

Moving accessibility
from **debt**
to **done**
at **giffgaff**

Abi Harrison-Nye

£446 Billion

The Purple Pound (UK)

November 2025

\$8 Trillion

The Purple Pound (global)

November 2025

~~Customers~~
Members

Messy

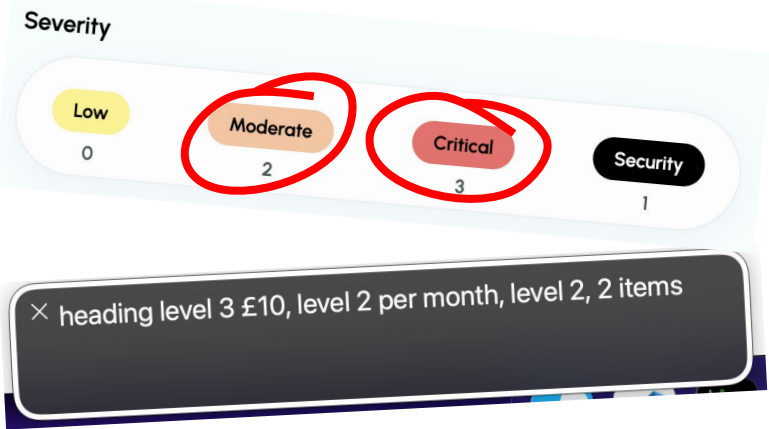
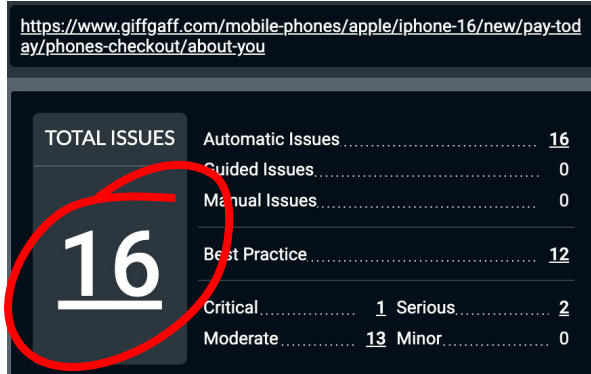
monolith

to

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- **Critical** - 43 issues
- **Serious** - 16 issues
- **Moderate** - 21 issues

Severity Level	Description
● Critical	A blocker. The issue prevents specific users from accessing content or completing a task (e.g. buying a phone). These must be fixed immediately to ensure basic usability.
● Serious	A significant barrier. The issue makes the site difficult or confusing to use, forcing users to rely on workarounds or guesswork. These should be prioritised highly.
● Moderate	A nuisance or technical failure. The issue causes frustration or fails a technical compliance check, but does not completely prevent access. These should be added to the backlog.

[https://www.giffgaff.com/mobile-phones/apple/iphone-16/new/...](https://www.giffgaff.com/mobile-phones/apple/iphone-16/new/)

83

Accessibility

These checks highlight opportunities to **improve the accessibility of your web app**. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so [manual testing](#) is also encouraged.

NAMES AND LABELS

▲ Image elements do not have [alt] attributes

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

BEST PRACTICES

▲ [user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5.

▲ Document does not have a main landmark.

These items highlight common accessibility best practices.

