

Module 4



LU 15 - Best Techniques for Different Media

Games Without Barriers project Co-funded by the Erasmus+ Programme of the European Union
G.A. n. 2019-1-IT01- KA202-007450 - CUP code G95G19000500006

The content of this document represents the views of the authors only and is their sole responsibility; it cannot be considered to reflect the views of the National Agency or the European Commission or any other body of the European Union. The National Agency and the European Commission do not accept any responsibility for use that may be made of the information it contains.





LU Objectives:

1. To analyse how to make information accessible, understandable and usable by as many visitors as possible.
2. How to design accessible information in different formats and deliver it through different information channels





Universal Design for Customer Engagement in Tourism Services



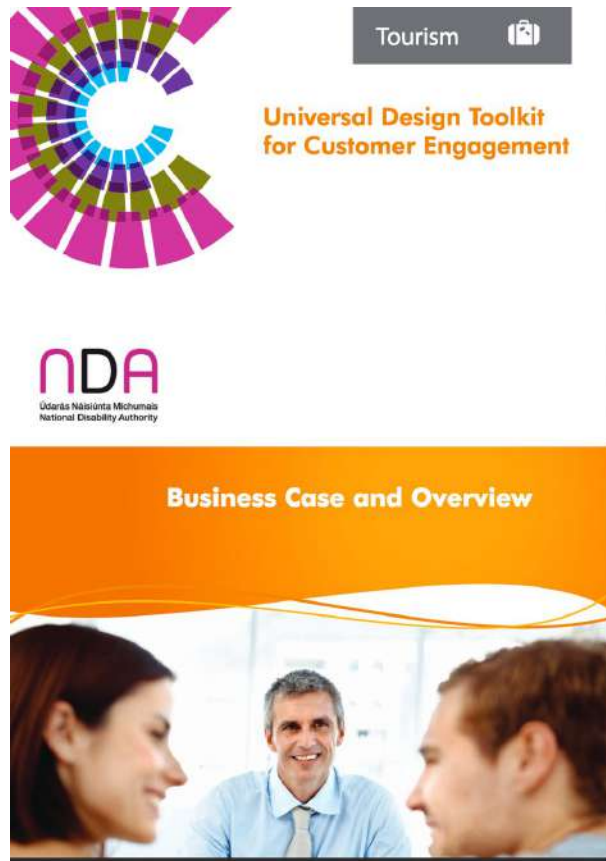
Irish Standard presents guidance for the use of Universal Designs to improve the engagement between tourism services providers and their customers, in:

- 1) Electronic based communications
- 2) Written communications
- 3) Telephone communications
- 4) Face-to-face communications





Universal Design for Customer Engagement in Tourism Services - Toolkits for Tourism Businesses



The Centre for Excellence in Universal Design publishes requirements and guidance for tourism service providers, in the provision of tourism products communications and tourism services communications

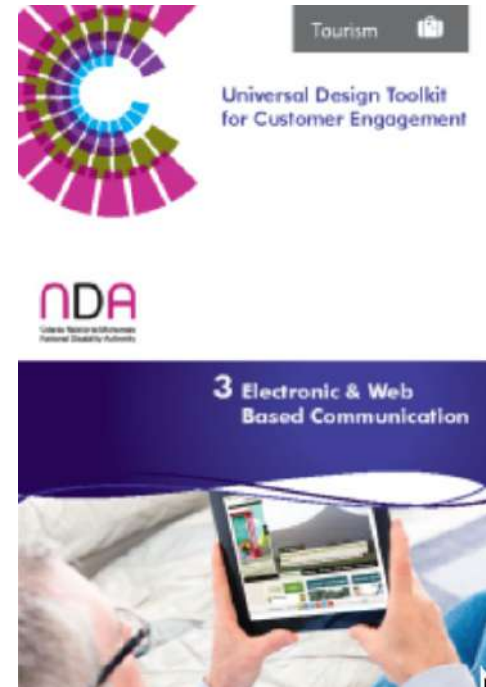
UD Toolkit

<http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services/>





Universal Design for Customer Engagement in Tourism Services-Toolkits for Tourism Businesses



Toolkits for 1. Written Communication, 2. Face-to Face, Telephone and Video Communication, and 3. Electronic and Web-based Communication.

