

Digital Accessibility for Social Good

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

dev.ngo

Hello!



The Developer Society

dev.ngo

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!

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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>
- Guide to video conferencing for accessibility
<https://bighack.org/best-videoconferencing-apps-and-software-for-accessibility/>
- Blog with website accessibility resources:
https://medium.com/@devsociety_/websites-accessibility-969a435b1a9b
- Accessibility checklist:
https://romeo.elsevier.com/accessibility_checklist/

Resources

- AbilityNet My Computer My Way guide:
<https://mcmw.abilitynet.org.uk>
- 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/>
- Reporting an accessibility problem:
<https://www.gov.uk/reporting-accessibility-problem-public-sector-website>
- 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.