

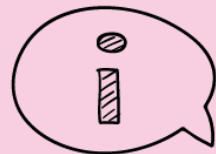


Increase the impact of digital public services through accessibility

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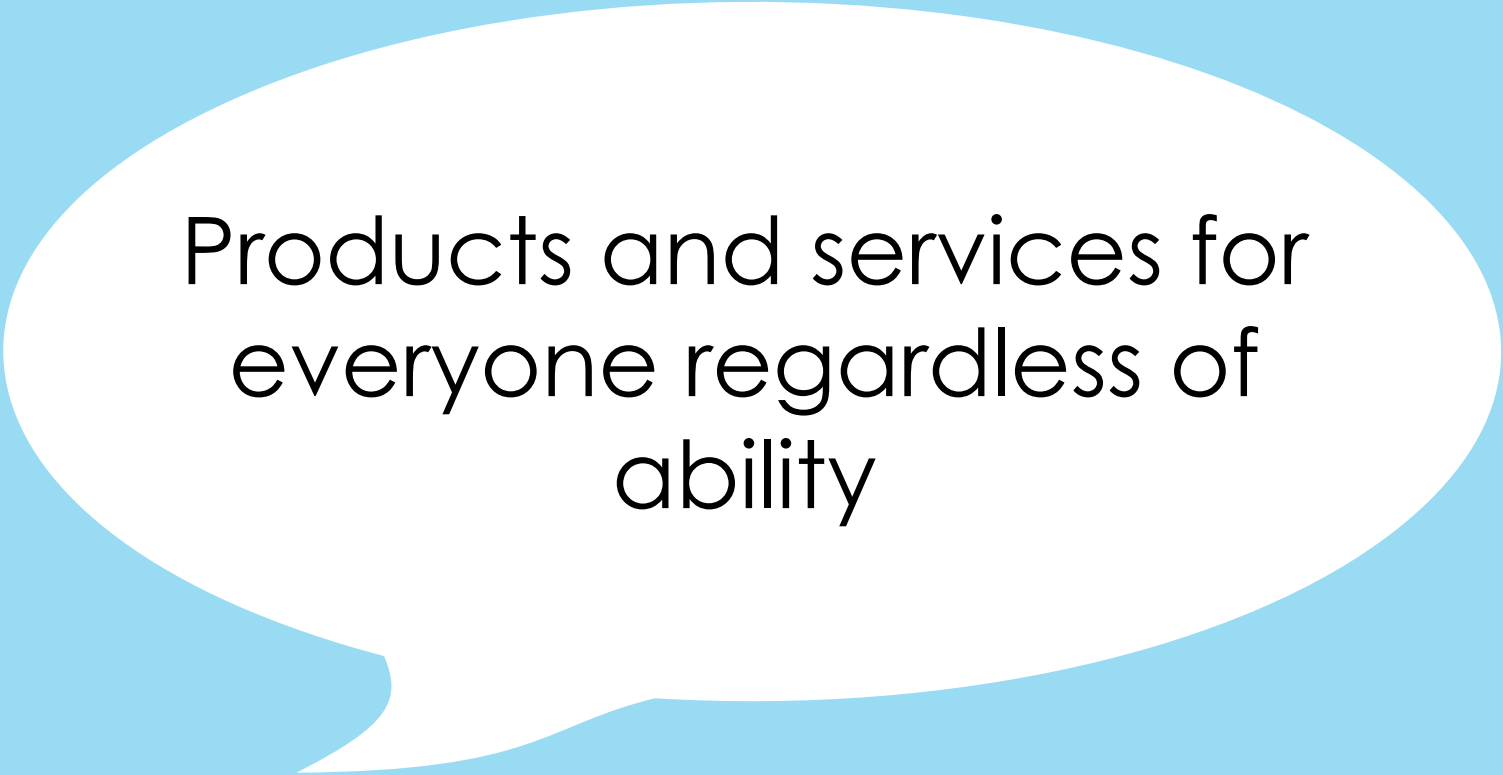
Key points of the presentation

- What is accessibility
- How is it relevant to digital public services
- How can accessibility be applied in the design process



**What's
accessibility?**





Products and services for
everyone regardless of
ability

Accessibility

- Human-centered design
- Flexibility for different needs

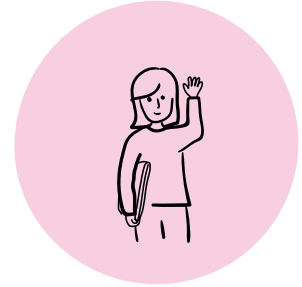




How can accessibility increase the quality of digital services?

Services that make a difference

- Create interest and are easy to understand and relate to
- Increased willingness to use
- Improve outreach
- Make a positive impact on society

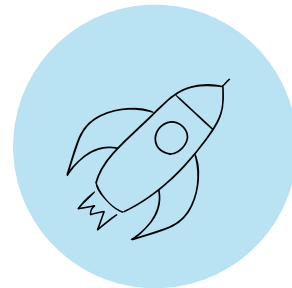


Key to success

Product or service that everyone can use

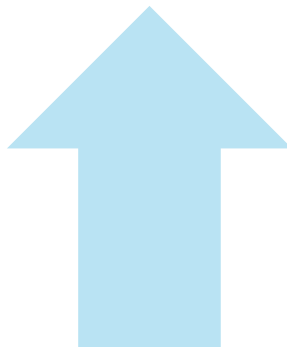
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Communication on the service that everyone can understand



Higher impact

More users



Example

Accessible public information website:

- More visitors to the website
- Less need to provide costly separate services
- Improved outreach
- Better public image



**How can
accessibility be
included in
service design
and
development?**



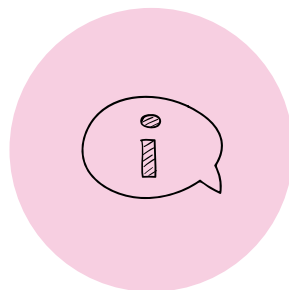
Accessibility applied



Set up
inclusive
requirements



Test with users
throughout
project



Accessible
communication
& dissemination



Accessibility makes
sure that
digital services are
usable and attractive
to everyone

**There is no such thing
as an average user**

