



The UK's  
accessible  
shopping day

# Web Accessibility Guide

#PurpleTuesday

Produced by Purple



# Introduction

Online shopping should be open for everyone, but what if you can't use a mouse, or see the screen, or hear the sound? The UK's 13 million disabled people should be amongst those who benefit from online access to the UK's major retailers. But many retailers still don't design and build their websites to include everyone, inadvertently turning away millions of customers and billions in sales.

**This short briefing note provides a flavour of the key issues and shows how easy it is to improve web accessibility.**

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## Did you know...?

- **UK retailers lose a potential £11.75 billion each year from having an inaccessible website.**
  - **80% of disabled customers will spend their money not necessarily on the website that offers the cheapest products, but where fewest barriers are placed in their way.**
  - **70% of UK websites were seen to have a serious lack of accessibility when tested.**
  - **71% of disabled customers with access needs will click away from a website they find difficult to use.**
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## What to look for?

### Keyboard Accessibility

Keyboard accessibility is extremely important to ensuring your website is accessible. Many users rely on a keyboard to access websites including users with motor disabilities, visual impairments, and muscle control impairments, etc.

Consider just some of the issue's confronting users when accessing websites this way.

- Can you see where you are on the screen?
- Can you access the navigation menu and sub menu?
- Can you purchase an item?

**Hint/tip: Can you access your site by just using the keyboard? Unplug your mouse and use your website with only your keyboard, using the tab button to move around. How long does it take you to access the content? Can you access everything?**



### Further information

Please get in touch if you have further questions by emailing [info@purpletuesday.org.uk](mailto:info@purpletuesday.org.uk)

## Colours

The colour contrast between text and background is very important on web pages. It affects a user's ability to perceive the information. Around 1 in 12 men and 1 in 200 women have some degree of colour vision impairment, so ensuring your colours are accessible is vital. There are two main accessibility issues that relate to colour:

- Ensuring the text on screen is readable against its background and that the colours complement each other.
- Ensuring that any information relayed to the user through the use of colour is also indicated in another way, eg Different colour buttons with no text.

**Hint/tip:** Use light colours against dark colours and if you are unsure, try your colours out on a colour contrast checker online.

## Text/Fonts

The type of font you use on your site as well the size and alignment of your text can have a significant impact on the accessibility of your website, particularly to those with a visual impairment or a learning disability such as dyslexia. Around 15% of the UK population has dyslexia so this a big market to miss out on.

- Check to see whether your site uses a readable font such as Arial or Calibri.
- Are all font sizes 12pt or larger?
- Is all text aligned the same way? Preferably left-aligned.
- Make sure no text is in all uppercase. These parts of text are more difficult to read for users, and screen readers can interpret all capital text as being an acronym and read it out as letters rather than words.

**Hint/tip:** Make sure your fonts and text are consistent throughout your website - in type, size and justification.

## Images

A website full of images can become completely inaccessible to visually impaired users if the images are not made accessible. For example, when adding images to a website you are given the opportunity to add an alternative text description to the image. Without this your website can appear blank to many users.

**Hint/tip:** Always describe your images in context, making sure the user understands why the image is there and what it is conveying.

## Videos

If your videos are not accessible, you are risking alienating a large portion of the population. As well as disabled users, accessible videos also benefit individuals without disabilities. Research has showed 80% of users were more likely to watch a video with captions, as they were able to watch it without the sound on. Ensure the videos on your site have the following:

- Captions.
- Transcriptions.
- Audio descriptions.

**Hint/tip: Use videos to convey information in an alternative format for your users, but ensure they are accessible to people with different impairments.**

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## Summary

This guide has shown there are many common-sense changes that can be made to your website, at no or little cost, which will make a huge difference to the online shopping experience of disabled customers.

For further information and resources go to [purpletuesday.org.uk](https://purpletuesday.org.uk)



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