

HOW TO WORK WITH ACCESSIBILITY

There are several ways how to address cognitive accessibility. We have listed some useful approaches and guiding ideas for accessibility work regardless of market or problem in focus. See them as inspiration for the start or development of your work.

Always engage the target group

“Nothing about us, without us” – is the slogan of the European disability movement. And that is an excellent starting point of all accessibility work. Start your work by identifying organizations, associations, businesses or other activities involving persons with, in this case, cognitive impairment. They are the experts and they will improve your work and credibility.

Useful information – based on real experiences

With adequate and relevant information about how consumers experience the accessibility in a specific store or industry you can approach companies with suggestions on improvements, influence policymakers and raise awareness through your policy work, eg through debate articles.

You can get information on the status of the accessibility in different ways. Either through tests or inspections of physical or online stores or through surveys. Persons with a disability or persons who are not digitally involved are often underrepresented in surveys if at all present. Hence, designing a survey where your target group is included is extremely relevant and important. And this will result in information that is unique to improve your business.

And, use the power of reality– nothing touches or explains as well as real life stories. Make sure your target group gets to explain and talk about their reality with their own words.

Universal design

Universal design or design for all, as it is sometimes referred as, is a useful perspective and tool no matter what your area of focus is. Universal design is the process of designing products, environments, services or systems based on the widest range of user needs. Most business wants to reach a wide customer group and increase their sales, experience fewer cancelled purchases and customers who turn to support for help. By involving the target group in the design process, already from the start, they will be successful from the start and have more satisfied customers.

Find out more:

- European disability forum - www.edf-feph.org
- ANEC, the European Association for the Coordination of Consumer Representation in Standardisation - <https://www.anec.eu/priorities/accessibility>
- Guide 6 for addressing accessibility in standards- www.cencenelec.eu/standards/guides
- Source for news and information on universal design - www.universaldesign.com