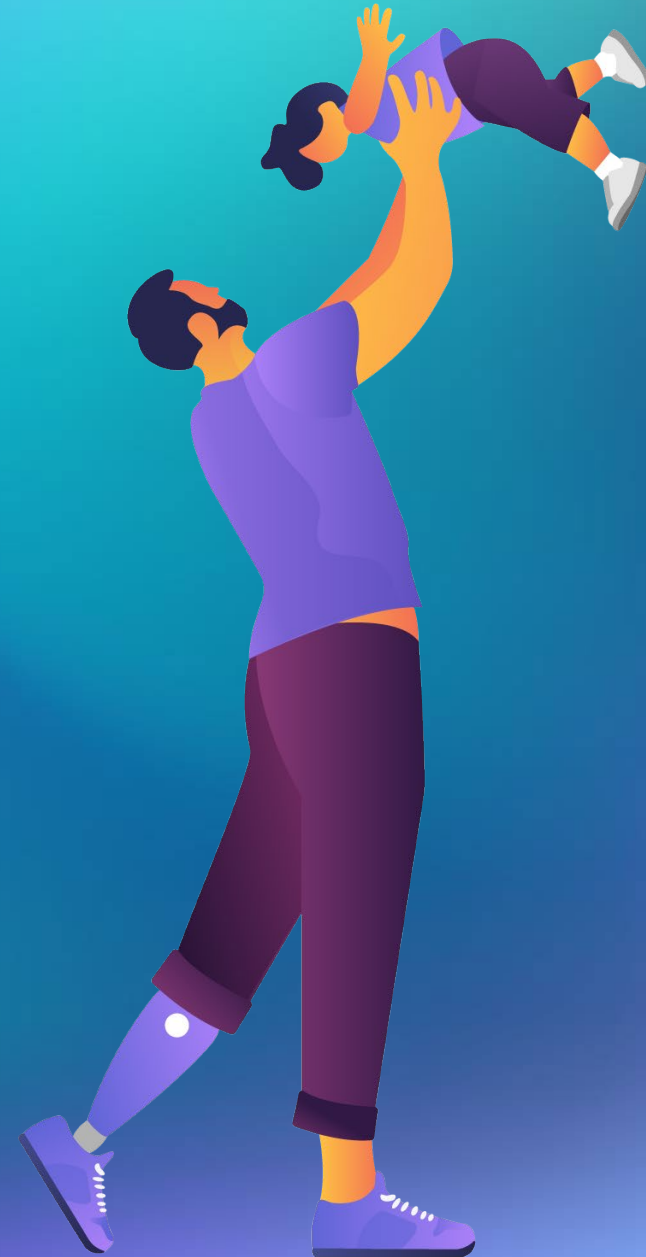# Telstra's Accessibility Program

*Ben Pintos-Oliver: Head of Accessibility and Digital Systems*

What is good Accessibility according to Chat GPT?

