i access

Accessible Information Provision
for Lifelong Learning

*Accessible Contact
with Organisations*

European Agency for Development in Special Needs Education
Harald Weber
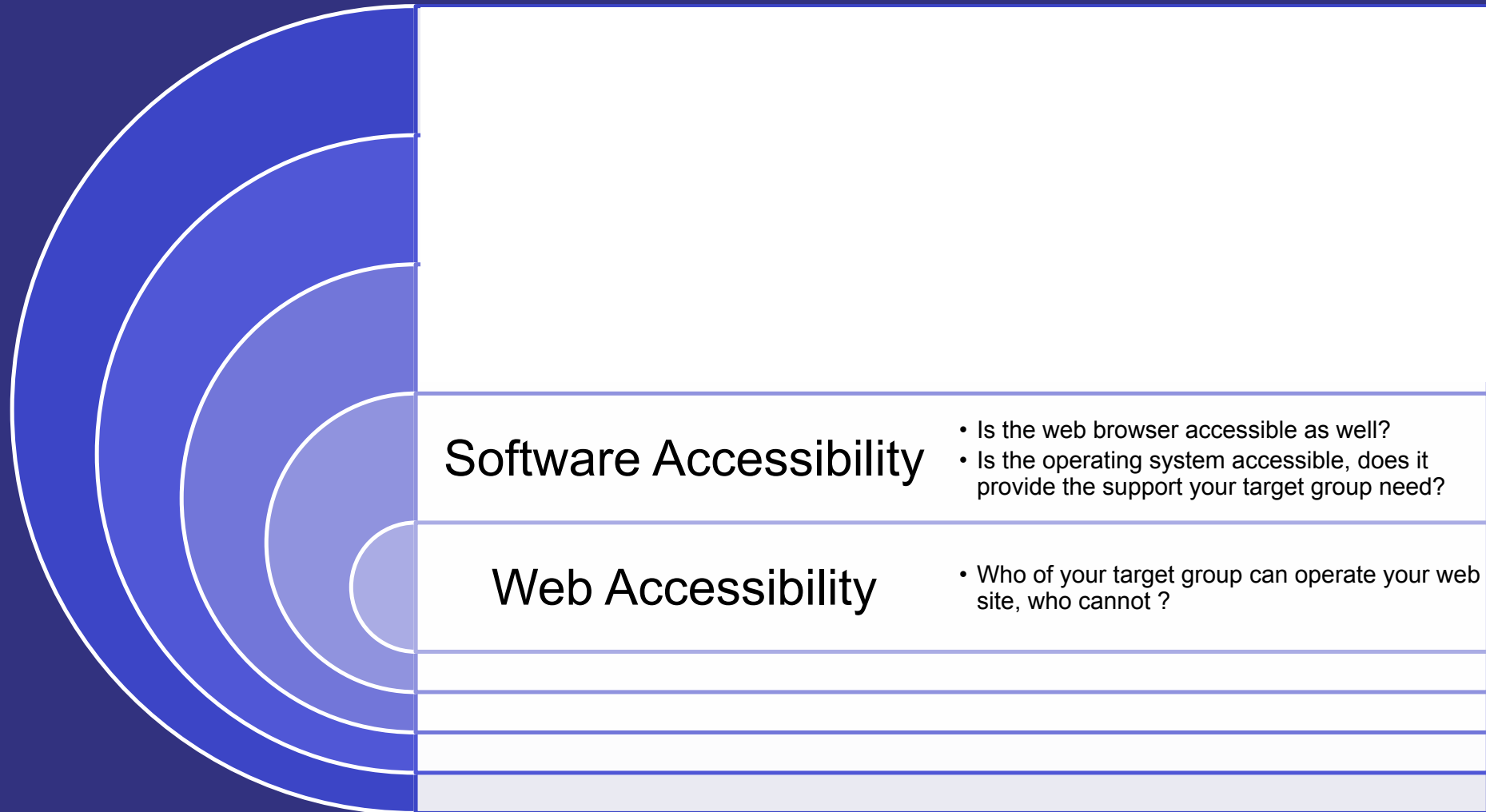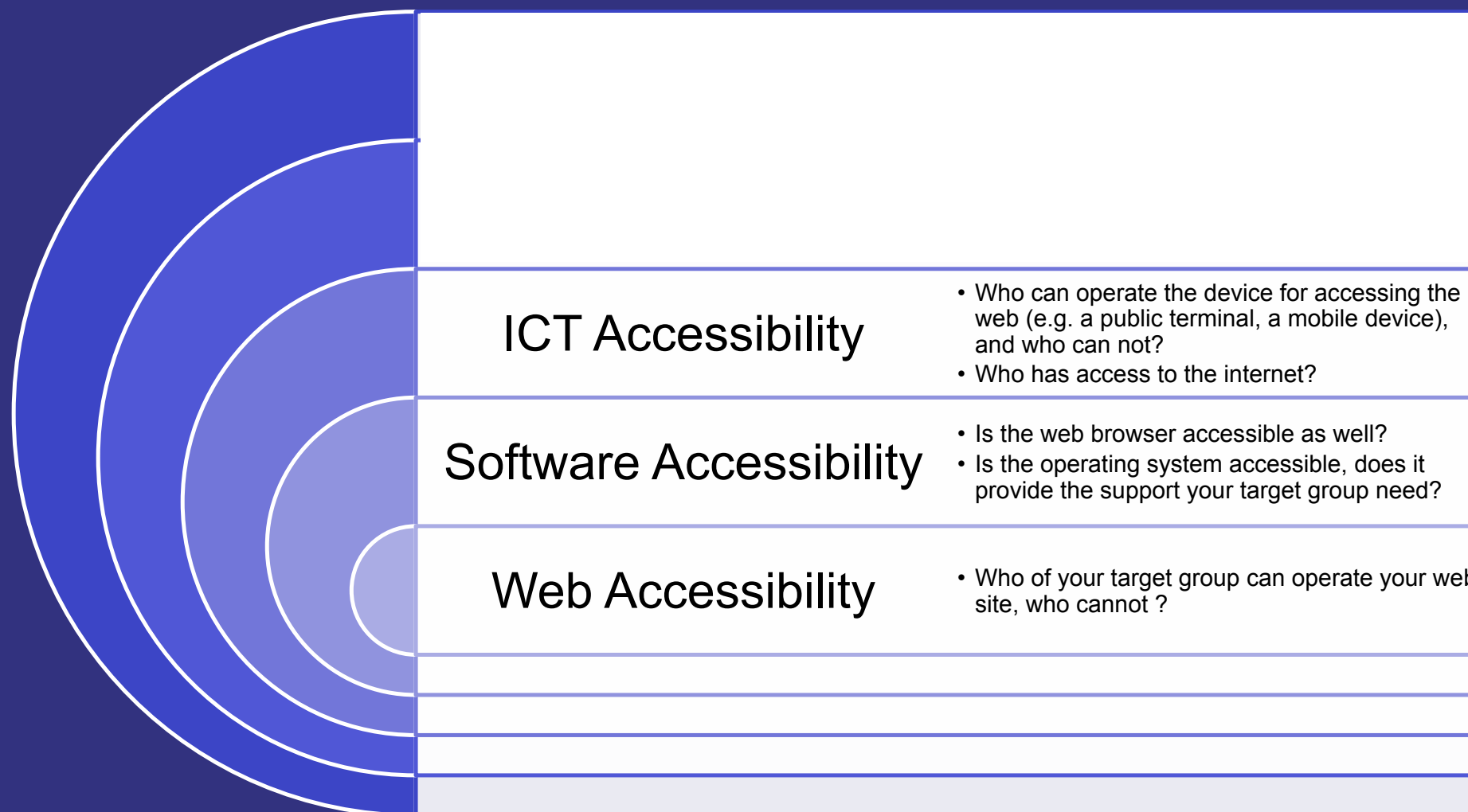
Web Accessibility in context

