

## STRUCTURED INCLUSIVE

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## Trust: Data & Privacy

People who are at risk of digital exclusion will tend to distrust digital products and services, and they are less likely to use them. That is why providers of digital products and services should make sure all personal data is handled properly and securely, in order to build trust.

## RECOMMENDATION #1

**Can users find transparent and clear information on how you will be using their personal data?**

Implement an annual privacy and data protection report for public communication, including specific KPIs, to bolster your accountability and enhance trust. A specific KPI on the findability and comprehensibility of your information can be distilled from the results of an annual end-user survey, or via the use of automated tools for readability testing (for example, a Flesch-Kincaid score).

## More information:

Accountability Framework (Information Commissioner's Office)  
<https://ico.org.uk/for-organizations/accountability-framework/>

"It's Not You; Privacy Policies Are Difficult to Read" (Common Sense Media)

<https://www.common sense.org/education/articles/its-not-you-privacy-policies-are-difficult-to-read>

## RECOMMENDATION #2

**Can users of your website or application access an easy-to-understand cookie notice in one of the national languages?**

Consider whether you need cookies and other trackers at all for your purposes; data minimization is the best data protection. If you do need cookies, test your cookie notice regularly on diverse groups of users, and communicate the results to the public in an annual privacy and data protection report. This will increase trust among your users and provide key insights into how you can further improve your data protection policies.

## More information:

Organizational Accountability (Centre for Information Policy Leadership)  
<https://www.informationpolicycentre.com/organizational-accountability.htm>

## RECOMMENDATION #3

**Have legal, cyber security and data privacy experts been involved in the process of creating a privacy policy, cookie notice and cookie banner on your website or app?**

Consider having your privacy policy, cookie notice and banner checked by a legal expert who is familiar with the GDPR. Make sure you do not 'trick' visitors into agreeing with your terms by creating a so-called 'dark pattern'. Dark patterns are misleading web designs or cookie notices that confuse users in order to get their consent for activities that are disadvantageous to them.

## More information:

10 steps to becoming GDPR ready (Knowledge Centre Data & Society – only available in Dutch)  
<https://data-en-maatschappij.ai/publicaties/klaar-voor-de-avg-in-10-stappen>

and their leaflet on cookies: ""brAlnfood: What about cookies?""

<https://data-en-maatschappij.ai/en/publications/brainfood-what-about-cookies>.

Dark patterns and how to avoid them (only available in Dutch):

<https://data-en-maatschappij.ai/beleidsmonitor/european-data-protection-board-richtlijnen-over-dark-patterns-voor-sociale-media-plattformen>

<https://data-en-maatschappij.ai/nieuws/waar-heb-ik-toestemming-voor-gegeven>

## RECOMMENDATION #4

**Does your organization provide a secured website (https)?**

Very good. You are already applying HTTPS. Always make sure you roll out the latest security patches. The cybersecurity world is constantly changing, so make sure you have all the latest updates installed.

## More information:

<https://firstsiteguide.com/wp-content/uploads/2016/11/http-vs-https-main-image.jpg>

<https://www.globalsign.com/nl-nl/blog/het-verschil-tussen-http-en-https> (only available in Dutch)

<https://www.safeonweb.be/en/blog/https-website-always-safe-true-or-false>

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## Accessibility

Technical standards of digital products and services should aim to make them easily accessible for everybody. This includes making websites readable by assistive tools used by blind and visually impaired people to have a computer voice read the on-screen text aloud to them, or making tools accessible to people with physical disabilities.

**RECOMMENDATION #1**

### Is an online accessibility statement published and visible to users? (This includes clear information about the target level of web accessibility and the methods used to achieve those targets.)

Congratulations! It is great to know that your organization is fully embracing Digital Accessibility. You may have already heard about the W3C's Accessibility Maturity Model. As a Thought Leader (stage 5 in the maturity model), your organization or team has extensive knowledge and skills in accessible design and development, and there is clear ownership in the organization.