Good accessibility takes into account the needs of all users, including those with disabilities, and creates a platform that is easy for everyone to use.
This includes having an intuitive design, providing alternative text for images, using headings and labels that are descriptive, providing transcripts for audio and video content, and making sure the website is navigable using only a keyboard. Additionally, good accessibility also requires that websites are tested for compatibility with assistive technologies such as screen readers.
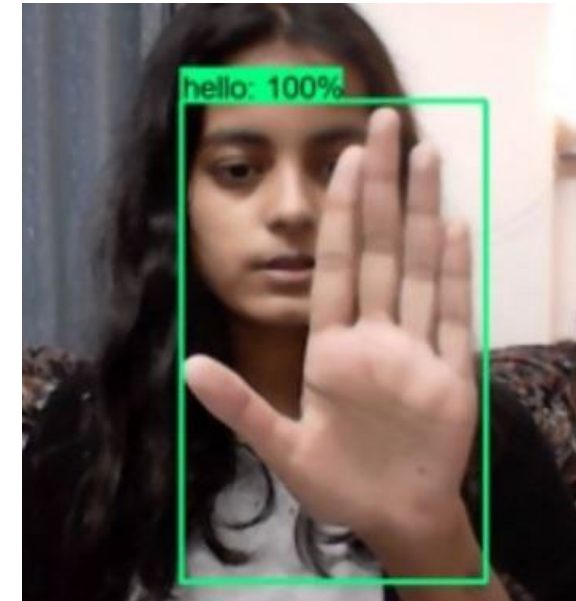
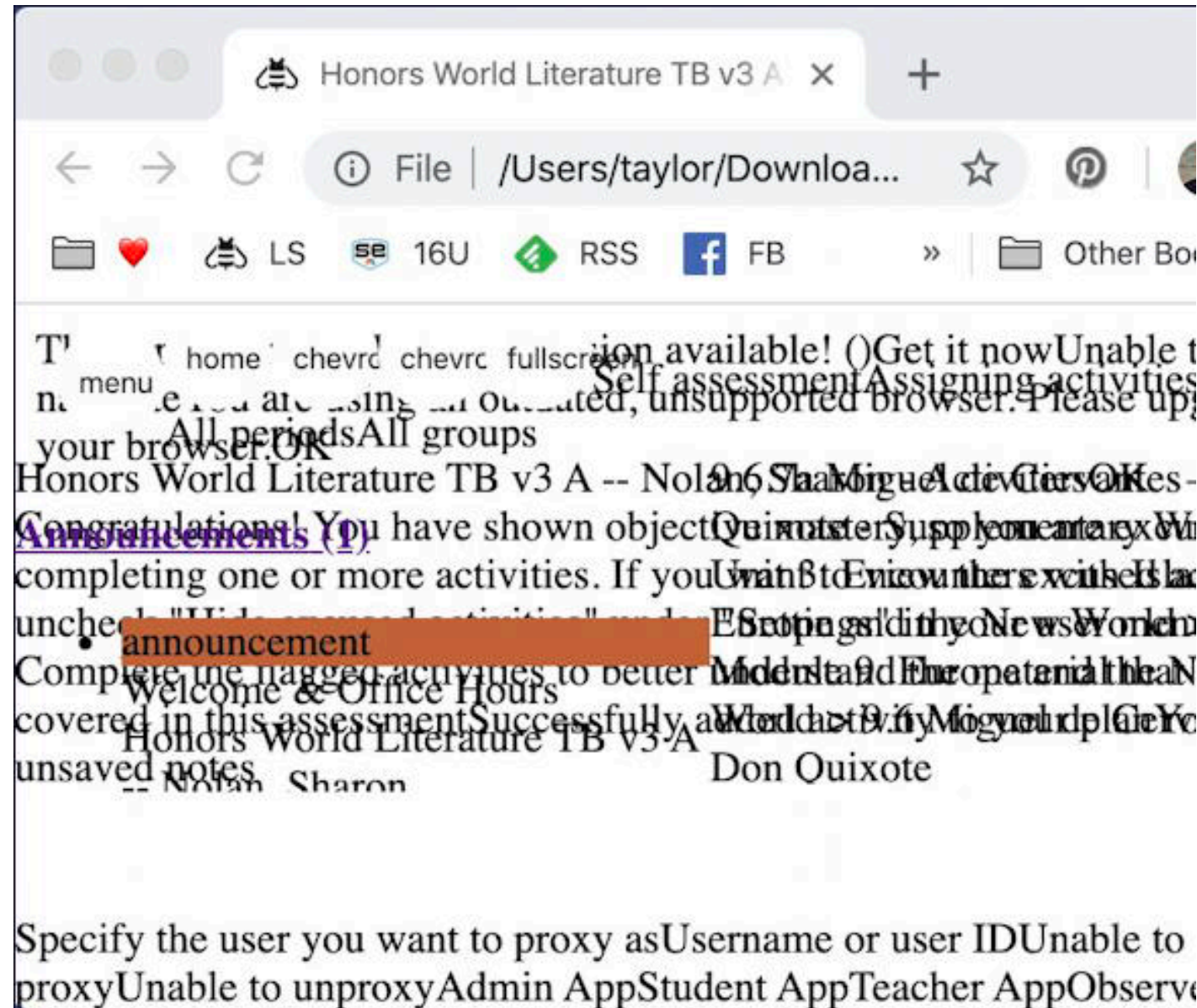# What does good Accessibility look like?

Raise hand feature in Teams
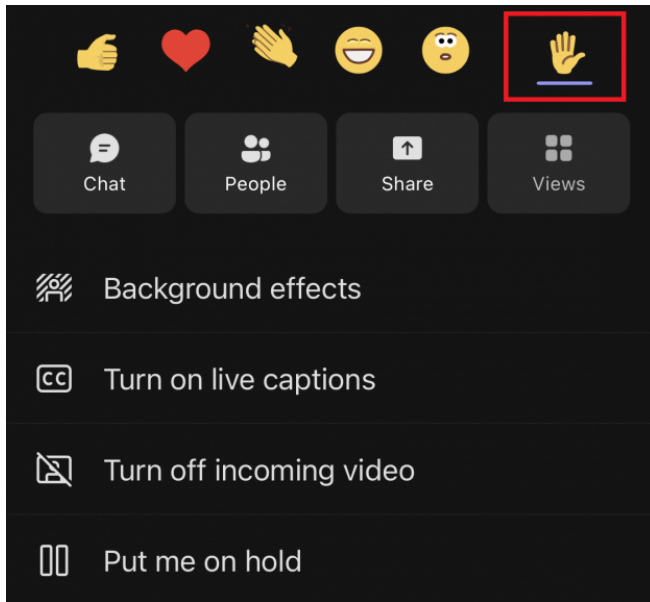
Digital signatures

AI Sign language

hello: 100%

What is the point of these great features if you can't use the website to sign in?

