

## **Why is digital accessibility important?**

### **Digital accessibility is important because it's a human right.**

Everyone has a right to access digital services online and benefit from it. When doing user research for products, services..etc it's important to include everyone and gather insights from, not only targeted group, but also from disabled user groups.

**Because it's multigenerational.** Digital accessibility mattered 20 years ago, matters now and will even matter more in the future. I was born in the early 90's so it's not so far after the first personal computer, I remember being a kid and using our first computer at my parents, since then I had computers, phones, connected objects, I'm UX Designer working with new technologies...etc.. and there is a high probability that I will continue to use these products my whole life when I get old with clunky fingers and low-vision. So it's important for all generations.

**Because it makes sense to me.** I don't see why I would spend time designing fancy features, or just a 'beautiful' interface if most of the people can't use it, navigate through or access the information. I always wanted to do this role to help and enhance people's lives so accessibility is my lead in my day-to-day role.

## **Who benefits from us making things more digitally accessible?**

Everyone benefits from it and anytime.

Anyone you can be disabled at some point in our lives - it can be situational / temporary disabilities such as if you break your arm or get an eye infection for instance. Or it can be permanent disabilities: being blind or deaf for instance.

## **How do we go about making things digitally accessible?**

### **Understand your users.**

Understand who you're making things accessible for.

How they experience digital products, what assistive technologies they use, what they understand, how they find information and interact with a digital interface.

There are patterns but everyone's brain and perception are unique. So the more time we spend with our users the more you understand how you can create a solution or improve things to help them.

### **Be aware of the standards.**

There are great resources about accessibility standards and best practices. As there are a few to be aware of, what I do is that I have an accessibility requirements document which looks like a list. I think it's everyone's responsibility in a team to make things digitally accessible so as a UX Designer I make sure to communicate these requirements and create a source of reference.

### **Test, observe and improve**

Finally to ensure sure that things are digitally accessible is to test your product with all your user groups and to do it at an early stage. That's the most efficient and truthful way to observe and gather feedback on accessibility. Because after all, when you develop or improve a product it's for better digital but also human experiences.

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