1. Welcome everyone, my name is Michał Suliborski. Today I am honoured to present you very important aspect of web design which is Accessibility.

Though, let me start by stating that...

1. We are all different!

Young, old, more or less experienced users, some of us have motor disabilities, are blind or deaf.

But one think connects us all, we are all humans and we all want the same thing...

1. We want equal rights and even access to everything.
2. Weather it is basic survival necessities like food or water...
3. or simply goods like possibility to comfortably using computers and accessing websites.
4. Nowadays it hard to imagine our life without them. We use them to pay taxes, contact with family and friends, do our work and entertain.
5. Common and one of the most popular interface to access all those goods are websites. They allow us to access external world and exchange information. That is why we should make them as accessible and intuitive for everyone as possible.

Let me tell you a few important aspects of making your website accessible.

1. As I mentioned before, some people experience disabilities. Thanks to today’s advanced technology we are able to make their life easier by introducing to them assistive technologies. Example of such equipment are: screen readers, screen magnification software, text readers, speech input software, head pointers, motion trackers or eye trackers.
2. As filling forms is one of the most popular way of getting information from users, adapting them and all other widgets, such as radio buttons and text boxes, so that they are usable for people using assistive technologies is very important.

Even though probability that average user uses one those devices is very low if that happens he becomes powerless. Dependently of the importance of the particular form in may even make the whole website unusable which is totally unacceptable for professional or government websites.

1. Another very important aspect is making all the multimedia elements synchronize, meaning that they output information throughout different medias simultaneously. As previously, this is focused on people with disabilities, here mostly deafness or blindness. In order to make our website accessible for those people all our multimedia content should have alternative ways of delivering information, for example providing subtitles and auditory descriptions. Actually, this simple solution assures us that not only disabled people will be able to consume content of our website but also others benefit form it more. For example people not able to speak our language at all can just take script, translate and understand it or people learning languages can simply practice on that content.
2. Colour-blindness, although problematic, is not considered to be a series disability. Nonetheless we should never forget to design elements on our website to be fully distinguishable for colour-blind people and not convey information using colours only.

According to ‘Research-Based Web Design & Usability Guidelines’ about 8% percent of males and about 0.5% percent of females have difficulty discriminating colours. That means that two pieces of information that are perfectly distinguishable for healthy people may appear exactly the same for others. Even though 8.5% does not seem like a lot, impact of this problem can be a catastrophe. It may not only cause inaccessibility, but also unintentional input.

Fixing this issue is as simple as using high contrasting colours and treating them like help to increase readability, not main source of information. Ideally one can introduce special mode for the website that changes colour scheme completely allowing colour-blinded people much more pleasant experience.

1. Making websites accessible is not only about making them adjusted for disabled people, but also adapted for difficult environments. Even though nowadays people mostly use new smartphones and good computers with newest browsers it is still a good practise to design website so that it is readable without stylesheet. It’s also important when our internet connection is slow or just random error occurs that prevents stylesheet from loading. If such inconvenience happens to a user he will still be able to read the website content and benefit form it.
2. Last, but not least aspect is providing text equivalents for non-text elements. It is very similar to previous one and mostly comes down to reliability of the website in critical conditions and adjusting it to difficult user’s environment, such as slow internet connection or old, incompatible devices. It is also helpful for people with certain disabilities, such as deafness.

Moreover this aspect can increase the ease of understanding our website by offering conveying information not only by images or multimedia in general, but also text, that could deliver more specific ale detailed information.

1. Today, web accessibility is more important than ever thanks to the progression of the digital transformation. That is why it is extremely vital to ensure our websites are accessible to everyone, no matter technology they use, the environment they are in and disabilities they have.
2. Thank you for your attention.