Digital Accessibility for Social Good

Molly Gavriel       Paul Evans
molly@dev.ngo      paul@dev.ngo
dev.ngo
Hello!
The Developer Society (DEV) is the world’s first not for profit team of developers and designers run by and for the not for profit sector.
Housekeeping!
● Everything is recorded
● Everything is recorded
● I can share my slides
What is digital accessibility?
Accessibility
Accessibility
A ramp allows wheelchair users to access a building.
A ramp allows **someone** with a **buggy** to access a **building**
A ramp allows people to have step free access to a building
Another example...
The average reading age of a Deaf adult is 9
Simplifying written content makes it more accessible for Deaf people.
This benefits everyone who has English as a second language.
Or people with a lower reading age
And makes life easier for dyslexics!
Or anyone who needs to find information quickly and easily
= The halo effect of accessibility
Why?
15% of the global population experience some form of recognised disability
+ Temporary impairments
+ Temporary impairments
+ Situational impairments
Designing for accessibility is fundamental for usability
Designing for accessibility drives innovation
Voice recognition
Live captioning
Translation
Other things to think about
Access to the internet
Confidence using digital tools
Experience using digital tools
Golden Rules?
Contrast
Clear content
Simple and intuitive
Providing information in different formats
● Video with captions
● Written information
● Images with alt text
Digital accessibility is about creating online systems and services that work for the largest number of people possible.
It’s about understanding who’s using your website or service
It’s about understanding what their needs are
It’s about understanding how good design can help meet their needs
Start with the user experience
Remove as many barriers to inclusion as possible
There are lots of free online resources that can help
Nothing is more valuable than experience
Test things
Talk to people
Listen!
Thank you!

Molly Gavriel       Paul Evans
molly@dev.ngo    paul@dev.ngo
dev.ngo
Resources

- List of web accessibility checkers: https://www.w3.org/WAI/ER/tools/
- Guide to writing alt text: https://moz.com/learn/seo/alt-text
- Blog with website accessibility resources: https://medium.com/@devsociety_/websites-accessibility-969a435b1a9b
- Accessibility checklist: https://romeo.elsevier.com/accessibility_checklist/
Resources

- Readability: https://www.webfx.com/tools/read-able/
- Video conferencing: https://www.thecatalyst.org.uk/resources/video-conferencing
- Colour contrast testing: https://alfasado.net/apps/colortester.html & https://webaim.org/resources/contrastchecker/
Resources

- Introduction to web accessibility: https://www.w3.org/WAI/fundamentals/accessibility-intro/
- Example accessibility statement from Citizens Advice: https://www.citizensadvice.org.uk/resources-and-tools/about-this-site/accessibility/
- Alphabet of Accessibility service design cards: https://www.thegamecrafter.com/games/alphabet-of-accessibility-deck
Resources

● Business case for accessibility: https://www.w3.org/WAI/business-case/

● Tips for accessible emails: https://medium.com/@emailmonks/accessibility-in-emails-and-improvement-tips-46e820df0c71

● How to edit your website to improve accessibility: https://medium.com/fbdevclagos/why-web-accessibility-is-important-and-how-you-can-accomplish-it-4f59fda7859c

● Comprehensive overview for a11y testing: https://www.gov.uk/service-manual/helping-people-to-use-your-service/testing-for-accessibility
Resources

- User testing (highly recommended by Paul!)  
  http://digitalaccessibilitycentre.org
- Directory of digital & design agencies to support with user testing and web development: http://dovetailapp.webflow.io

You can contact us at molly@dev.ngo to arrange free accessibility testing, and for advice and guidance on digital accessibility.