



Northern Nevada Center for Independent Living Website Estimate

ACCESSIBLE WEBSITE

Estipona Group will work with NNCIL to create a website accessible to people with disabilities. In designing an accessible website, we're considering the following user characteristics:

- **Unable to see.** Individuals who are blind use either audible output (products called screen readers that read web content using synthesized speech) or tactile output (a refreshable Braille device).
- **Has dyslexia.** Individuals with learning disabilities such as dyslexia may also use audible output, along with software that highlights words or phrases as they're read aloud using synthesized speech.
- **Has low vision.** Individuals with low vision may use screen magnification software that allows them to zoom into all or a portion of the visual screen. Many others with less-than-perfect eyesight may enlarge the font on websites using standard browser functions, such as Ctrl + in Windows browsers or Command + in Mac browsers.
- **Has a physical disability.** Individuals with physical disabilities that effect their use of hands may be unable to use a mouse, and instead may rely exclusively on keyboard or use assistive technologies such as speech recognition, head pointers, mouth sticks, or eye-gaze tracking systems.
- **Unable to hear.** Individuals who are deaf or hard of hearing are unable to access audio content, so video needs to be captioned and audio needs be transcribed.
- **Using a mobile device.** Individuals who are accessing the web using a compact mobile device such as a phone face accessibility barriers, just like individuals with disabilities do. They're using a small screen and may need to zoom in or increase the font size, and they are likely to be using a touch interface rather than a mouse. Also, Apple's iPhone and iPad do not support Adobe Flash.
- **Limited bandwidth.** Individuals may be on slow Internet connections if they're located in a rural area or lack the financial resources to access high-speed Internet. These users benefit from pages that load quickly (use graphics sparingly) and transcripts for video.
- **Limited time.** Very busy individuals may have too little time to watch an entire video or audio recording, but can quickly access its content if a transcript is available.

An accessible website works for all of these users, and countless others not mentioned.

In order to address these characteristics:

- Web content must be perceivable
- Web content must be operable
- Web content must be understandable
- Web content must be robust

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Features of Accessible Websites

- Good use of HTML headings
- Accessible with keyboard
- Accessible images
- Accessible menus
- Accessible forms
- Accessible tables
- Effective use of color
- Meaningful link text
- ARIA landmark roles
- ARIA for web applications

Site Menu

- Home
- About
- Living Independently
- Programs
- Donate
- Volunteer
- Calendar of Events

ESTIMATE*

Account Management:

Client meetings and phone calls, gathering assets, working with the team through the editing and approval process.

Website set up / programming:

Program website to be accessible (based on description above), purchase hosting, set up staging server, flow content, arrange navigation and push live when ready.

Copywriting:

Developing the site map and writing / editing the copy for the website.

Layout/Design:

Using existing NNCIL materials, redesigning the site to make it more graphically attractive and user-friendly.

Total Estimated Cost: \$27,500

**Not included: website hosting or server management*

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