



## User Experience Service

### Equality Impact Assessment

Before carrying out EqIA, you should familiarise yourself with the University's EqIA Policy Statement and Guidance and Checklist Notes, and undertake our online training on Equality and Diversity and EqIA. These, along with further information and resources, are available at [www.ed.ac.uk/schools-departments/equality-diversity/impact-assessment](http://www.ed.ac.uk/schools-departments/equality-diversity/impact-assessment)

EqIA covers policies, provisions, criteria, functions, practices and activities, including decisions and the delivery of services, but will be referred to as 'policy/practice' hereinafter.

**A. Policy/Practice (name or brief description):**

**The User Experience Consultancy and Training Service** provides a range of support and services to projects and services within the University, with the goals of raising awareness of the benefits of user-centric practices, embedding new skills among IT, digital and service professionals, and influencing the evolution of digital service development methodologies.

There are primarily two elements to the Service:

- Provision of user experience research and design expertise on a consultancy basis
- Provision of training in techniques and strategies commonly employed in Human Centred Design practices

<https://www.ed.ac.uk/information-services/user-experience/what-we-do>

**B. Reason for Equality Impact Assessment (Mark **yes** against the applicable reason):**

- Proposed new policy/practice **yes**
- Proposed change to an existing policy/practice
- Undertaking a review of an existing policy/practice
- Other (please state):

**C. Person responsible for the policy area or practice:**

Name: Neil Allison

Job title: User Experience Manager

School/service/unit: Information Services, Learning Teaching and Web Directorate, Website and Communications Section

**D. An Impact Assessment should be carried out if any of the following apply to the policy/practice, if it:**

- affects primary or high level functions of the University **yes**
- is relevant to the promotion of equality (in terms of the Public Sector Equality Duty 'needs' as set out in the Policy and Guidance)? **yes**

- It is one which interested parties could reasonably expect the University to have carried out an EqlA? **yes**

## E. Equality Groups

To which equality groups is the policy/practice relevant and why? (add notes against the following applicable equality group/s)

- Age
- Disability
- race (including ethnicity and nationality)
- religion or belief
- sex
- sexual orientation
- gender reassignment
- pregnancy and maternity
- marriage or civil partnership<sup>1</sup>

Provision of user experience consultancy service is directly to staff of the University who are stakeholders in the development and management of University services. As such, all equality groups are relevant, in the context of interacting with staff colleagues in a socially conscious manner.

**UX consultancy services** are available to all University projects and services. Arrangements for how the service interacts with University projects and business units are done on a case-by-case basis, to accommodate any needs arising from the attributes of any of the 9 equality groups. This service undertakes research and design work that supports accessibility that should hopefully encourage service management teams to further consider accessibility in designing their services.

Engagement is initiated by phone, email or in person. Meetings are conducted either in a venue set by the potential client, or in the meeting suite of Information Services at Argyle House which is accessible.

The promotional website for the service ([www.ed.ac.uk/is/ux](http://www.ed.ac.uk/is/ux)) is provided on EdWeb (please see EqlA [http://www.docs.csg.ed.ac.uk/EqualityDiversity/EIA/IS-University\\_Centrally\\_Managed\\_Public\\_Facing\\_Website\\_2019.pdf](http://www.docs.csg.ed.ac.uk/EqualityDiversity/EIA/IS-University_Centrally_Managed_Public_Facing_Website_2019.pdf)) and has been tested for AA compliance with the Web Content Accessibility Guidelines 2.1, and all materials are available in alternative formats on request. Work is continuously ongoing to ensure improved compliance with WCAG 2.1 AA standard and in line with the The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 an accessibility statement is provided from each EdWeb page.

**UX training** is delivered either in a venue arranged by the client, or in the training suites operated by Information Services in Argyle House. The open invite sessions are advertised via the UX Service website, the University's events management system and opt-in mailing lists managed via the University's mailing list service.

On booking to attend the training, participants are asked if they require any reasonable adjustments. All sessions and materials can be delivered in a range of formats to accommodate. If for any reason a user was unable to use the booking system alternative provision could be made e.g. the user could email or phone in their details and staff would book them onto the session in this manner. (The booking system has been tested for

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<sup>1</sup> Note: only the duty to eliminate discrimination applies to marriage and civil partnership. There is no need to have regard to advancing equality or opportunity or fostering good relations in this respect.

accessibility in line with the Web Content Accessibility Guidelines). Training takes place on different days and times to allow for users who have caring responsibilities or for those who observe particular times of religious observance. The training is provided in English but as this is the main teaching language of the University we do not envisage this should lead to any disadvantage.

No catering is supplied as part of the training sessions. Attendees can of course bring their own water to the sessions.

There are no gender neutral toilets in Argyle House but training could be arranged to take place in a location where this provision was available.

### **Impact of UX Services on other services' design and delivery**

Consultancy activity undertaken by the User Experience Service supports the design and implementation of digital and physical services provided by the University. As such, the UX Service facilitates better understanding of users/customers, including their attitudes, needs and behaviours, which in turn empowers the University to deliver more inclusive, useful, usable and desirable services.