<http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services>





Universal Design – Customer Face-to-Face Communication



[Jurys Inn video: http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services](http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services)





Universal Design – Written Communication for Customers



[Clewbay Hotel video: http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services](http://universaldesign.ie/Products-Services/Customer-Engagement-in-Tourism-Services)





Communications: Winning more customers

52% of customers purchase more from a business as a result of a good customer experience.

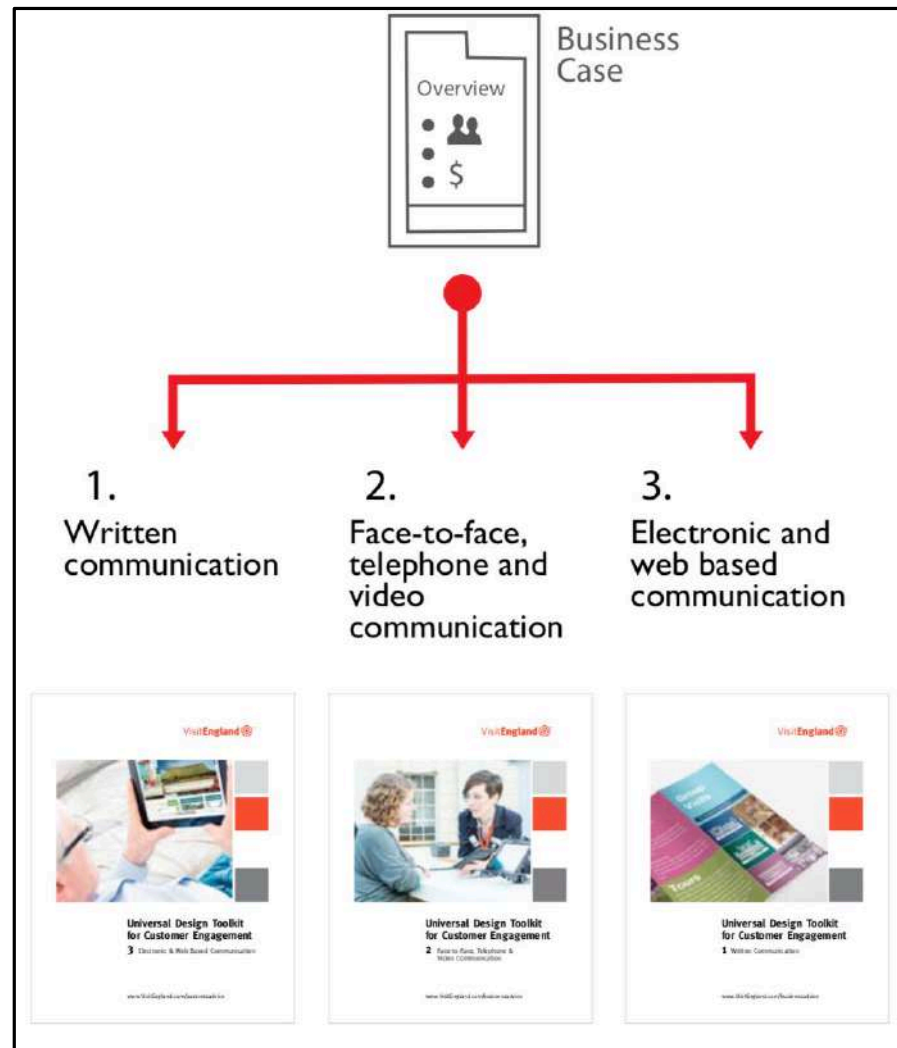
58% of customers are more likely to tell others about their customer service experiences today than they were five years ago.

