Task 1 – Research Document

Web Accessibility Research (KU3)

Web accessibility is the process of designing and creating websites, apps and online content so that people with disabilities can fully understand, navigate and interact with them with no problems. It ensures that digital content is easy to use my individuals with various disabilities. These include visual, hearing, motor and cognitive and neurological disabilities.

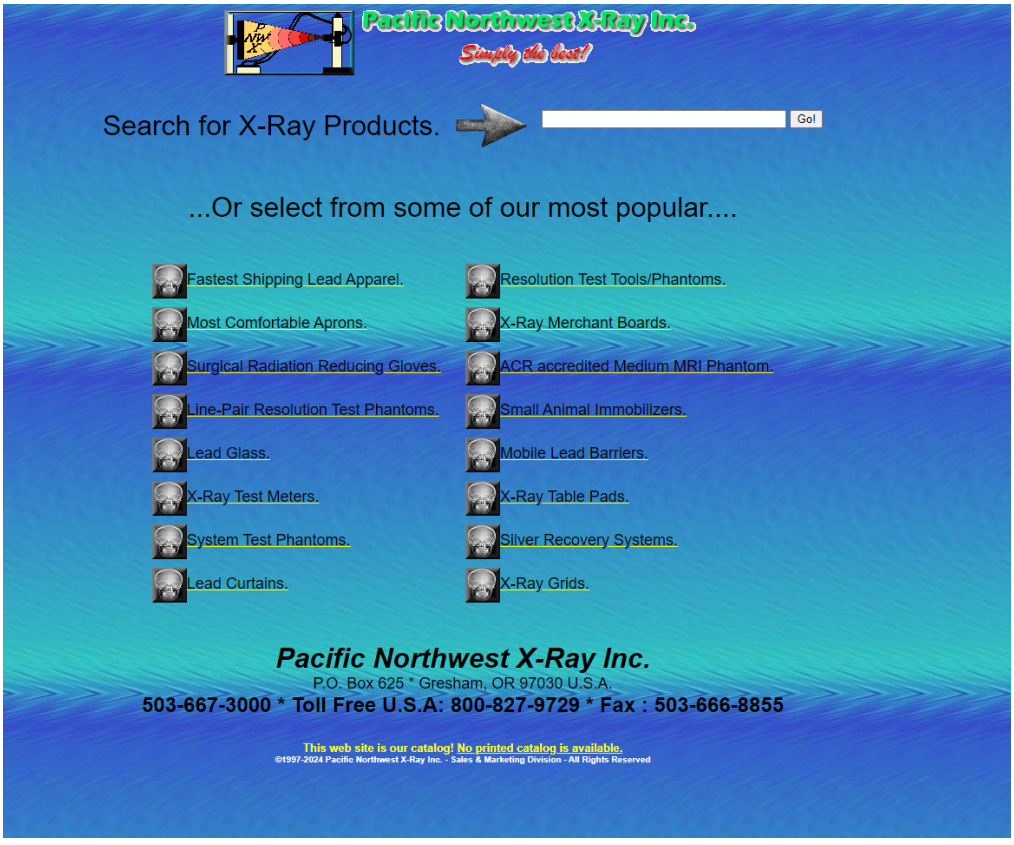
The four main key principles of web content accessibility insist of: a website being perceivable, meaning that the content should be showed in ways users can perceive, for example including text alternatives for images and captions for videos. Secondly, a website being operable, meaning that users should be allowed to navigate and interact with the website, for example keyboard navigation and avoiding flashing elements that may trigger seizures.

Thirdly, a website being understandable, meaning that the content should be clear enough and predictable, for instance using simple language, legible fonts, and consistent navigation. Lastly, a website being robust, meaning that it should be compatible with different assistive technologies, for example including screen readers and voice commands. To remember these four web accessibility key principles, people like to use the term POUR, which stands for the four principles themselves.

Web accessibility is one of the most important things to keep in mind when designing and creating a website. It makes a site inclusive, ensuring equal access for everyone. Also because of legal compliance, several countries have laws that require online accessibility, for example the ADA, Section 508 and European Accessibility Act.

Web accessibility is important for better user experience, it benefits all users, including people using mobile devices or in short-term situations, for example bright sunlight or noisy places. Furthermore, they likely classify better in search engines (SEO Benefits).