Accessibility at Telstra

At Telstra we believe technology should be available to everyone equally and it is all our responsibility to create accessible experiences, not for those with a disability to find a work around.

Enterprise wide a11y maturity model

| Attribute	Level 0	Level 1	Level 2	Level 3
• Accessibility program • Vision and strategy • Product lifecycle integration • Governance • A11y awareness and skills • Services and offering • A11y CX • Sales, marketing and comms • People and Culture • Procurement	Doesn't exist	Basic	Matured	Scaled

A11y defect tracking

All core digital assets deliver to a minimum standard before releasing to market and is tracked every sprint.

Each major asset is tracked by three metrics.

1. How many times we released to market inline with our obligations?

2. How mature is the digital asset: Number of a11y defects identified vs uplifted.

3. The results of major audits by a 3rd party vendor for certification and non biased opinion.

My Telstra App Releases

GREEN
STATUS
4 releases left in FY
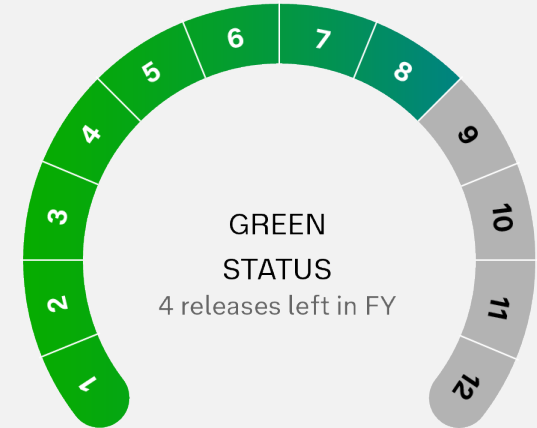
My Telstra App Ally Maturity
Ally defects identified and uplifted

GREEN
STATUS

89%
LvlAA

98%
LvlA
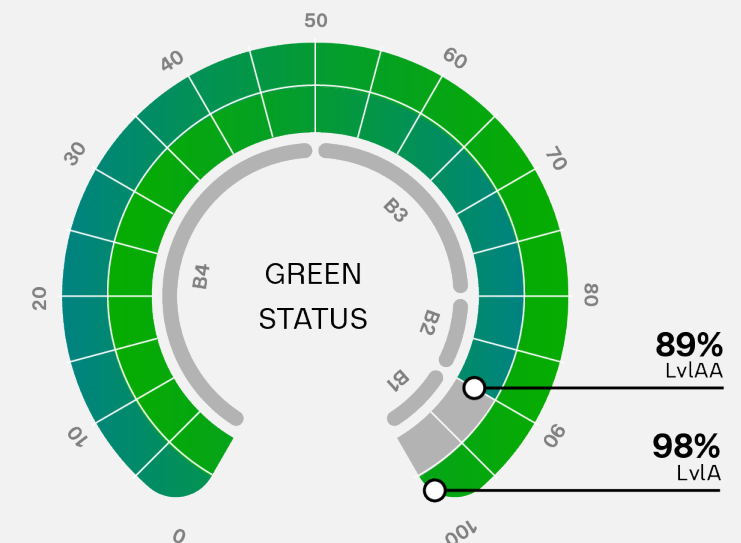
Cross-company A11y compliance obligation area

This is our bi-monthly executive cross-company forum to work through the Accessibility program. In these sessions we cover:

