

The 3 W's Of Web Accessibility

"The power of the web is in its universality. Access by everyone, regardless of disability, is an essential aspect."

- Tim Berners-Lee

why is accessibility so important?

Designers and developers spend a lot of time ensuring that what they create is compatible across a variety of browsers and devices. It's an important part of the process - but let's not forget about the human element.

15%
of people have a disability that could affect how they browse the web

World Bank
(July 2018)



3.12%

of people browsing the web use Internet Explorer

Statcounter
(July 2018)



who should you be considering?

Here are a few examples of types of disabilities that you should take into account when considering how to create as inclusive a site as possible.

physical

visual

auditory & speech

cognitive

neurological



There are temporary (e.g. broken collarbone), situational (e.g. parent holding a child), and permanent (e.g. amputated arm) impairments and any of these may affect how someone is able to access the web.

what can you do?



Auditory & Speech

Add captions and transcripts to videos.



Cognitive

Avoid fonts that have similar looking letters.



Neurological

Don't put important information inside rollovers.



Physical

Make sure all your links can be verbally clicked.



Visual

Don't convey information using only different colours.

The legal stuff

In the UK there is a legal requirement for a service to be accessible to everyone who needs it. If it isn't, that could be a breach of the Equality Act 2010.

