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Introduction to Accessibility

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We are the Accessibility Team at Nexer Digital

- We are a dedicated group of professionals responsible for ensuring that individuals with disabilities have equal access to products, services, and information.
- Our primary goal is to remove barriers and create inclusive experiences for people with diverse abilities.
- Our team consists of accessibility specialists, with expert backgrounds in various fields, such as User experience (UX), design, development, and testing.

Danny Lancaster; Accessibility Team Lead

Molly Barnes; Accessibility Consultant

Emma Urquhart; Accessibility Consultant

Elina Ventere; Accessibility Consultant

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Thinking about Inclusion

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16 MILLION

people in the UK have
some form of disability

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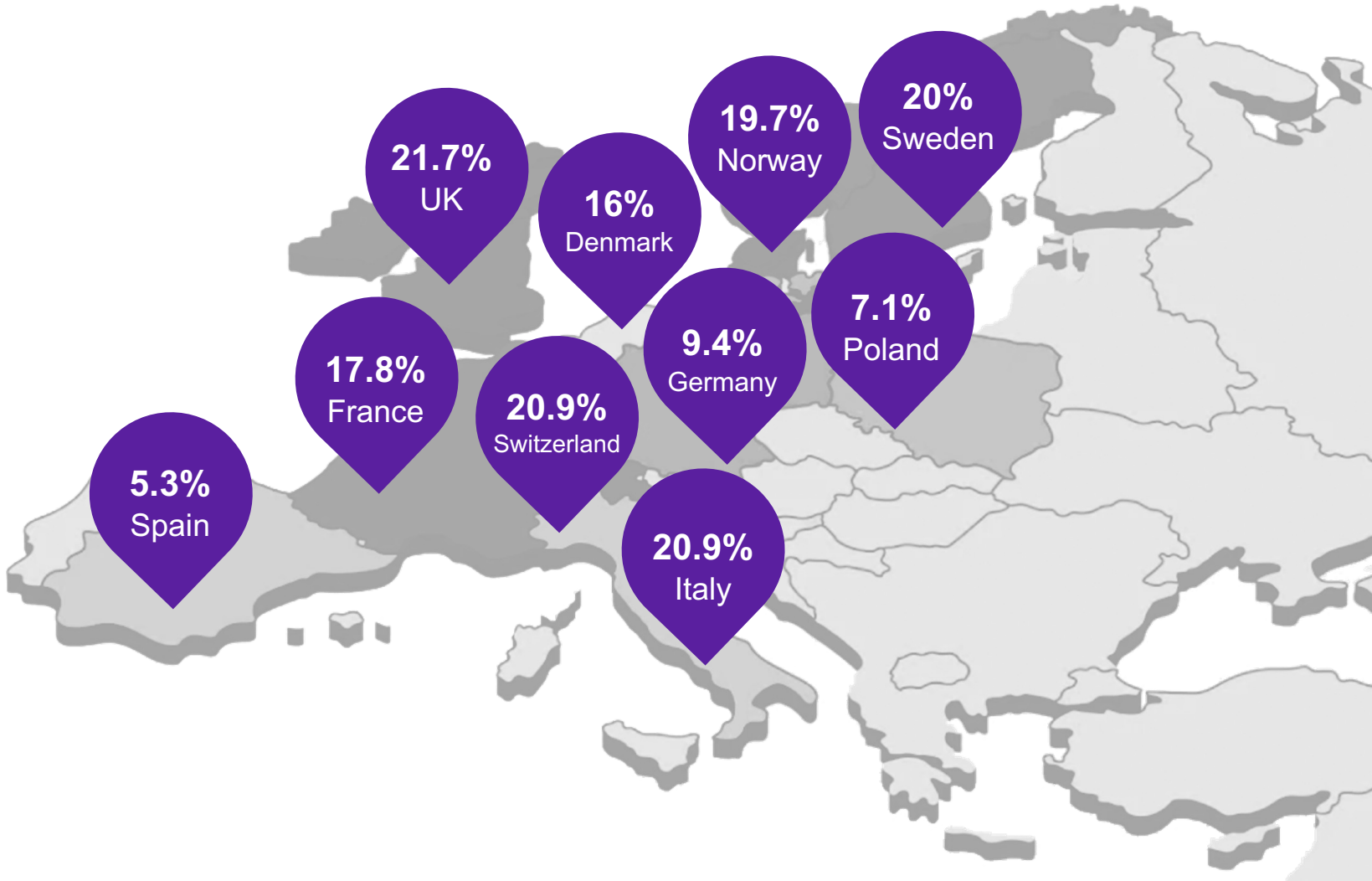
Percentage of European populations with disabilities



