ResourceiT
The Channel Marketing Agency

The impact of accessible design:
How to drive positive change and foster inclusivity

Today there are **14.6 million** disabled people in the UK[1]

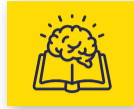This includes people with impairments that affect how they live and interact with the world:

- **900,000 people** severely or profoundly deaf[2]
- **2 million people** have sight loss[5]
- **10% of the population** are dyslexic[3]
- **1.5 million people** have a learning disability[6]
- **4.5% of the population** are colour blind[4]
- **700,000+ people** are autistic[7]

Did you know that if you have an impairment, you are...

50%
More likely to face barriers accessing digital and online services vs non-disabled people[8]

3x
More likely not to have the skills needed to access devices and get online[9]

Resulting in:

15-20% of potential clients excluded by inaccessible websites[10]

Despite this...

Less than 3% of the top one million website home pages do not offer full user accessibility[11]

Fewer than 10% of businesses have a targeted plan to access the disability market[12]

Top 6 reasons to make design accessible and make a positive impact

1 **Improve people's lives**
4 in 5 disabled customers say businesses could do more to be accessible

2 **Avoid legal penalties**
The Equality Act 2010 states that UK goods and service providers cannot discriminate against disabled people

3 **Broaden your market penetration**
There are 8.6 million internet users with access needs[13]

4 **Gain a competitive edge**
You are 60% more likely to outperform your competitors by fostering an inclusive workplace

5 **Improve brand perception**
52% of adult online consumers consider a company's values when making a purchase[14]

6 **Promote a culture of inclusion**
A 12% higher employee performance is reported vs companies with no inclusivity efforts[15]

So how do you help drive inclusivity, by making your content more accessible?

For autistic users

Do
- Design with simple colours
- Write in simple, plain English
- Break up copy with bullets
- Create descriptive buttons
- Keep layouts simple and consistent

Don't
- Use colours that are bright and contrasting
- Use idioms and figures of speech
- Create text-heavy blocks
- Make buttons vague and unpredictable
- Make layouts busy and complex

For users of screen readers

Do
- Provide image descriptions and video transcripts
- Create a logical and linear layout
- Use HTML5 to structure content
- Design for keyboard use only
- Keep headings and links descriptive

Don't
- Show a video or image alone
- Spread copy out over a page
- Rely on text size and placement
- Design for mouse or screen use
- Create uninformative or vague headings

For dyslexic users

Do
- Support text with images and diagrams
- Use simple clean layouts simple
- Keep layout consistent with text aligned left
- Allow contrast to be changed between background and text
- Keep content simple, concise, and auto-corrected

Don't
- Create large text-heavy blocks
- Make layouts busy and complex
- Use italics, underlining, or capitalisation
- Keep a fixed layout
- Depend on accurate spelling

For users hard of hearing

Do
- Write in simple, plain English
- Provide video transcripts and subtitles
- Break up text with images, videos, and sub-headers
- Keep menus and layout linear and logical
- Offer the option of an interpreter for appointment-booking

Don't
- Use idioms and figures of speech
- Offer audio or video only
- Use long, text-heavy blocks
- Make layouts busy and complex
- Offer telephone only

For users with impaired vision

Do
- Use readable font sizes and good colour contrasts
- Display all information on web pages
- Convey meaning with colours, shapes, and text
- Keep menus and layout linear and logical
- Ensure buttons and notifications make sense

Don't
- Use small fonts and low contrast
- Keep information buried in downloads
- Use colour only
- Make layouts busy, spread out and complex
- Keep actions separate from their context

For users with physical or motor disabilities

Do
- Make actions large and clickable
- Add space around field forms
- Consider extended touchscreen and mobile use

Don't
- Demand precise touches
- Cram multiple interactions close together
- Create content that demands heavy mouse movement
- Make short time out windows
- Design with lots of scrolling and typing required

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Ready to help address the social and technological challenges our society faces?

Get in touch to discuss how to make your content more accessible.

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