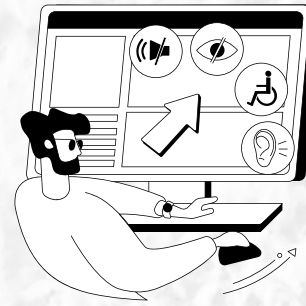
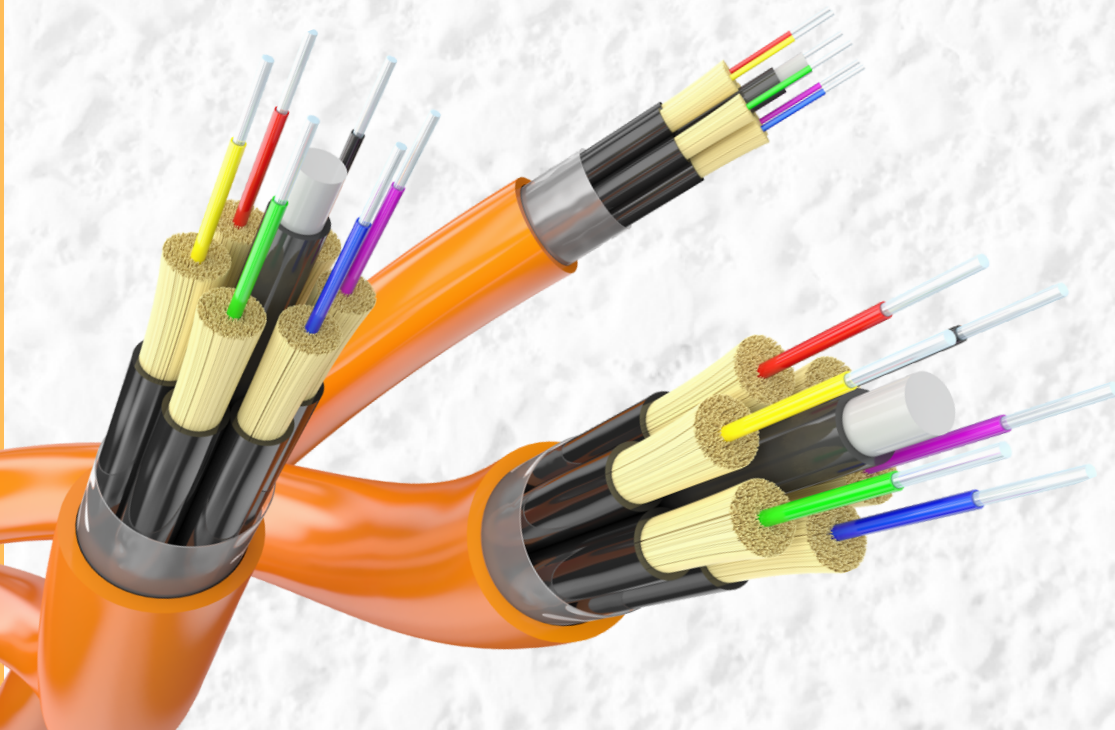


Web ACCESSIBILITY Matters

Building Inclusive Digital Spaces



Web accessibility refers to the practice of designing and developing websites, tools, and technologies so that people with disabilities can use them effectively. This includes individuals with visual, auditory, motor, and cognitive impairments.

Why Web Accessibility Matters

Inclusivity: It ensures everyone, regardless of ability, can access and interact with digital content.



Legal Compliance: Many countries have laws and regulations (like the ADA in the U.S. or the EU Web Accessibility Directive) requiring digital accessibility.



Better User Experience: Accessible websites are generally more usable for all users, including those on mobile devices or with slow internet.



Improved SEO: Accessibility features like proper heading structure and alt text help search engines index content better.

Social Responsibility: It promotes equal opportunity and digital equity in society.



Common Web Accessibility Failures



Missing Alt Text: Screen readers rely on alternative text to describe images. Without it, blind and low-vision users miss important content or context.

Poor Color Contrast: Text that blends into the background is unreadable for users with low vision or color blindness. Use contrast checkers to ensure readability.