ARIA

▲ [aria-hidden="true"] elements contain focusable descendants

These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

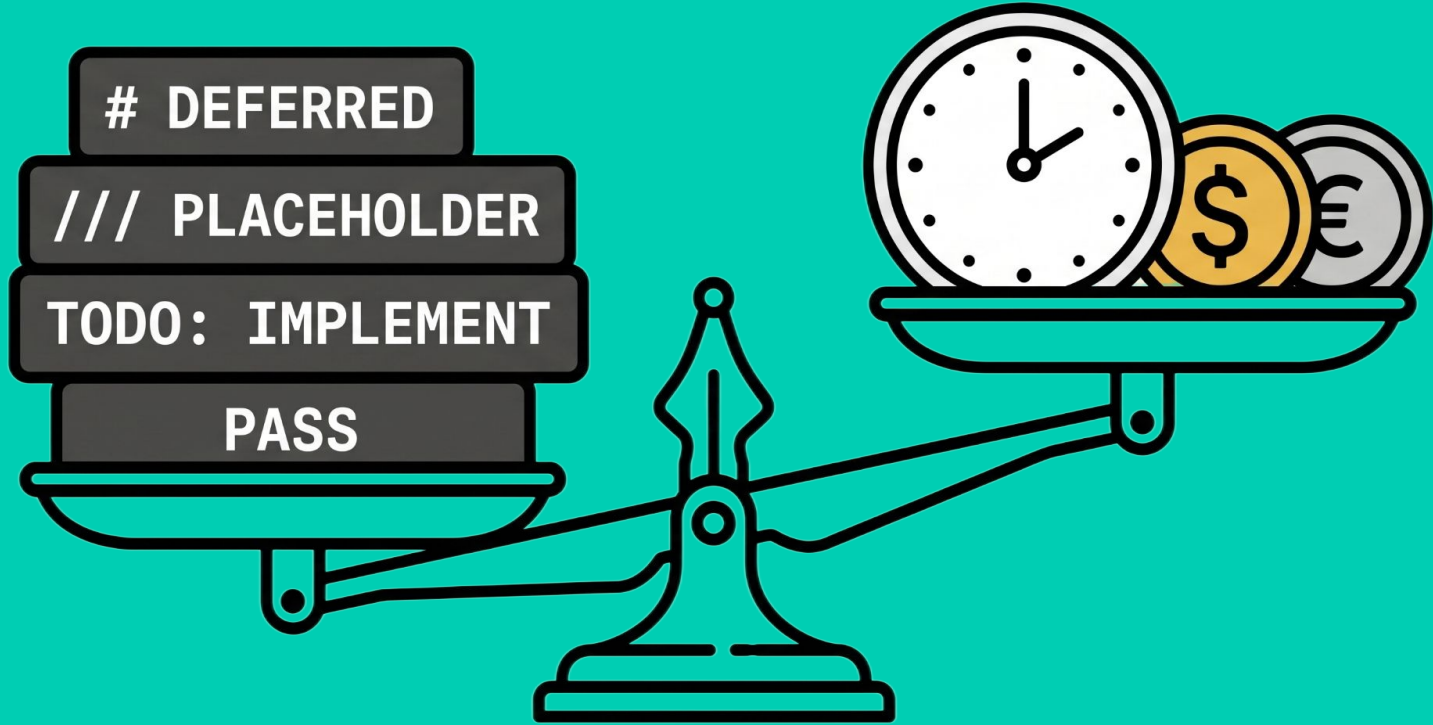
NAVIGATION

▲ Heading elements are not in a sequentially-descending order

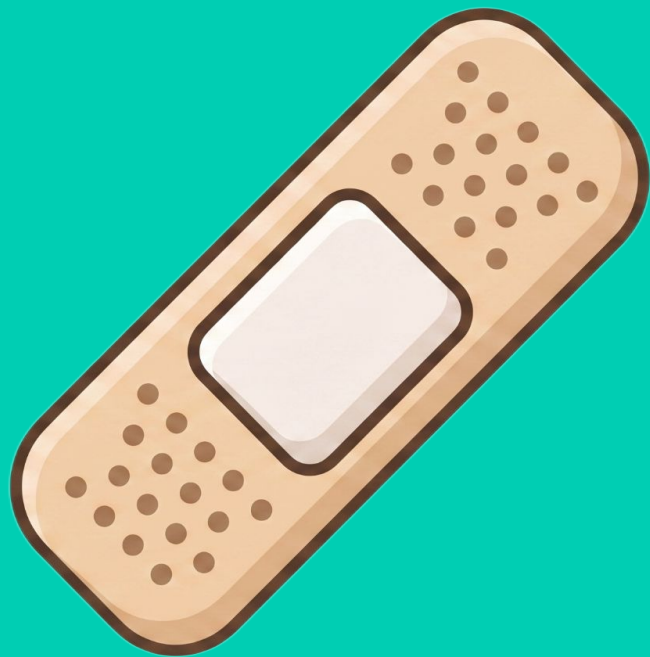
These are opportunities to improve keyboard navigation in your application.

