

Services: Accessibility

Design
Technology
Consultancy



Usability, accessibility, information privacy, opt-in, browser versions, operating systems, languages, meta tags, search engine optimisation - the list of fashionable and ever changing terms goes on, and on, and on.

The good news is that the online industry is slowly moving toward establishing a minimum standard for using and accessing websites. on-IDLE have made accessibility and usability of the end target audience a priority since the end of 2003. And in doing so, discovered a passion and interest in the future of accessibility not only online, but within the converging mediums of interactive television and wireless devices such as PDAs and mobile phones.

We refer to the W3C usability and accessibility guidelines, and as a standard, from the end of 2003 no longer use frames. Using CSS (Cascading Stylesheets), XML, XHTML and other technologies, all sites are optimised for not only search engine listing (even Flash ones), but tested to meet at least the AAA accessibility standard.

on-IDLE are adept at implementing recommendations from usability studies. With clients such as Migros, the Variety Club, Arnold House School and the London College of Communication, deep-level knowledge and expert accessibility implementation is essential to every development that leaves the agency.

For an example of what we mean, click on the Accessible Version navigation button.