

TITLE:

Accessible Site - Soul Marketing

DESCRIPTION:

This Project is about an accessible site development, from a reformulation of the project guidelines related to the web field in Soul Marketing so that its inner methodology could be usable to the people with visual impairment. On the site, it's possible to visualize some interaction resources which come from this approach – others, in turn, could be found hidden through HTML code. There are, thus, personalization components, such as high contrast and font size changing. Since the navigation of the person with visual impairment occurs through screen reader, who reads the information to the user in a hierarchical model, through the actions activated from the keyboard, it was inserted link resources, in other words, some shortcuts that leads the user to the option that he/she really wants quickly so that the screen reader doesn't need to read irrelevant information. All the images, as well as icons and seals, which express some important content, have a description through alternative text resource. The one-page mode also allows a practical, simple e intuitive experience. The whole interface is shaped to the responsive mode to adapt it to the several kinds of screen, not losing its information coherence and its applied resources. The site could be accessed by the following link: <www.soulmarketing.com.br>.

RESULTS:

It was applied tests in two moments: the first one was focused on the real users directly, which was properly successful – it was just made some adjustments; the second one was made through on virtual validators, which analyze the degree of accessibility according to the guidelines of the W3C, global community focused on web accessibility: the result was highly satisfactory, reaching the highest indexes: grade 9.0 on Accessify and level good, the maximum level of evaluation on Accessor Monitor. Thus, the platform, in general, has achieved accessibility success, so that not only visually impaired people can interact easily, but also other users with different types of disabilities. This project, therefore, highlights how indispensable it is to build accessible platforms to meet the most diverse kind of people and guarantee them a dignified and egalitarian future. Besides, this work emerges as an initiative to reverberate the issue and engage other businesses, even small ones, to implement conscious human rights measures in their materials in order to make accessibility guidelines intrinsic usability criteria.