Velocity

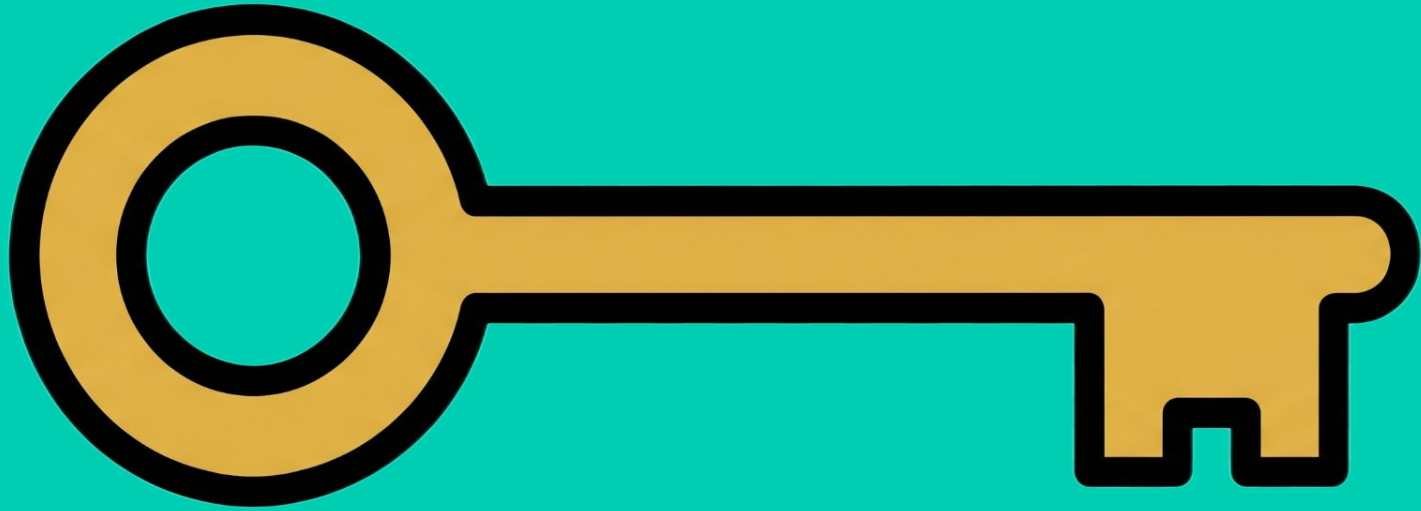
vs **Risk**











```
import {  
  Box,  
  Button,  
  Checkbox,  
  formatString,  
  Link,  
  Modal,  
  OptionRadio,  
  Separator,  
  TabItem,  
  Tabs,  
  theme,  
  Typography,  
} from '@fe-toolkit/web-components'
```

```
<button onClick={() => console.log('Clicked button')}>Button</button>  
<div onClick={() => console.log('Clicked div')}>Div</div>
```

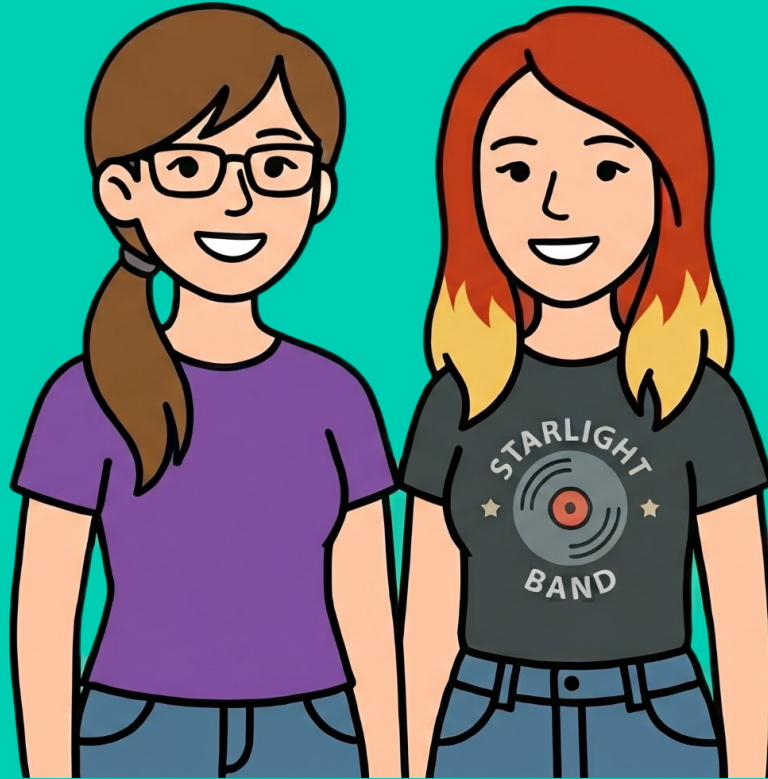
```
<div
  aria-label="Div button"
  role="button"
  style={{
    cursor: 'pointer',
    userSelect: 'none',
  }}
  tabIndex={0}
  onBlur={(e) => {
    e.currentTarget.style.outline = 'none'
  }}
  onClick={() => console.log('Clicked div')}
  onFocus={(e) => {
    e.currentTarget.style.outline = '2px solid #0969da'
    e.currentTarget.style.outlineOffset = '2px'
  }}
  onKeyDown={(e) => {
    if (e.key === 'Enter' || e.key === ' ') {
      e.preventDefault()
      console.log('Clicked div')
    }
  }}
  onMouseDown={(e) => {
    e.currentTarget.style.border = '1px inset #767676'
    e.currentTarget.style.backgroundColor = '#e0e0e0'
  }}
  onMouseEnter={(e) => {
    e.currentTarget.style.backgroundColor = '#e8e8e8'
  }}
  onMouseLeave={(e) => {
    e.currentTarget.style.backgroundColor = '#f0f0f0'
    e.currentTarget.style.border = '1px outset #767676'
  }}
  onMouseUp={(e) => {
    e.currentTarget.style.border = '1px outset #767676'
    e.currentTarget.style.backgroundColor = '#e8e8e8'
  }}
>
  Div
</div>
```