Web Accessibility

- Who of your target group can operate your web site, who cannot ?

Web Accessibility in context

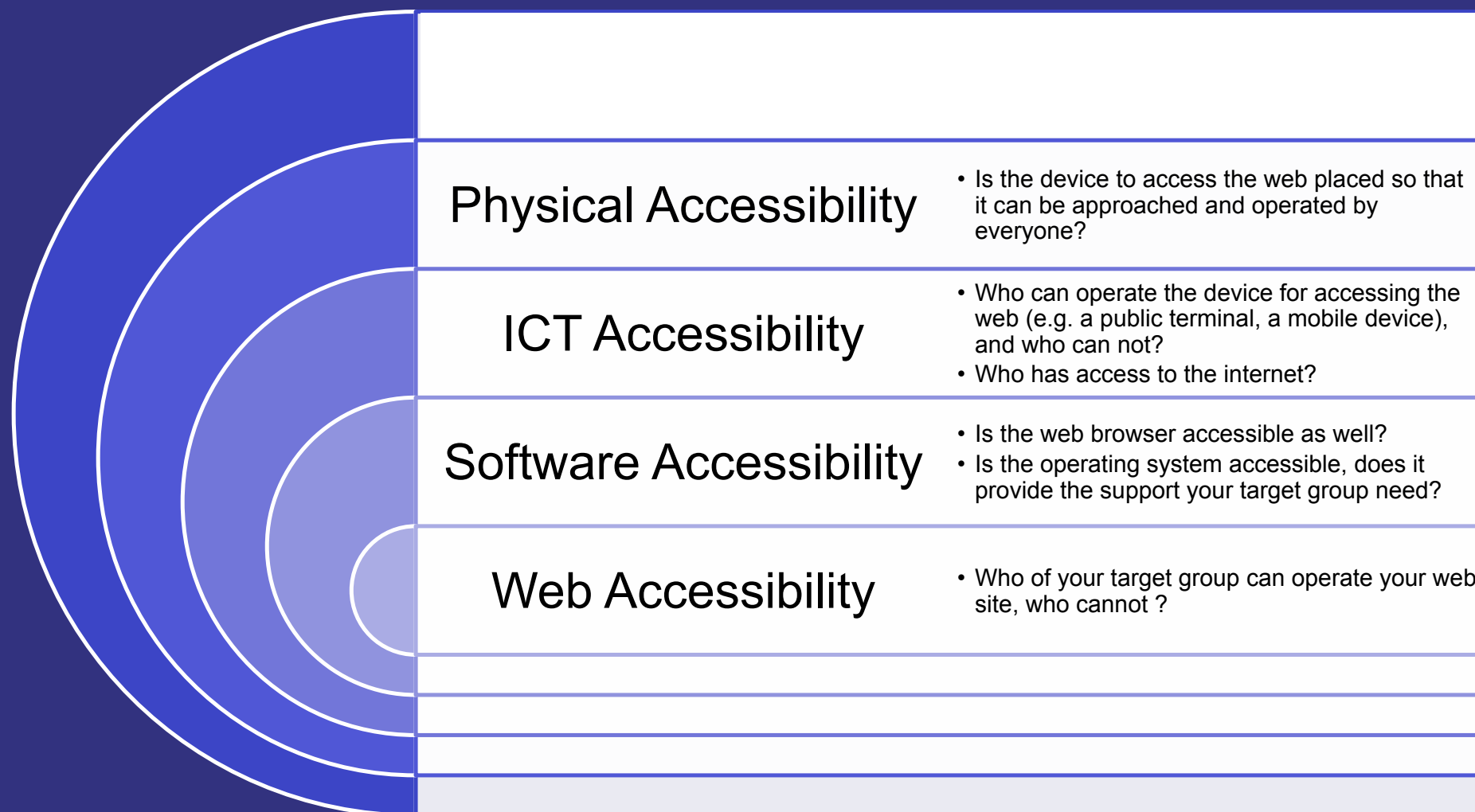**Software Accessibility**
- Is the web browser accessible as well?
- Is the operating system accessible, does it provide the support your target group need?

Web Accessibility
- Who of your target group can operate your 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 can not?
- 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 web site, who cannot ?

Web Accessibility in context

Physical Accessibility	• Is the device to access the web placed so that it can be approached and operated by everyone?
ICT Accessibility	• Who can operate the device for accessing the web (e.g. a public terminal, a mobile device), and who can not? • 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 web site, who cannot ?

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"?
Physical Accessibility	• Is the device to access the web placed so that it can be approached and operated by everyone?
ICT Accessibility	• Who can operate the device for accessing the web (e.g. a public terminal, a mobile device), and who can not? • 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 web site, who cannot ?