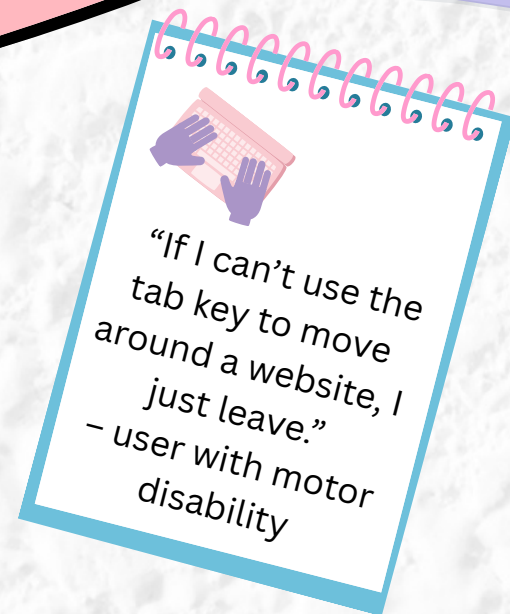
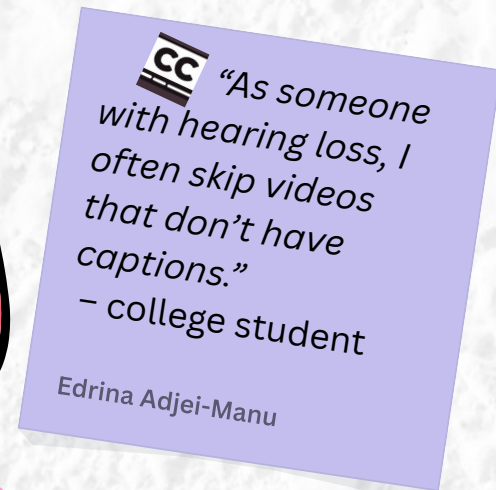
No Keyboard Navigation: Not all users can use a mouse. Websites must support full navigation using just the keyboard (like Tab, Enter, and Arrows).

No Captions or Transcripts: Videos and audio content without captions or transcripts exclude Deaf and hard-of-hearing users. Always include them.



Inconsistent Heading Structure: Screen readers use headings to navigate pages. Skipping levels or using headings for visual style alone can cause confusion.

Personal Stories on Web Accessibility

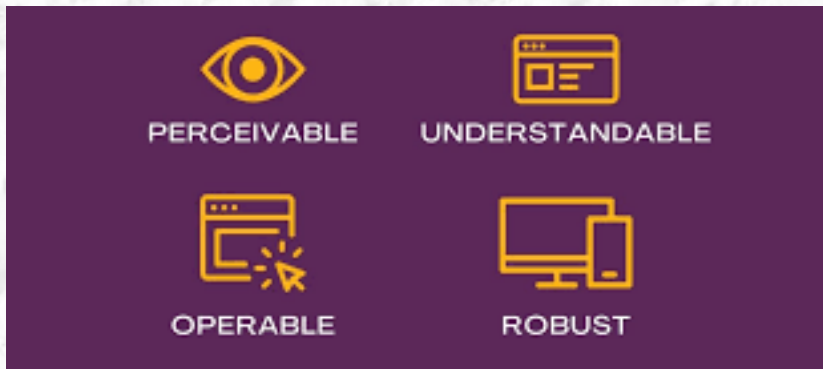


Web accessibility isn't just about checklists and code. It is about people. Behind every inaccessible website is someone left out, frustrated, or unable to participate. On this page, we share real experiences from individuals who encounter barriers online every day. Their stories remind us that inclusive design is not a luxury, but a necessity.

Designing for Everyone: Why Web Accessibility Guidelines Matter in Universal Web Development



Web accessibility ensures that websites are usable by everyone, including people with disabilities. The WCAG (Web Content Accessibility Guidelines) are organized around four key principles: Perceivable, Operable, Understandable, and Robust—commonly known by the acronym **POUR**



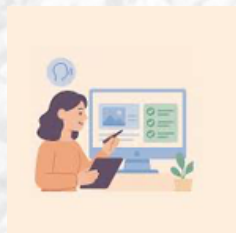
Perceivable: Information and user interface components must be presented in ways users can recognize, regardless of their sensory abilities. This includes providing text alternatives for images, captions for videos, and ensuring content is distinguishable by color and contrast.



