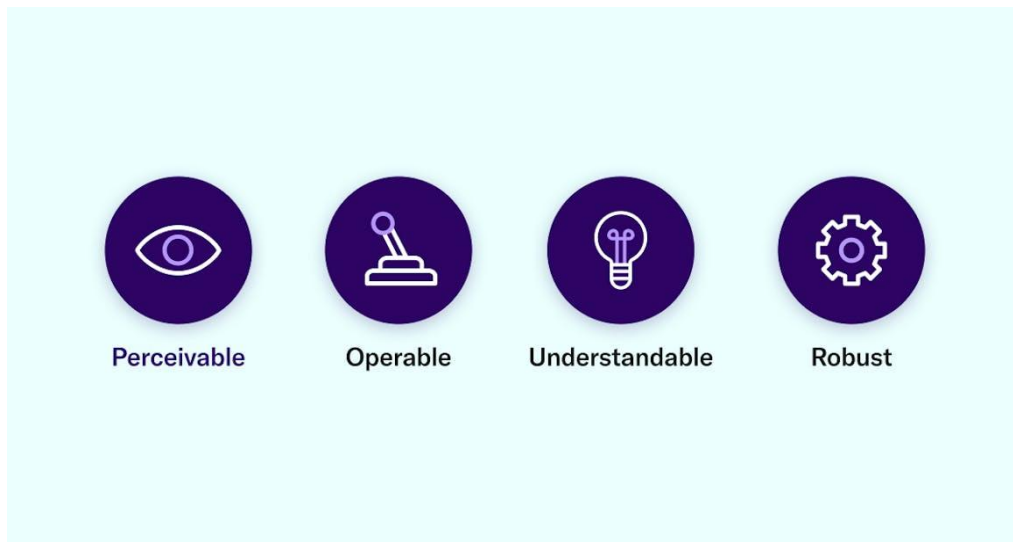


Web accessibility refers to the practice of designing and developing websites and web applications so that people with various disabilities can use them. The goal is to ensure that all users, regardless of their physical capability or disabilities, have equal access to the web. This means that a website must be usable by people with disabilities. Beyond benefiting individuals with disabilities, accessible web design enhances user experience for all, including those using mobile devices or experiencing situational limitations like bright lighting or temporary impairments. Many websites still do not use web accessibility due to mostly due to Lack of Awareness as Many developers and designers are unaware of accessibility requirements or overlook them during development.



One website that makes great use of web accessibility is Peanut Butter & Co. The website includes descriptive alternative text (alt text) for images, ensuring that users with visual impairments who rely on screen readers can understand the content. Alt text serves as a substitute for images, providing a description of the image's content. For example, if there's a photo of peanut butter jars, the alt text might describe the jar's label or the variety of Flavors.

Another website that makes use of web accessibility is BBC. BBC's website uses high contrast between text and background colours, which makes the content more readable for users with visual impairments, such as those with low vision or colour blindness. The website also provides users with the ability to adjust colours and contrast settings, enhancing accessibility for people with different types of visual impairments.

One website that is not web accessible is Etsy. This is because they use poor colour contrast between text and background in certain parts of their website. For example, some text on product pages has been displayed with light grey on white, which is difficult to read for users with visual impairments. Target are not very web accessible including poor image alt text, and non-compliant forms that were not clearly labelled for screen readers.

One important principle of Web accessibility is Perceivability. Web accessibility principles ensure that web content is accessible to everyone, including individuals with various disabilities. For any non-text content, it is important that videos can be converted into other forms like speech. Another very important principle is that the website is Operable. One has to make sure there's enough contrast between text and its background for users with low vision or colour blindness. Ensuring that content is adaptable and can be viewed on different screen sizes or devices, such as phones, tablets, and desktop screens is a must.

In my project, I would prioritize the following aspects of Web Accessibility to ensure an inclusive and user-friendly experience for everyone. I will make sure that all interactive elements (forms, buttons, links) are usable with both a keyboard and a mouse. I will implement Screen reader compatibility as it will be essential, including proper labelling of form elements, links, and buttons. I will make sure to use simple, direct language that's easy for all users to understand, especially users with cognitive disabilities while also using Readable fonts with a clear structure, short sentences, and bullet points will be employed where appropriate to help improve clarity. I'll ensure that all actions and interactions are predictable, such as buttons leading to expected destinations or form submission buttons clearly labelled with their actions. I will pay careful attention to colour contrast to ensure text is legible for users with low vision or colour blindness.