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Harald Weber

The role of technology in organisations

Technology and technicalities

Your Organisation

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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)

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)

Challenges:

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

Task organization

People

Technology and technicalities

Your Organisation

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

Task organization

People

Technology and technicalities

Your Organisation

Interaction scenarios

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
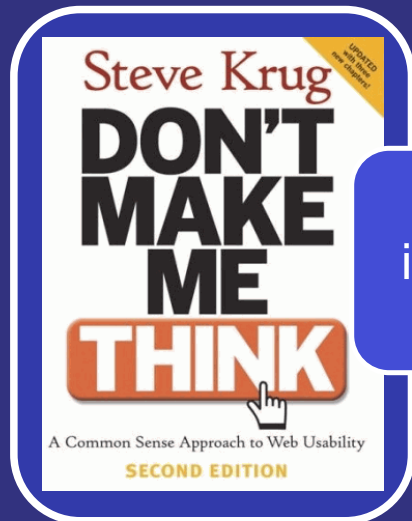   - accessibility of the built environment
    - wayfinding within the built environment
    - communication skills of employees
    - printed documents / form sheets
    - complexity of language used

Task organization

People

Technology and technicalities

Your Organisation

A likely scenario

Visiting the organisation

Finding the right office

Interacting with employees

Handling of documents

Collecting information online
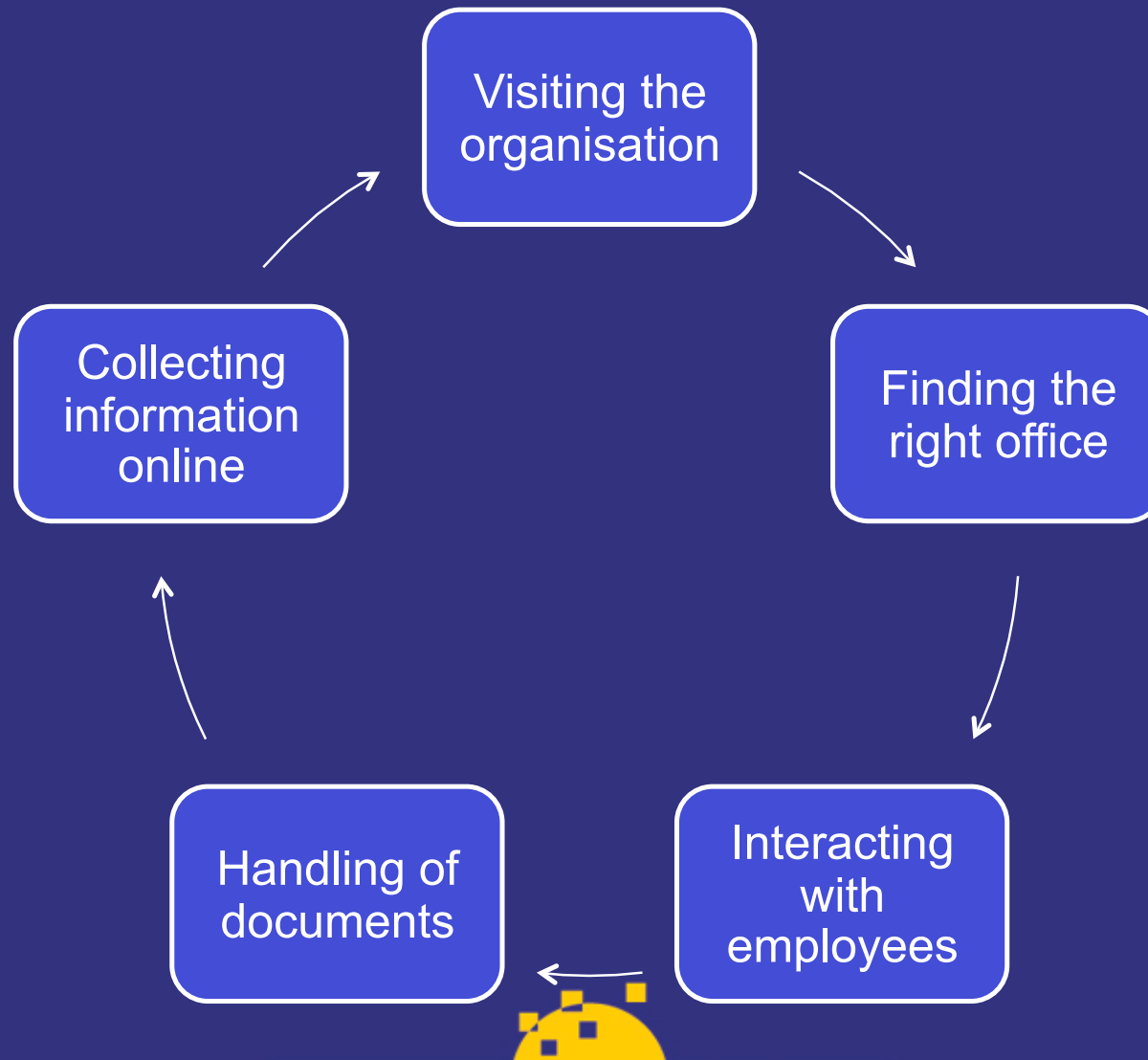
A likely scenario

