BARCLAYS

POUR Principles

Why?
Ensuring that our products and services are accessible and inclusive to everyone is an important part of Barclays becoming the most accessible and inclusive company.

How?
To achieve this, follow the POUR principles. These industry standards explain the core requirements that relate to accessibility. POUR stands for:

Do
Want to find out more? Go to **barclayscorporate.com/accessibility** to find resources, case studies and guidance.

Perceivable
Ensuring that everyone is able to perceive your content even if they access information in a non-typical way

Text alternatives for non-text content

Adaptable content which is separate from style

Alternatives for audio and video content

Distinguishable content that can be seen and heard

Operable
Allowing users to operate your application using a variety of methods and forms of technology

Keyboard accessible functionality

Enough time to read or use content

Seizures – avoid designing content which could cause a seizure

Navigable – ways to navigate and find content easily

Understandable
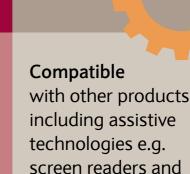All your content should be understandable, clear and concise and you should allow users to explore it at their own pace

Readable simplify text content

Predictable pages which operate in a consistent way

Input assistance helping users avoid and correct mistakes

Robust
You should ensure that what you develop can be used by reasonably outdated, current and anticipated technology standards and assistive technologies

Compatible with other products including assistive technologies e.g. screen readers and magnifiers