Blog - A foundation for a better experience

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**Reviewing the Impact of Accessible Design**

The Web Content Accessibility Guidelines (WCAG) 2.1 is an internationally recognised standard for individuals, organisations and governments created by the World Wide Web Consortium (W3C). The document describes how to make digital content more accessible for people with a wide range of impairments and help to improve usability. (1)

The WCAG is built around four core principles of accessibility; Perceivable, Operable, Understandable and Robustness. Each guide has a layer of guidance and success criteria that must achieve to conform to the standard. Content in a digital interface must present in a manner that a user can recognise. The user must also be able to operate and interact. The operation of the interface must be understandable for the user and be robust enough to be interpreted by user agents and assistive technologies. (2)

Digital interfaces are an all-important means to access many interactions and resources of our lives. They are used to gaining access to healthcare, government and education services, employment, purchasing and entertainment. We all have the right to access these services, and they must be accessible.

Although a digital interface is convenient for most of us, it can hinder impaired users. The benefits of an accessible interface can limit digital obstacles and enhance assistive technologies. A provider that delivers accessible content will assist more people while providing a better user experience and equal access to opportunities and resources to those who might otherwise be excluded or marginalised. Promote diversity, independence, inclusion and help build better relationships.

We all benefit from a universal digital interface, and it is the right thing to do.