- Status of key activities sitting across each BU

- Missions present progress against key initiatives

- Support requests to unblock new and existing initiatives

- Shared wins and event updates

Federate responsibility – unblocking bottlenecks

With good foundational blocks in place, we can work more efficiently, federating the responsibility of Accessibility to other roles within the business.
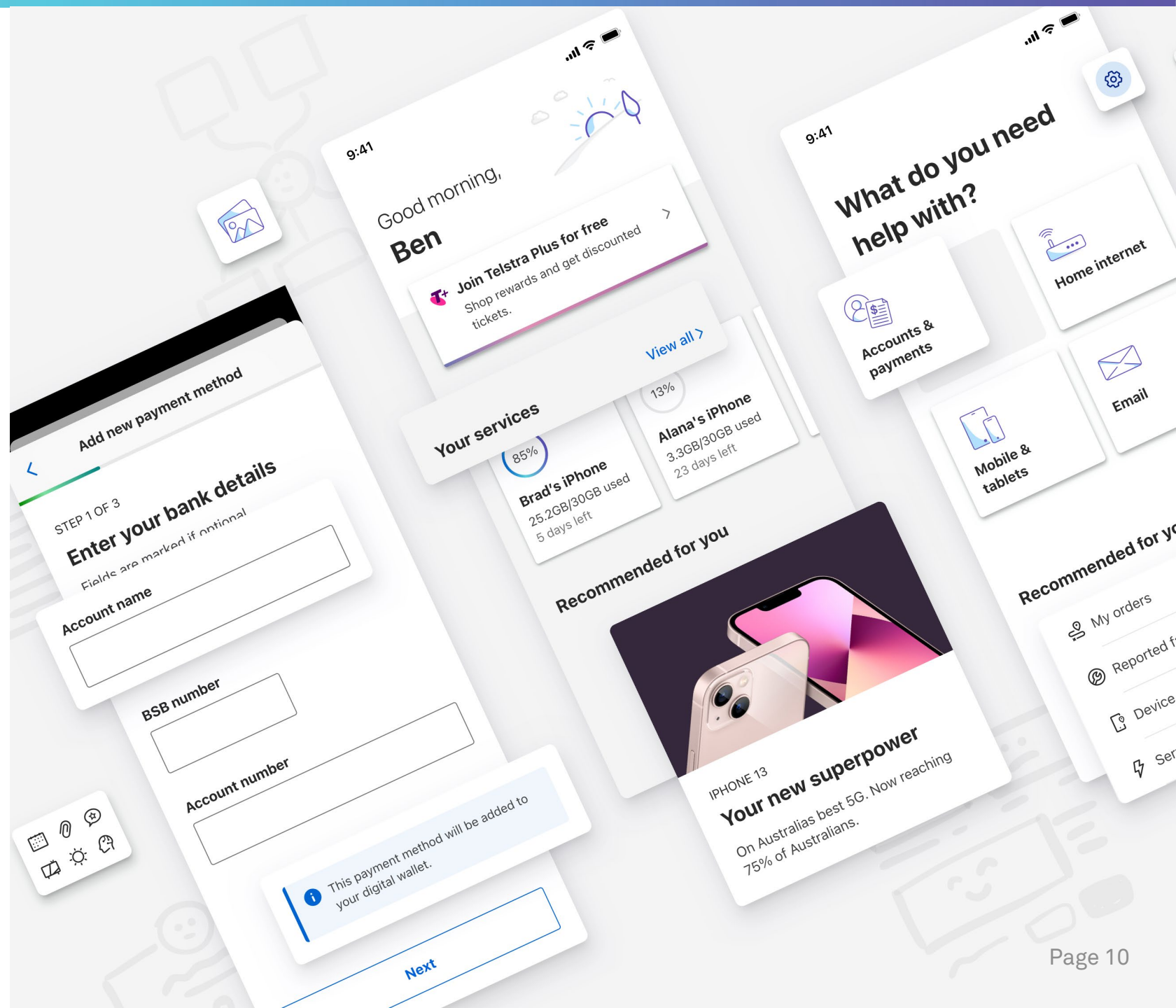
This means our Producers can now 'check' for Accessibility through our new self-certification program. This can now happen thanks to:

