Accessible Information Provision for Lifelong Learning

Accessible Contact with Organisations
Web Accessibility in context

Web Accessibility

- Who of your target group can operate your website, who cannot?
### Web Accessibility in context

<table>
<thead>
<tr>
<th>Software Accessibility</th>
<th>Web Accessibility</th>
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- How does your target group can find out about your web site?
- How do you ensure that your web site sticks out from "background noise"?
- Is the device to access the web placed so that it can be approached and operated by everyone?
- Who can operate the device for accessing the web (e.g. a public terminal, a mobile device), and who cannot?
- Who has access to the internet?
- Is the web browser accessible as well?
- Is the operating system accessible, does it provide the support your target group need?
- Who of your target group can operate your web site, who cannot?
Web Accessibility in context

**ICT Accessibility**
- Who can operate the device for accessing the web (e.g. a public terminal, a mobile device), and who cannot?
- Who has access to the internet?

**Software Accessibility**
- Is the web browser accessible as well?
- Is the operating system accessible, does it provide the support your target group need?

**Web Accessibility**
- Who of your target group can operate your website, who cannot?
### Web Accessibility in context

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### Web Accessibility in context

| **Cognitive Accessibility** | • How can your target group find out about your web site?  
• How do you ensure that your web site sticks out from „background noise“? |
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The role of technology in organisations

Technology and technicalities

Your Organisation
Socio-technological systems

Task organization

People

Technology and technicalities

Your Organisation
Interaction scenarios

Scenario 1:
Information gathering,
i.e. uni-directional communication
(e.g.: web site, flyers, promotional material)

Scenario 2:
Telecommunication
(e.g.: phone, telefax, mail, e-mail)

Scenario 3:
Customer traffic
(e.g.: customer center, office visits, helpdesk)
Interaction scenarios

Scenario 1:
Information gathering, i.e. uni-directional communication (e.g.: web site, flyers, promotional material)

Challenges:
- Web accessibility
- Accessibility of printed materials
- Complexity of the language used
- Recognising
  - Different levels of experience
  - Economic background
  - Cultural embedding
  - ...
Interaction scenarios

Scenario 2: Telecommunication
(e.g.: phone, telefax, mail, e-mail)

Challenges:
- Understanding / clarifying the request
- If valid, assume responsibility for the customer’s / client’s concern
- Know who can help if own communication skills are not sufficient
- If not valid, provide the customer / client with a supportive feedback
- Keep the customer / client up-to-date on the progress of their request
Scenario 3: Customer traffic (e.g.: customer center, office visits, helpdesk)

Challenges:
- Ensure that the whole interaction experience of the customer / client is accessible with regard to:
  - accessibility of the built environment
  - wayfinding within the built environment
  - communication skills of employees
  - printed documents / form sheets
  - complexity of language used
A likely scenario

- Visiting the organisation
- Finding the right office
- Interacting with employees
- Handling of documents
- Collecting information online
A likely scenario

- High level of Web Accessibility
- High level of usability, e.g.
- lowest possible level of complexity of language and information
- most relevant information (from the users‘ point of view!) easy to find
- cognitive accessibility of documents like form sheets or questionnaires
Visiting the organisation

- Collecting information online
- Handling of documents
- Good reachability by public transportation
- Building and entrance easy to identify
- Physical accessibility with regard to ramps, door widths, usable entrance for all visitors, etc.
A likely scenario

- Visiting the organisation
- Finding the right office
- Interacting with employees

- Appropriate operating hours of the front desk
- Effective design of an in-house navigation overview (e.g. floorplan)
- Appropriate placement and readability of signs
- Door plates that are easy to recognise and read
A likely scenario

- Employees trained for diverse communication needs
- Always assume responsibility for customers‘ / clients‘ concerns
- Focus on the solution of the customers‘ / clients‘ problems
- Know relevant contact persons in-house in case further help (e.g. sign-language interpretation) is required

Handling of documents

Finding the right office

Interacting with employees
A likely scenario

- Documents and form sheets are designed to be usable by all customers/clients, i.e., they are designed from the users' point of view.
- The content and structure is simple and intuitive.
- Personal support is provided in case it is required.

Visiting the organisation

Collecting information online

Handling of documents

Interacting with employees
A likely scenario

- Visiting the organisation
  - Collecting information online
  - Finding the right office
  - Interacting with employees
  - Handling of documents
Recommendations

- Identify your target group(s)
  ‘Who are – or should be – your customers / clients?’

- Identify the communication needs of your target group(s) and their concerns with regard to your organisation
  ‘Why do they – need to - contact you?’

- Understand how the target group(s) expect(s) to interact with you to solve their problems
  ‘How should the whole interaction look alike from their perspective?’

- Identify the areas of your organisation (i.e. task organisation, people, technologies and technicalities) that would need to be re-designed / modified / qualified

- Involve customers / clients in the whole process, validate your re-design with them and evaluate your state of usability and accessibility on a regular basis