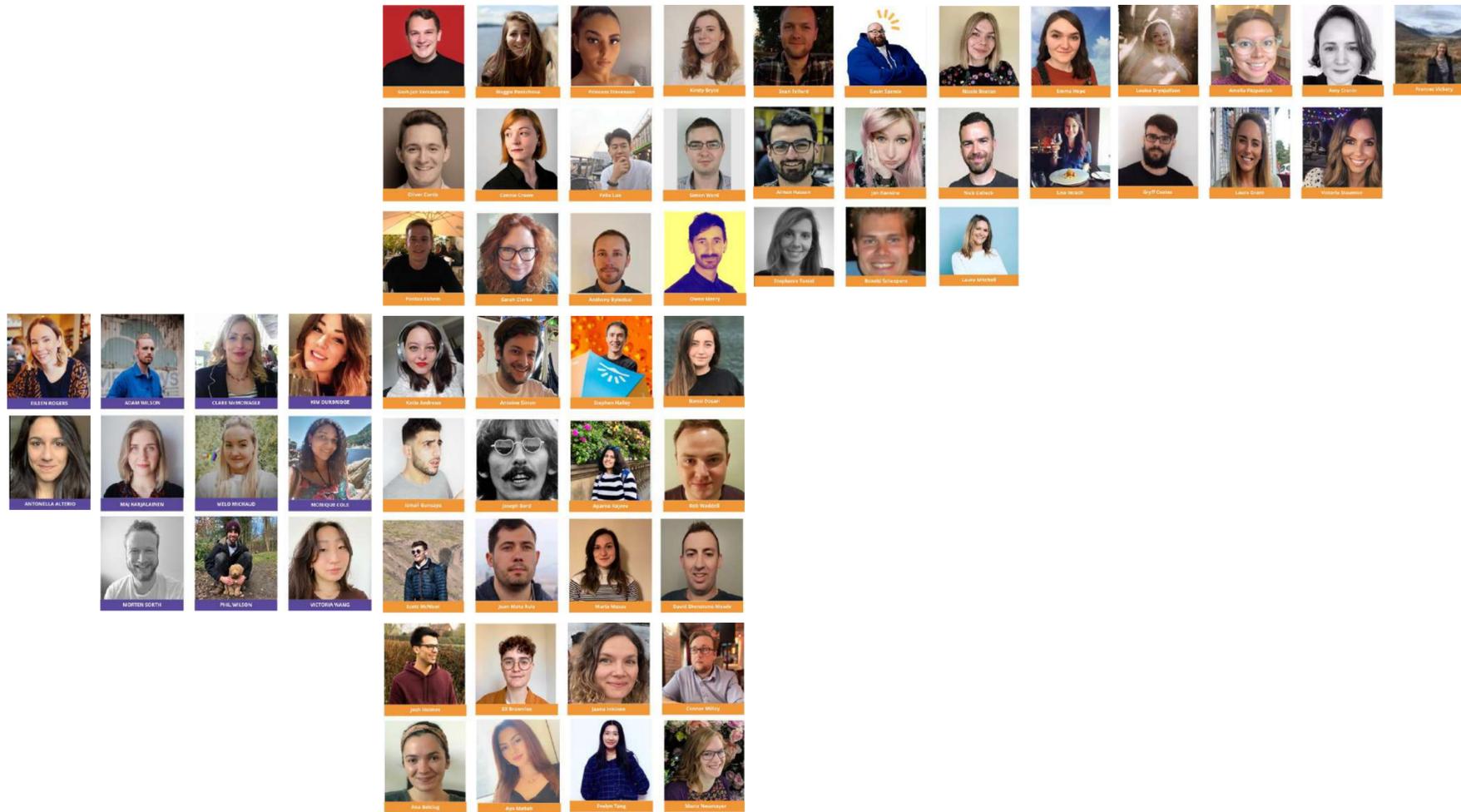
- New incidents process
- Auditing - AQA



Our accessibility programme

Capability

Champions Network



Our accessibility programme

Capability

Global Induction & Empathy Lab



Training

- Squad training sessions
- Screen reader workshops
- Specific design training
- Deque University

Deque University

Online Courses | Instructor-Led Training | Resources | Product Documentation

Courses in the Curriculum (by Topic)

- **"Fast Track to Accessibility" role-specific intro courses**
 1. [Fast Track to Accessibility for Any Role \(Non-Technical\)](#)
 2. [Fast Track to Accessibility for Designers](#)
 3. [Fast Track to Accessibility for Document Creators](#)
 4. [Fast Track to Accessibility for PDF Creators \(coming soon\)](#)
 5. [Fast Track to Accessibility for Web Developers \(coming soon\)](#)
- **Accessibility Fundamentals**
 1. [Accessibility Fundamentals: Disabilities, Guidelines, and Laws](#)
 2. [Designing an Accessible User Experience](#)
 3. [Basic Web and Document Accessibility for Content Contributors](#)
 4. [Section 508: Fundamentals of the Law and Technical Standards](#)
- **Web Accessibility**
 1. [IAAP Certification Quick Guide](#)
 2. [IAAP CPACC Certification Prep Course](#)
 3. [Accessibility Fundamentals - Disabilities, Guidelines, and Laws](#)
 4. [Designing an Accessible User Experience](#)
 5. [Semantic Structure and Navigation \(with WCAG 2.2 updates\)](#)
 6. [Visual Design and Colors \(with WCAG 2.2 updates\)](#)
 7. [Device-Independent Input Methods \(with WCAG 2.2 updates\)](#)
 8. [Form Labels, Instructions, and Validation \(with WCAG 2.2 updates\)](#)
 9. [Images, SVG, and Canvas](#)
 10. [Responsive Design and Zoom](#)

Resources

Accessibility Hub

Our vision

To make Skyscanner a flagship of **disability inclusion**, our products **accessible** to all, and travel **easier** for people with disabilities

What is accessibility?

