

Standards, toolkits and design guidance for accessibility in Ireland

E-Accessibility standards as drivers of innovation

Zero Project Conference 2016

United Nations - Vienna, 11 February 2016

Ireland's Standard NSAI I.S.373:2013 Universal Design
for Customer Engagement in Tourism Services

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Agenda

I.S. 373 Universal Design for Tourism Services
(Business Case Driver)
Toolkits and Case Studies

SWiFT 9 for Universal Design for Energy Suppliers
(Regulatory Driver)
In-Home Display Guidelines



Universal Design in Ireland

Universal Design is the design and composition of an environment so that it can be **accessed, understood** and **used** to the greatest extent possible by **all people** regardless of their **age, size, ability or disability**.

Centre for Excellence in Universal Design, CEUD
Established by the Disability Act 2005, Ireland



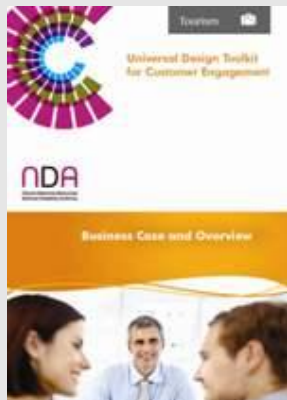
Universal Design





Universal Design for customer engagement in Tourism Services

<http://www.universaldesign.ie/tourism>



Toolkits adopted for use by VisitEngland



Universal Design



Universal Design for Customer Engagement in Tourism Services (Toolkits) (Case Studies)



Viking Splash





- + 18% revenue
- Fewer complaints







Toolkit page

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Avoid using light-coloured text and a light background (low contrast)
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Avoid placing text in front of a patterned background
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Make sure there is strong contrast between the text and the background colour
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Increasing the weight or size of light text on a dark background can increase its legibility

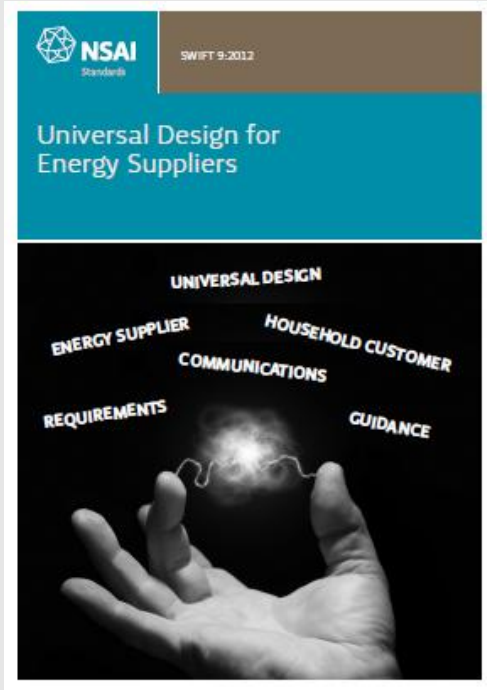


Business Outcomes – Purty Kitchens

	Oct' 13	Oct' 14
Number of email subscribers	1850	2731
Website hits	3200	5800
Facebook followers	4050	7349

- **48% increase in email subscriptions**
- **80% more website hits**
- **82% increase Facebook followers/likes**





Driven by Regulation

SWiFT 9 and Toolkits for Energy Suppliers

<http://www.universaldesign.ie/energy>



Universal Design of In-Home Displays for Energy

<http://www.universaldesign.ie/inhomedisplays>





Display Guidelines informing problem with difficult to read in-ground water meters

Universal Design of In-Home Displays for Energy
<http://www.universaldesign.ie/inhomedisplays>





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www.universaldesign.ie



NSAI

National Standards Authority Ireland

Failete Ireland

National Tourism Development Authority