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About Web Accessibility Norms & Ethic

#01

1. Why does Blue4You give a central place to the WANE – Web Accessibility Norms and Ethic – in its web projects development ?

BC: The internet has evolved over the past 3 years to integrate more researches concerning web semantic, how to get better referencing and analyzing the user's behaviour. Moreover, Navigators have evolved as well. All those changes have made us modify our graphical and semantic way of developing our clients' web project.

The philosophy of Blue4You is not to provide ready-made solutions to clients. Being a consultancy agency – as well as a creation studio – we inform clients on new approaches in developing web projects both in terms of technology and design. Thanks to our R&D department we are always aware of the last evolutions on the field.

Working this way allows us to give our customers tailor-made and state-of-the-art solutions.

2. Why do the companies and institutions tend to ask their web developer to comply with WANE? Isn't it a temporary trend?

BC : I don't think that companies and institutions building a new web application are into "being trendy". They are just into getting efficient web solutions. This is what WANE is about: an Efficiency Enhancer. Indeed, using CSS – Cascading Style Sheets, XHTML language and a better semantic when developing the web project ensure advantages such as :

- Better referencing because the content is more accessible and easier to understand by search engines;
- Function and design easy to update allowing the project a longer life-expectancy thanks to easily adaptable features;
- Compatibility with all the existing navigators and IT-appliances such as PDA, Mobile etc ... ;

3. According to you, why doesn't the whole web designer community give a central place to those Web Accessibility Norms in their practice? Does the WANE restrict them in terms of design ?

BC : Some "old school" developers think they will loose time coping with the norms, and so end up with less profitable projects.

Even if the WANE slightly restrict some development possibilities, its worth using them taking the advantages I just mentioned.

Basically, deciding to give a central place to the norms often means to drop the way one used to work; it is a question of basic resistance to change!

In terms of design, a lot of things are now possible while respecting the norms ; this namely thanks to the development of new layout tools.

So, there is no design restriction using the norms but on the contrary the norms make, and will more and more, make the design evolve.

4. According to you, what will be the new challenge in the next few months/years?

BC : As the last few years have been focused on the web accessibility norms, I think that the new issue will be on how to make the information more accessible to visitor and on how to optimize their use of it. It is called "User experience" as opposed to the "Application Web".

... And Blue4You is already working on it!