Accessibility is the degree to which our products can be used by as many people as possible

Inclusive design is the methodology that enables, and draws on, the full range of human diversity

Accessibility + Inclusive design = Truly inclusive products that work for everyone

Our Champions network

- [Get involved: Accessibility Champions Network](#)
- [Accessibility: Engineering Pod Dashboard](#)
- [Accessibility: Internal Pod Dashboard](#)
- [Accessibility: Marketing & Comms Pod Dashboard](#)
- [Accessibility: Product Makers Pod Dashboard](#)

Key content

Strategy	Activity	Tooling
<ul style="list-style-type: none">• Accessibility Champions Network• Accessibility Strategy 2024• Maturity model	<ul style="list-style-type: none">• Events• Projects• User research	<ul style="list-style-type: none">• AQA - Web auditing• Deque University - Self-accessibility training

Quickstart

Digital Empathy Lab

What's an Empathy Lab?

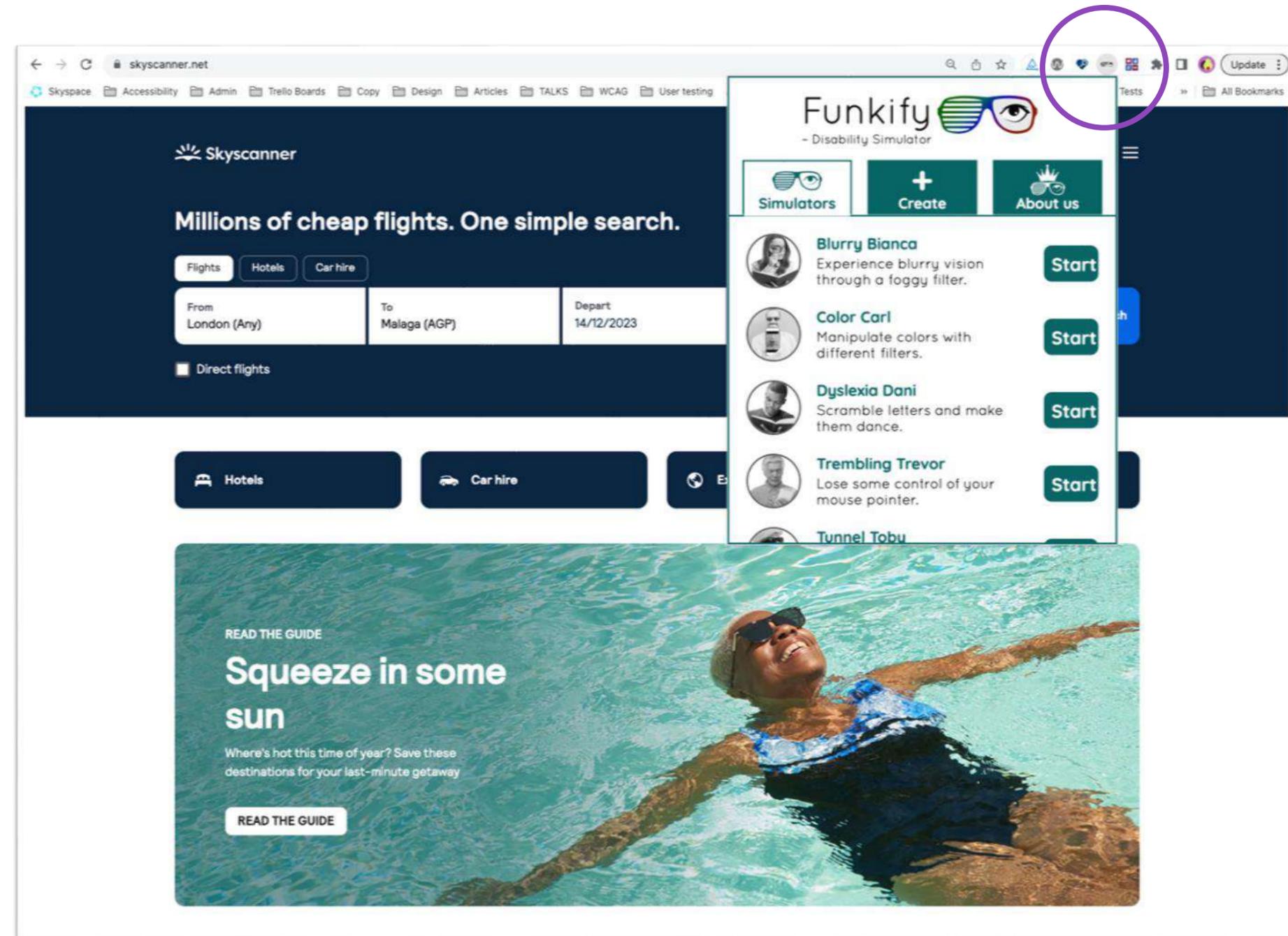
**These experiences are simulations only.
Everyone experiences disability differently,
and some simulations are more accurate
than others.**

Task!

Download the **Funkify Chrome plugin** and try out the disabled personas.

Steps:

1. Go to Funkify.org
2. Hit the “Try it” button for “Funkify Free”
3. Open a website in Chrome, then open the extension by clicking on the glasses icon
4. Try out the different disability personas by hitting “start”