Add notes against the following applicable statements:

- On any available information about the needs of relevant equality groups:
  - This EqIA has been completed in consultation with the Information Services Disability Officer, Viki Galt
  - During the 24 month period of pilot execution of the service, feedback mechanisms have been in place (both actively sought with clients and potential clients, and passively through the generic email [user-experience@ed.ac.uk](mailto:user-experience@ed.ac.uk) advertised on the UX Service website). These sources of feedback continue to be utilised and monitored in particular for any feedback positive or negative related to any of the 9 protected characteristics.
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- Any gaps in evidence/insufficient information to properly assess the policy, and how this be will be addressed:
  - As this service has been piloted over two years, and evolved using a human-centred methodology, we feel we have sufficient information to proceed
- If application of this policy/practice leads to discrimination (direct or indirect), harassment, victimisation, less favourable treatment for particular equality groups:
  - We don't believe this service will lead to any form of prohibited conduct
  - Mechanisms are in place to ensure reasonable adjustments are made whenever the need arises (as stated above):
    - UX consultancy services are available to all University projects and services. Arrangements for how the service interacts with University projects and business units are done on a case-by-case basis, to accommodate any needs arising from the attributes of these equality groups. Engagement is initiated by phone, email or in person. Meetings are conducted either in a venue set by the potential client, or in the meeting suite of Information Services at Argyle House which is fully accessible. The promotional website for the service ([www.ed.ac.uk/is/ux](http://www.ed.ac.uk/is/ux)) is AA compliant, and all materials are available in alternative formats on request.
    - UX training is delivered either in a venue arranged by the client, or in the training suites operated by Information Services in Argyle House. The open invite sessions are advertised via the UX Service website, the University's events management system and opt-in mailing lists

managed via the University's mailing list service. On booking to attend the training, participants are asked to identify any reasonable adjustments. All sessions and materials can be delivered in a range of formats to accommodate. No catering is supplied as part of the training sessions.

- If the policy/practice contributes to advancing equality of opportunity<sup>2</sup>
  - Consultancy activity undertaken by the User Experience Service supports the design and implementation of digital and physical services provided by the University. As such, the UX Service facilitates better understanding of users/customers, including their attitudes, needs and behaviours, which in turn empowers the University to deliver more inclusive, useful, usable and desirable services. The user experience should help promote accessibility of websites by placing user journeys at the core of service design and therefore should improve services for disabled users and for all users in general. User journeys will allow service designers to consider the potential differing needs of various protected characteristics which in turn should make our services more accessible and reduce the chances of any prohibited conduct.
- If there is an opportunity in applying this policy/practice to foster good relations:
  - Consultancy activity undertaken by the User Experience Service supports the design and implementation of digital and physical services provided by the University. As such, the UX Service facilitates better understanding of users/customers, including their attitudes, needs and behaviours, which in turn empowers the University to deliver more inclusive, useful, usable and desirable services. The user experience should help promote accessibility of websites by placing user journeys at the core of service design and therefore should improve services for disabled users. In turn we hope that this service development and the consideration we have shown to the potential impact on all of the protected characteristics shows the commitment IS has and the wider University to Equality and Diversity.
- If the policy/practice create any barriers for any other groups?
  - Costs are borne by the individual's employer and all university staff have access to IT equipment for free for 24/7 so there should be no impact on individuals on low incomes
- How the communication of the policy/practice is made accessible to all groups, if relevant?
  - The UX Service is promoted via [www.ed.ac.uk/is/ux](http://www.ed.ac.uk/is/ux) and a Service Level, [the](#)
  - -Description hosted at: [www.ed.ac.uk/information-services/services/it-and-library-business-service-catalogue](http://www.ed.ac.uk/information-services/services/it-and-library-business-service-catalogue)
  - University websites are governed by the University Website Accessibility Policy which is based on compliance with the Web Content Accessibility Guidelines 2.1 AA standards.
  - Alternative formats are available on request free of charge for a reason related to a disability.
- How equality groups or communities are involved in the development, review and/or monitoring of the policy or practice?
  - Feedback is collected and monitored through a number of routes:
    - Via the UX Service website

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<sup>2</sup> This question does not apply to the protected characteristic of marriage or civil partnership

- Via the end-of-project reflection and review process which also generates a case study for the service (see: [www.ed.ac.uk/is/ux/case-studies](http://www.ed.ac.uk/is/ux/case-studies))
  - Via feedback forms distributed at the end of each training session (available in alternative formats)
  - Via ongoing user research into use and adoption of the service. User research conducted by the service observes the ethical research guidelines set out by the Scottish Government (see: <https://resources.mygov.scot/37f87d5/designing-public-services-in-scotland/how-to-design-services/designing-ethically/>)
  - All feedback is monitored for any comments positive or negative related to the nine protected characteristics
  - The Information Services Disability Information Officer has looked over and reviewed this EqlA.
- Any potential or actual impact of applying the policy or practice, with regard to the need to eliminate discrimination, advance equality and promote good relations:
    - Nothing other than what's mentioned above

#### F. Equality Impact Assessment Outcome

Select one of the four options below to indicate how the development/review of the policy/practice will be progressed and state the rationale for the decision

**Option 1:** No change required – the assessment is that the policy/practice is/will be robust.  
**Yes for the reasons stated above**

#### G. Action and Monitoring

1. Specify the actions required for implementing findings of this EqlA and how the policy or practice will be monitored in relation to its equality impact (or note where this is specified above).
  - Monitoring feedback for positive and negative comments related to any of the nine protected characteristics.
  - Advise staff on need for alternative formats and reasonable adjustments
  - When we transition to costed service the EqlA will be updated

2. When will the policy/practice next be reviewed?

When the service transitions to costed, or as a result of feedback positive or negative related to any of the nine protected characteristics.

#### H. Publication of EqlA

Can this EqlA be published in full, now? Yes

If No – please specify when it may be published or indicate restrictions that apply:

#### I. Sign-off

EqlA undertaken by (name(s) and job title(s)): Neil Allison, User Experience Manager

Accepted by (name): Stratos Filialithis, Head of Website and Communications Technologies, Information Services

[This will normally be the person responsible for the policy/practice named above. If not, specify job-title/role.]

Date: 24 May 2019

Retain a copy of this form for your own records and send a copy to [equalitydiversity@ed.ac.uk](mailto:equalitydiversity@ed.ac.uk)