

ACCESSIBILITY RECRUITMENT.

Recruiting individuals with disabilities to ensure accessible and inclusive research.



ABOUT THE SERVICE

We understand the importance of ensuring your products and services are accessible to all. As part of our commitment to supporting our clients on this mission, PFR have developed a specialist service recruiting people to test digital products from an accessibility perspective. Our skilled team have experience recruiting participants with a range of impairments.

Criteria breakdown:



Standard criteria

Visual:

- Mild visual impairment
- Does not require/use assistive technology
- Uses basic assistive technology (e.g. screen readers)

Cognitive:

- Does not use assistive technology: mild dyslexia, dyspraxia or age-related cognitive decline

Mobility:

- Age-related mobility issues (e.g. arthritis)
- Amputation that affects use of devices
- Requires support to access buildings

Hearing:

- Hard of hearing (e.g. uses hearing aids)
- Does not require BSL interpreter



Medium criteria

Visual:

- Colour blindness
- Complete blindness with specific software requirements

Cognitive:

- Dyslexia impaired who use dictation software
- Severe cases of dyslexia/dyspraxia
- Mild ADHD/autism (no assistive technology)

Mobility:

- Cerebral palsy
- Neuromuscular disorders
- Non-age-related mobility issues



Complex criteria

Visual:

- Specific software and operating systems (e.g. JAWS on Windows 10)
- Requirements to use software on specific devices (i.e. iOS only)

Cognitive:

- Medium to severe Asperger's syndrome
- Medium to high-functioning autism

Mobility:

- Use of any specific software and/or hardware (i.e. adapted keyboard, eye tracking)
- Switch users

Hearing:

- Needs BSL interpreter
- Requirements to use software on specific devices (i.e. iOS only)

*Any participant required to bring devices with them may be put into the niche category due to logistic complexity. Participants are less likely to participate if they are required to bring their devices, especially those with any mobility or visual impairments.

PRICING

The criteria included in each category is not exhaustive and is used to highlight how a brief may become more complex, therefore requiring specialist recruitment methods.

Accessibility only

The costs below are based on the recruitment for accessibility / access needs only, therefore no other criteria will be recruited against.

Standard criteria:
£120 - £140 per person

Medium criteria:
£150 - £170 per person

Complex criteria:
£180 per person or retainer*

Accessibility with additional criteria

The below indicates costs for participants with accessibility needs and who also need to meet additional criteria**. We have provided example criteria which have been tiered in line with the complexity of the accessibility requirements.

Standard criteria:

Accessibility need +
mix of ages,
genders, locations

£130 - £150 per person

Medium criteria:

Accessibility need +
specific ages, equal
gender split, 2-3
regions, basic
behaviours

£160 - £180 per person

Complex criteria:

Accessibility need +
complex behaviours
and/or experiences,
working to personas

£190 per person or retainer*

**A retainer is used when working on a high-risk project, it is there so cover the time and resources use to identify and securing the right participants. The retainer is waived when we recruit more than the pre agreed minimum number of participants, at this point you will revert to a per head.*

***If the accessibility definition and additional criteria definition spans two definitions, the brief definition assigned will be from the higher category. E.g. mild visual impairment (standard) and has purchased new assistive technology in the last 3 months (complex). This would be defined as complex due to the complex purchasing behaviour despite the access need being classed as standard.*

INCENTIVES

While the incentive is not always the main driver, it does have to reflect the market average to support engagement and retention through to the day of research. The incentive suggestions are based on a 60-minute remote research. For face-to-face research we recommend offering an additional £20-£40 per head depending on the participants needs and location. PFR can provide a recommendation for your target audience.

Standard criteria:

- For 60 minutes, we suggest: **£50**
- For 90 minutes, we suggest: **£80**

Medium criteria:

- For 60 minutes, we suggest: **£60**
- For 90 minutes, we suggest: **£90**

Complex criteria:

- For 60 minutes, we suggest: **£70**
- For 90 minutes, we suggest: **£100**

LEAD TIME

We ask for 3 weeks lead time as a standard for accessibility criteria. To source participants we use a multi-contact strategy. This includes but is not limited to our databases, advertising, referral campaigns, building partnerships and approaching support/community groups. The external methods used are effective, but they traditionally take longer to yield suitable responses because the people we are reaching out to are cold to our brand and often have not taken part in research. We understand that you may be working to a shorter lead time, and we will try to be as adaptable as possible to ensure you can achieve your internal deadline. If you would like to start your research sooner, we can schedule participants while we continue recruitment.

CONSIDERATIONS

- Conduct in-home interviews rather than asking participant to bring their devices to the research.
- Provide a travel expense incentive when running face-to-face research. Public transport may not be accessible for all access needs and this will ensure the participant is not out of pocket when taking part in research.
- Allow career/spouse/family member/friends to attend research with the participant, this will help them feel more comfortable.
- Check to understand if your prototype is not compatible with certain assistive technology.
- For face to face research, check the venue is fully assessable.
- Plan for breaks during the research session to ensure the participant doesn't experience fatigue.
- If you are new to running accessibility user research, run a trial session or two to help uncover learnings that can be used to get the most out of your other research sessions.

OUR UK-WIDE ACCESSIBILITY COLLECTIVE

We recognise the increasing demand for accessibility participants, which can prove costly and time-consuming. Our answer to this challenge is the Accessibility Collective – high-quality accessibility recruitment made easy and at **a fixed price of £90 per head**.



Quick turnaround

We can provide engaged participants, ready to take part in your project in as little as one working day.



Cost effective

High-quality user recruitment at a fixed price per head.



Guaranteed quality

We've built a strong relationship with our pre-screened and highly engaged Accessibility Collective members.



Suitable for GDS compliance

Our Collective includes a range of accessibility and assistive technology needs, demographics, occupations, tech usage and more.



Easy to use

Shortens the process and makes it more user-friendly. You have access to the participants' information, which allows you to choose upfront.



The benefit of remote research

Using our remote collective brings you a much wider pool of participants from all over the UK, with a variety of impairments.

A few extra details:

- No additional screening to verify additional criteria.
- Our standard T&C's still apply accept all re-books from the panel will be charged at the £90 per head and any replacements provided due to a drop-out can only be selected from the panel.
- Any pre research tasks the participant is required to complete will require an incentive to be offered.

See for yourself. Find out more about the Accessibility Collective!



OUR HAPPY CUSTOMERS

Don't just take our word for it - see what our happy clients have to say about their experiences with us.

Fantastic service with friendly interactions

Unmind

"People for Research are always absolutely fantastic - timely communication, really clear explanation of what you are doing, excellent participants and just generally really human and friendly interactions. You are wonderful to work with and will always be our first choice of agency."

High-quality participants and excellent service

zone
A Cognizant Digital Business

"Once again, we were very impressed overall by the quality of the participants supplied. All really helpful, and a good range of situations and types of people. Thanks for doing a great job!"

Stress-free and efficient user research

**BREAST
CANCER
NOW** The research & support charity

"PFR take all the stress and hassle out of getting relevant eyes in front of important things! I'll let you know next time we have a user research project."

GET IN TOUCH

If you have any questions, please get in touch with the team on info@peopleforresearch.co.uk or **+44 (0)117 921 0008**. To get a quote, please click below to fill in our form and we'll get back to you within the next working day. For more information, please read our terms and conditions.

[Empower your research insights. Contact us today.](#) 