- The Design System uses fully accessible patterns

- Our CMS called Lego on AEM uses template with Accessibility baked in

- Designers are trained up on how to use the reusable patterns and templates

- Producers are training up on how to test for Accessibility during content reviews.
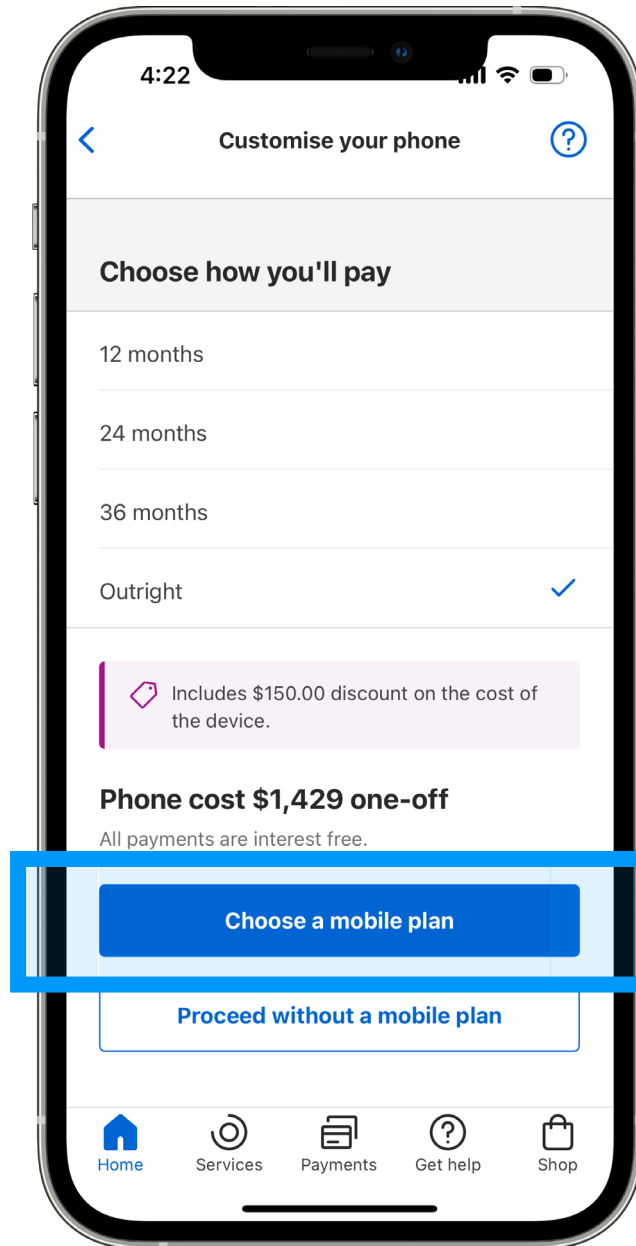
The Accessible Able Design System

This is our reusable library of common patterns used across our digital assets.

This team is setup to be fanatics – applying their meticulous focus on best practice for design, code and Accessibility.
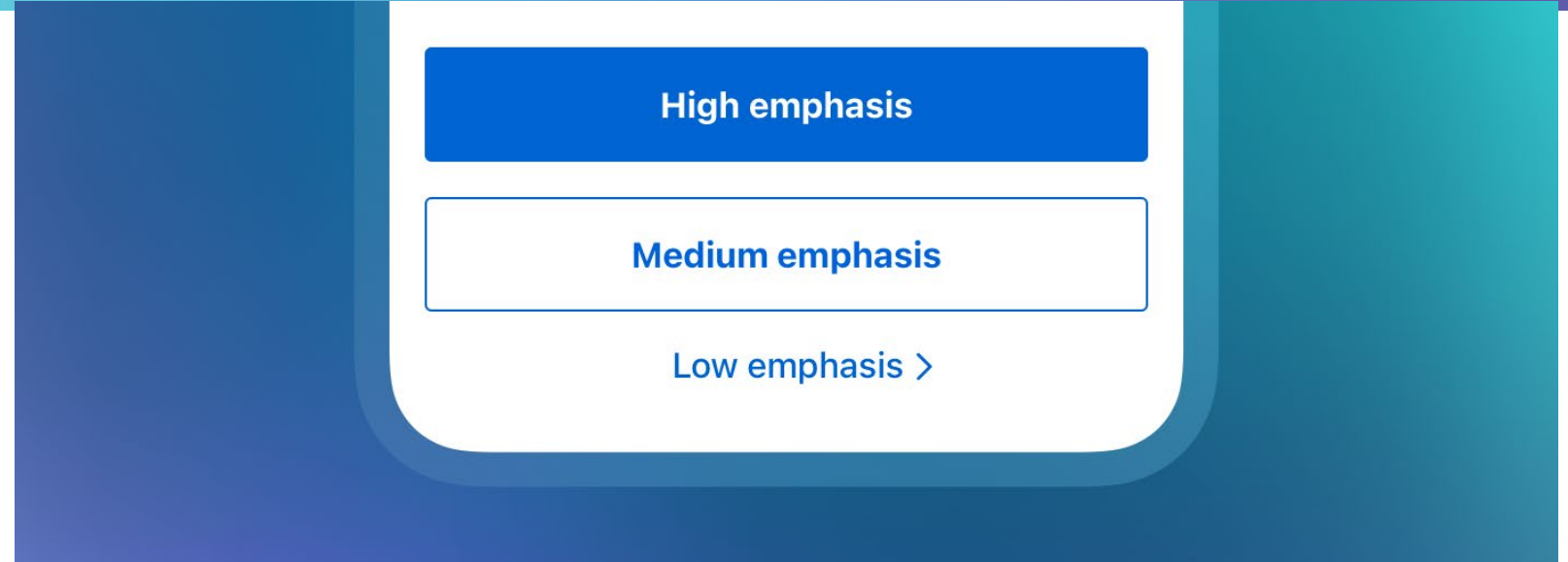
How complex can a button be?

