KIRMELA

Accessibility Basics Guide

Making your products usable for everyone builds trust, expands your audience, and reduces risk. This short guide explains what accessibility really means for your business, why it matters, and where to start.

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What accessibility means for your business

Accessibility means your products and services can be used by everyone including people with different abilities and ways of interacting online.

It's not just about permanent disabilities. It also helps those who:
- use screen readers or voice control
- experience colour blindness or visual sensitivity
- have temporary barriers, like an injury or noisy environment
- use smaller devices or slower internet connections

When something is easier for one person, it's usually better for everyone.

Why it matters

It shows you care – When your business designs with accessibility in mind, it tells customers you value every person not just the average user.

It makes business sense – More than 16 million people in the UK have a disability, and together they represent over £250 billion in spending power (known as the "Purple Pound"). Making your products accessible helps you reach more customers and keep them coming back.

It protects your brand – Accessibility is also part of UK law (the Equality Act 2010). But beyond compliance, it's about reputation, businesses known for being inclusive build stronger relationships and trust.

What it looks like in practise

Area	What to look for	Why it helps
Text	Clear, readable fonts and language	Makes information easy to take in for everyone
Colours	Strong contrast between text and background	Keeps content readable in any setting
Navigation	Simple menus and clear buttons	Helps people move around easily
Images	Short descriptions (alt text) for visuals	Supports users with screen readers
Content	Plain, direct wording	Reduces confusion and helps all readers

Simple wins you can make right now

- Add captions to videos

- Make sure buttons and links clearly say what they do

- Review colour contrast on your website

- Write content in plain, straightforward language

Building accessibility into everyday work

Start early
Consider accessibility from the start, it's easier than fixing issues later.

1

2
Make it part of "done"
Treat accessibility as a sign of quality and consistency.

Share responsibility
Everyone has a role that includes product, design, development, and leadership.

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4
Test with real users
Diverse feedback helps uncover barriers you might not see.

Keep learning
As tools and best practices evolve keep accessibility awareness part of training and reviews.

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The business benefits

Reach more customers - accessibility expands your audience

Build trust and loyalty - show you value every user

Reduce risk - stay compliant and proactive

Improve performance - clear, accessible products convert better

Where to start

You don't need to do everything at once.

Choose one area that could be a page, form, or product and start making small, meaningful changes.

If you're unsure where to begin, an accessibility review or short workshop can help identify the biggest opportunities.

Resources & support

Explore more guides and templates at:

kirmela.com

Or talk to us about:

- Quick accessibility reviews
- Inclusive design workshops
- Building accessibility into your design process