

INF @line

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London, UK

Some SOLUTIONS:

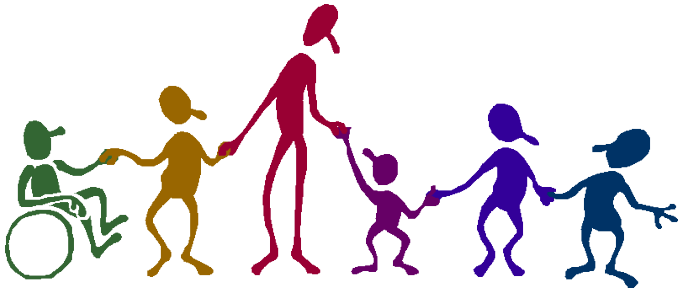
HOW disabled people

can access on INTERNET



YOUNG People

TOOLS & OPPORTUNITIES



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Trenton Moss says:

How disabled user access the Internet

Tags:

Design & creativity

Website design

In 1995 a new era of accessibility for disabled people began. The DDA (Disability Discrimination Act) was passed, stating that:

It's unlawful for a service provider to discriminate against a disabled person by refusing to provide any service which it provides to members of the public.

A website is regarded as a service and the RNIB (Royal National Institute for the Blind) and DRC (Disability Rights Commission) have been quick to apply pressure on to organisations to push this law into practice. Indeed, the DRC has now published a report on its formal investigation into 1000 websites.

So, how do disabled people access the Internet?

Blind users

Internet users who have no sight at all may utilize a screen reader, which reads the content of the web page, or rather the HTML code of the page, back to them. These machines sift through the HTML code and the technology deciphers what needs to be read aloud and what should be ignored. You can download the JAWS screen reader for a free 30-day trial. Once you've downloaded it, go to your website, turn your monitor off, and try to navigate your website.

Partial/poor sight

To take full advantage of the Internet, users with partial or poor sight may need to be able to enlarge the text on web pages. Check if your website allows them to achieve this on Internet Explorer by going to 'View > Text size > Largest'.

If your site is accessible to this group of users then the size of the text throughout the page will increase. Text embedded within graphics isn't resizable and may cause difficulties for this group of web users.

Users with poor vision may also use a screen magnifier to enlarge the text size. Again, text embedded within graphics may cause difficulties as it can appear blurry and pixelated when magnified.

Colour blindness

It's estimated that one in 12 men and one in 200 women have some form of colour blindness (Source: IEE). You can check how Internet users with different strains of colour blindness are viewing your website with Vischeck.

Deaf users

Deaf web users are often able to access the Internet in much the same way as able-bodied people, with one key exception - audio content. If it's a key function of your website for people to be able to hear a message, then be sure to provide subtitles or a written transcript.

An additional disadvantage deaf users may face is that British Sign Language is actually their first language. As such, they may be unable to understand some advanced English words and sentences.

Keyboard/voice only users

Some of your site users don't have access to a mouse when browsing the Internet. Try putting yourself in their position by navigating your website using only tab, shift-tab, and the return key.

Other users

Other people who may access your website that have disadvantages include:

Some epileptic users who must always be careful to avoid seeing flickering between 2 and 55 Hz

Web users from outside your industry who may not understand industry jargon or acronyms

Web users whose first language is not English and who may not be able to comprehend complicated language

Case studies



Our success stories

UCAS's Track portal is award-winning, achieving a 95%+ satisfaction rating across its 750,000 users

Hotels.com gained a much stronger competitive advantage due to a great mobile & tablet strategy

Pearson Education

Pearson Education has embedded user-centred design into all their digital design processes

More case studies

Training academy

User experience

Join up your customer touchpoints to deliver the best possible digital experience that is proven to deliver outstanding business results

Website optimisation

Ensure your brand promises are delivered through your digital channels so that your customers return and bring others with them

Online copywriting

Make sure all your customer touchpoints consistently deliver the very best in user experience, design and usability.

Web development

Increase conversion across all your digital channels. Our clients sell more because they reap the benefits of our sales optimisation expertise.

Online marketing

Get ahead of the competition with a customer-centered digital strategy designed to deliver long-term business success.

About us

We're a user experience agency (UX agency) that creates people-centred, efficient and delightful digital experiences.

Preparing your child to use the Internet

There is a great deal of guidance available on how to support your child to use the Internet safely. Common guidance includes:

- Establish ground rules with your child about how they can use the Internet, when and for how long.
- Talk to your child about the kind of things it is ok to look at. A basic rule could be if I won't let you watch it on television, it's not ok to search for it online.
- Ensure your child knows to come to you or another trusted adult if they see something that upsets them.
- Talk to your child about what it is and isn't ok to tell people about themselves online. Encourage your child to use an online nickname and avatar and to tell you if anyone requests their real name, photos or information about where they live or go to school.
- Agree that if your child receives an email with an attachment that they will talk to you before they open it.
- Talk to your child about rules for being polite. These are equally important in online communication as in person.

In last months of 2014 the European Commission's new labour mobility scheme 'Your First EURES job' was evaluated. Between 2012- 2014 more than 1,500 young Europeans have found a job abroad through the scheme. In addition, more than 750 young people received subsidies for work-related preparatory trainings or job interviews in another EU Member State than where they resided at the time. Young people from all EU Member States except Croatia participated in the scheme.

The regulation

Your First EURES job is a so-called 'preparatory action' by the European Commission that runs between 2012 and 2014. The scheme supports young people between 18 and 30 years in finding gainful employment by providing access to the labour market in a EU Member State other than where they reside. Additionally, the activities focus on finding employees for hard to fill vacancies, particularly for SMEs. It is for the first time that the European Commission has launched such a 'targeted mobility scheme' providing direct subsidies for young employees and employers. The scheme provides four million Euros annually.

Employment agencies that participate in the regulation can provide subsidies to jobseekers to (partially) compensate

for the costs of undertaking an interview abroad, a language course, or the costs of relocation if they found a job abroad. Moreover, the scheme foresees financial support for SMEs to cover training and integration costs of their new foreign employees. Finally, young people and employers also benefit from the matching, recruitment and placement services offered in the framework of the mobility scheme.

Your first EURES job was found to be an innovative and relevant instrument for combatting youth unemployment and skills mismatches, as well as overcoming obstacles to labour mobility in the EU. Moreover, the participating employment agencies produced better results in finding employment for young people after initial start-up stages. However, the necessary combined knowledge of matching, placement and recruitment of young people beyond the borders of the Member State, as well as of bottleneck vacancies was often insufficient among the participating organizations.

For the future, it is therefore necessary to fill these gaps. In addition, it is important to ease the administrative burden and to create more visibility of the project. This is partially why the activities were found to fit well in the anticipated activities of EURES, the labour mobility network of the European Commission and the employment agencies of the EU Member States.