

Design accessible services

**Inclusive design  
means better  
design for all.**



Digital, Data  
& Technology

[ukhomeoffice.github.io/accessibility-posters/posters/  
postcard-designing-accessible-services.pdf](https://ukhomeoffice.github.io/accessibility-posters/posters/postcard-designing-accessible-services.pdf)

## Design accessible services

# Inclusive design means better design for all

Making your service accessible doesn't just help people with access needs - it means everyone can use it more easily.

For example, video captions are essential for people who are D/deaf or have hearing loss. But they also aid comprehension and are useful for anyone who wants to watch without sound.

Inclusive design also helps people in situations like having only one hand free, being stressed or reading without their glasses.

Design accessible services

**Access needs are  
user needs.**



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**Design accessible services**

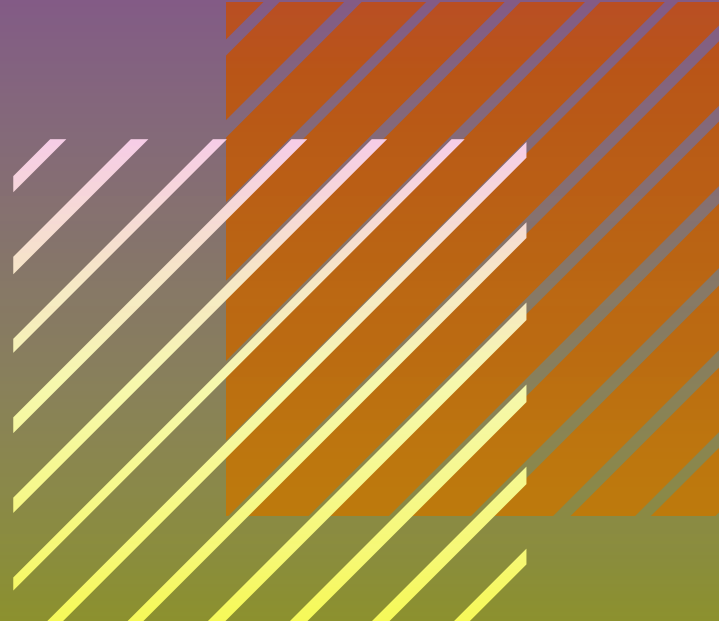
# **Access needs are user needs**

You'll spot usability issues more quickly if you include users with disabilities in research – because they'll highlight things you might otherwise overlook.

Finding these early saves time and money, and makes the design better for everyone.

Design accessible services

**No one should be excluded because of their disability.**



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# No one should be excluded because of their disability

As well as being ‘the right thing to do,’ it’s a legal requirement to treat people with disabilities equally – in terms of opportunity, experience and outcome.

The Equality Act 2010 says public bodies must eliminate discrimination as part of the Public Sector Equality Duty.

This applies to all parts of a service, including communications, training materials, policies, locations and human interactions, as well as on-screen interfaces.

The best way to do this is make things accessible by default – and add reasonable adjustments when needed.

Design accessible services

**Only accessible  
services meet the  
Government Standard.**



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# Only accessible services meet the Government Standard

To meet the Government Service Standard you'll need to show how you've designed for access needs from the start.

Digital services must:

- meet level AA of the Web Content Accessibility Guidelines 2.1

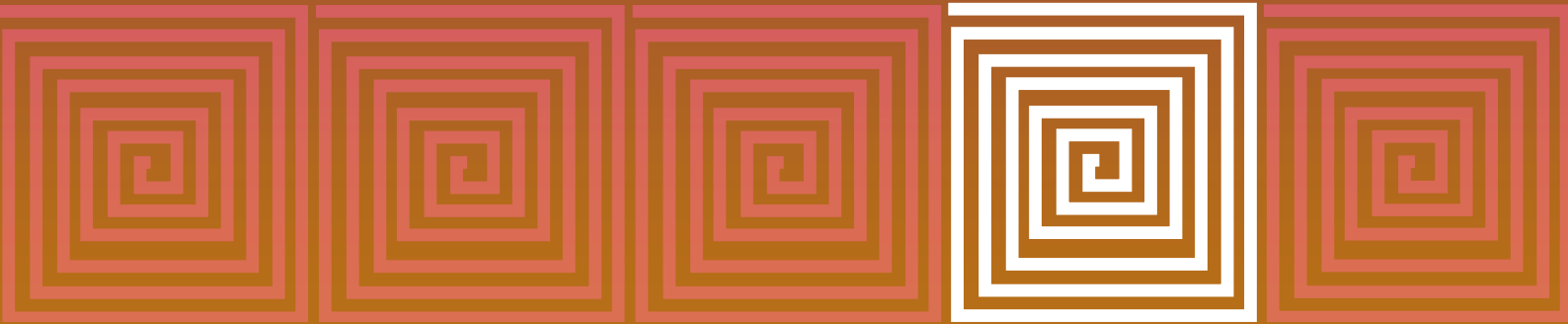
- work with assistive technologies like screen readers or speech recognition tools
- include people with disabilities in user research

This applies to all technology used by civil servants and the public.



Design accessible services

**Anyone can find it hard to  
use a service.**



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# Anyone can find it hard to use a service

Anyone could have access needs at different times. Like when they are driving, in a noisy or bright environment or have short term illness or injury.

And as we get older, our eyesight, hearing, dexterity or mental capacity might get worse.

These all create needs that can be met by accessibility features – which is why we should build them in by default and make them easy to find.

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**Accessible services  
are cheaper  
services.**



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# Accessible services are cheaper services

It costs little or nothing to write accessible code. Good quality code is better to collaborate on, iterate and inherit. And changing code later can cause problems, higher costs and delays.

Accessible services also need less support, workarounds, alternative formats or reasonable adjustments. And they're less likely to mean expensive legal action by a disabled person who feels they've been discriminated against.