**Spread the word!**

The Inclusive Design & Accessibility Meetup always looks for inspiring speakers to share their experiences or speak about emerging developments. So share your passion with the Digital & UX Community in Belgium and meet like-minded people. Contact the organizers for more information.

**Ready for the next level? Hear what your users have to say!**

Now that you've got your product's compliance in order, it's a good idea to ask real users with real disabilities what could be improved. There are surely plenty of opportunities to take your product's user experience to the next level. One way to do this is by carrying out an Inclusive User Test (\*). DigitAll partner Eleven Ways has built unique expertise in this field. At the Accessibility Lab in Ghent, a test panel of more than 25 people with varying disabilities is available to test your digital product and help make it better. Feel free to contact us for more information.

(\* An Inclusive User Test is a variation on a traditional user test. The difference is that it involves people with disabilities from the start, providing extra time and taking their feedback to improve the user experience, even for people without disabilities.

**Immerse yourself even further in Digital Accessibility**

-Bookmark Christophe Strobbe's Accessibility Resources. You'll find a wealth of specialised resources on WCAG and Digital Accessibility.

**More information:**

<https://www.w3.org/TR/maturity-model/>

[https://www.meetup.com/Inclusive-Design/?\\_cookie-check=-RAbkZ7fonkMeY-n](https://www.meetup.com/Inclusive-Design/?_cookie-check=-RAbkZ7fonkMeY-n)

<https://www.anysurfer.be/en>

<https://www.di-ax.be/en/contact-en/>

<https://cstrobbe.gitlab.io/AccessibilityResources/>

**RECOMMENDATION #2**

### Can people contact your organization, which provides the product or service, to report an accessibility problem?

Even when a website or app is built with accessibility in mind, it is imaginable that users with disabilities may run into problems. That is why it is essential that users can report problems very easily and are helped promptly.

**Some examples:**

- When an action must be completed within a set time (for example for security reasons), users with motor or cognitive impairments often need assistance.
- Some users give up when a form is only available in PDF format or can only be completed by printing it out first.
- If a video is not captioned, a deaf or hard-of-hearing person misses important information.
- If the text in an app is hard to read or cannot be enlarged, seniors and those who are visually impaired need help.
- Technical issues can be caused by incompatibilities with the assistive tools that blind and visually impaired people use to let the screen be read aloud. In such cases, the issue should be reported to the website team.

Your organization values customer satisfaction. Congratulations! Keep vigilant that new employees receive proper training and that frequently reported accessibility problems are passed on to the right teams in your organization.

## RECOMMENDATION #3

**What is the WCAG standard and level you are compliant with?**

You are already well on your way to comply with a WCAG standard, but there is still room for improvement. Accessibility experts such as ElevenWays and the information on the official WCAG websites can help you determine how you can further increase the accessibility of your website or app.

## More information:

<https://www.w3.org/WAI/fundamentals/>

<https://www.w3.org/WAI/standards-guidelines/wcag/>

<https://www.elevenways.be/> (only available in Dutch)

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## Interoperability & Compatibility

Digital inclusion also implies that a service can be used from any device, new or old, stationary or portable. Additionally, call centres and physical services can increase interoperability. Following the axiom of “Click, Call, Connect”, clients should get the same service when visiting your website, calling your hotline, using your online chat feature, or coming to a physical location.

## RECOMMENDATION #1

**Apart from your website or application, does your organization provide alternative ways to contact you (phone, mail, fax, physical reception or offices ...)?**

It is great that you have already taken different contact methods into consideration! However, it is always advisable to consider broadening your offer and adding another way to contact you or get support: perhaps by letter, or at one or more physical locations.

## RECOMMENDATION #2

**Do users always provide the same quality of service? Both online and offline?**

Even if the quality of the information provided is largely the same for every touchpoint, the important thing now is to keep it up. Information on websites and within organizations tends to change quickly, so be sure to check the quality of your information frequently and to offer regular training and refresher sessions to your employees.