Collecting information online

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

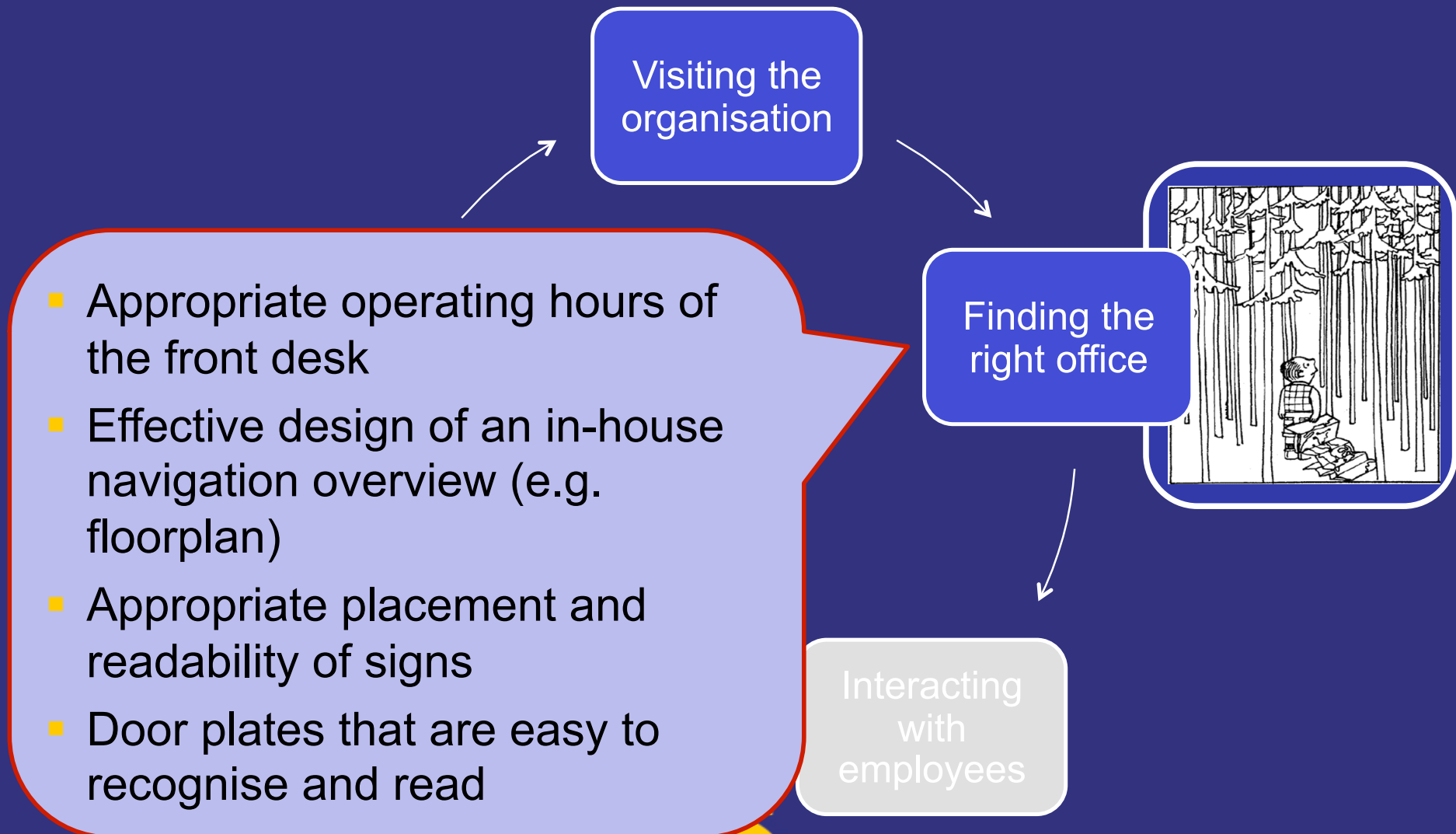cognitive accessibility of documents like form sheets or questionnaires

