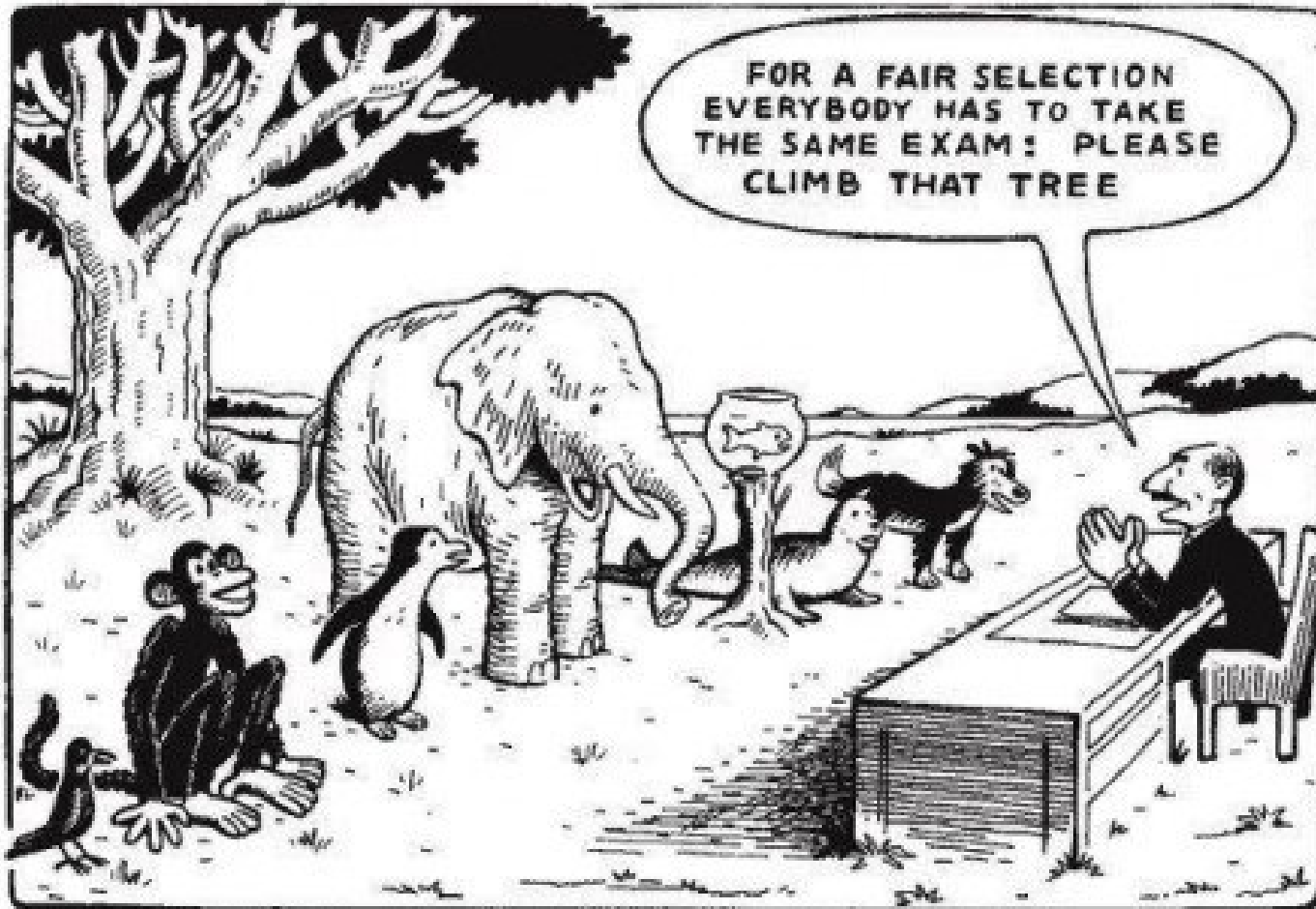# Accessible mobile applications

Aleksandar Bogdanović,
EIDD Design for All Europe,
Beograd, 09.10.2015

# Do you see something strange here?

# Accessibility vs. Accessible mobile apps

A. Accessible – each participant climbed a tree in their own way

B. Accessible apps – adjust the tree to each user

# Reasons?

**Ethical and social:**

it is unfair and against the principles of equal opportunities to exclude any group of people from using an app

**Business :**

in a tough economic climate, does it make sense to narrow your potential user base?