Source: Middleton's Mobility

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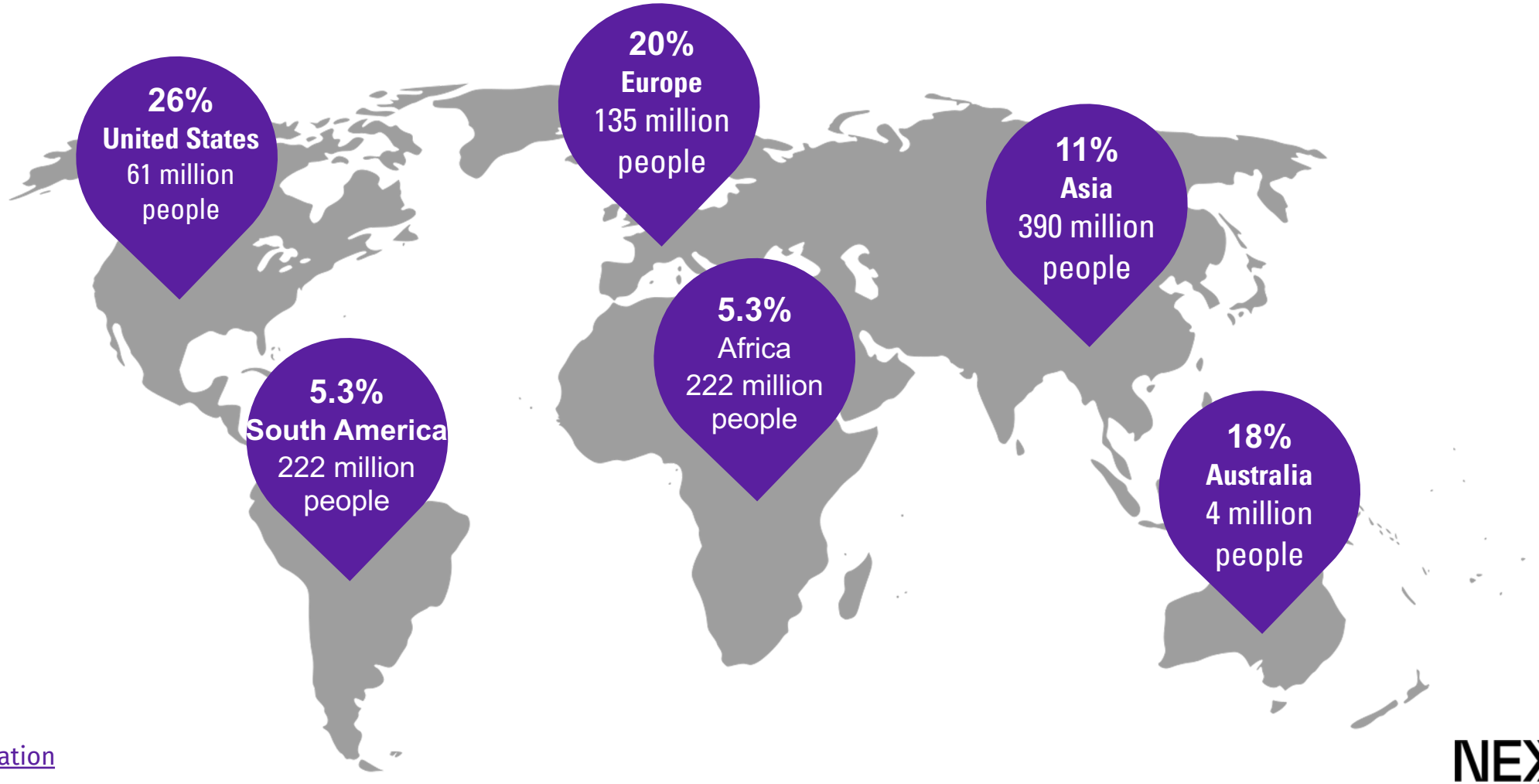
Disabilities per continents