## RECOMMENDATION #3

**Do you offer users the possibility to get support in a non-digital way?**

Taking people who are less digitally gifted into consideration and providing them with support through non-digital means is a win-win! And in doing so, you are offering everyone equal opportunities. Make sure that, as your context changes, this support remains a priority and is seen as equally important as updating and completing your digital service offer. This is how you can remain truly inclusive.

## RECOMMENDATION #4

**Can users get free support by talking to a human being?**

Offering in-person support is very valuable to people who do not feel at home in the digital world. This helps them to trust your organization and the support offered.

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## Continuous User Involvement

A panel of people who are (at risk of being) digitally excluded should be involved at every step of the way, from the moment you start developing your website, product or service to the moment it is discontinued. This panel should always include the target group of the service itself.

## RECOMMENDATION #1

### Are/were users at risk of exclusion involved in the design process of your digital product or service?

Involving users from the beginning adds value to your system. To further improve user involvement, you can ask the following questions: have I engaged a diverse group of users? Are there certain elements in the system that have not yet been tested? And what different user profiles are there (for example the ICT employee, the employee at the counter who uses the tool, the customer ...)?

## RECOMMENDATION #2

### Are/were users with limited access to technology involved in the design process of your digital product or service?

It is great that you have already involved your users or will do so in the future! After a first round of involvement, you can further improve by taking the points of attention that have come up into account. Always question what you have not yet surveyed or tested. For example, have you focused on single-device or multiple-device use? You might want to expand that.

## RECOMMENDATION #3

### Are/were users who do not speak one of the national languages involved in the design process of your digital product or service?

In addition to involving people who do not speak one of the national languages, also make sure that you connect your digital products and services to Google Translate or Lens. That way you can offer your products in a flexible way in any language.

You can get in touch with Wablieft to make sure your website is accessible to everyone (only available in Dutch):

<http://www.wablieft.be/nl/contact>

<https://www.duidelijketaal.be/contact>

## RECOMMENDATION #4

### Are/were users involved from the very beginning of the development of your digital products or services, to make sure these are tailored to their needs?

Did you involve groups of users only, or individuals as well? A group context can lead to socially desirable answers. One-on-one interviews might lead to more relevant input. Make sure there is room for feedback afterwards, and contact people proactively if necessary.

## RECOMMENDATION #5

### Are users involved throughout the entire lifetime of your digital products or services on a regular basis?

Make it clear to the users what step you are in, and try to use different forms of testing (not just verbal). By involving them actively and appreciating their input, you will be able to retain them as testers and get honest and motivated replies.

## RECOMMENDATION #6

### Are/were users involved in the research phase?

Get to work on the areas of concern that come up. In addition to that, always be aware that potentially, certain elements have not been named. This depends very much on the tool you are using and who is in your user group. Go on a familiarization visit or observe an ongoing event where your tool is being used (for example bank, town hall, health service, etc).

## RECOMMENDATION #7

**Are/were user involved in the concepting phase?**

Involve users thoroughly to test all elements rather than trying to fill in the blanks yourself or basing yourself on just a few user experiences. The more users (with various profiles) you involve in the conception phase, the stronger your tool will be.

## RECOMMENDATION #8

**Are/were users involved in the design phase?**

User surveys can be conducted in various different ways, either individually or in small groups. If you want broader input, you can include an additional form of involvement.

## RECOMMENDATION #9

**Are/were users involved in the prototyping phase?**

Have your tool tested by users who were not involved in previous testing, and who are seeing the tool for the first time. What is their reaction? Do they indicate any other issues? Is there a simple and clear FAQ, either via video, text, or face to face?

## RECOMMENDATION #10

**Are/were users involved in the testing phase?**

Expand your test group even further. Is your tool aimed at all citizens? Consider testing your tool in low-threshold places such as community centres or libraries. This enables you to receive immediate feedback.

## RECOMMENDATION #11

**Did you collect feedback on the navigation logic (for example, was it clear for the user which steps to follow)?**

It seems you are already doing a great job collecting feedback on your navigation logic. If you want to see what more you could do, there are useful online resources you can visit to further enhance the way you collect feedback.