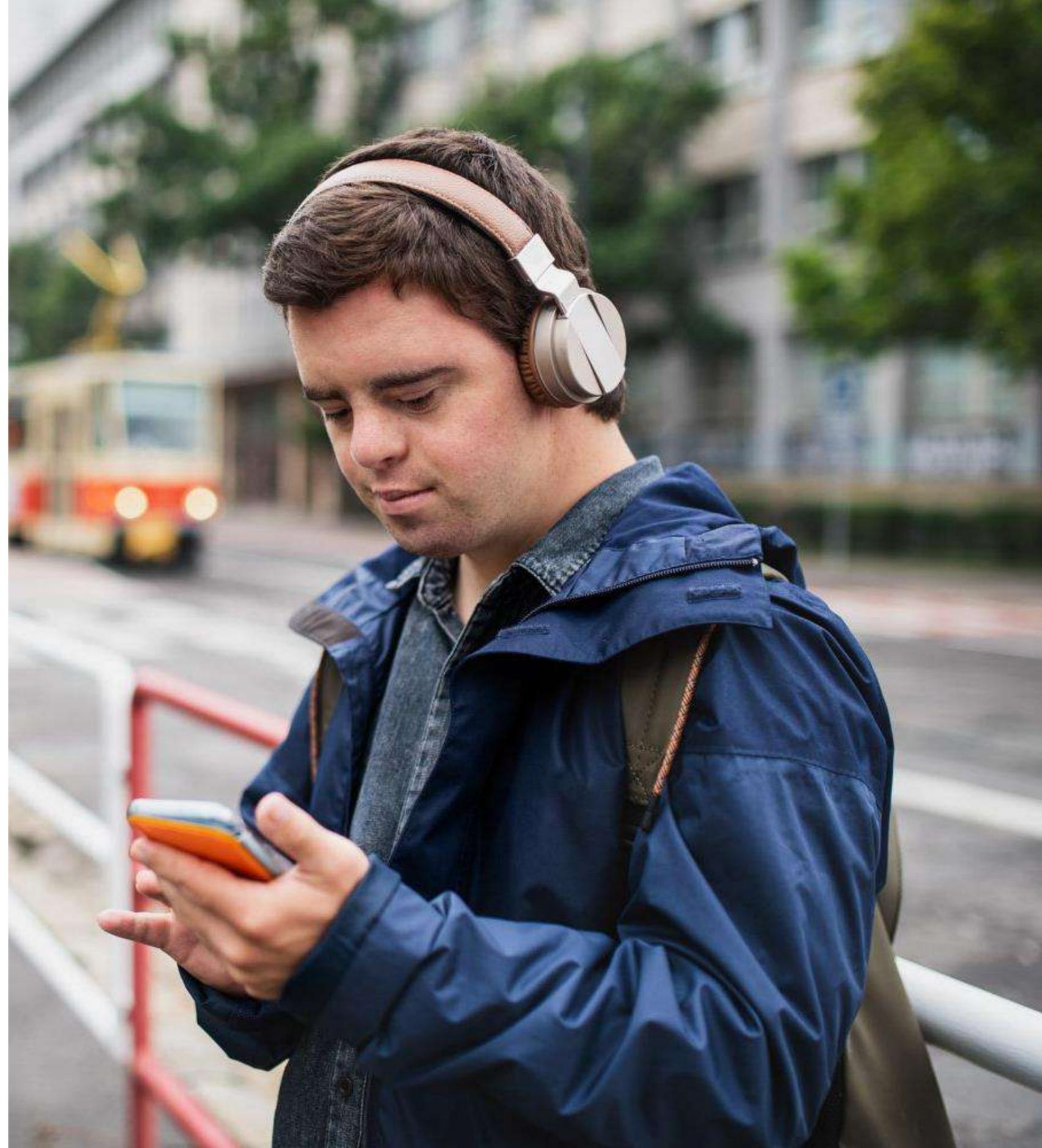


How to make things accessible

How to make things accessible

5 key areas

- 1 Design
- 2 Content
- 3 Keyboard only
- 4 Screen readers
- 5 Magnification



5 key areas

1 Design	Use good colour contrast, large font size, clean layout, controlled motion, consistent navigation and accessible interactions
2 Content	Write copy in plain language. Use clear and unique links and Calls to Action (CTAs), alternative (ALT) text for images and hidden labels
3 Keyboard only	When only using a keyboard, have a clear focus indicator, move in the correct order and make all interactive elements reachable
4 Screen readers	Make it work with a screen reader by using semantic HTML, meaningful focus order, heading tags, image descriptions (ALT text) and labels
5 Magnification	Allow zoom up to 400% (or 200% text increase) without losing content or functionality

Remember:

Build accessibility in from the start. Don't make it an afterthought.

1

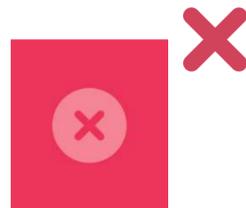
Design

Colour

AIM #1: Text is clearly visible against the background

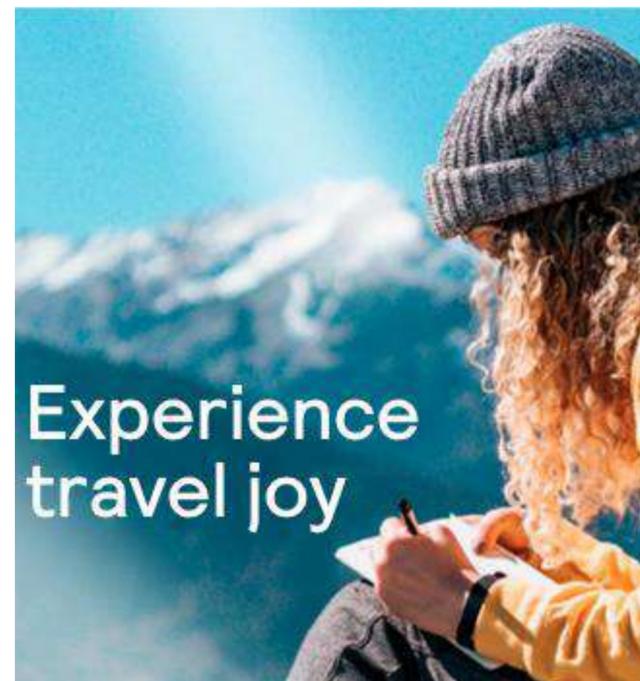
Can you read this heading? ❌

It's not great, as there's not enough contrast between the colour of the heading text and the background.



Can you read this heading? ✅

That's much better. The contrast between the colour of the heading and the background is much higher.

