

INTRODUCTION TO DIGITAL ACCESSIBILITY

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THE CURB CUT EFFECT

💡 When we design intentionally for disability, we create innovations that empower everybody.



MORE EXAMPLES

PayTM Sound Box

AudioBooks



WHAT IS DIGITAL ACCESSIBILITY?

Digital Accessibility (a11y) refers to the inclusive practice of removing barriers that prevent people with disabilities from interacting with or accessing websites, digital tools, and technologies.



INDIA'S RPWD ACT 2016

Public digital platforms are legally required to remove
digital barriers for all citizens

Visual • Auditory • Motor • Cognitive



THE PERSONA SPECTRUM

Permanent

Being visually impaired or blind 

Temporary

Fracturing a wrist due to a small
accident 

Situational

Using your phone while holding an
umbrella 



WHY A11Y?

Ethical

Legal

Business



4 HABITS YOU CAN START TODAY!

1 Add Alt-Text everywhere ✓

Images in social media posts, Slide decks

2 Check colour contrast ✓

Avoid light grey or yellow text on white backgrounds

3 Add Auto-Captions to videos ✓

Enable captions on reels, project videos

4 Use Proper Headings in Docs ✓

Heading levels in GDocs/Word instead of “bold”



SOME USEFUL TOOLS

- Axe and Lighthouse — Chrome browser plugins
- A11YJobs.com
- LearnDigitalAccessibility.com — 🌟 Our Project! 🌟



THANK YOU!

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