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
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
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
Accessibility and Usability

• Accessibility - ability to access the information required

• Usability – ability to used a website 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
Examples of usability

• Lift buttons are accessible clear, good colour contrast and tactile

• But… Which button goes up and which goes down?
• Accessible dialog box that takes the focus but is 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
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
RNIB

Supporting you

See differently

RNIB Helpline
0303 123 9999

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Thank you…. Over to Madleen