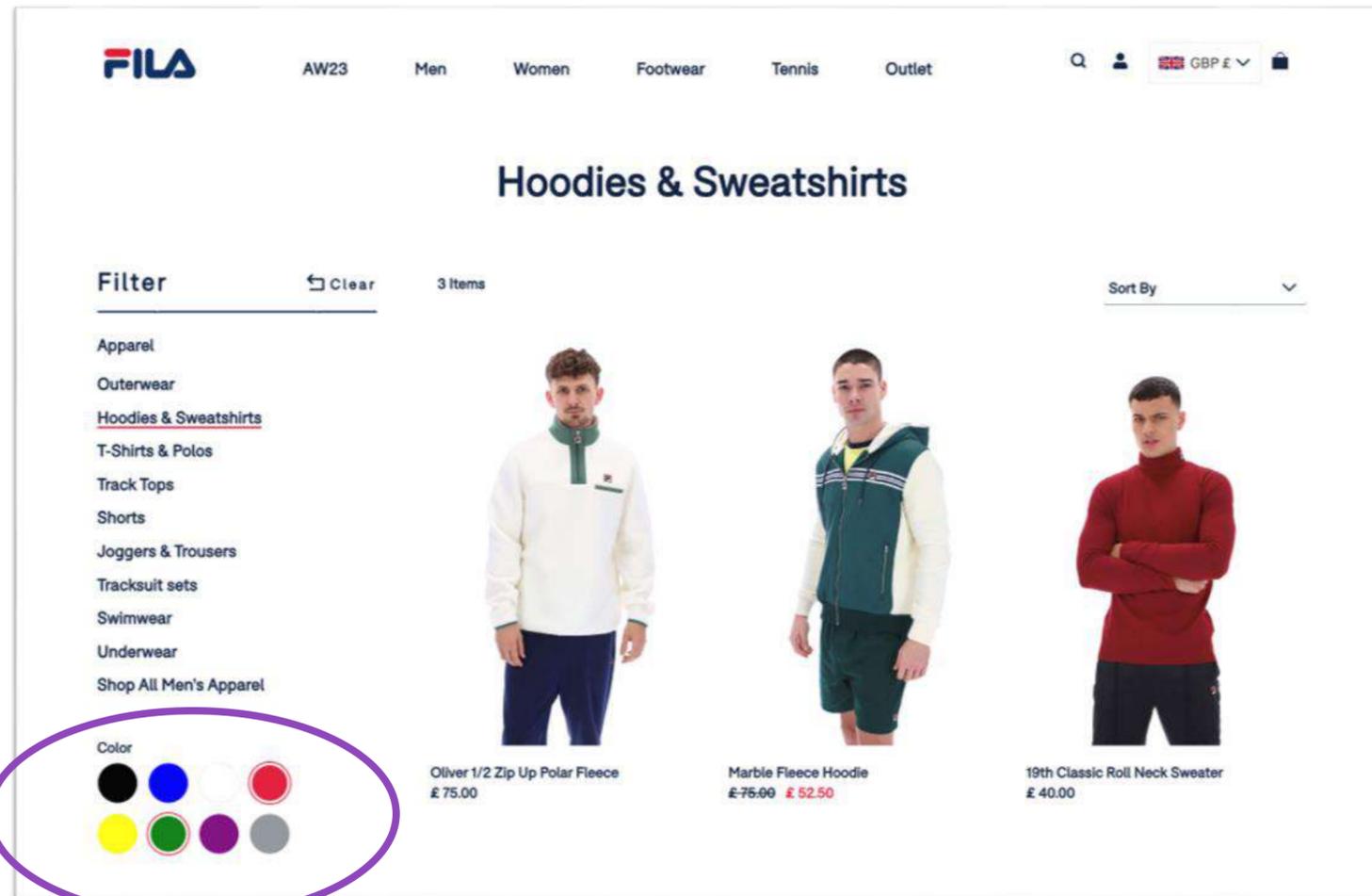


Design

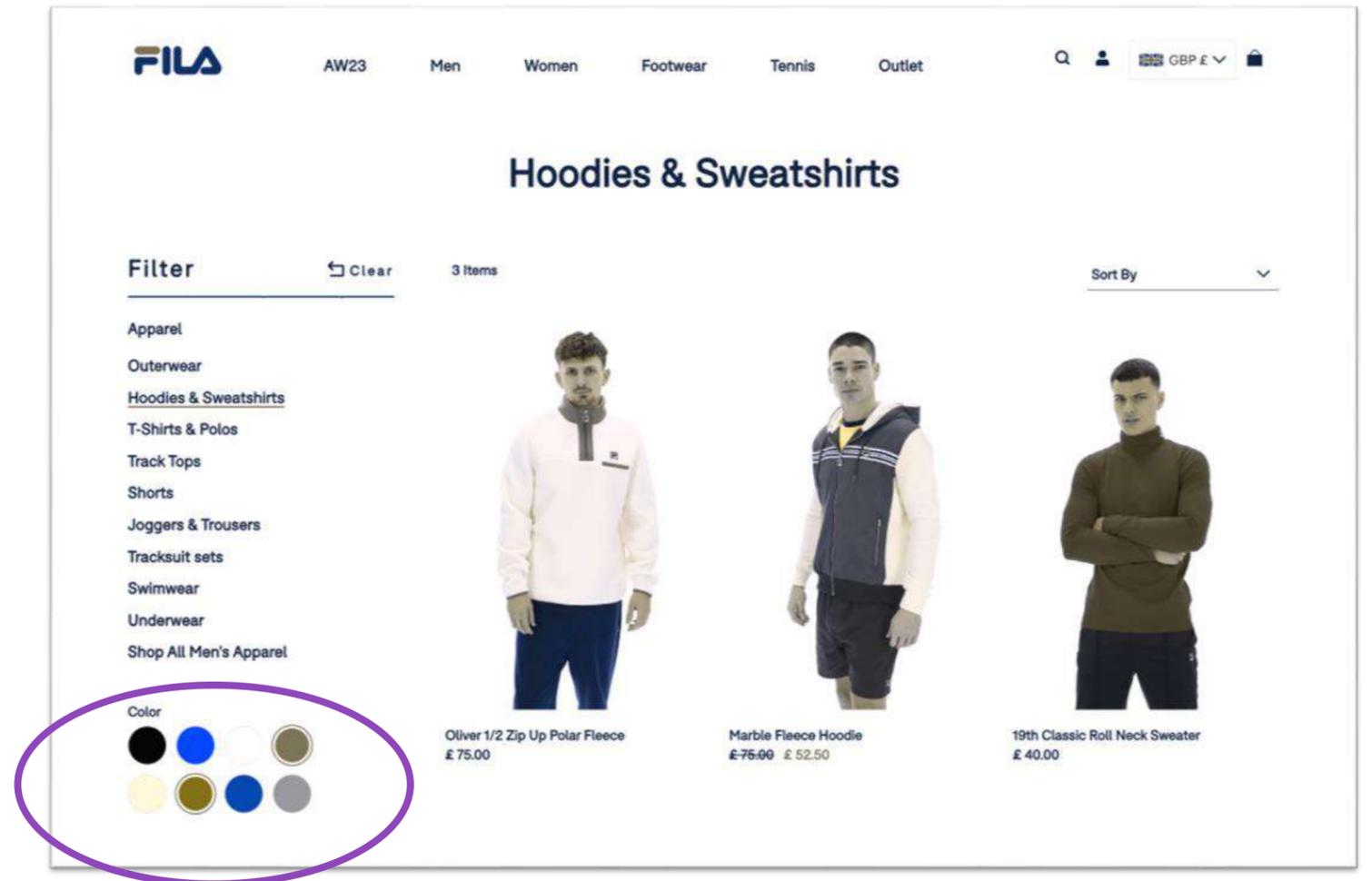
Colour

AIM #2: Design works for colour blind people

Normal vision



Protanopia – red/green colour blindness



Colour

Colour contrast minimums

- Large text = **3:1**
Larger or equal to 24px or 19px bold
- Small text = **4.5:1**
Smaller than 24px or 19px bold
- Graphics = **3:1**