Operable: Users must be able to navigate and use the interface. This means all functionality should be available from a keyboard, time limits should be manageable, and navigation should be consistent and predictable.



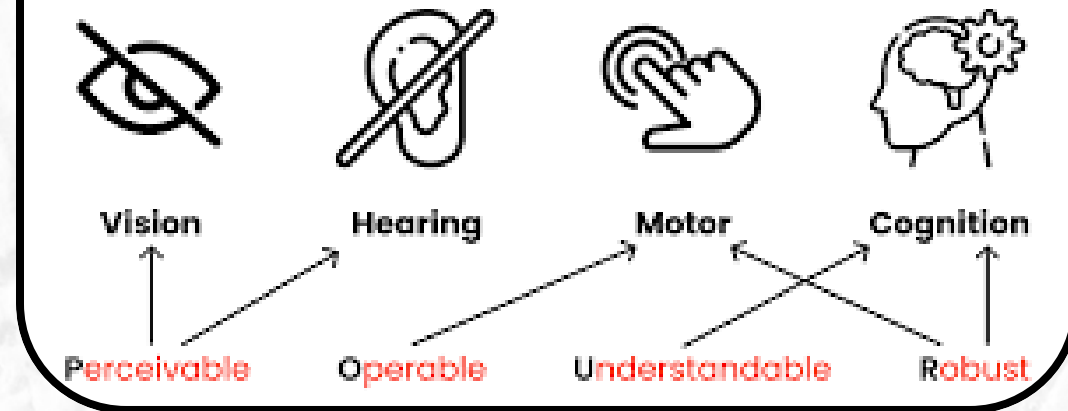
Understandable: Content must be clear and intuitive. Text should be readable, instructions should be easy to follow, and user inputs should prevent and correct errors wherever possible.



Robust: Content must be compatible with a wide range of technologies, including assistive tools like screen readers. It should follow standard HTML coding practices to ensure longevity and accessibility across platforms.



4 Principles of Accessibility - POUR



Why the Guidelines Are Needed:

Web accessibility guidelines ensure websites are usable for everyone, especially people with disabilities. They promote fairness, respect, and legal compliance by addressing needs like vision, hearing, motor skills, and language comprehension.



What People Can Do:

Everyone plays a role in web accessibility: designers use clear visuals, developers ensure compatibility with assistive tech, writers use simple, structured content, and leaders prioritize accessibility from the start. Ongoing testing, advocacy, and learning are key for all.

HOW TO ADVOCATE FOR CHANGE When Accessibility Fails

Encountering web accessibility barriers can be frustrating and isolating, but **Here's a guide to help you navigate these challenges:**

Step 1: Document the Issue

- Take screenshots or screen recordings of the problem
- Note the date, time, and the specific page or feature that is inaccessible.
- Describe how the issue affects your ability to access or use the content.



Step 2: Report the Problem

- Many sites have a contact page or an accessibility statement with an email address for reporting issues.
- Sometimes public feedback on platforms like Twitter or Facebook can prompt a quicker response.
- Reach out to organizations focused on digital inclusion; they may be able to amplify your concern.



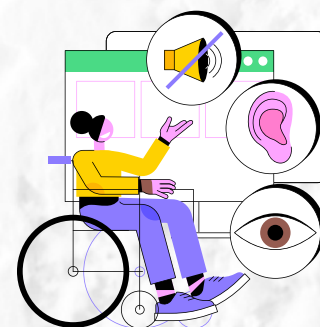
Step 3: Provide Constructive Feedback & Advocate for Change

- **Speak up!** Explain the problem clearly and suggest solutions if possible. E.g. if a button lacks an accessible label, mention that and adding descriptive text could resolve the issue. Be polite but firm in emphasizing the importance of accessibility.
- Encourage the website owner to follow accessibility guidelines, like the Web Content Accessibility Guidelines (WCAG).
- In some countries, accessibility is a legal requirement. Learn about your rights and how to file a formal complaint if needed.



Web accessibility is not just a technical requirement, it is a human right! Every day, countless people encounter barriers that limit their ability to access information, connect with others, and fully participate in digital spaces. You can help change that!

Get Informed! Get Involved! Scan for More Information



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