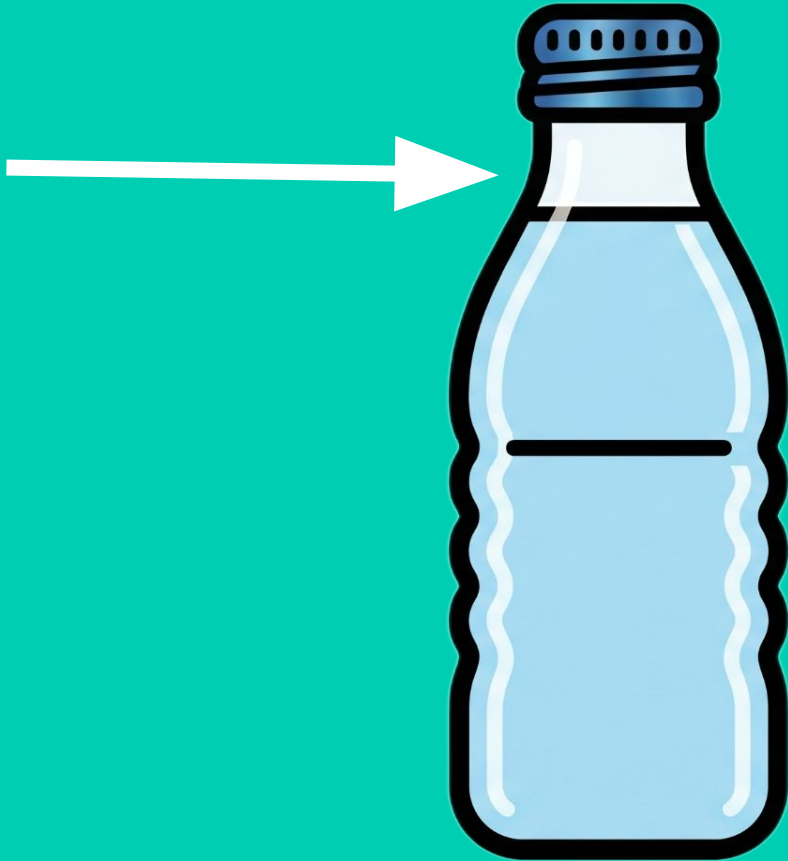
```
<button onClick={() => console.log('Clicked button')}>Button</button>
```

1x – Concept

10x – Dev

100x – Production





- Overview
- Four Key Principles of Accessibility
- ▼ Technology
 - Technology Best Practices
 - > Guidelines
 - > Manual testing
 - > Automated testing
 - App
 - > Security
- ▼ Webinars
 - > Purple Tuesday 2024
 - > Knowledge sharing
 - > Discussions
 - > Accessibility series 2021
 - > Disability Pride Month 2025
 - > Bupa cover 2025
 - > Accessibility Culture Day 2025
- ▼ Design
 - Design Best Practices
 - Content
 - > Accessibility Highlights
- ▼ Meetings
 - Meeting invite template
- > Miscellaneous
- ▼ Office
 - Physical accessibility
 - Quiet room
- > Neurodiversity



Abi Harrison-Nye 10:00

Accessibility highlight ✨

This week's accessibility highlight is... **Focus states!**

? What is it for?

