

What is web Accessibility?

When a person creates a website they have to keep in mind how other viewers can view websites. This is why web accessibility is important because as web developers and designers, we have to keep in mind that some people may have disabilities that can effect the way they view or access the website for example: auditory, cognitive, neurological, physical, speech, visual etc. But this doesn't always help with people with disabilities only but also helps people to view or access the website easier, for example mobile phones, smart watches, smart TVs, and other devices with small screens, different input modes, etc. It is also important for people who are older in age and need help visually.

Key Principles of Web Accessibility

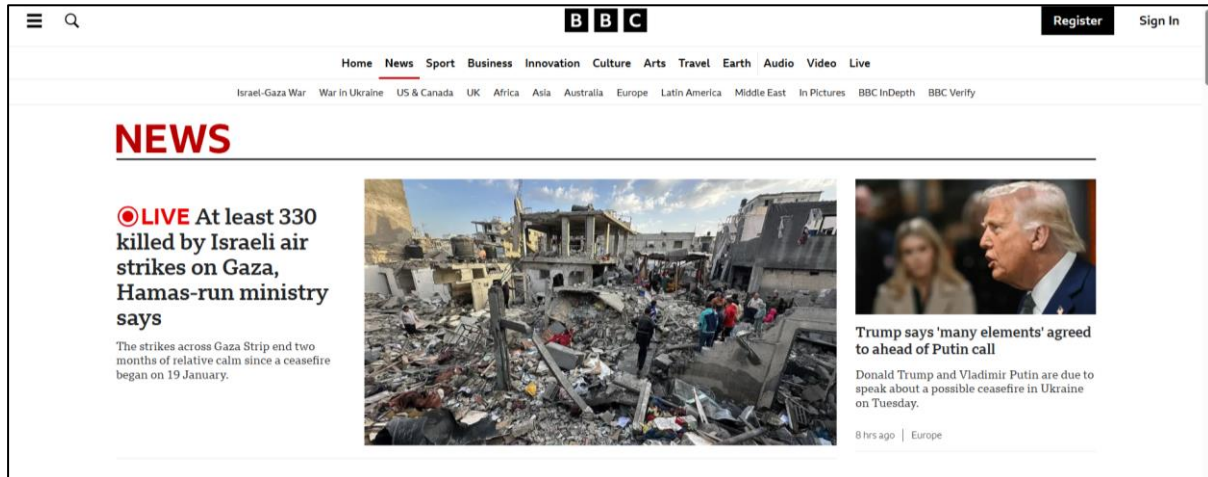
Like many design principles in UI UX design, there is principles for web accessibility as well, which is essential to keep in mind when creating your website. These principles are made up of four different categories which are mainly called the "POUR" principles, Perceivable, Operable, Understandable and Robust. The POUR principles are a set of guidelines that help the developer create a website which is accessible and inclusive for everyone but much importantly people with disabilities. To further explain what these guidelines mean:

- **Perceivable**, this means that the person must be able to process the information, information that is not perceived in a processable format is not accessible. (e.g., text alternatives for images, captions for videos)
- **Operable**, this means that the person with a disability who is using the website should be able to operate the website easily and comfortably. (e.g., keyboard navigation, no time-based restrictions).
- **Understandable**, this means that users should be able to understand and read the website clearly this can be achieved by using clear bold appealing colours as well as clear reading fonts. (e.g., clear instructions, readable fonts).
- **Robust**, this means that the website which the user is using should be accessible from all browsers and technologies that the user with the disability is using. (e.g., compatibility with screen readers and assistive technologies).