World Health Organisation

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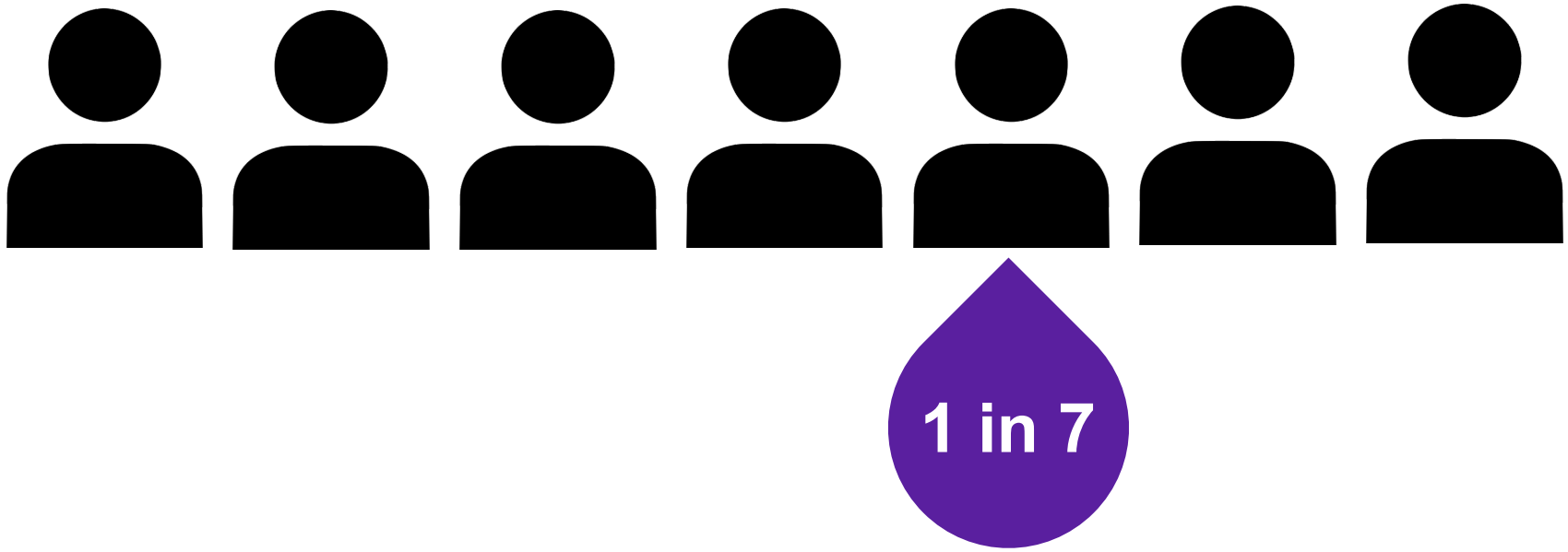
1.3 BILLION

people with long-term disability worldwide



Source: Kirk-Wade, World Health Organisation

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Types of impairment

Visual

Ability to perceive or process visual information

Auditory

Ability to perceive or process auditory information

Sensorimotor

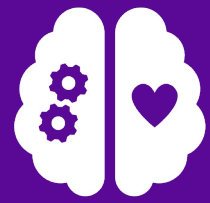
Ability to feel and manipulate a physical device quickly, smoothly, and accurately

Speech

Ability to produce sounds clearly, smoothly, and understandably

Cognitive

Ability in mentally demanding areas: reading, memory, attention, language, complex concepts, problem solving



Mental Health

A mental health condition is considered a disability if it has a long-term effect on your normal day-to-day activity.

Source: Gov UK "When a mental health condition becomes a disability", Equality Act 2010

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Anyone can have challenges

- Disability is more common than you may think
- We will all experience disability at some point
- By the age of 45 most of us will need glasses
- Yet many websites do not correctly support resizing text that can be resized based on the user's needs

OUR TEAM HAS A RANGE OF ACCESS NEEDS

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Usher syndrome =

deafness + retinitis pigmentosa

RP is the second most common cause of blindness after aging

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Acquiring a disability
≠ being born with a disability

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Designing for Digital Inclusion

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Accessibility standards

- **Equality Act 2010** states that all UK service providers must consider 'reasonable adjustments' for disabled people.
- **European Accessibility Directive 2018** states all public sector bodies must make their websites or mobile app more accessible and provide a statement on the website.
- **European Accessibility Act 2025** standardises regulations on the accessibility of products and services, and *forces* providers to develop and provide their services and products with Inclusive Design in mind.

Although not directly referenced, the World Wide Web Consortium (W3C) provides guidelines that cover the same principles as these acts.

Web Content Accessibility Guidelines (WCAG)

The Web Content Accessibility Guidelines (WCAG 2.1) are an **internationally recognised** and **adopted set of recommendations** for improving web accessibility.

WCAG is based on four core principles (POUR):

Perceivable

"Can I see it?"

- Text alternatives
- Time-based media
- Adaptable
- Distinguishable

Operable

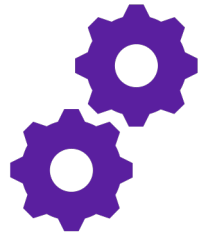
"Can I use it?"

- Keyboard accessible
- Enough time
- Seizures
- Navigable
- Pointer Accessible

Understandable

"Can I understand it?"

- Readable
- Predictable
- Input assistance



Robust

"Can I get to it with the tech I own?"