Colour contrast checker

Skyscanner

Millions of cheap flights. One simple search

From London (Any) To Malaga (AGP) Depart 14/12/2023

Direct flights

Hotels Car hire

READ THE GUIDE

Squeeze in some sun

Accessible Web Contrast Checker

Foreground Color #05203c

Background Color #ffffff

Contrast Ratio 16.43:1

WCAG Conformance Results

Reverse Colors

Disclaimer and Additional Info

Small Text	Large Text	UI Component
AA: ✓ Pass	AA: ✓ Pass	AA: ✓ Pass
AAA: ✓ Pass	AAA: ✓ Pass	AAA: ✓ Pass

Design

Colour

Old palette

Brand Guidelines
Version 1.0

Colour Palette

Our lead colour is Sky Blue. We support this with three Sky Blue shades (darker) and three Sky Blue tints (lighter).

Our wider colour palette supports Sky Blue with Sunol, Monteverde, Abisko, Kolkata and Panjin, along with two tints of each of these colours.

For text and UI elements we use Sky Grey and its seven tints.

Colour Combinations

To ensure that our colours are always paired correctly we have created a colour combination chart, which displays all of our approved colour combinations.

As a general rule, we use dark colours or shades on light backgrounds, and light colours or tints on dark backgrounds.

Always refer to our combination chart when pairing two or more colours, and when using colour with type ensure that the colour pairing meets accessibility standards.

Our old brand guidelines on what colours combinations were allowed

New palette

Marcomms Palette

AA - denotes colour + background swatch combination is accessible, and intended to be used this way

Product Palette Day Mode

Colours

Neutrals

Status

Night Mode

Colours

Neutrals

Status

AA - denotes the 'AA' text colour + background swatch combination is accessible. For more information on text size and contrast, please see our [Accessibility Guide](#) on our [Accessibility](#) page.

Layout

AIM: Make content inviting to read

Terms of Service ❌

Last updated: February 2020

Who are we?

Skyscanner ("us", "we" or "our" as the context requires) provides online travel search services (including flight, hotel and car hire price comparison) and other travel related services (the "Services") to travellers throughout the world via our websites, apps and other platforms (the "Platforms").

Skyscanner is not a travel agent and is not responsible for providing, setting or controlling the prices applicable to, any of the travel options or products which you find and book via our Services ("Third Party Travel Products"). All such Third Party Travel Products are provided by independent travel agents, airlines, hotels, tour operators or other third parties ("Travel Providers") and are subject to the terms and conditions of those third parties.

Our Services and Platforms are provided by Skyscanner Limited, a private limited company incorporated and registered in England & Wales with company number 04217916. Other entities that directly or indirectly control, are controlled by, or are under common control with Skyscanner and referred to in these terms as "Skyscanner Group Companies". You can find our details, including correspondence address and registered office, on our [Company Details](#) page.

Every traveler is different ✅

To give you a personalized service, we (and the third parties we work with) use cookies and similar technologies.

We use cookies for things like...

- Making our site easier to use
- Remembering your details (like recent searches and the country you're in)
- Showing ads that are more relevant to you

We never use cookies for...

- Changing the prices you see

"Travel allows people to discover new places and gain a level of understanding and empathy for other cultures which simply wouldn't otherwise be possible. It's our responsibility as leaders in this industry to make big bets and take real action to transform travel so we can preserve our world for future generations of travelers to enjoy." ❌



Moshe Rafiah, CEO Skyscanner

Never standing still ✅

We're a group of talented, passionate individuals located around the world. Not afraid to innovate or try new things, we're committed to making things better for everyone by tackling the difficult problems of travel.

Part of the Trip.com Group family, Skyscanner is operationally independent and growing fast, with offices across Europe, North America and Asia.

1,000+
employees

50
nationalities

8 offices
worldwide

Layout

AIM: Make content inviting to read

- Minimum font size = 16px or **14px bold**
- Max line length 80 characters
- Use short sentences and paragraphs
- Use headings and subheadings
- Use bullet points
- Create lots of white space
- Align text left
- Don't underline unless it's a link
- Don't overuse **ALL CAPS** or *italics*

Every traveler is different

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We never use cookies for...

