



## DIGITAL ACCESSIBILITY

Documents / Websites / Apps / Online

Accessible solutions for the world we live and work in



## MICROLINK & DIGITAL ACCESSIBILITY

The COVID-19 pandemic has significantly accelerated our global reliance on digital resources, making digital accessibility more critical than ever. With the widespread adoption of home-working and online communication, ensuring that digital platforms are accessible to everyone has become a pressing necessity.

Since 1992, Microlink has been at the forefront of providing assistive digital technologies and accessibility solutions in the UK. Our extensive experience has given us an unparalleled understanding of the challenges that disabled individuals face when navigating digital environments.

Under the expert guidance of our highly experienced and innovative Digital Accessibility Consultant, Dr Neil Rogers, Microlink's Digital Accessibility team is dedicated to helping your organisation make its digital resources accessible and inclusive for all. We offer comprehensive support to ensure that your digital assets are user-friendly and compliant with accessibility standards, thereby fostering an inclusive environment for everyone.



## WHAT IS DIGITAL ACCESSIBILITY?

Digital accessibility is the process of ensuring digital technologies, services, and resources, such as websites, mobile apps, ebooks and documents are:

- Designed with the needs of disabled people and additional needs in mind.
- Flexible and can be customised and personalised to meet individual needs.
- Created so that they are compatible with Assistive Technology (AT), such as screen readers and compliant with recognised accessibility guidance and regulations (Lexdis, 2021).

## WHO IS AFFECTED BY DIGITAL ACCESSIBILITY?

The goal of Digital Accessibility is to guarantee that all digital assets are usable and approachable for people living with a large variety of different disabilities or health conditions. These may include:

**Visual Impairment:** B/blind people and partially-sighted people, people with colour vision deficiency (CVD)

**Seizures:** Epilepsy, Non-Epileptic Seizures (NES) and all other seizure disorders

**Auditory Impairment:** D/deaf and people with partial hearing loss

**Dexterity Impairment:** People affected by limited function of limbs or digits

**Speech Difficulties:** Commonly either Apraxia (Resulting from neurological symptoms) and Dysarthria (Result of muscular issues)

**Cognitive and Neurological Disability:** E.g. Autism, Aphasia, Dyslexia and Memory Loss

What is more, Digital Accessibility presents an opportunity to help everybody, not just disabled people. For example, speech-to-text and glare prevention technologies, while initially devised to help disabled people, have an immense capacity to improve the usability of digital assets for all of us.



## WHY IS DIGITAL ACCESSIBILITY IMPORTANT FOR YOUR ORGANISATION?

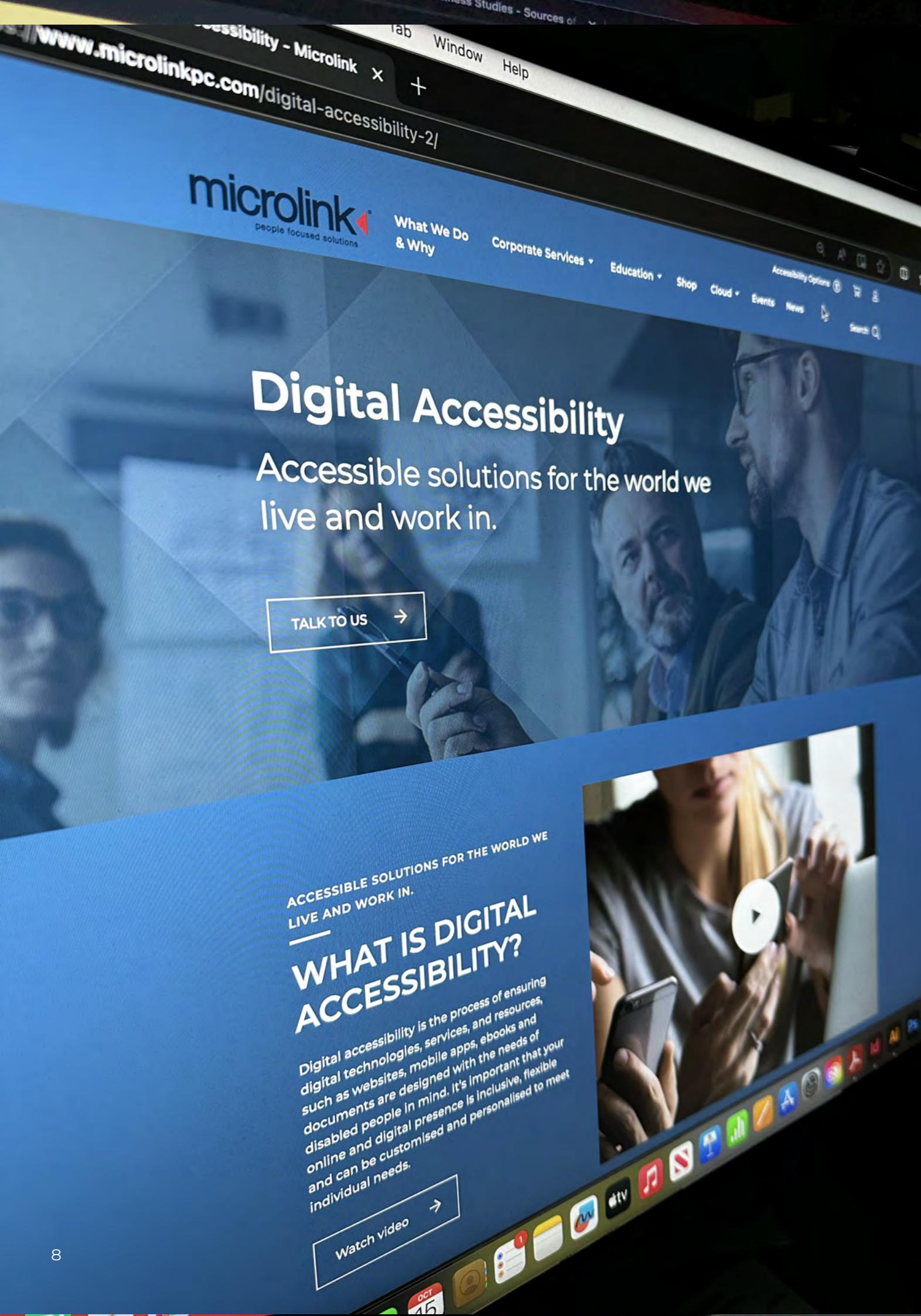
With so much of our communication occurring through digital media, it has never been more important to ensure that your organisation's digital resources are accessible and inclusive to all. The reasons for this are numerous.