- Compatible
- Well coded

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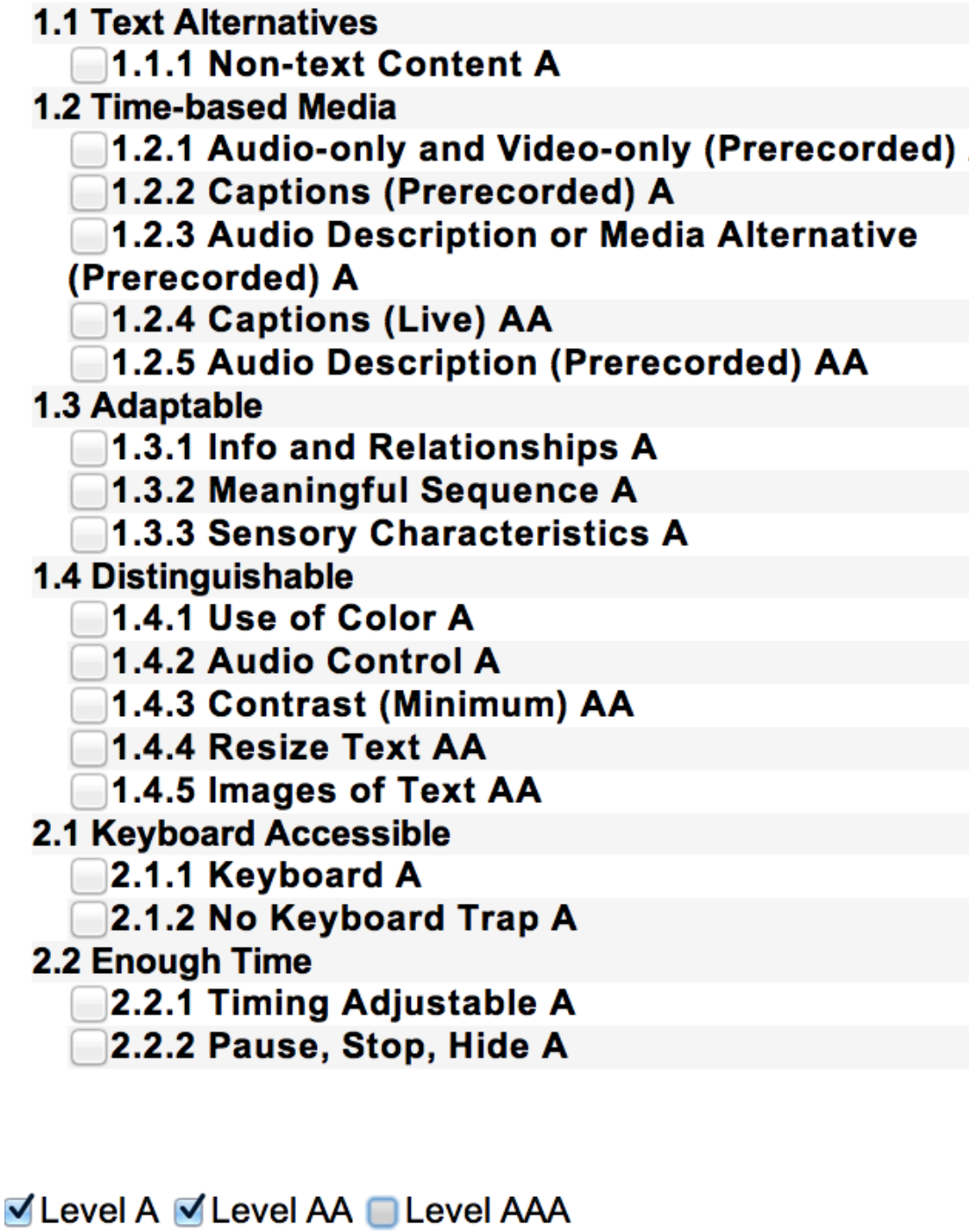
The best examples of accessible services are made for people's needs, not check lists.



What is wrong with this picture?

This one is worse!

How do we do **better**?

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Let’s normalise inclusive design.

Because when we get it right,
it becomes invisible.