- Changing the prices you see

Never standing still

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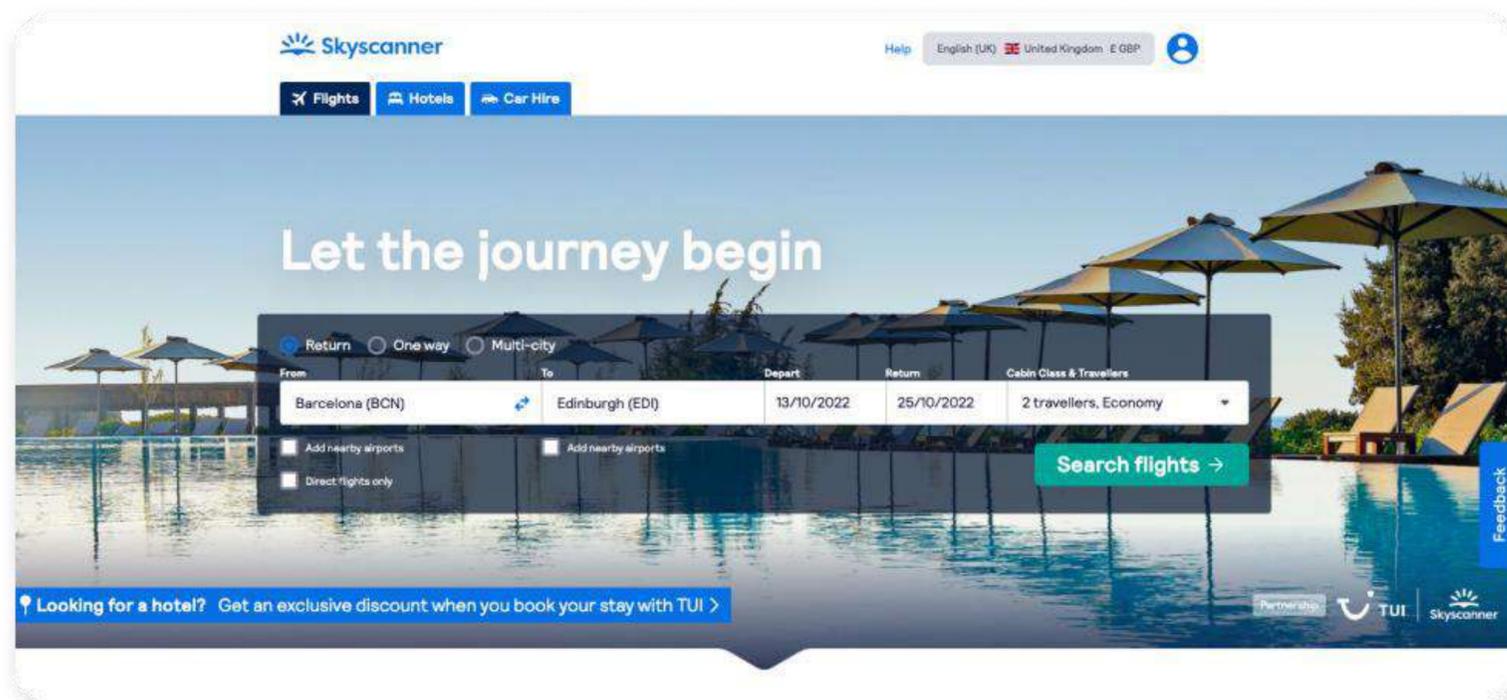
1,000+
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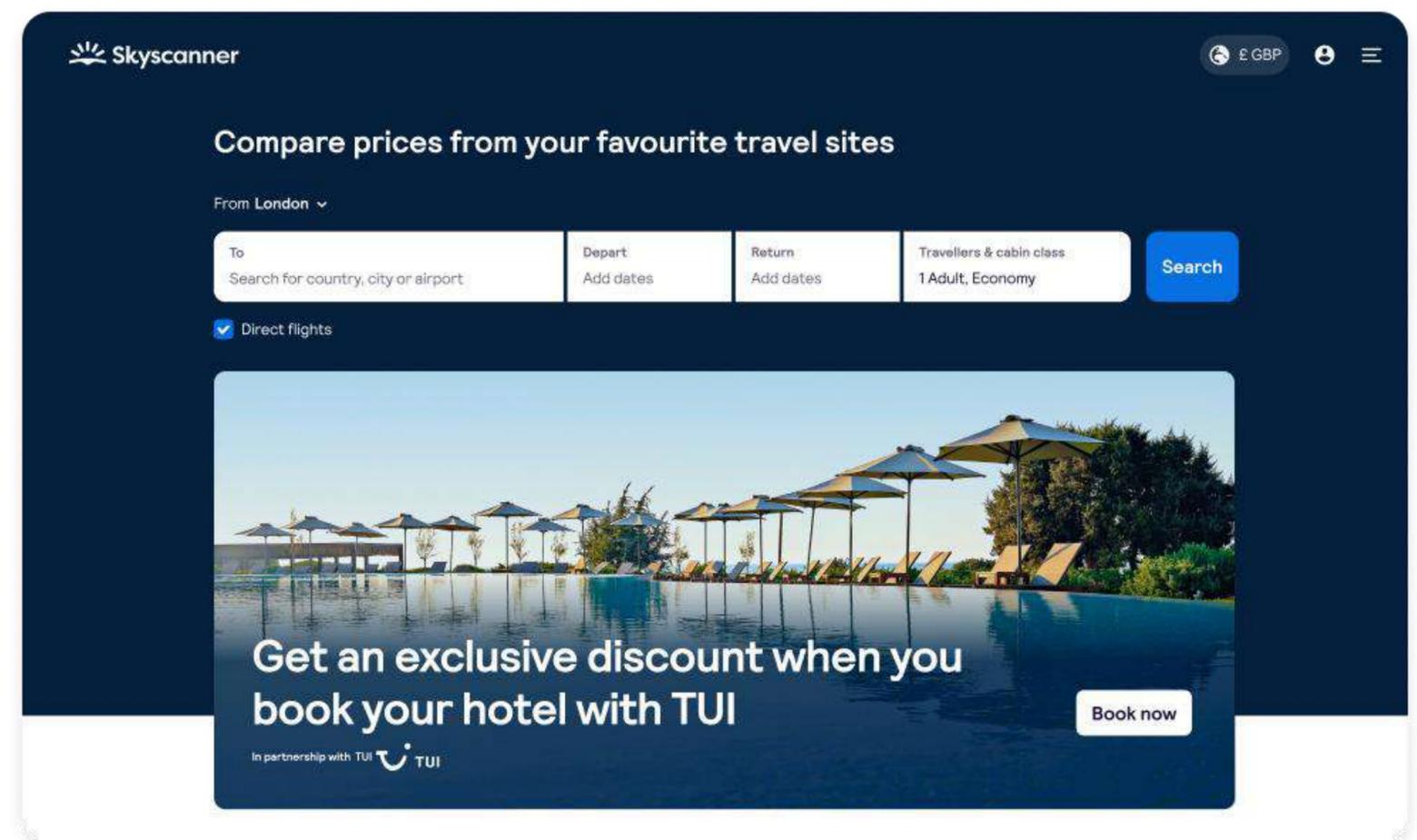
8 offices
worldwide

Case study – Search controls

Old home page



New home page



2

Content

Copy

AIM: Make content easy to read

- Check the readability of your copy, aiming for a reading age of 9 years (USA Grade 4)
- Use common words and phrases
- Write in short sentences
- Use an “active” voice (not passive)

The screenshot shows the Hemingway Editor interface. At the top, there is a toolbar with options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, Link, Write, and Edit. The main text area contains the following content:

Hemingway App makes your writing bold and clear.