# Who needs it?

Statistics claims that there are a billion

But it is suitable to all:

- Essential to people with disabilities – 15%
- Necessary To their families – 40%
- Suitable to all people – 100%.

Because accessibility of ICT means that is designed for all

# What is Design for All

"Design for All is design for human diversity, social inclusion and equality."

EIDD Stockholm Declaration©

Or…

The user-centered approach to providing products that can automatically address the possible range of human abilities, skills, requirements, and preferences



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DESIGNED FOR ALL

Rather than striving to develop 'Advanced Technology',
we seek to design utilizing 'Accessible, Considerate Technology' that satisfies the
needs of all types of users. We invite you to share your meaningful 'designs for all'.

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# Approach in apps development

Not an "expert who knows better", but a system designer who practises a Design for All approach:

identifying and involving users at every stage in the process of designing a more inclusive user experience

The result: product suitable to all

# 7 principles of Design for All to be used in mobile apps development

- **Equitable Use:**

the design must be useful and marketable to any group of users - avoiding segregation or stigmatization of any users.

- **Flexible in use**:

the design must accommodate a wide range of individual preferences and abilities.

- **Simple and intuitive to use**:

the design must be easy to use and understand, regardless of the user's experience, knowledge, skills or concentration level.

continued…

- **Perceivable information:**

the design must communicate necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
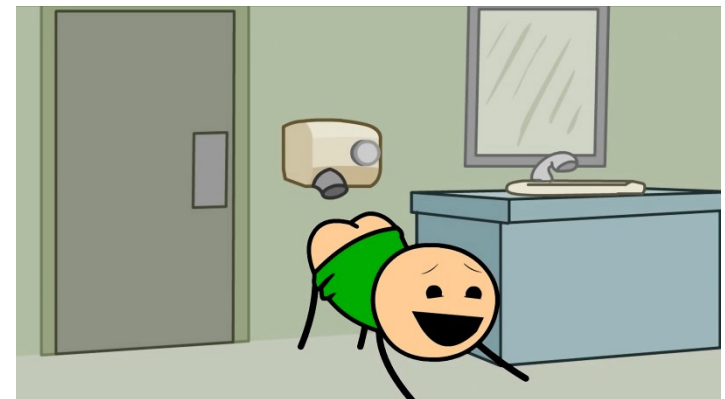
- **Tolerance for error:**

minimize hazards and consequences

of accidental or unintended actions.

- **Low physical effort:**

usable efficiently and comfortably

and with minimum fatigue.

- **Size and space for approach and use:**

appropriate size and space must be provided for approach, reach, manipulation and use, regardless of the user's body size, posture or mobility.

# What are the benefits for business?

1. Increased potential market
2. Increased marketability - by increasing functionality for all users.
3. Total cost reduction
4. Improved market share by improving customer loyalty
5. Reduction in "hidden" costs
6. Potential spin-offs

# What are the benefits to the individual and society?

- **the general population**

have access to more user-friendly products and services

- **older adults and people with disabilities**

have a greater number of mainstream products and services that meet their needs

- **society as a whole**

reducing the costs in providing assistive technology products;

achieving a higher degree of social equality;

# where we can expect changes:

1. improving education
2. cultural refinement
3. social Cohesion
4. social tolerance
5. information exchange
6. planning activities
7. expansion of job opportunities
8. the promotion of democracy
9. …..

# What is the goal?

To raise the quality of life



- Quality of life is determined by social status, and the other side is the goal of social development.

Regionalna konferencija za Evropu
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DRUŠTVA ZA OSOBE SA INVALIDITETOM
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# Hvala na pažnji!

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