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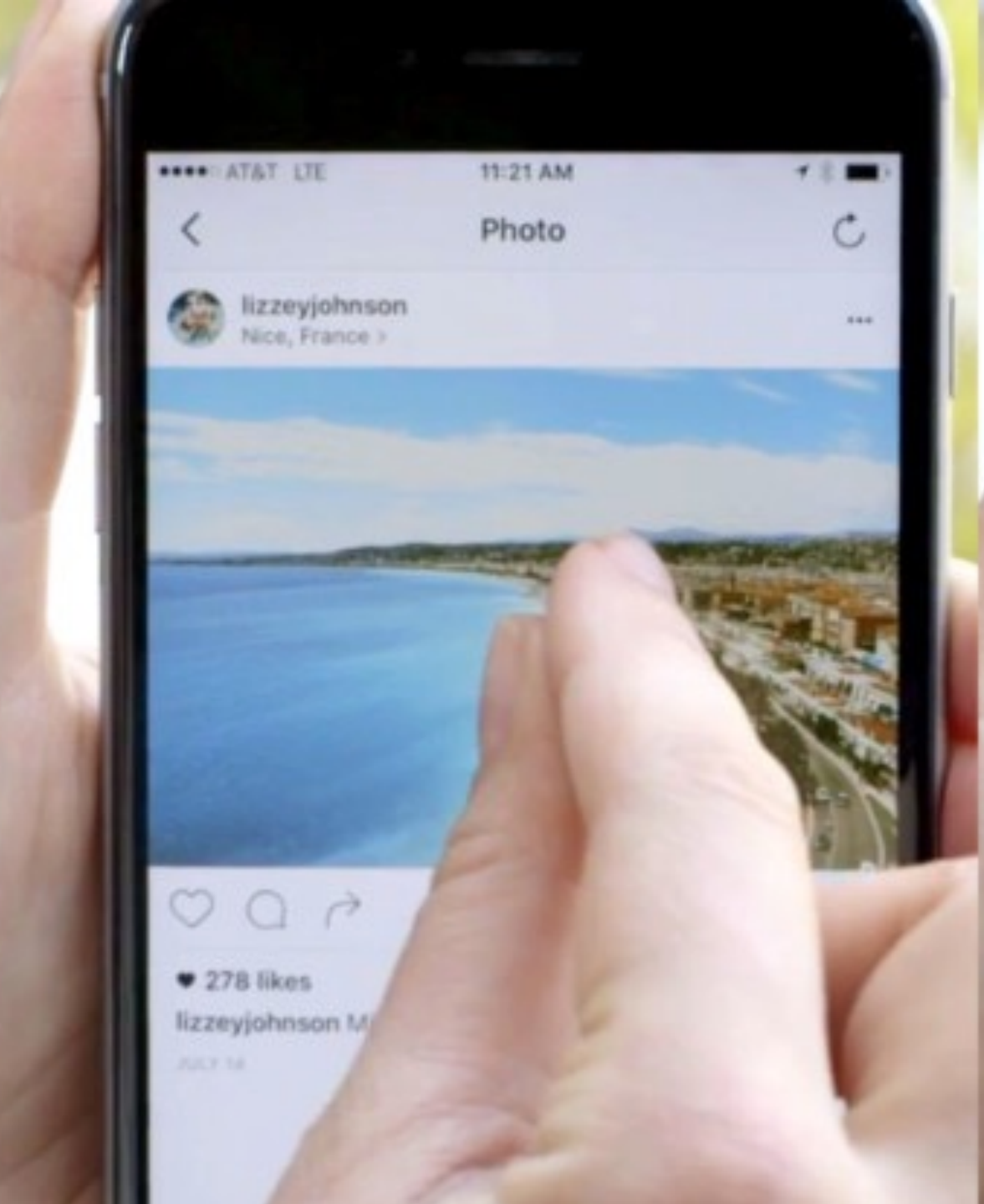
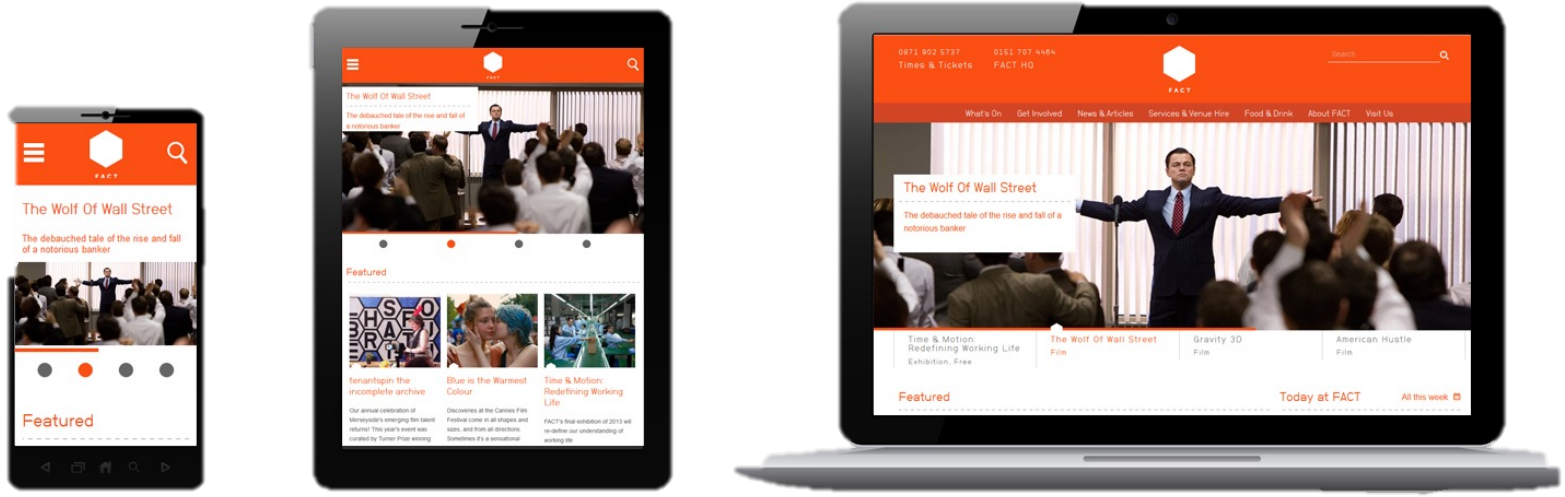

AT&T LTE
11:21 AM
Photo
lizzeyjohnson
Nice, France
278 likes
lizzeyjohnson

Video captions

Often when we think about different devices, we think about the screen-size first