University of Edinburgh Admissions Policy

4. Defintions

4.1. Asylum seeker: someone whose request for sanctuary has yet to **be processed** (UNHCR).

4.2. **Care-experienced: Anyone who has been or is currently in care or from a looked-after background at any stage of their life, no matter how short, including adopted children who were previously looked after. Care may have been provided in one of many different settings, such as residential care, foster care, kinship care, or looked after at home with a supervision requirement (Universities Scotland).**

4.3. **Widening participation: The process of creating opportunities for individuals who have been traditionally under-represented in higher education, including those from lower socio-economic backgrounds or other life disadvantage, such care experience (COWA).**

4.4. **Diversity The recognition and valuing of difference within society, in terms of factors such as age, disability, gender, gender identity, race, religion or belief, sexual orientation, marriage and civil partnership, and pregnancy and maternity. It encompasses the acceptance of these differences and the understanding that they contribute to the richness of society, and the belief that everyone should have the opportunity to reach their full potential, free from discrimination or prejudice (Scottish Government).**

On the right side, there is a sidebar with the Hemingway Editor logo and the following readability metrics:

Readability
Grade 12
OK. Aim for 9.

Words: 203
Show More ▾

1 adverb, meeting the goal of 2 or fewer.

2 uses of passive voice, meeting the goal of 3 or fewer.

3 phrases have simpler alternatives.

0 of 14 sentences are hard to read.

5 of 14 sentences are very hard to read.

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Hemingway App makes your writing bold and clear.

University of Edinburgh Admissions Policy

4. Defintions

4.1. Asylum seeker: Someone who is asking for safety, but they are still waiting to know if they can stay in a new place.

4.2. Care-experienced: Anyone who has been taken care of or helped in their life, like living with foster families or in special homes. Even kids who were adopted after being taken care of are included.

4.3. Widening participation: Making sure that more people, especially those who didn't get many chances before, can go to college or university.

4.4. Diversity: This means understanding that people can be different in many ways, like how old they are, if they have a disability, their gender, race, religion, who they love, and more. We should accept these differences and believe that everyone should have the chance to do their best without being treated badly because they're different.

Write Edit

Hemingway
Editor

Readability

Grade 6

Good

Reading time: 00:00:37

Letters: 734

Characters: 914

Words: 156

Sentences: 14

Paragraphs: 7

Show Less ▲

1 adverb, meeting the goal of 2 or fewer.

5 uses of passive voice. Cut to 3 or fewer.

0 phrases have simpler alternatives.

1 of 14 sentences is hard to read.

3 of 14 sentences are very hard to read.

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Hemingway App makes your writing bold and clear.

University of Edinburgh Admissions Policy

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Write Edit

Hemingway
Editor

Readability

Grade 12

OK. Aim for 9.

Words: 203

Show More ▼

1 adverb, meeting the goal of 2 or fewer.

2 uses of passive voice, meeting the goal of 3 or fewer.

3 phrases have simpler alternatives.

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3

Keyboard
only

Keyboard only

Keyboard only navigation

AIM: Make it easy to navigate just using a keyboard (no mouse or trackpad)

Before

The screenshot shows a web browser window with the Skyscanner website. The browser's address bar displays the URL: `skyscanner.net/transport/flights/lond/pari/210820/210827/?adults=1&adultsv2=1&cabinclass=economy&children=0&childrenv2=&destination`. The website header includes the Skyscanner logo, a 'Help' link, and language/currency settings for 'English (UK)', 'United Kingdom', and '£ GBP'. Below the header, there are navigation tabs for 'Flights', 'Hotels', and 'Car Hire'. The main search area shows a search for 'London (Any) - Paris (Any)' for '1 adult | Economy' on 'Fri, 20 Aug' to 'Fri, 27 Aug'. A 'Get Price Alerts' button is visible. The search results section shows '1047 results' and a 'Sort by' dropdown set to 'Best'. A table of flight options is displayed with columns for 'Best', 'Cheapest', and 'Fastest'. The 'Best' option is highlighted with a price of '£90' and a duration of '1h 18 (average)'. Below the flight results, there is a sponsored advertisement for car hire with the text 'Enjoy great car hire deals & flexible rentals' and a 'Search' button. On the right side of the page, there is a promotional banner for 'FIND YOUR PERFECT FAMILY STAYCATION' with '50% off your second room' and a 'View hotels' button. A vertical 'Feedback' button is located on the far right edge of the page.

Keyboard only

Keyboard only navigation

AIM: Make it easy to navigate just using a keyboard (no mouse or trackpad)

After

The screenshot shows the Skyscanner website interface for a flight search. The search criteria are Edinburgh (EDI) to Athens (ATH) for 1 adult in Economy class on Monday, 25 October. The results are sorted by 'Best' and show a flight deal for £39. The page also features a 'View hotels' section and a 'Hire a car in Athens from £12 per day' section. A 'Feedback' button is visible on the right side of the car hire section.

- Use skip links
- Have a clear focus indicator
- Tab through in correct order
- Reach all interactive elements
- Avoid keyboard traps!

4

Screen readers

Screen readers

- Add labels to all buttons
- Write alt text for images
- Use heading tags
- Include "hidden text" if needed



5

Magnification

Magnification

Zooming in

AIM: Content is still readable and usable at 400% zoom

- Check all content is still there
- Make sure you can still interact with everything
- Rethink sticky elements that get in the way

The screenshot shows the University of Edinburgh website at 400% zoom. The browser address bar shows 'ed.ac.uk'. The website header includes the university logo and a search bar. The main content area features two promotional cards: 'Study with us' and 'Undergraduate Open Day'. To the right, there are two search filters for 'Find your undergraduate degree' and 'Find your postgraduate degree'. At the bottom, there is a dark banner for 'Edinburgh Impact' with several image thumbnails, and a footer with links for 'Change cookie settings', 'What video games', and 'Latest news'.

Resources

Our guidelines

Please scan!



