



User Interface Design

Web Accessibility

The urge to create Internet sites which are able to reach out to as many people and as many media channels as possible, has never been as strong as today. We can achieve this goal by employing newest technologies and standards, without having to make any sacrifices regarding brand and design prerequisites.

GW interactive conforms to all corresponding standards such as the "Barrierefreie Informationstechnik Verordnung (BITV)" which is based on the Web Content Accessibility Guideline (WCAG 1.0) and the Web Accessibility Initiative (WAI).

Development according to these standards offers obvious advantages for a modern Internet presence:

- Higher user reach, especially users with computer-related disabilities
- Publication over diverse channels (web, TV, cellular, aircraft etc.)
- Complete platform independence (different browsers and operating systems)
- Cost-effective due to easy maintenance
- Faster page build-up

GW interactive implements web accessibility according to the following aspects:

Compliance	Accessibility	Usability	Intelligibility	Design
Valid code conforming to W3C standards (XHTML, CSS)	Accessible presence for different user groups and contexts	Coherent navigation concept	Simple language	Design elements as structural components
Separation of layout and content	Different browsers, devices and channels	Straightforward orientation	Understandable visualization	Taking into account all brand and CI prerequisites
		Consistent user guidance		
		User-centric interface		
		Consequently high everyday usability		

Of course, also this web site was built in compliance with all web accessibility standards.

Company
Competences
References
Jobs
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