More information:

<https://www.nngroup.com/articles/ia-study-guide/>

## RECOMMENDATION #12

**Did you collect feedback on language aspects? For instance, did you check whether the language used was clear/simplified (B1 level), understandable, and with jargon either eliminated or explained?**

It seems you are already doing a great job writing clear and simple language that is adapted to your target users. If you want to see what more you could do, there are useful online resources you can consult.

More information on:

<https://www.nngroup.com/articles/ux-writing-study-guide/>

## RECOMMENDATION #13

**Did you collect feedback on the cookie notice and information on the use of data?**

By collecting feedback on the cookie notice and information on the use of data, you get an outside perspective on what users consider important when it comes to data collection. It is especially important to understand how to make them feel safe in your digital environment. You could show your cookie notice and information on the way you process data to users and ask them how secure they would feel in this environment. Generally, the less information you collect to begin with and the better secured the information, the better!

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## Transparency

Transparency is all about the governance of the digital offering. Providers need to show that they care about digital inclusion and are compliant. Transparency includes proper training and knowledge, but should also be reflected in the decisions and investments made by a provider.

### RECOMMENDATION #1

#### Has your management signed DigitAll's Digital Inclusion Charter?

Great! Now be sure to stay up-to-date of new and interesting practices that you can implement.

For inspiring actions, check out the following website (only available in Dutch or French):  
digiskillsbelgium.be  
<https://digiskillsbelgium.be/fr/>

### RECOMMENDATION #2

#### Have you implemented a policy that takes digital inclusion into account as a criterion, especially in processes, projects and decision making?

Keep up the good work! Continue to revise your digital inclusion policies regularly to make sure that they are futureproof.

### RECOMMENDATION #3

#### Have you defined clear objectives with regard to becoming more digitally inclusive?

Congratulations on defining clear objectives with regard to becoming more digitally inclusive. Keep working on those objectives, and don't forget to monitor your progress. Also regularly check whether any of your objectives need to be altered or expanded in light of newly identified needs or challenges.

### RECOMMENDATION #4

#### Are you reporting transparently about your digital inclusion efforts (via an annual report, social media, a documentary ...)?

It is great to hear that you are reporting transparently about your efforts! Keep it up, using as many channels as possible. Raising awareness around digital inclusion remains crucial. There are still a lot of wrong assumptions. Not all young people and higher-educated people are automatically digitally included, and not all elderly people are automatically digitally excluded. Keep raising awareness around the need for digital inclusion.



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## Clear Language

Digital products and services should be easy to understand and use clear, unambiguous language.

## RECOMMENDATION #1

**Are messages concrete, concise and direct?**

To find out whether your messages are concrete, concise and direct, you can use checklists such as 'Wonderfully Clear', an initiative from the Flemish government. If your specific target group would benefit from simplified communication, take a look at their guidelines on simple language as well.

More information (only available in Dutch):

<https://overheid.vlaanderen.be/communicatie/heerlijk-helder/checklists>

<https://overheid.vlaanderen.be/communicatie/heerlijk-helder/wat-is-eenvoudige-taal>

[https://ec.europa.eu/info/sites/default/files/clear\\_writing\\_tips\\_en.pdf](https://ec.europa.eu/info/sites/default/files/clear_writing_tips_en.pdf)

## RECOMMENDATION #2

**Do you use examples to explain concepts, terms or contexts?**

Examples can be used to clarify difficult concepts or complex situations. Always make sure that your examples fit in with the rest of the information. Make them stand out from the rest of the text by using a different text colour, highlighting them, or putting them in separate text boxes. This will also help break up and structure your content.

## RECOMMENDATION #3

**Do you check spelling mistakes and errors frequently and when adapting your website?**

Using a spelling corrector like the one in Microsoft Word can help, but be aware that such a system does not detect all language errors. Be sure to proofread your text yourself, or enlist the help of a trained language professional. It is often harder to spot your own mistakes, so having a second pair of eyes proofread your texts is definitely advisable.