Customise your phone

Choose how you'll pay

12 months

24 months

36 months

Outright ✓

Includes $150.00 discount on the cost of the device.

Phone cost $1,429 one-off
All payments are interest free.

Choose a mobile plan

Proceed without a mobile plan

Home　Services　Payments　Get help　Shop

Normal State

Height: **64pt**
Minimal width: **160pt**
Line width: **2pt**
Line colour: **#0064D2**
Text colour: **#D8EFFE**
Text left margin: **16pt**
Text right margin: **16pt**
Text font: **Roboto**
Text weight: **Regular**
Text leading: **1.3**
Text character spacing: **0.05**
Background colour: **#FFFFFF**
+ **Scaling logic**
+ **Microinteractions**
+ **Accessibility VoiceOver specs**
+ **Icon ?**

Pressed State

Height: **64pt**
Minimal width: **160pt**
Line width: **2pt**
Line colour: **#0064D2**
Text colour: **#D8EFFE**
Text left margin: **16pt**
Text right margin: **16pt**
Text font: **Roboto**
Text weight: **Regular**
Text leading: **1.3**
Text character spacing: **0.05**
Background colour: **#FFFFFF**
+ **Scaling logic**
+ **Microinteractions**
+ **Accessibility VoiceOver specs**
+ **Icon ?**

Focused State

Height: **64pt**
Minimal width: **160pt**
Line width: **2pt**
Line colour: **#0064D2**
Text colour: **#D8EFFE**
Text left margin: **16pt**
Text right margin: **16pt**
Text font: **Roboto**
Text weight: **Regular**
Text leading: **1.3**
Text character spacing: **0.05**
Background colour: **#FFFFFF**
+ **Scaling logic**
+ **Microinteractions**
+ **Accessibility VoiceOver specs**
+ **Icon ?**

Hover State

Height: **64pt**
Minimal width: **160pt**
Line width: **2pt**
Line colour: **#0064D2**
Text colour: **#D8EFFE**
Text left margin: **16pt**
Text right margin: **16pt**
Text font: **Roboto**
Text weight: **Regular**
Text leading: **1.3**
Text character spacing: **0.05**
Background colour: **#FFFFFF**
+ **Scaling logic**
+ **Microinteractions**
+ **Accessibility VoiceOver specs**
+ **Icon ?**

Disabled State

Height: **64pt**
Minimal width: **160pt**
Line width: **2pt**
Line colour: **#0064D2**
Text colour: **#D8EFFE**
Text left margin: **16pt**
Text right margin: **16pt**
Text font: **Roboto**
Text weight: **Regular**
Text leading: **1.3**
Text character spacing: **0.05**
Background colour: **#FFFFFF**
+ **Scaling logic**
+ **Microinteractions**
+ **Accessibility VoiceOver specs**
+ **Icon ?**

Using the patterns

+ 2.5.3 Label in name (A)
Ensure the buttons label is the same as the accessible name used by assistive technology

+ 1.4.1 Use of Colour (A)
Colour alone is not used as the only visual cue to convey information

+ 1.4.3 Contrast (AA)
The contrast between the foreground label and the background colour meets min 4.5:1 contrast ratio

+ 1.4.4 Resize text (AA)
When resized to 200%, the label of the button is not truncated

+ 1.4.10 Reflow (AA)
When scaled to 400%, there is no loss of content or functionality

+ 1.4.12 Text-Spacing (AA)
Text meets minimum text style requirements

+ 2.5.5 Target Size (AAA)
Buttons have a minimum 48x48 touch target in Web/Android/iOS.