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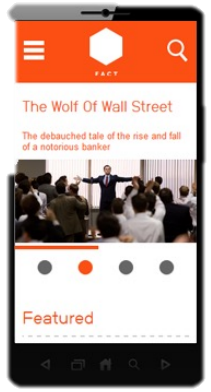
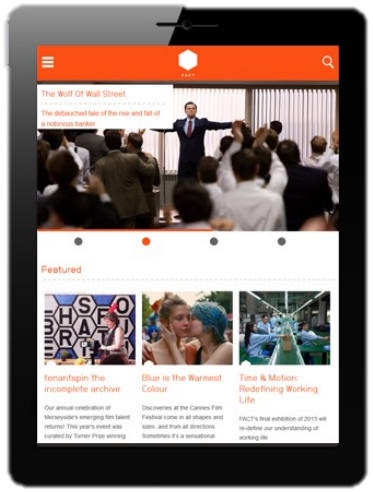
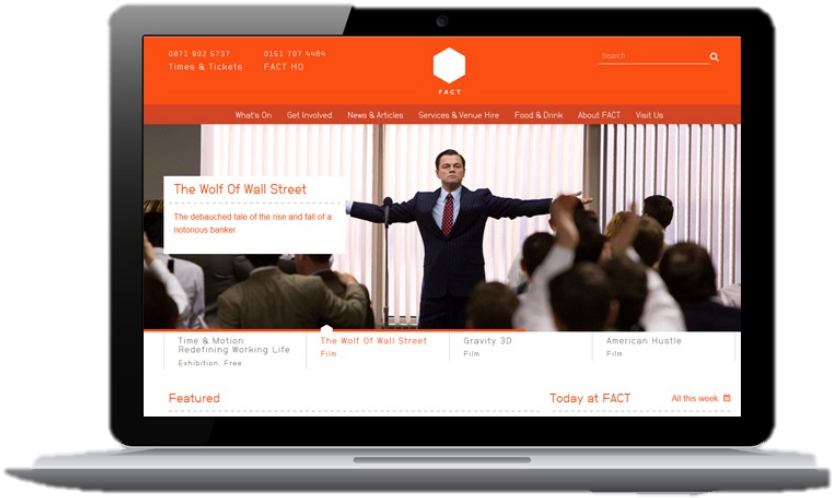
But the ways in which we interact can be very different







Voice

Touch & gestures

Input devices

Pointing devices

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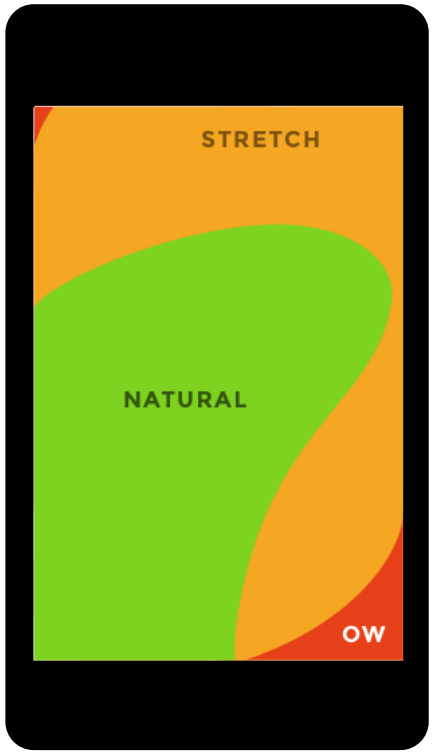
Design for comfort