For example, if you are a public sector organisation you have a legal duty to ensure your website, mobile applications and PDFs are accessible.

That said, the positive benefits of implementing Digital Accessibility far outweigh any requirements to do so. Typically, a company's website or app is the gateway to their products and services. For your organisation to be as successful as possible, it is vitally important that you do not present obstacles to anyone trying to access these resources.

If, for example, a screen reader user is unable to navigate or read information on your website, this forms a barrier which will lead them to go elsewhere. This is important as there are 14.1 million disabled people in the UK. The demographic of families where at least one member is disabled has a total estimated spending power of £274 billion per year. By embedding digital accessibility from the outset ultimately everyone benefits. Not only will disabled and non-disabled people find your digital assets more user-friendly but your organisation or business will be able to reach a larger audience and customer-base.





## WHAT MAKES MICROLINK'S DIGITAL ACCESSIBILITY SOLUTIONS UNIQUE?

Microlink boasts thirty years' worth of experience in supplying assistive technology and accessibility solutions to disabled people in education and the workplace. From this we occupy a unique position to offer a wealth of expertise and understanding on the needs of disabled people, particularly with regards to the use of digital assets.

Our digital accessibility services do the heavy lifting for you, whether you need web, mobile or document formatting in isolation or in combination. From requesting a quote through to delivery we provide a tailor-made service to provide your operation with precisely what it needs. From identifying flaws in the accessibility of your digital materials in their current state through to consulting on and delivering the most appropriate solutions, we will guide you through the process.

We offer a rigorous auditing process, applying internationally recognised standards (WCAG-EM). During these, our highly trained professionals thoroughly test user journeys through your digital assets, from log in to form entry to product purchasing and beyond.

For web assets we test your resources in five mainstream browsers: Opera, Edge, Chrome, Firefox and Safari. For mobile operating systems and apps, we test in both Android and iOS. Throughout our testing we make use of Assistive Technology such as screen readers to ensure compatibility and ease of use for individuals requiring the use of such software.



## ACCESSIBLE DOCUMENTS OPEN UP A WHOLE NEW WORLD

We offer a unique service to test and convert pdf files on a large scale. PDF files are widespread and have significant value. However, they also regularly present challenges for individuals using screen readers and text-to-speech software. Microlink offers a remediation service, using a combination of cutting-edge technology and our singular expertise to convert very high volumes of PDFs to accessible formats.

All our findings are gathered and relayed in comprehensive and transparent reports, to ensure you see and understand precisely what is required in your organisation's individual case. From there we can offer a wealth of suggestions on how to improve the design and interactivity of your assets to ensure they are useable for everyone no matter their condition.

Best of all, we offer our personalised and highly supportive service at the most affordable prices you will find on the market.





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