Focus states occur when we focus on an interactive element. Interactive elements include links, buttons, and input fields. You can focus on an element by clicking something that doesn't navigate away or change your focus, or by using your keyboard and pressing the Tab key until that element is selected.

We need to make sure that our focus states also follow all the recommended accessibility guidelines. For instance, if a user with low vision uses a screen magnifier, then they may not be able to see context, so link or button text needs to be descriptive.

? How do you use it?

All our pre-built interactive components all have focus states. If you're building or designing a new component, ensure that focus states are defined, following all accessibility guidelines (e.g. colour contrast, tap target size, descriptive text, etc.)

? How supported is this feature?

Fully supported

? Where can I learn more?

- [Understanding focus state styles](#)
- [Wise - Focus states](#)
- [Focusing on focus states](#)

- Webinars
 - Purple Tuesday 2024
 - Purple Tuesday - Purple Pound overview
 - Purple Tuesday - Accessibility tools
 - Purple Tuesday - Design concepts
 - Purple Tuesday - Browser
 - Purple Tuesday - Development
 - Purple Tuesday - Security
 - Purple Tuesday - Neurodiversity
 - Purple Tuesday - PDF accessibility
 - Knowledge sharing
 - Knowledge sharing - Accessibility with Leanness
 - Discussions
 - Discussion - Autism & Gender
 - Accessibility series 2021
 - A11y Series - Accessible forms
 - A11y Series - Alt text
 - A11y Series - Animation
 - A11y Series - Buttons
 - A11y Series - Colour contrasts
 - A11y Series - Content
 - A11y Series - Focus
 - A11y Series - Semantics
 - A11y Series - UX
 - A11y Series - Value of Inclusion: Accessibility
 - A11y Series - Ways of using the web
 - Disability Pride Month 2025
 - Kai Wong, Part 1
 - Kai Wong, Part 2



Abi Harrison-Nye 09:29

What can you tell me about accessibility in the office?



marvin tst APP 09:30

Of course! Making sure our physical office space is welcoming and accessible for everyone is really important.

I've found a great page on Confluence that details the physical accessibility of our office

Here are the key points:

Step-Free Access

We have lifts that connect every single floor of the building, providing fully step-free access from the basement parking area right up to our office on the ground floor. It's worth noting that the lifts use a touchscreen to select your floor.

Toilets

All of our toilets, including accessible disabled toilets, are conveniently located on the same level as our office space, so there's no need to use stairs or lifts to get to them.

Spacious Layout

All the doorways in the office are at least 76cm wide. The main office area and many of the meeting rooms have been designed with plenty of space to easily turn a wheelchair or mobility scooter.

In-Person Events

We also make sure our in-person events, like our recent **Accessibility Research Day**, are welcoming. We often have a dedicated observation space where people can drop in and see our accessibility testing in action.

You can read the full details on our Confluence page right here:

[Physical+accessibility](#)

If you have any specific needs or questions that aren't covered here, the best people to speak to would be someone in our **People Team** or the **Accessibility & Neurodiversity Affinity Group**.

```
it('renders with no a11y violations', async () => {  
  const { container } = wrapper()  
  
  expect(await axe(container)).toHaveNoViolations()  
})
```

 ACCESSIBILITY TEST SUMMARY

Total tests run: 9
Passed: 6
Failed: 3

- Have you added any new page URLs to the [Pa11y config](#)?
- Is your code accessible (see the [A11y PRC](#) for details)?
- Have you tested it on [all supported browsers](#)?
- Have you tested it using a screen reader?
- Have you tested it using only the keyboard?