## RECOMMENDATION #4

**Are the words you use in your digital products and services simple (for example, have you avoided technical terms and vague concepts)?**

Finetune your word usage to tailor it to your target audience. If your text is aimed at experts, you can use technical terms to explain concepts precisely. If your text is aimed at the general public, you should avoid using technical terms, or explain them when they are first mentioned.

## RECOMMENDATION #5

**Have you avoided using abbreviations and either eliminated or explained jargon?**

Be careful with abbreviations. If your readers are not familiar with them, they may not understand your text. Only abbreviate frequently used words, and explain abbreviations when they are first mentioned. If you really do have to use a lot of abbreviations in a certain text, consider making them clickable so the reader can easily find out what they mean.

## RECOMMENDATION #6

**Do you use sentences consisting of less than 12 words on average?**

Long sentences are harder to read and less readily understood. You risk losing even avid readers when your sentences run on and on. So make sure your sentences are concise and to the point. Don't be afraid to split them up. However, you should maintain coherence within a text. Provide enough signal words to make connections between sentences - like 'however' in the previous sentence.

More information on (only available in Dutch):

<https://rijketeksten.org/over-rijke-teksten/wat-zijn-rijke-teksten/>

RECOMMENDATION #7

**Are your sentences formulated positively, avoiding double negatives? For example: 'We want to make sure every customer has a face mask' instead of 'We want to avoid that some customers do not have a face mask'.**

Positive sentences have a positive impact! Use positive wording throughout in order to make your texts easier to read and understand. You might also want to enlist the expertise of language auditors like Wablief.

You can get in touch with Wablief to make sure your sentences are formulated positively (only available in Dutch):

<http://www.wablief.be/nl/contact>

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## User Journey

Ensuring a smooth and stress-free user journey is crucial for digital products and services to be usable by everyone. This includes ease of use, guidance and support throughout the process, providing the shortest possible route to the information or service the user wants, and a clear navigation logic.

## RECOMMENDATION #1

### Is your organization familiar with the User Journey practices & do you apply these principles in the development of your digital products and services?

You are doing great! When applying the User Journey principles during development, did you also think about the different (intended and unintended) ways your website or app might end up being used?

More information:

<https://servicedesigntools.org/tools/journey-map>

<https://data-en-maatschappij.ai/en/tools/digital-inclusion-card-game>

<https://servicedesigntools.org/tools/personas>

## RECOMMENDATION #2

### Is there a shared understanding in your organization of the different touchpoints in the user journey?

Knowing what the different touchpoints are is one thing. But do you also know why users prefer one point of contact, interaction, or information gathering over another? This information can help you get to know your users and their preferred ways of using and interacting with your product or service.

## RECOMMENDATION #3

### Does your organization detect pain points in the user journey?

Once you have identified the pain points, you can improve your design. Ask more questions about what exactly it is that creates friction. This will help you to identify the underlying problem. Ultimately, this will allow you to design and develop a more inclusive and user friendly product or service.

More information:

<https://servicedesigntools.org/tools/interview-guide>

<https://www.scribbr.com/methodology/focus-group/>

## RECOMMENDATION #4

### Has your organization taken the emotional journey of your users into consideration?

As you dig deeper into the user journey, it might be interesting to specify whether the user is supported or accompanied by someone during the interaction with your service or product. This could be a friend or a family member, or even another organization. This can influence their user experience and the emotions they have while using your product or service.

More information:

<https://servicedesigntools.org/tools/emotional-journey>

<https://data-en-maatschappij.ai/en/tools/digital-inclusion-card-game>

## RECOMMENDATION #5

### Does your organization take action to improve the as-is journey based on a shared to-be journey?

In order to improve the current user experience, there are several actions your organization could take. Determine which actions should be taken first by creating a matrix, with feasibility as the horizontal axis and complexity as the vertical axis, for instance. Start with actions that are highly feasible and not too complex in order to improve the user experience of your service or product.

More information:

<https://servicedesigntools.org/tools/experience-principles>