+ 2.1.1 Keyboard (A)
Button element is accessible by keyboard

+ 2.4.3 Focus Order (A)
Buttons receive focus and should be present in a meaningful focus order sequence.
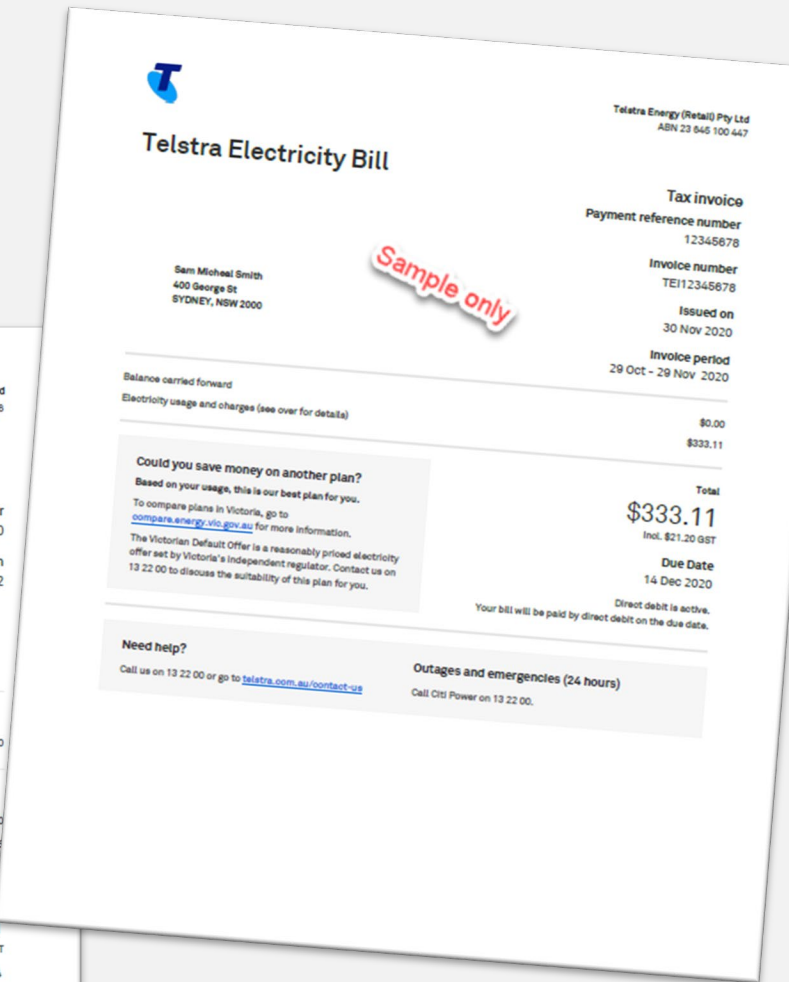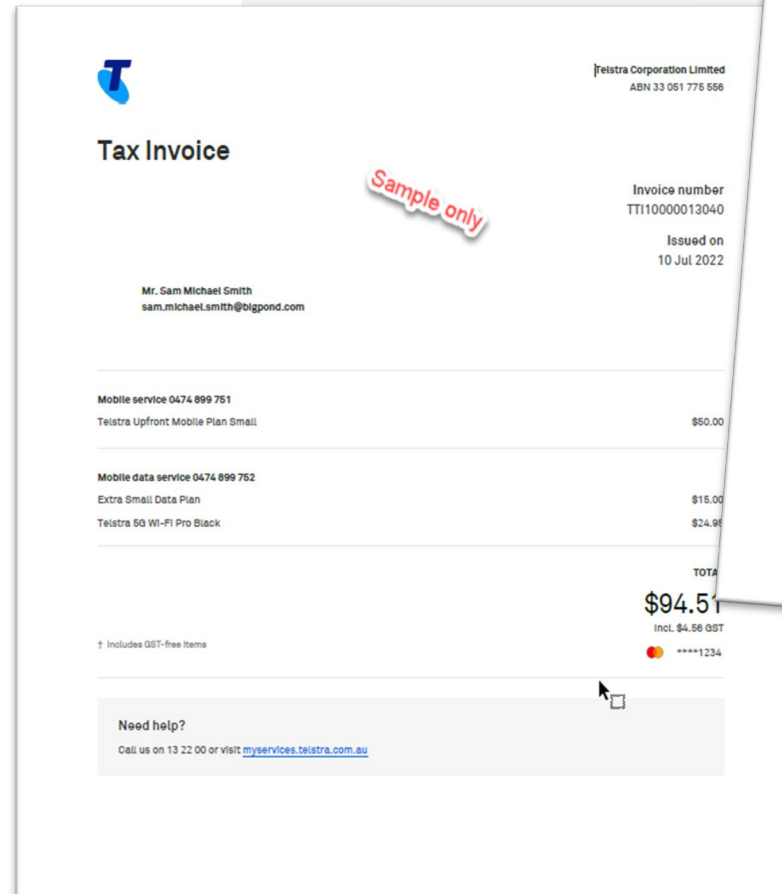
+ 2.4.7 Focus Visible (AA)
Buttons have a visible focus state

+ 4.1.2 Name, Role, Value (A)
Buttons have a name and role can be programmatically determined; The role is implicit if using the native element