iPhone 4

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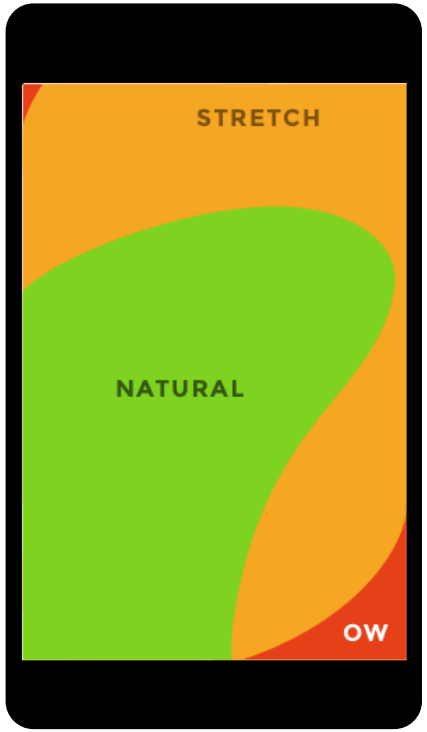
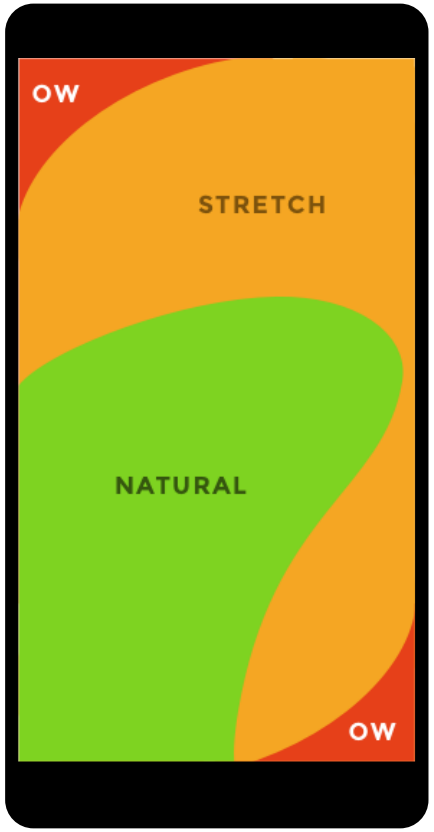
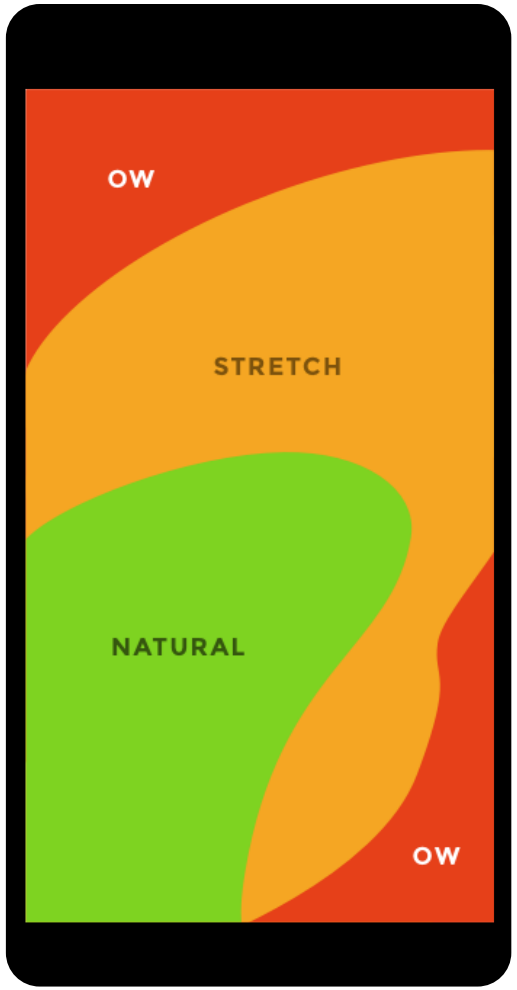
Design for comfort



