

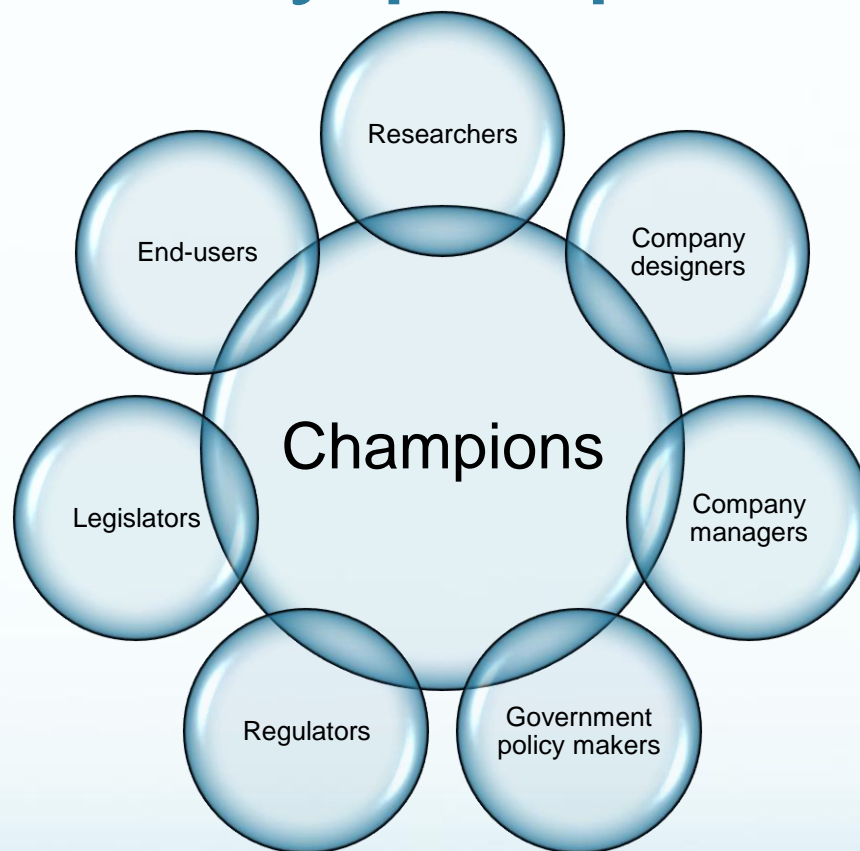


What makes systems accessible?

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People!!!

Key people



What is an accessible system?

- Where hardware and software work seamlessly with network-based services to offer the end-user built-in adaptive, user-friendly and accessible interfaces that are readily available on the market. (SDDP 1, 2 & 3)

Moving towards accessibility

- Web accessibility based on W3C Web Content Accessibility Guidelines v. 2.0

<http://www.w3c.org/WAI/guid-tech.html>

- Disability Discrimination legislation (UK Equality Act 2010)
 - Requires the regulator Ofcom to ensure that people with disabilities can use services as easily as anyone else
- Inclusive design

<http://www.universaldesign.ie/explore&discover/>

the7principles

- Industry products eg
 - Apple iPhone & iPad
 - Microsoft software



Slow and mixed progress

- Measuring Progress of eAccessibility in Europe (MeAC)
- eAccessibility
 - Deficit
 - Gap
 - Patchwork
- Latest study on telecommunications, broadcasting and the Internet will be released in 2013
http://empirica.com/themen/einclusion/projekte_en.php?taken=nn_a69

Examples of accessibility challenges

- Person with intellectual disability using a railway ticketing machine (RA #3.3 Reduce the complexity of user interaction whilst retaining functionality)
- Person with cerebral palsy using a mobile phone (RA #5.5 Accessible telecommunications technologies for people with no or little speech)

Business opportunities

- Business Taskforce on Accessible Technology (BTAT)
 - Accessibility Maturity Model
 - Accessible Technology Charter
 - 10 commitments including HR, policy, staff awareness, employee workplace adjustments and procurement.
 - Signed by diverse organisations such as BT, Fujitsu, HM Revenue and Customs, Cisco, Accenture etc

Business opportunities

- Study showed that investing in accessible ICT met the following business goals
 - Reach new markets
 - Maximise employee engagement and productivity
 - Provision high quality products and services
 - Improve supply chain management
 - Build partner and community relations
 - Minimise risk of legal action

(Accessible ICTs – Benefits to Business and Society, p. 3 at <http://www.btat.org/why-accessible-technology/business-case>)

Business opportunities

- Mobile phones, if designed well for older people have much wider uptake
 - Japanese Raku-Raku (17.8 million sold since 2001)
 - Australian EzyTouch Discovery (second top-selling phone for Christmas 2008)

Public procurement

- Government purchasing includes accessibility criteria (**RL #14 Strengthen the market, service delivery and public procurement**)

- Business incentives for building accessible products
- Study on activity in OECD countries

https://accan.org.au/index.php?option=com_content&view=article&id=495:government-ict-purchasing-what-differences-do-accessibility-criteria-make-for-people-with-disabilities&catid=98:access-for-all&Itemid=234

- Indicated a need for increased industry awareness

- EU Mandate 376

- CEN, CENELEC and ETSI developing standards including a supplier's toolkit
- US and EU working towards harmonising accessibility criteria in public procurement but challenges

International approaches

- UN Convention on the Rights of Persons with Disabilities
 - Article 9 states that persons with disabilities have the right to access information and communications technologies and systems on an equal basis with others and without discrimination.
- ITU's Resolution 70
<http://www.itu.int/pub/T-RES-T.70-2008>
- G3ict e-Accessibility Policy Toolkit for Persons with Disabilities
<http://www.e-accessibilitytoolkit.org/>
- Internet Society Issues Paper
<http://www.internetsociety.org/doc/internet-accessibility-internet-use-persons-disabilities-moving-forward>

Knowledge sharing

- Global community
- Reduce duplication of effort by sharing ideas
 - National
 - Regional
 - International
 - **RA 11.3: INFRASTRUCTURE FOR SHARED KNOWLEDGE IN THE FIELD OF ASSISTIVE ICT AND ACCESSIBLE ICT; CLEARING HOUSE FOR INCLUSIVE HCI**
- Support developing countries reflecting local language and culture

Nothing about us with us!

- User involvement (**RL #8 END USER PARTICIPATION AND USER NEEDS ANALYSIS**)
 - Research
 - Standards-making
- Listening and heeding the lived experience of disability (**RA #8.2 INVOLVEMENT OF END USERS THROUGHOUT THE DESIGN AND DEVELOPMENT PROCESS**)
- Training and mentoring
 - To support involvement by people with disability
 - Awareness-raising workshops for industry by people with disabilities

Nothing about us without us!

- Research actions identified in all three SDDP workshops and by external experts based on related ideas
 - **RA #8.2 INVOLVEMENT OF END USERS THROUGHOUT THE DESIGN AND DEVELOPMENT PROCESS** – 4 ideas
 - **RA #8.1 ANALYSE END-USER NEEDS AND PERSONAL BARRIERS WITH RESPECT TO ICT** – 6 ideas

Highlights importance of realistic end-user focus

CARDIAC Roadmap

- Examples of real-world accessibility challenges that need to be researched
- Important gaps in research are identified and structured
- Based on triggering questions using Structured Dialogic Discussion Process
 - Technology transfer
 - Inclusive HCI
 - Network-based services
- Resulting in
 - Research lines (RL)
 - Research actions (RA)
- Backed by detailed documentation

Looking forward to research that
will have a positive impact on
making systems more accessible

Thank you!

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