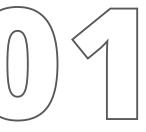# THE ACCESSIBILITY PROJECT

Making ecommerce content accessible to all.

accessibility project

01

Why are we doing this?

Saatchi & Saatchi IS is happy to present the **Accessibility Project** – our free-of-charge eCommerce templates with open-source code to create product cards accessible to all users, including people with visual, hearing, and physical disabilities.

In times when the Internet plays an increasingly important role in our everyday lives and online shopping is growing in popularity, the issue of accessibility is becoming even more important. Many eCommerce websites are not accessible to users with visual, hearing and physical disabilities, or they require switching to special dedicated versions.

To tackle this challenge, Saatchi & Saatchi IS presents the Accessibility Project, which aims to share with developers and designers free, open-source eCommerce templates that meet the requirements of various target groups.

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Definition

Accessibility –**enabling all people to freely, independently and effectively use and understand products, services, websites,** etc.

WCAG 2.0. - WEB CONTENT ACCESSIBILITY GUIDELINES

Includes web accessibility guidelines established by the World Wide Web Consortium (W3C).

For the Polish version click here: www.fdc.org.pl/wcag2

For the English version here: https://www.w3.org/TR/WCAG20/

Accessibility is quality.

Accessibility does not mean special adjustment.

Accessibility is a process.

Inclusive Design / Universal Design – is designing for everyone.

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03. eCommerce and accessibility.

Every user = a potential customer

- better usability,
- search engine optimisation,
- increased traffic,
- regular entries (loyal customers),
- improved conversion,
- boosted profits,
- customer satisfaction when using

the website/online shop despite some level

of disability or senior age.

04 Who does accessibility apply to?

Accessibility is important for every user, not only people with disabilities or impairments

In the EU, over 80 million people live with some kind of disability and this number is rising as European society ages.

In Poland, around 15% of people are at risk of exclusion. 1.5 million people using the Internet in Poland are aged 65 and over.

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Who does accessibility apply to?

Groups at risk of exclusion:

people with severe visual impairments (people who are blind, have low vision or colour-blindness)

people with upper limb motor impairments

people with hearing impairments

people with cognitive disabilities (dyslexia, ADHD, autism, etc.)

The EU is taking steps to eliminate the problem of exclusion.

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Who does accessibility apply to?

Accessibility Directive

As of May 2012, public organisations must adapt their websites to conform with the WCAG 2.0. Level AA (Polish – Regulation of the Council of Ministers of 12 April 2012). Last year, work on a new directive began – the directive covers a wider scope:

computer hardware systems (personal computers, tablets, smartphones)

various transport services (ticket machines and travel information)

services providing access to audio-visual media products

banking services (ATMs, websites and mobile device-based banking),

e-books,

electronic communication services

e-commerce

http://www.consilium.europa.eu/en/press/press-releases/2017/12/07/accessibility-for-products-and-services-council-agrees-its-position/#

04. How to use our templates?

Our templates have been created for designers and developers who begin their journey into the world of designing for people with dysfunctions. The set contains 2 templates: **PSD – design and CODE – development**.

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04

How to use our templates?

PSD – DESIGN.

After opening the file, you can use the 1200 x 2000 pixels format which can be edited according to the needs. In the layers panel, there are 4 main groups in the Accessibility folder: TITLE – where you enter the title of a website or a product card, which will later be displayed on the browser tab; Module 1, Module 2, Module 3 – containing basic accessibility elements that need to be included before the project is handed over for development (same for all 3 groups, which may be replicated according to the needs). In each of the modules, we fill in only those fields that relate to our project (embedding them in the right place of the project) and we disable all of the other. While transferring the project for development, we disable the whole Accessibility set and enable only the Art_Work set, where the main design is.

CODE – DEVELOPMENT.

It is a set of larger code snippets, which should be filled in by developers and embedded in the right place. Each of those snippets have their equivalents in the PSD file provided by the designer.

To facilitate the use of our templates, we recommend downloading the „**Checklist"** file.

If you have any questions, feel free to contact us at the following e-mail addresses:

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