24% of customers will continue to use service providers for two or more years after good experiences.





Toolkits





Electronic and web-based communications

Having an accessible website makes good business sense. It is also a legal obligation for online business transactions (from 2020)

Accessible sites are:

- More visible to search engines
- 50% faster to navigate and
- Offer savings through reduced maintenance costs





10 Essential Tips for Web Content

1. **Page Title:** Is your page title distinctive and descriptive?
2. **Information Structure:** Is your content broken into logical segments?

Relevant Explanation: [Provide Structure](#)

3. **Headings:** Are there descriptive headings marking content segments?
4. **Semantic Markup:** Are headings styled using semantic markup, e.g., Heading 1, Heading 2, etc.?
5. **Legibility:** Does the text on the page have enough contrast?
6. **Readability:** Is the visual display clean and uncluttered, and easy to read?





10 Essential Tips for Web Content

7. Language: Is the text written for easy and quick comprehension?

8. Links: Are the links easy to find, and are they descriptive?

9. Image Alternatives: Do all meaningful images have a suitably descriptive text alternative?

10. Media Alternatives: Does media have captions for audio and descriptions for information provided visually?





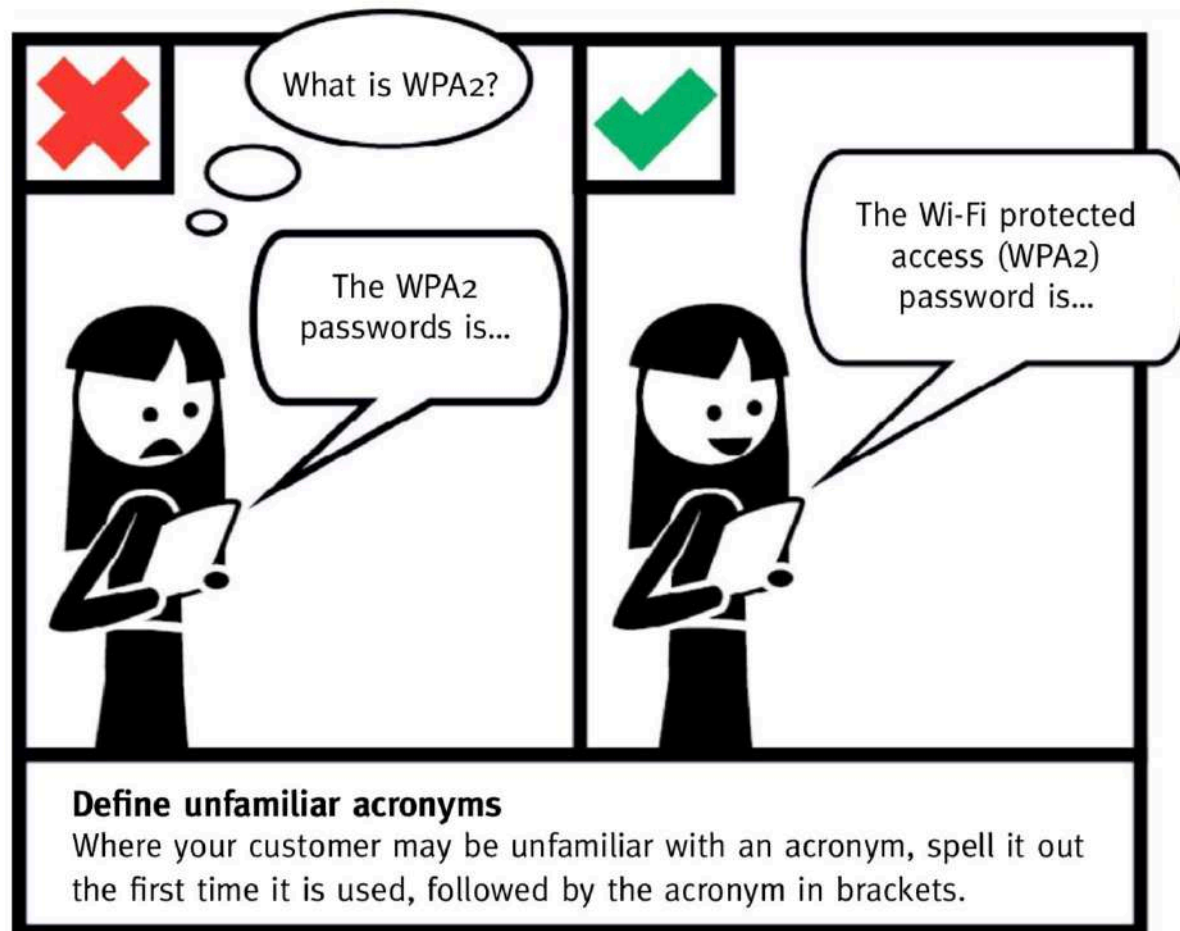
Examples of tips for web content

Provide Alternative Text for images
The image on the left shows an image that has no Alternative Text.





Examples of tips for web content





Examples of tips for web content



Avoid large blocks of text as it can be difficult to read and digest.



Use spacing and images to break up long blocks of text. The selected images should support and add to the text.





Writing for the Web

- Be personal and use active verbs.
- Avoid technical language, Latin and French expressions and unfamiliar acronyms and abbreviations.
- Where applicable, provide important information in different languages.
- Present content so that customers can absorb and understand the content quickly. Help customers to scan text by:
 - Presenting key conclusions at the start.
 - Presenting information in order of importance.
 - Presenting detailed or background information.
 - Providing links to related or background information.
- Keep content clear and concise.
- Use the full business name on each page.
- Use a house style.
- Use Alt text to convey the same content as the images or media.
- Use good quality, relevant images that add to or support your text content.