Good web Accessibility

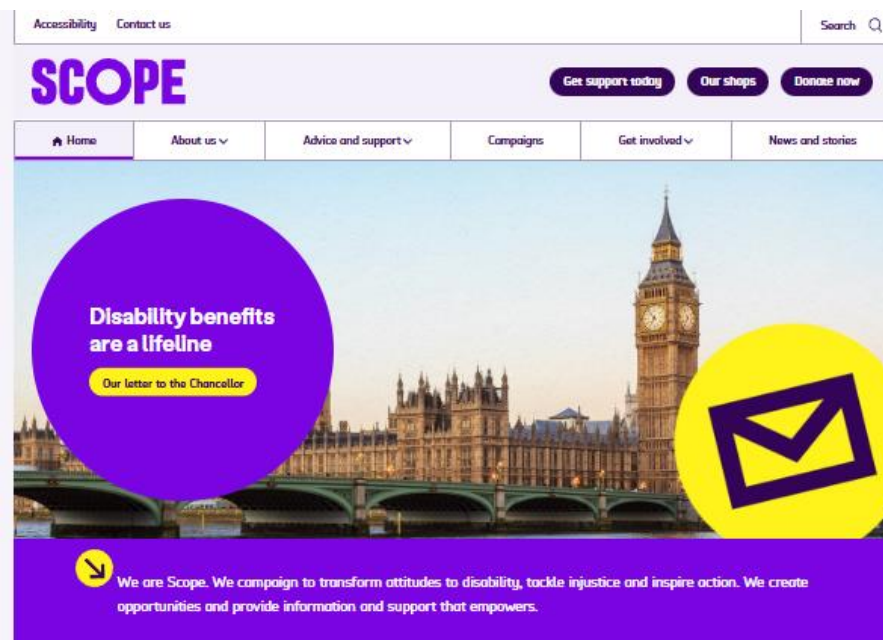
In these examples I will be showing good examples of web accessibility.

