

WEB ACCESSIBILITY

When websites are designed and coded with accessibility in mind, it removes barriers and allows people with different abilities to participate. There are many things to consider when designing an online resource, and the links below are some resources to help you get started. Keep in mind that you may be limited by the web tools or platforms you are using for your project.

The [BBC Accessibility page](#) provides a tool for modifying a website to meet the needs of users. The site also has a section that outlines [best practices](#) and how they are applied to the BBC site.

The [Web Accessibility Initiative](#) includes a helpful [introductory page](#) to learn the basics of web accessibility as well as an outline of [essential components](#).

This [Usability and Accessibility page](#) from the U.S. Department of Health and Human Services helps explain the difference between these two lenses for assessing user experience.

WebAIM has another good [introduction to web accessibility](#). Additionally, the site has [resources](#) and tools, including this [contrast checker tool](#) to help make sure that colors are readable.

Tips for Accessibility:

- Use alt tags. When you hover your mouse over an image on a website, the words that pop up are called alt tags. These descriptive tags allow people with visual impairments to understand what is in the image;
- For videos embedded in your website, create subtitles and transcribe the footage; and
- When embedding a link, “describe” the link versus stating, “click here.”

USABILITY

Usability refers to how well an end-user can navigate your website to find materials. Many out-of-the-box web solutions will be designed with usability in mind. The resources below provide an in-depth look at the basics of usability and what factors you should consider.

The Interactive Design Foundation’s [What is Usability?](#) page includes a checklist of criteria delineated to design for optimum usability.

The US Department of Health and Human Services gives a succinct [overview of usability](#). Its [Usability Evaluation Basics](#) page describes how to set up user tests to receive feedback about your website.

Peter Morville explains the [user experience honeycomb](#) facets that influences user experience: useful, usable, desirable, findable, accessible, credible, and valuable.