

# Proceedings of the 8th Annual Federal Depository Library Conference April 12 - 15, 1999

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## The Web and Effective Usability

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Accessibility is perhaps the wrong way of looking at things. We are really talking about effective usability. When we think in these terms the audience we need to support is greatly expanded - visual and print impairments, color blindness, short and long sightedness, mobility restrictions, dyslexia, attention deficit disorder and last, but not at all least, people who are not PC and Graphical User Interface literate. This groups then accounts for probably 40% or more of the potential audience for public access to the Internet and library information and services.

Today we are talking about, and showing, a public access kiosk that incorporates accessibility and usability features. The information provided to the kiosk is from standard Web pages, which our software then makes accessible. The software being used is called pwKiosk. The software provides access for people with print impairments and literacy problems, as well as people with mobility problems who cannot use a touch screen. The demonstration demonstrated these types of interfaces.

The kiosk and PCs represent only two of the forms of access to Internet and Web related information. There is also the telephone, electronic book reading devices, and hand-held devices, all of which may deliver information to a user. You need to start looking at your Web sites a different way. Think of them as the master source for people calling in by phone, using public access kiosks, PCs, or hand-held devices. A single source with multiple delivery modalities.

Designing your Web site for usability will make the Web site accessible to the widest possible audience.