Automated 30%

Manual 70%









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Sustain

HAND

Evolve

Social

DE&I CORE

Queerly
Beloved

Gender
Dynamics

Thrive

REaCH

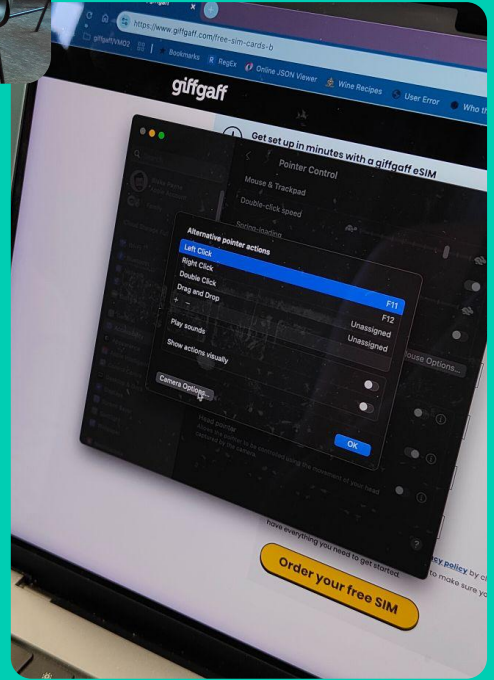
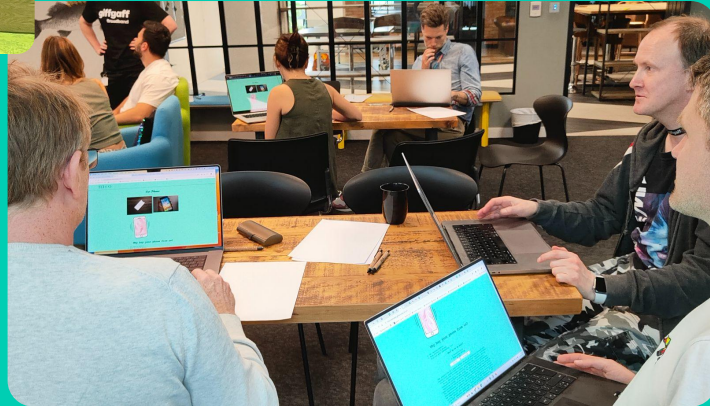
giffgaff



Home of Accessibility
and NeuroDiversity

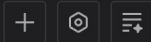


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Audit - [fe-multi-product] Broken page anchor (Link target missing)



Description

Issue: #4

Severity: Serious

Explanation: The promotion banner links to a specific hash (#refurb-trade-in-july-25), but the destination page has no element with that ID.

NOTE: This hash is an example from local, but the issue is present on production.

Occurrences:

- /phones/apple/iphone-16/new : Promotion banner link.

Action Required:

- Update the destination page to include the matching `id` on the relevant section.
- Alternatively, update the link `href` to point to a valid existing anchor or remove the fragment.

References: WCAG 2.4.4, WCAG 2.1.1

Done ▾

✓ Done



⚡ Improve Task

Details

Assignee



Abi Harrison-Nye

Contributors

None

Reporter



Abi Harrison-Nye

Labels

a11y

msa

Due date

None

Start date

None



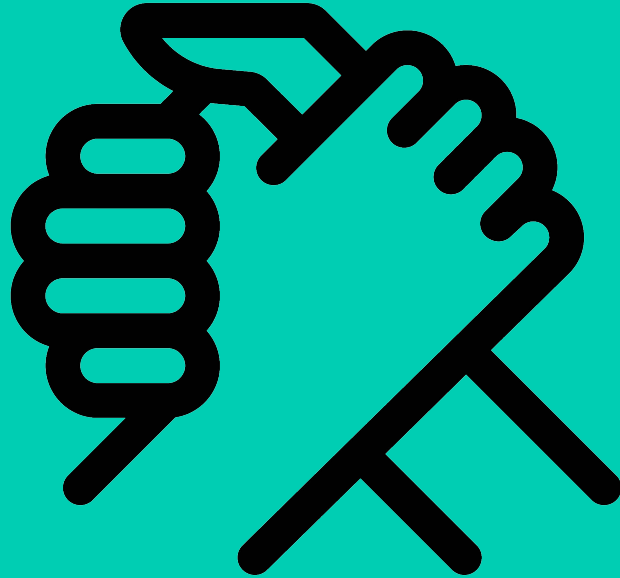
Temporary
Holding a baby



Situational
Broken leg



Permanent
One arm



Results

Monolith

 Critical	-	43 issues
 Serious	-	16 issues
 Moderate	-	21 issues

New

 Critical	-	0 issues
 Serious	-	0 issues
 Moderate	-	1 issue

SHIP IT

Takeaways

1. Bake accessibility into your architecture, don't just bury it in your backlog
2. Shift left to stop paying interest. Catch bugs in design, not in production
3. Culture is your safety net. Empathy catches what your linters miss

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**we're up
to good**

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www.giffgaff.com/inclusion-toolkit