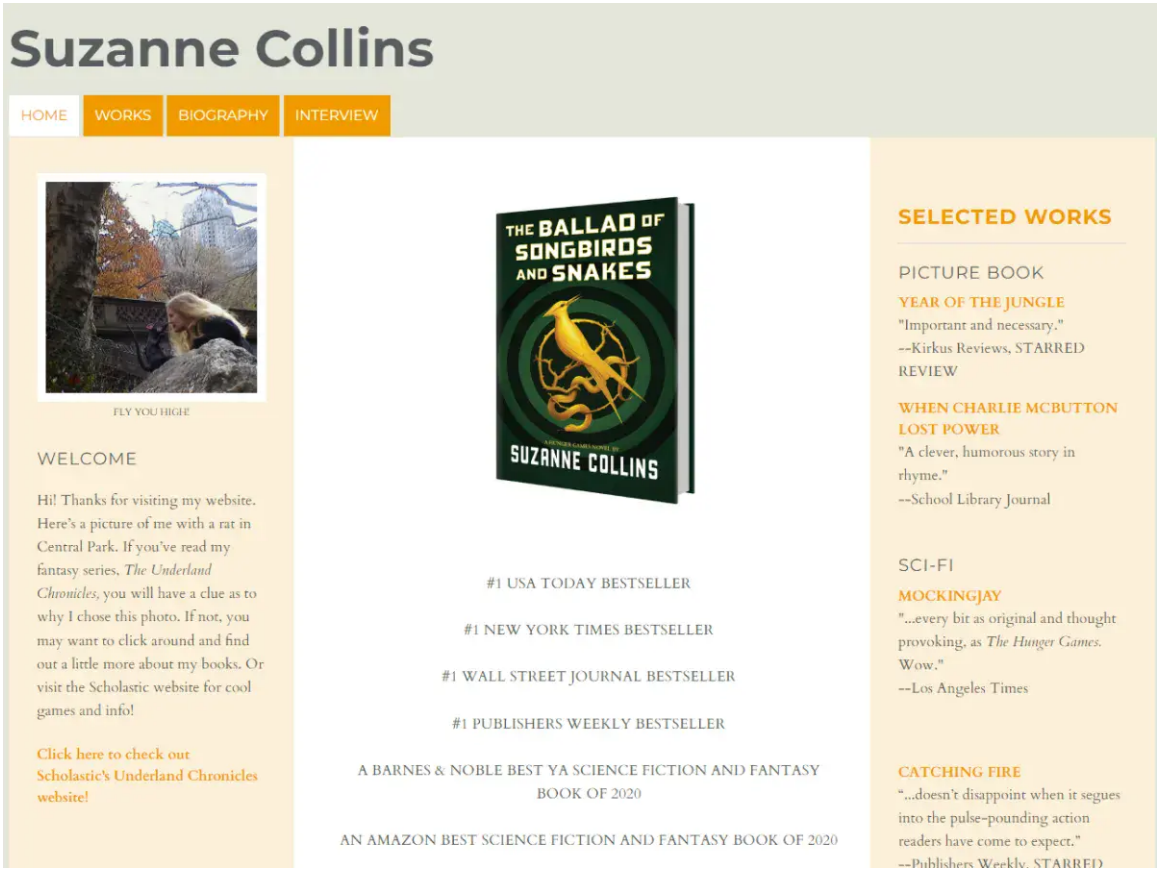
This following web page has several bad web accessibility problems, such as poor color contrast. The blue gradient background and text colors can be hard to read, especially for people who have low vision and color blindness. Therefore, the text should have good contrast against the background.



It also has unclear navigation and search bar issues, the search bar doesn't have a clear label for screen readers. Even the font size is tiny and difficult to read, especially for people with vision disbilities.

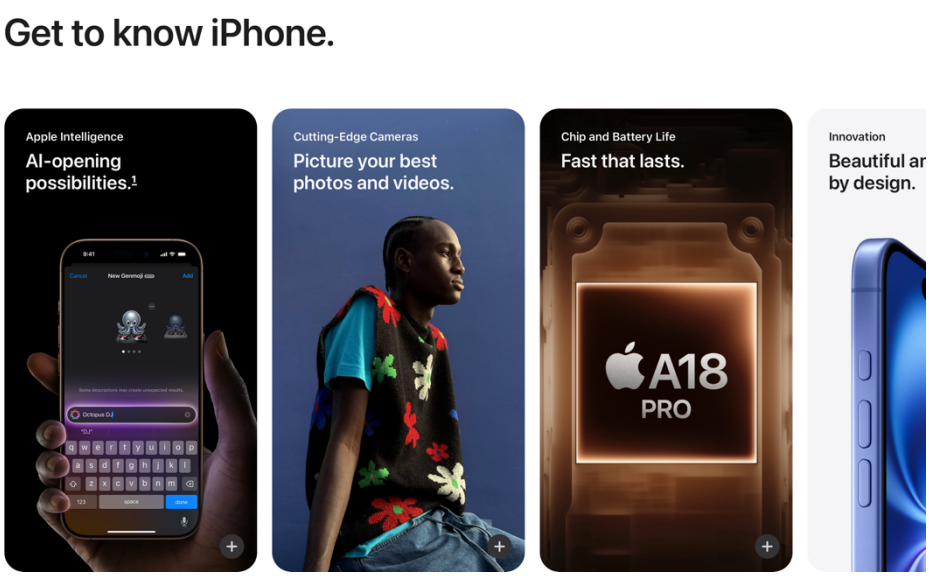
The next following web page, although visually cleaner than the previous one, it still has some web accessibility problems. It insists of low color contrast, inconsistent link styling, text alignment issues, image accessibility, navigation issues, font size and scalability.

Improvements needed to make the website better include, increasing color contrast for improved readability, ensuring all images have alt text and improving link visibility.



On the other hand, you will also find several websites with good Web Accessibility as it would reach a larger audience.

The Apple website is a great example of good Web Accessibility. This is because of its good contrast, big legible fonts, keyboard friendly navigation, accessible product pages with descriptive alt text and also VoiceOver, meaning screen reader support.



The BBC News website is another good example of a site with great Web Accessibility. For instance, it also has high contrast and readable fonts, it is keyboard friendly navigation, has alt text for pictures, clear focus indicators for interacive elements and finally captions for multimedia.