Face-to-face, telephone and Video Communication

Verbal communication

Use plain language

Think about what you are saying

Speak clearly

Speak slowly – take your time

Keep your message simple – one thing at a time

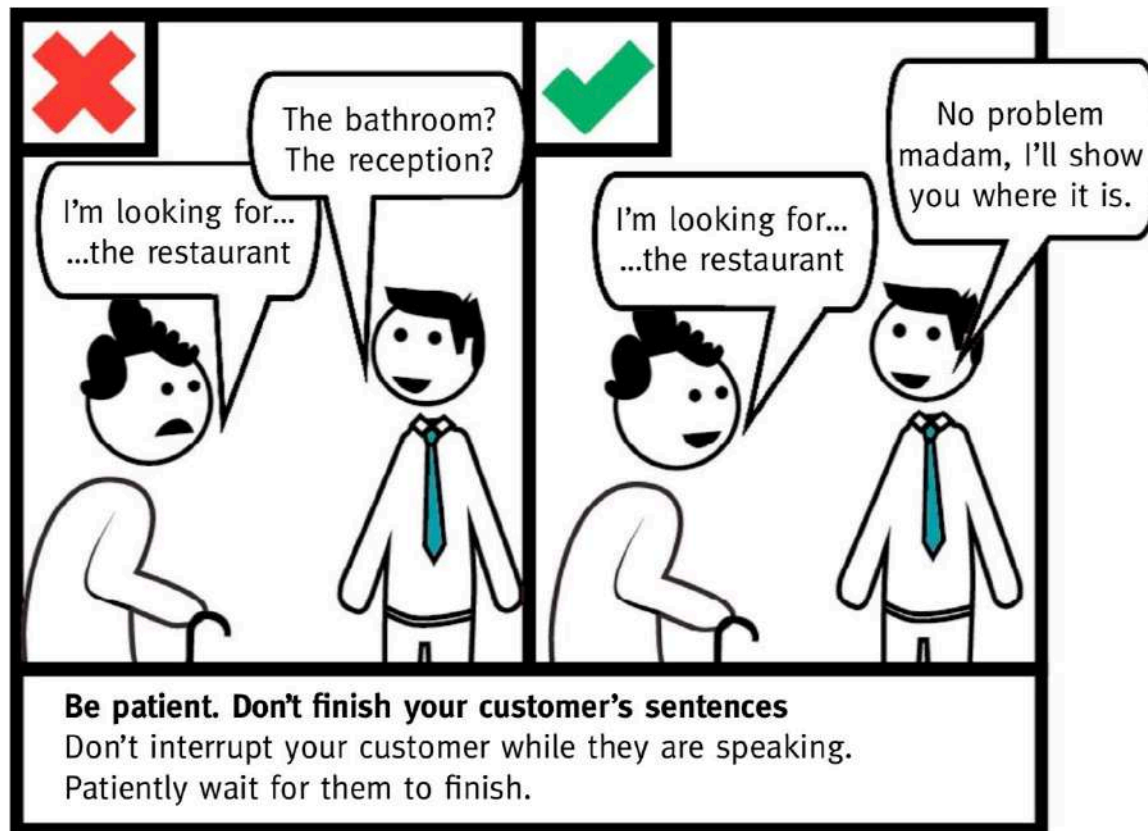
Listen and respond to the customer

Don't finish your customer's sentences



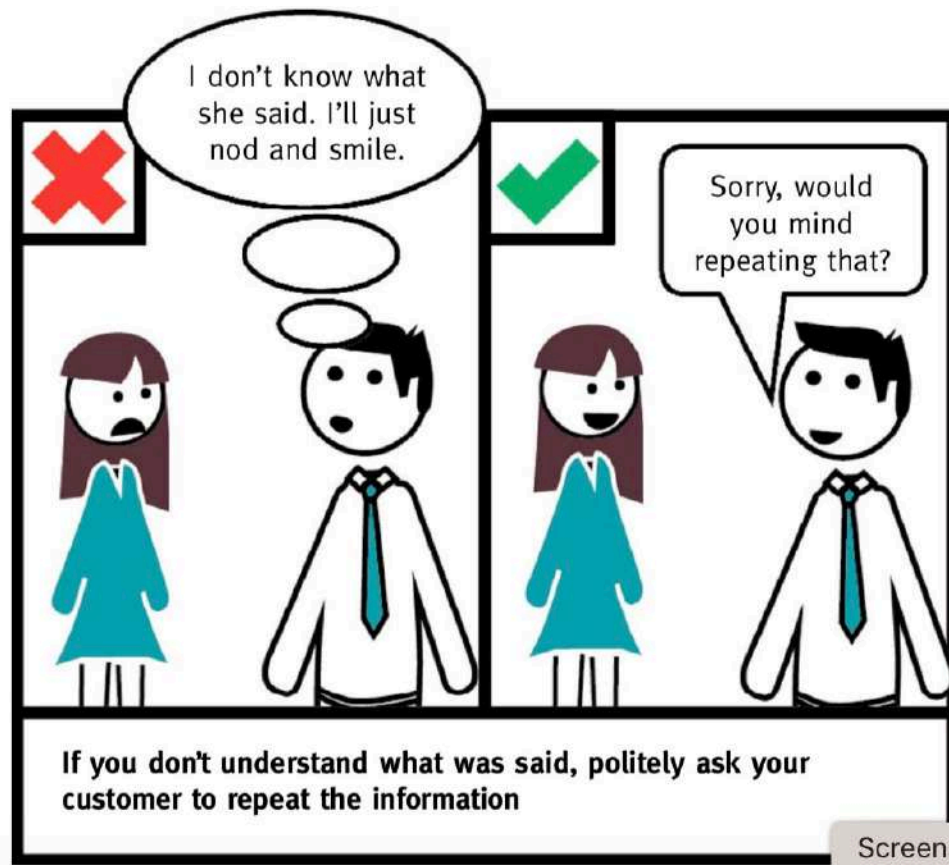


Face-to-face, telephone and Video Communication



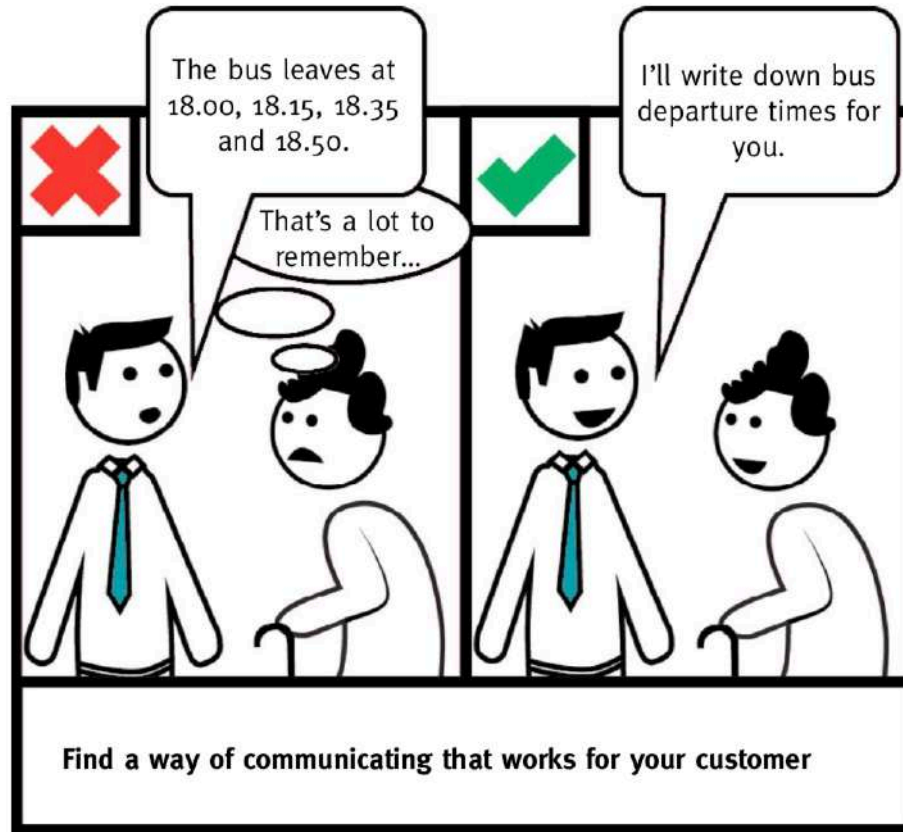


Face-to-face, telephone and Video Communication





Face-to-face, telephone and Video Communication





Face-to-face, telephone and Video Communication





Written information





Document design

Use clear and easy-to-read font

Easy to read fonts	Difficult to read fonts
Arial	<i>Brush Script</i>
Gills Sans MT	Impact
Ubuntu	<i>Magneto</i>
Myriad Pro	<i>Mistral</i>





Clear and easy-to-read font





Font style affects how easy it is to read
This example shows how much easier it is to read clear and simple font in bigger size compared to highly stylised or ornate fonts.

Screenshot






Bold or bigger sized font to emphasise text

PEOPLE RECOGNISE THE SHAPE OF FAMILIAR WORDS, RATHER THAN READING EACH INDIVIDUAL LETTER.		Avoid using BLOCK CAPITALS to emphasise important information.
<i>People recognise the shape of familiar words, rather than reading each individual letter.</i>		Avoid using <i>italics</i> to emphasise important information.
<u>People recognise the shape of familiar words, rather than reading each individual letter.</u>		Avoid using <u>underlining</u> to emphasise important information.
People recognise the shape of familiar words , rather than reading each individual letter.		Use bold to emphasise important information.