www.bbc.com/news

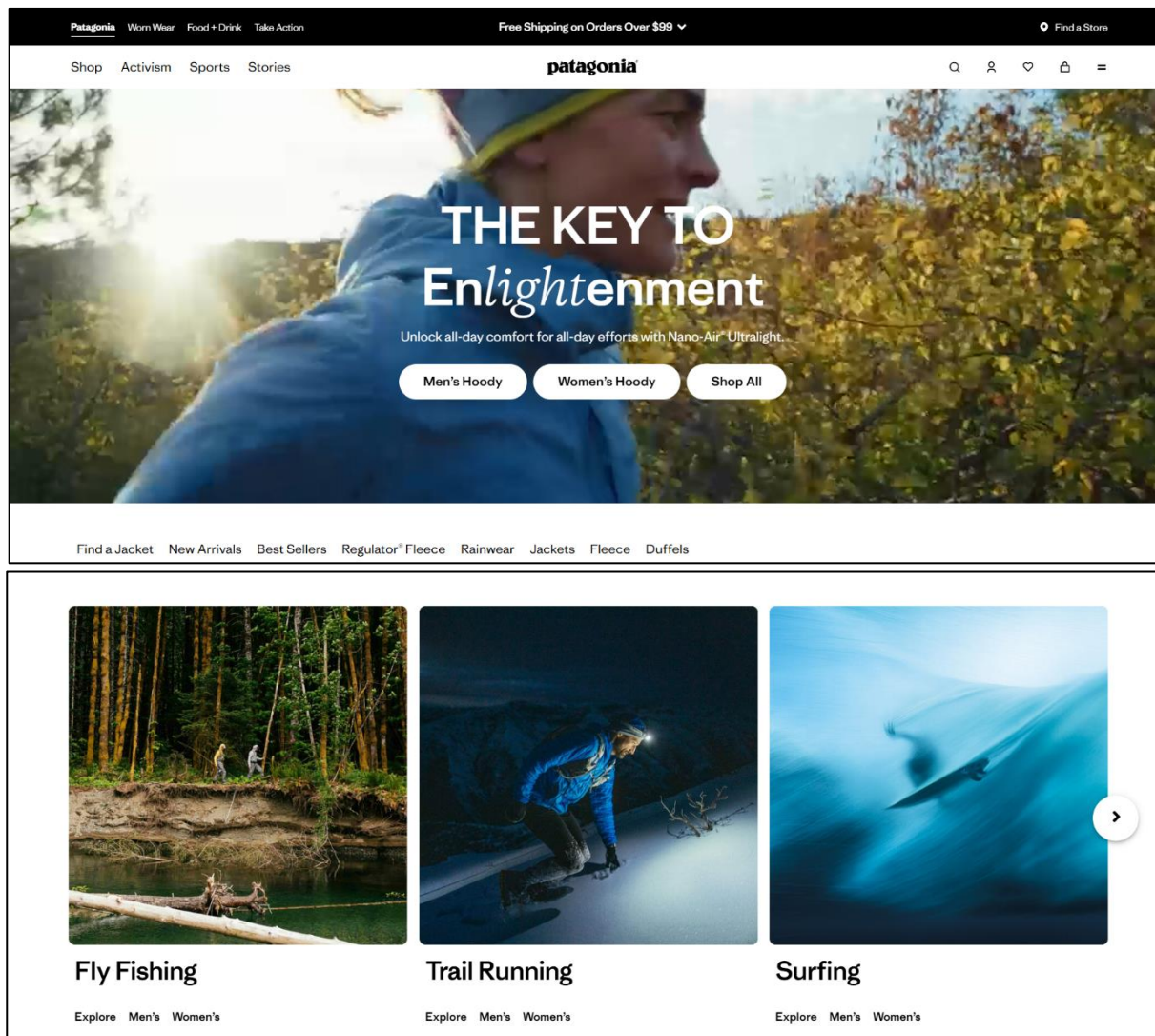


In this first example of a website, it has clear indication of what the website is “NEWS”. Not only that but it also has very good keyboard navigation as the way the website is designed it allows the user to use tab to navigate through out the website with only one tap of a button.

www.scope.org.uk



This UK-based disability charity ensures high contrast, resizable text, and logical navigation, catering to diverse user needs. As soon as you go on the page you notice the easy to read text as well as the colourful images and icons.

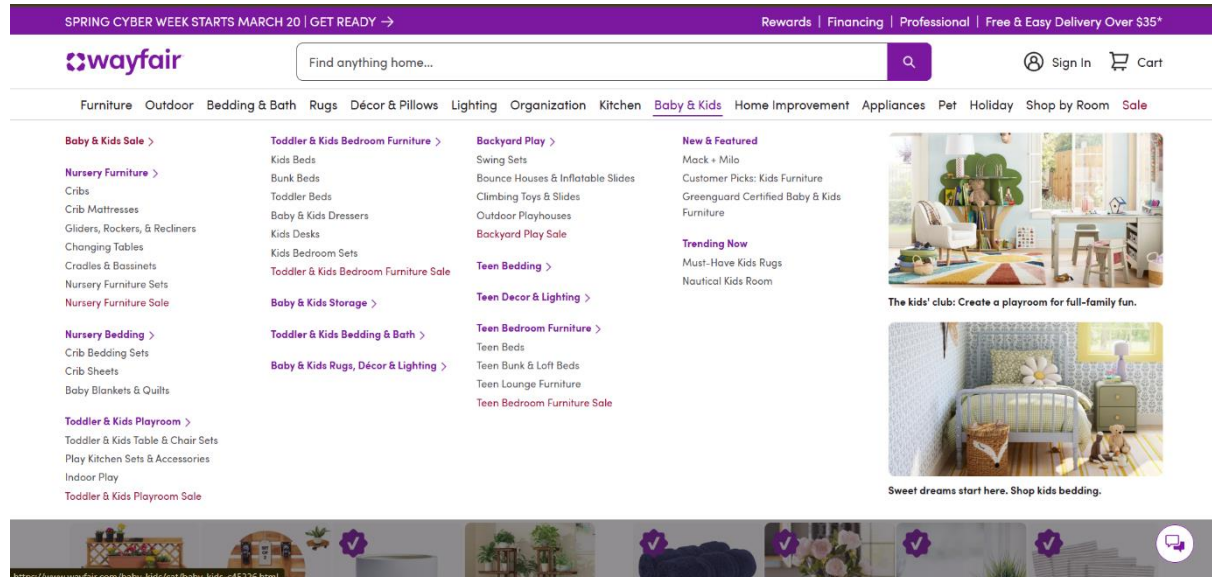
www.patagonia.com

This outdoor clothing brand offers a website with high color contrast, alt text for images, and easy navigation, ensuring accessibility across devices. The big images help with finding what the clients needs.

