Ethics in Digital:

ECOM

How to make UX accessible

Perceivable

Text Substitutions: Provide text replacements for non-text content so that it can be converted into other forms e.g. braille, symbols or simpler language.

Time-based media: Provide alternatives for time-based media.

Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Distinguishable: Make it easier for users to see and hear content including separating foreground from background.

Example – Webinars which are subtitled and have downloadable transcripts.

Operable

Navigability: Support users to navigate, find content, and determine their location.

Ample Time: Provide users ample time to read and digest content.

Seizures: Avoid creating content in ways known to trigger seizures.

Accessibility: Make all functionality available from a keyboard.

Example – Apple AssistiveTouch which provides gesture controls and alternative navigation methods.

Understandable

Make web pages act and function in expected ways.

Assist users in ensuring they avoid and correct faults.

Make text content understandable and clear.

Example – Error messages on online forms which are written clearly but also marked in colour. These are then placed next to fields which need correcting.

Robust

Capitalise on compatibility with present and impending user agents, together with assistive technologies.

Example – Responsive web design, a technology which allows websites to be designed for multiple screen sizes. This can be anything from a phone to tablets or larger.