Handling of documents

ly scenario

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**

on

Finding the right office

Handling of documents

Interacting with employees

A likely scenario

Visualising organisation

Collecting information online

Handling of documents

Interacting with employees

- 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
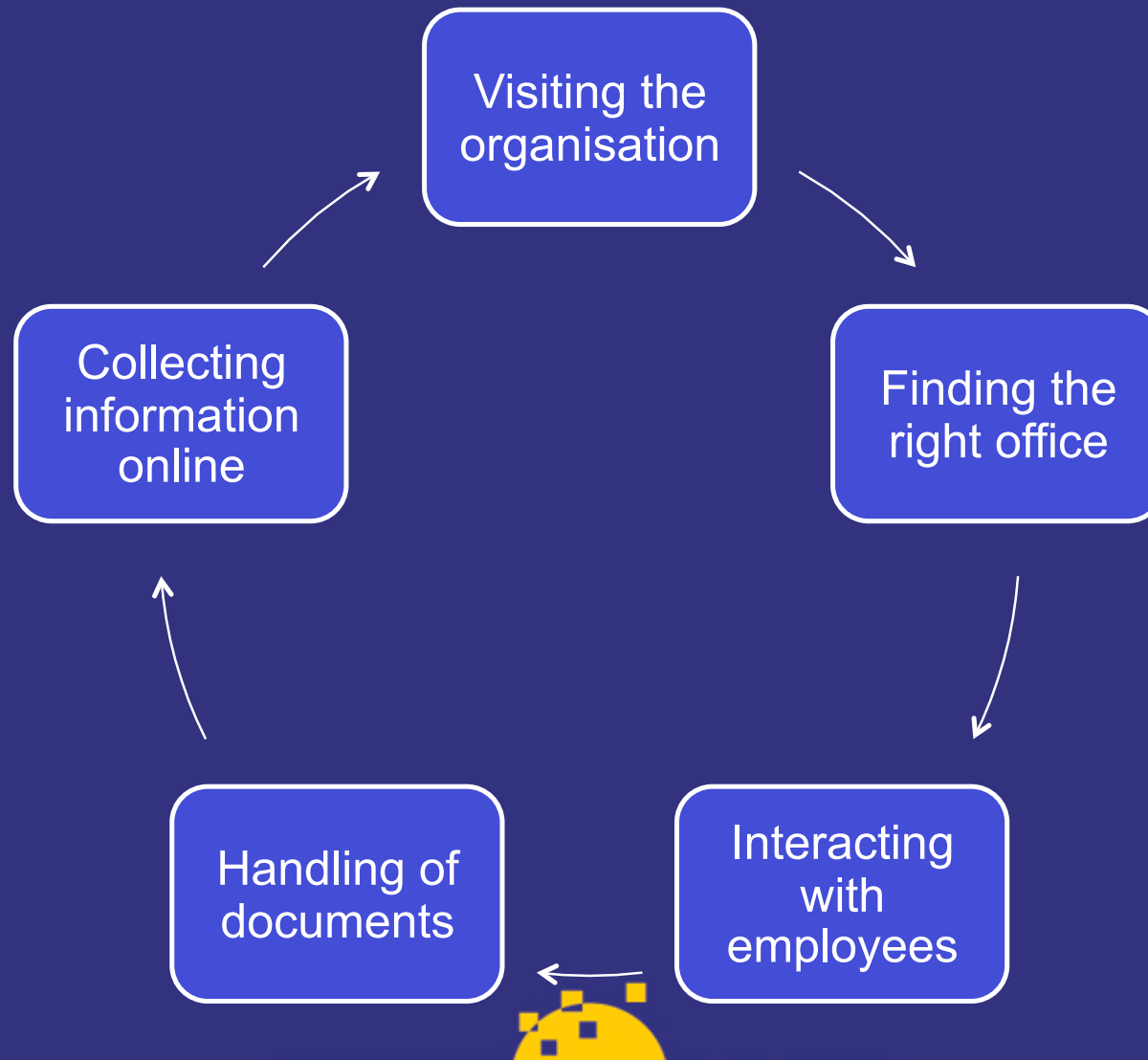- Personal support is provided in case it is required

A likely scenario

Visiting the organisation

Finding the right office

Interacting with employees

Handling of documents

Collecting information online

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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