Towards inclusive design: Usability testing of Blaise question templates at Statistics Norway

Dag F. Gravem, Trond Båshus and Ivar Andreassen

There are many reasons why questionnaires should be designed for inclusivity, ranging from improving net sample representativeness and response rates, to enabling all citizens or residents to take part in societal and democratic activities.

To ensure digital inclusion, the Norwegian authorities have enacted regulations for the universal design of information and communication technology solutions. These regulations require websites and applications to comply with the Web Content Accessibility Guidelines (WCAG).

To comply with the WCAG guidelines and to standardize Statistics Norway's Blaise web questionnaires, we have developed a set of question templates that may be used by any survey. However, WCAG compliance is not synonymous with good usability. The templates must be tested by users with different impairments, and using devices such as screen readers and braille displays.

The presentation will briefly present the WCAG guidelines relevant for Blaise programmers, and describe the work done on developing question templates. Then a live demo usability test will be performed with a visually impaired user. Finally, we will share some insights gained from such tests that have been incorporated into the Blaise question templates, and discuss what remains to be tested.