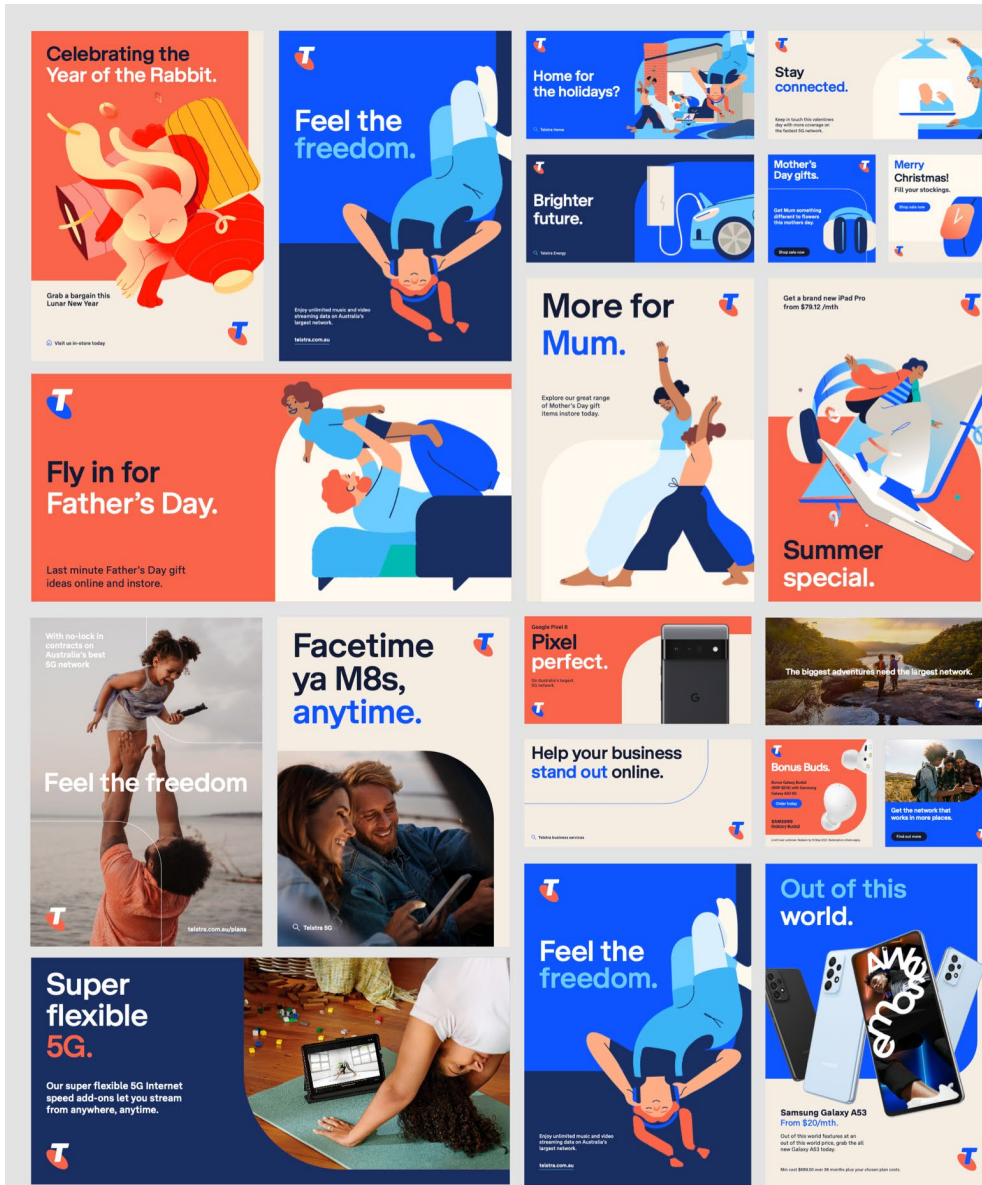# Uplift of 5 million documents per month

Customers can now independently interact with our Accessible telephone and energy invoices, credit and adjustment notes.

This work results from a successful collaboration between the source code developers, the accessibility team and Designers.

Telstra's new Brand

Inclusive Tech Lab

This is our pop style lab that shows our employees how technology can both help and hinder experiences through simulations. We want our employees to get to that aha moment, where they suddenly realise what it means when things don't work and the human impact.

Cards for humanity

These cards help our designers and architects consider the needs of people living with disability early in the process, prompting galvanised questions to spark ideas that are more inclusive.

Making the AFL more inclusive - 5G Touch and Track experience

Helping Shaun, a mad Doggies AFL fan to road-test a prototype that translates live sport into a haptic experience, so that fans with visual impairments have another way to keep up with action on the field.

https://www.youtube.com/watch?v=KW3yQMZNi2E

Coming soon

- Employee Experience uplift (recruitment, intranets and critical tools, IT support, workplace adjustments)

- Integration of automation tool company wide to find defects earlier in the process and power up our developers

- Industry alignment with procurement standards

- Shift customer enquiries and complaints from reactive to proactive

- Practical support for customer need accessible ways to engage: digital content developed and frontline staff trained specifically

Thank you