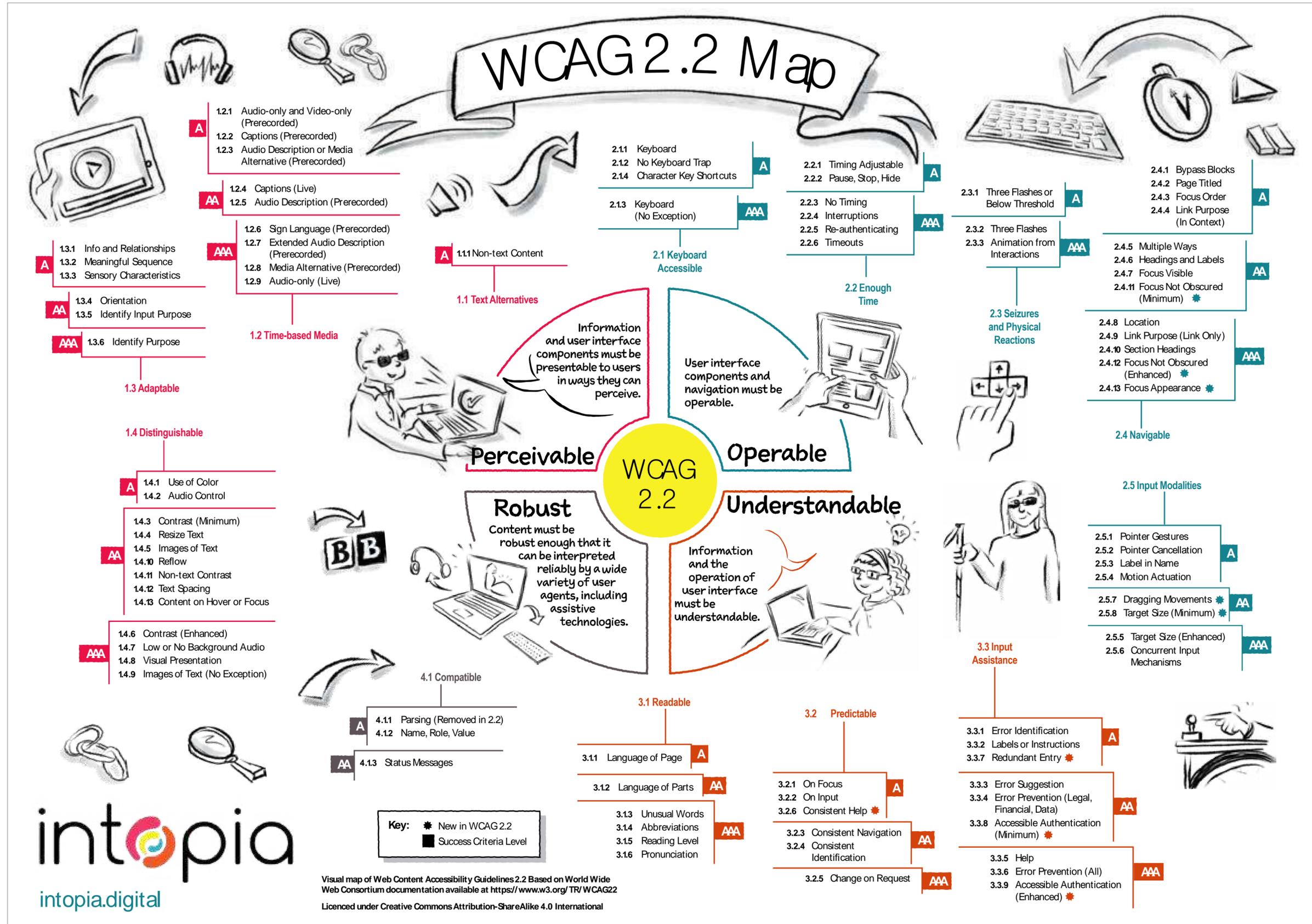
A screenshot of the Backpack website's Accessibility page. The page has a dark blue header with the Backpack logo and a search icon. A left sidebar contains a navigation menu with items: Welcome to Backpack, Getting started, Foundations, Components, Content, Accessibility (expanded), Overview (highlighted), For Product Designers, For Engineers, For Content Designers, and For Product Owners. The main content area features the title 'Accessibility' and a paragraph: 'We believe that travel should be for everyone. We want our products to be usable by all, which means making them accessible for all.' Below this is a horizontal navigation bar with tabs: Overview (selected), For Product Designers, For Engineers, For Content Designers, and For Product Owners. The main text reads: 'We're working hard to create a design system that's full of accessible components and guidance on how to implement them in an accessible way. We've also created guides for specific roles – Designers, Engineers and Content Designers – to help you do this.' The section 'What we can do' is followed by two sub-sections: 'Understand the people who use our product' (with text: '1 in 5 people lives with some form of permanent disability, with many disabilities affecting how people use technology. To prevent designing barriers in our products, it's essential to know who uses them, including people with a wide range of disabilities.') and 'Remember we can all experience disabilities every day' (with text: 'As well as permanent disabilities that we're born with or acquire with age, there are temporary impairments – like short-term hearing loss due to an ear infection – and situational impairments – like losing your glasses. These can affect everyone at various times.'). On the right side, there is a 'ON THIS PAGE' section with a sub-heading 'What we can do' and three links: 'Understand the people who use our product', 'Remember we can all experience disabilities every day', and 'Recognise that people use products differently'.

WCAG

Web Content Accessibility Guidelines

[w3.org/TR/WCAG22](https://www.w3.org/TR/WCAG22)

[w3.org/WAI/WCAG22/quickref](https://www.w3.org/WAI/WCAG22/quickref)



Useful links

- **Accessibility Insights auditing tool (web):** accessibilityinsights.io
- **Adi Latif screen reader video:** youtube.com/watch?v=QUZ091A73bk
- **BBC Mobile Guidelines:** bbc.co.uk/accessibility/forproducts/guides/mobile
- **Brandwood tool (testing text on images):** brandwood.com/a11y
- **Colour Contrast Checker:** <https://webaim.org/resources/contrastchecker/>
- **Funkify disability simulator:**
funkify.org
- **Home Office accessibility posters:** ukhomeoffice.github.io/accessibility-posters/posters/posters/accessibility-posters.pdf
- **Microsoft's inclusive design kit:**
microsoft.com/design/inclusive
- **Readability test:**
hemingwayapp.com
- **Sim Daltonism colour blindness simulator:**
michelf.ca/projects/sim-daltonism
- **Stark accessibility plugin:**
getstark.co
- **The A11Y Project resources:**
a11yproject.com/resources
- **W3C tips:**
w3.org/WAI/gettingstarted/tips/index
- **WAI-ARIA Authoring Practices:**
w3.org/TR/wai-aria-practices
- **WCAG 2.2:** <https://www.w3.org/TR/WCAG22/>

Information

Opportunity for YOU!!

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Internship

Q&A