

UGANDA CHRISTIAN UNIVERSITY
WEB AND MOBILE APPLICATIONS DEVELOPMENT
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GROUP ACTIVITY
GROUP TWO

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Question 1: Why is diversity and inclusion an important aspect of Web design?

1. **To increase audience and further the reach.** Websites that consider diverse cultures, languages and particularly needs of the disabled like visual aid for the deaf, hearing aid for the visually impaired among others tend to attract and serve these people. This increases the reach and engagement of the website upon interaction.
2. **To enhance user experience.** Existing diversity plays a huge role ensuring that web design accommodates various user perspectives as represented in the color schemes applied, the contrast levels in font, placement of icons in easy to reach strategic spots on the website layout among other visual design items. This creates a neutral, personalized and empathized user interaction.
3. **To adhere to the regulations set by the W3C cooperation.** The world wide web community led by the inventor that birthed the internet sets standards that developers are required to comply to such as inclusion for the a fairly wide audience. Here, web developers are led to create perceivable, operable, understandable and intently robust content in reference to their target audience.
4. **To further business access hence success.** Web developers are encouraged to intentionally reach the diverse community in creating an environment where users from various backgrounds and associated preferences feel welcomed and valued. This invites their interaction along side the business stand at better odds to penetrate into these markets which boosts sales and furthers the brand reputation contributing to its success.
5. **To be socially responsible.** A diverse-inclusive website promotes fairness and ensures no one is excluded from accessing information, services or opportunities on the site as achieved by the favorable user interface. This gives room for meaningful engagement as intended for the website's purpose such as education which overall stands for the betterment of the society at large.

Question 2: As a web designer and architect, how can you ensure accessibility to be to website that you develop.

- **By applying access to the website through the various languages.** This increases accessibility through the favorable interactions with the users and overall easy navigation of the site.

- **Continuous editing and maintenance.** This enhances accessibility through an up to date, inclusive and functional user interface for all users as is done on requirement by said users. This further improves addressing user feedback and content reach and engagement.
- **Color contrast and other visual design elements.** Use of proper contrast for example between the text and background, text font and size in relation to its placement in the website, among others makes it easier for the available information to be conveyed to the users.
- **Making specific adjustments in the normal tools accessible for disabled users.** This can be done through using easy to understand icons for the illiterate, enabling a screen read option for the visually impaired, and others which makes it easier for all users to navigate and interact with the website content as desired by the web developers in general.
- **Organizing the web pages logically.** Proper content organization ensures that users can easily navigate, understand and interact with the website as ordered by the content on each web page. This overall improves navigation and user flow which enhances accessibility.
- **Ensure keyboard navigation.** This is done by fully employing the orientation of the keyboard in the navigation tools on the website which stands to assist those who are not only disabled but find themselves at a disadvantage in the normal interactions for example a user with a cast on their arm who finds it difficult to use the mouse.