Design of Forms



Normal, Bold 14pt

Heading 2 Atlanta was lovingly renovated in recent years and is equipped with every modern feature and safety standard. The restaurant adjacent to the hotel, as well as the restaurants and coffee shops in its immediate vicinity, offer excellent local and international culinary delicacies. Our wood-paneled lounge and large, elegant breakfast room are relaxing places to gather and designed to start your day off comfortably.

Normal, Bold 14pt

Heading 2 Atlanta was lovingly renovated in recent years and is equipped with every modern feature and safety standard. The restaurant adjacent to the hotel, as well as the restaurants and coffee shops in its immediate vicinity, offer excellent local and international culinary delicacies. Our wood-paneled lounge and large, elegant breakfast room are relaxing places to gather and designed to start your day off comfortably.

Located within a short walking distance of the historic city center, the Hotel Atlanta is an ideal starting point for leisure and business travelers.


Numerous sights such as the Volkstheater, Volksoper (people's opera), Sigmund Freud Museum, the famous Stradellhofstiege and the University Vienna or the AKH, one of the world's leading hospitals, are easily accessible on foot or by public means. Be aware that the city of Vater, musical, or sightseeing tour tickets.

Contact

Image

Vienna charges a parking fee if you wish to park your car/bus on a public street in the 9th district - as it does in ALL of Vienna's inner city districts (Monday to Friday from 9am to 10pm on work days). We can offer our guests cheaper parking in nearby garage Sensengasse as well as on public streets in the 9th district.

Vienna charges a parking fee if you wish to park your car/bus on a public street in the 9th district - as it does in ALL of Vienna's inner city districts (Monday to Friday from 9am to 10pm on work days).



Brochure

Heading 2

Heading 2 Atlanta was lovingly renovated in recent years and is equipped with every modern feature and safety standard. The restaurant adjacent to the hotel, as well as the restaurants and coffee shops in its immediate vicinity, offer excellent local and international culinary delicacies. Our wood-paneled lounge and large, elegant breakfast room are relaxing places to gather and designed to start your day off comfortably.

Heading 3

Located within a short walking distance of the historic city center, the Hotel Atlanta is an ideal starting point for both leisure and business travelers.

Numerous sights such as the Volkstheater, Volksoper (people's opera), Sigmund Freud Museum, the famous Stradellhofstiege and the University Vienna or the AKH, one of the world's leading hospitals, are easily accessible on foot or by public means.

Heading 3

Be aware that the city of Vienna charges a parking fee if you wish to park your car/bus on a public street in the 9th district - as it does in ALL of Vienna's inner city districts (Monday to Friday from 9am to 10pm on work days). We can offer our guests cheaper parking in nearby garage Sensengasse as well as on public streets in the 9th district.

Image

Clear and uncluttered formatting

Information should be easy for your customers to find. Use a consistent layout and clear formatting using headings.





Design of Forms





The image shows three report covers, each with a red 'X' or a green checkmark in the top left corner. The first cover (left) has a red 'X' and a blue background with white text. The second cover (middle) has a red 'X' and a green background with white text. The third cover (right) has a green checkmark and a white background with black text. Each cover contains the word 'Report' in a large font, followed by 'Heading 3' and several paragraphs of placeholder text. A cartoon character is visible at the bottom of each cover.

Ensure good contrast between text and background colours.
Avoid using low contrast or text on a patterned background, as this makes it harder for the customer to read.









Design of Forms

	
	
<p>Avoid using BLOCK CAPITALS A mixture of upper and lower case letters should be used.</p>	





Use of Pictograms

	Accessible toilets	
	Restaurant	
<p>Use symbols in place of text where the symbol is universally recognised.</p>		





Tourism Design Communication

All communication should be easy to access, use and understand to the greatest extent possible by all customers.

Development of face-to-face, telephone and video communication should be guided by the following four steps that are common to how we all process information:

- Step A: Perceive
- Step B: Discover
- Step C: Understand
- Step D: Use



