

Making e-services usable and accessible for all

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The problem



Approach / View

- **Usability** is the key to making people **want** to use the service
- **Accessibility** is the key to making people **able** to use the service
- Make **the service** usable and accessible, not only the technology delivering the service

Approach / View (cont.)

- The **target groups** are usually entrepreneurs, students, parents etc., **not** elderly people, disabled people, immigrants etc.
- Preassume that the target groups include people with a **diversity** of characteristics, abilities and preferences.
- "The citizen in focus" - apply a **user-centred** development process

Approach / Tools

- Use standards on requirements
 - ISO 9241 family
- Standards are good, but not always sufficient – *know thy users!*
 - Understand and specify the context of use
 - Specify the user requirements

... to be applied on

- Channel strategy
 - phone, SMS, web, letter, digital TV, personal service
- Web design
 - content, layout, markup coding
- "My pages"
 - or "your pages at us"
- Procurement

if you need inspiration ...



... Verva provides some guidance

- Swedish National Guidelines for Public Sector Websites
- ACCENT Guidelines for Accessibility in Public ICT Procurement

<http://www.verva.se/english>

Thank you for listening!

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