

## **Mary-Anne Rankin Ltd**

### **TOP WEB ACCESSIBILITY TIPS TO MAKE WEBSITES ACCESSIBLE TO CHRIS, MARYAM AND POLLY**

At the e-Access event 2013, in a Workshop led by Mary-Anne Rankin and Robert Wemyss, Head of Web Accessibility, Post Office Ltd, three of Mary-Anne Rankin Ltd's qualitative research panel members/user testers demonstrated some of the issues they face when accessing websites using assistive technology. These are their Top Ten Tips for making websites accessible to them.

**Chris – blind with some useful residual vision. Demonstrated web access on iPad at the event, using Apple access features, but on a computer uses Supanova**

**Maryam – totally blind – uses Jaws mostly and NVDA occasionally, on Windows 8.1**

**Polly – partially sighted. Zoom Text 9.1 user**

#### **1. Static content**

Some web pages use features such as banner ads and images which move around the page. This can be extremely distracting and problematic if information is either in or beside the moving component. Please keep content static where possible to avoid information being missed.

**Helps Chris** by not distracting him

**Helps Maryam** by giving her all the information on a web page at the same time to build up the structure of the content

**Helps Polly** by not changing content on the page that could be missed when the screen is zoomed

#### **2. Label every element - ensure that it is sequentially correct**

**Helps Chris by** announcing each piece of content correctly

**Helps Maryam by** enabling her to navigate through the page content quickly

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**Helps Polly by** associating the correct label with the input when screen is magnified

### **3. Check that colour contrasts are strong**

Colour contrast is a massive part of web site design, however some colour contrasts can create access problems for visually impaired people. Where possible use high contrasting colours and avoid pastel shades.

**Helps Chris and Polly** by giving him them best chance of being able to read the content clearly

### **4. Better search facility**

Provide intuitive options. Optimise the suggestions.

**Helps Chris and Maryam** by giving relevant results so they don't need to search again to find the content they are looking for

### **5. No text over images**

Images can obscure text and information can be missed. Keep images and text separate where possible and leave plenty of space around components.

**Helps Chris and Polly** by all text being able to be enlarged so it can be read

**Helps Maryam** by not having to rely on well written alt text to convey any information on images

### **6. Maintain consistent layout**

**Helps Maryam** by not making her have to learn how to manage new page layouts

**Helps Chris and Polly** by making the navigation intuitive so finding content on pages is easier

### **7. Headings – make navigation of website easy**

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**Helps Maryam** by letting her jump through the page content and understand the importance of each section of content

**Helps Chris and Polly** by giving the page structure to simplify navigation

### **8. No pop-ups**

**Helps Chris** by not causing issues navigating back to the original content

**Helps Maryam** by not causing confusion when a new window is launched without warning

**Helps Polly** by not causing difficulty in resizing the content window

### **9. Form fields/text boxes important to label to the left to avoid confusion**

**Helps Polly and Chris** by associate the relevant label input when the content is made larger.

### **10. Security – difficult to use Captcha audio**

Use a more intelligence based security method.

**Helps Chris, Polly and Maryam** by not having to struggle with the usually incomprehensible distorted audio alternative