



# RNIB Digital Accessibility and Usability

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# RNIB - What we do


- RNIB (Royal National Institute of Blind People) wants to create a world where there are no barriers to people with sight loss.
- Our aim is to make a more inclusive society where people can live independently whatever their abilities
- We work with companies to improve accessibility and usability of apps, websites and products

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# About Sight Loss

- One in five people will live with sight loss within their lifetime
- Every day **250** people start to lose their sight in the UK
- There are **2,000,000** people in the UK with some degree of sight loss



Cataracts didn't stop me going to the gym.  
The bar on the way did.

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See the person,  
not the sight loss

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# Impact on people's lives

- I am partially sighted and know first hand the difference accessible digital solutions can make
- e.g. apps for knowing platform for my train home

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# Accessibility and Usability

- Accessibility - ability to access the information required
- Usability – ability to use a website to achieve a goal effectively and efficiently and people are satisfied with the experience.
- If accessible, but not usable - user will not be able to complete tasks effectively and efficiently



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# Examples of usability

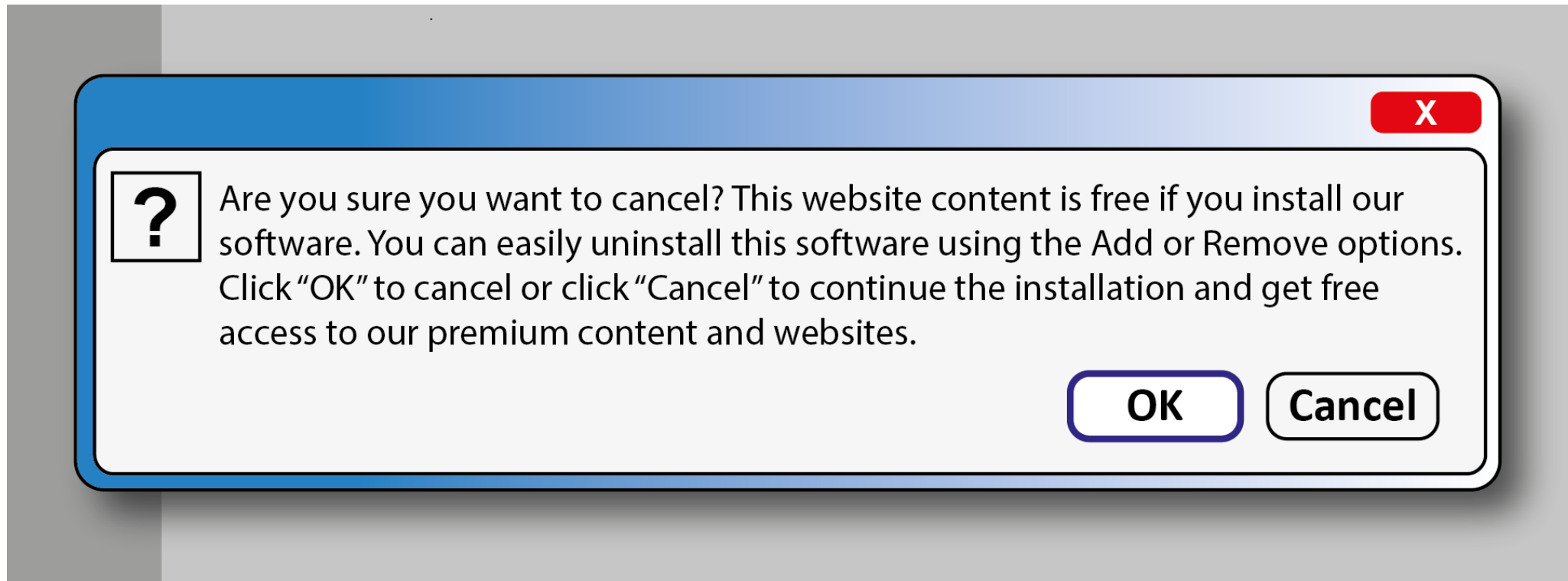
- Lift buttons are accessible clear, good colour contrast and tactile
- But... Which button goes up and which goes down?



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# Examples



- Accessible dialog box that takes the focus but s it clear what you need to do?

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# Website usability issues

- Navigation often hard (Page structure not clear, Poor menu structure)
- Information hard to understand (Context lost, Dynamic changes on the page)
- Forms and error messages

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# Access Technology

- Madleen will provide a demonstration of how blind people use their screen reader to access a website
- She will highlight some of the issues on the page
- First, I want to show you what partially sighted people use to access website magnification software

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RNIB Helpline

0303 123 9999

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**Thank you.... Over  
to Madleen**



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