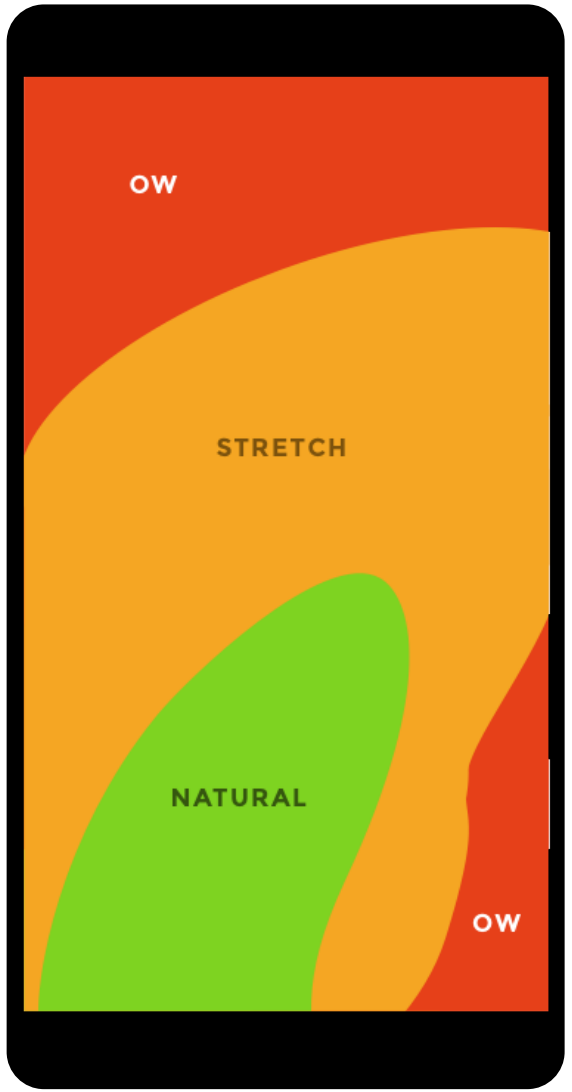
iPhone 4



iPhone 5



iPhone X



iPhone Pro Max

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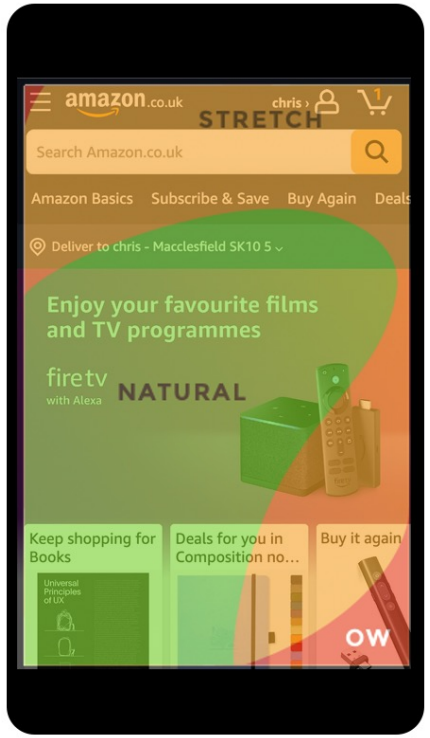
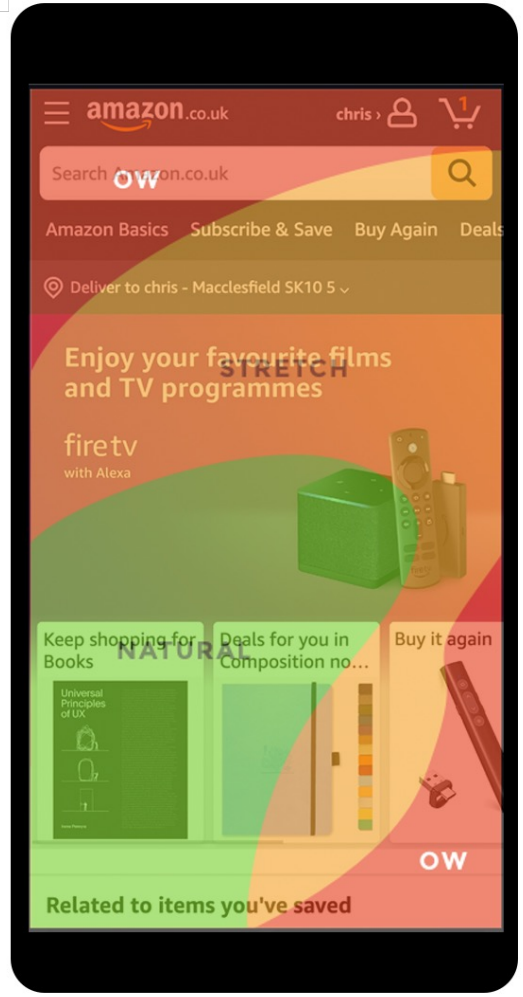
Design for comfort

Navigation systems on larger screens can be uncomfortable to use

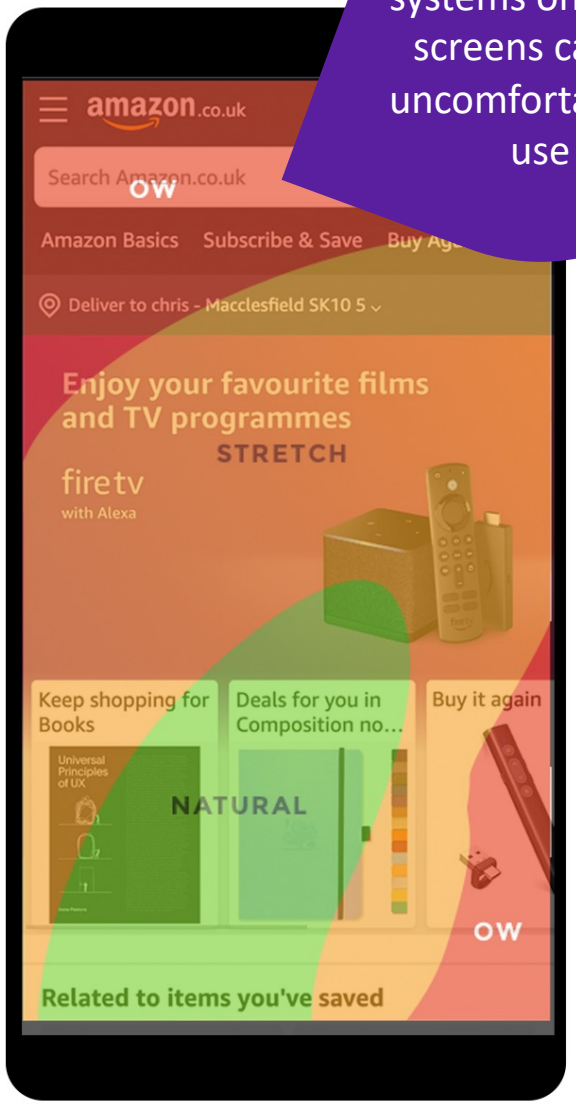


iPhone 4

iPhone 5



iPhone X



iPhone Pro Max

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Everyone will experience a real need for inclusive services at least once in their lives.

Consider everyone's journey.

Thank you.

Would love to connect! Scan QR code to reach me on LinkedIn.

Molly.Barnes@nexergroup.com - @Mollywatttalks

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@nexergroup

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