Bad web Accessibility

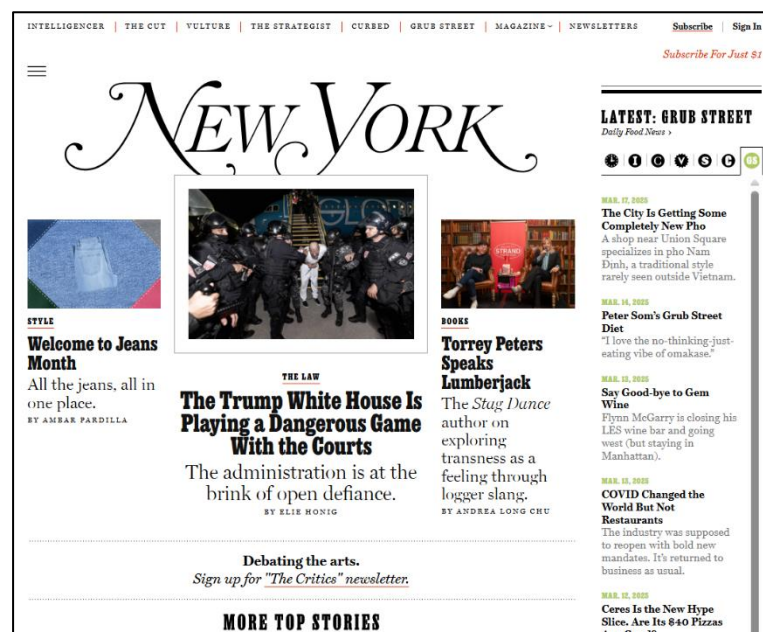
In these example I will be showing bad examples of web accessibility.

www.wayfair.com



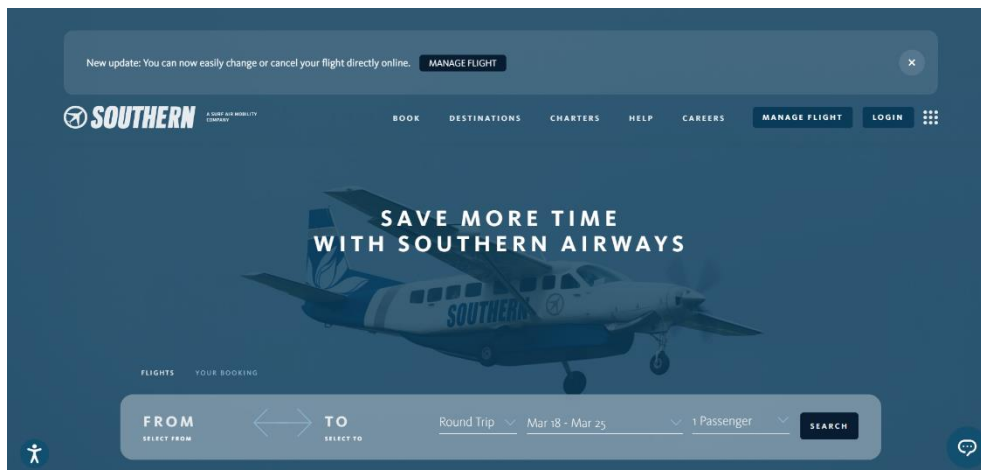
As you can see in this website is very cluttered there is no organisation at all and all of the information is just added into, what seems like one big paragraph. Users have also reported difficulties due to cluttered layouts and inadequate keyboard navigation support.

www.nymag.com



As it can be seen, this website uses very small text as well as using a hard to read font which may be difficult for people with a reading difficulty such as dyslexia. It also uses small images and not much colour.

www.iflysouthern.com



Keyboard focus helps users know where they are on the web page as they tab through it. The Air Choice One website unfortunately does not help the web user know which element has the keyboard focus.

Implementation In My Own Project

In my personal project I plan on trying to implement all of the principles talked about today, but I will be focusing a lot on the visual aspect of accessibility, this I mean I will be adding lots of visuals such as photos or videos, not large chunks of text as this may lose not only the viewers attention but also be hard to read. I also plan on using a very vibrant yet aesthetically pleasing colour scheme, as well as an easy to read yet impactful bold font.

Referencing

Cromwell, T. (2020) *Web accessibility guidelines: 10 best practices*. Updated: 8 January 2024. Available at: <https://blog.hubspot.com/website/web-accessibility-guidelines> (Accessed: 18 March 2025).

WillowTree. (2015) *The four principles of accessibility*. Available at: <https://www.willowtreeapps.com/craft/the-four-principles-of-accessibility> (Accessed: 18 March 2025).