

Interface - The knowledge connection for business

Case Study

Arriba Marketing

Research Collaboration

2007

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Assists marketing and communications company

The Disability Discrimination Act (DDA) 1995 states that ALL businesses, regardless of size, have to take reasonable measures to ensure that their goods and services are made accessible to disabled people however approximately 80% of websites do not comply.

We take it for granted when we log on to our computer, click the internet icon and start browsing the web - but just how easy is it to access the internet when hampered by visual impairment or other disability?

This sector of society contributes significantly to the economy with an estimated annual purchasing power in the UK of £80 billion. Therefore, it makes economic sense for companies to try and attract some of that revenue by making their goods and services more accessible and user-friendly.

Arriba Marketing is an Aberdeen-based provider of integrated marketing and communication services, including advertising, web design and copywriting. The company offers a full range of support services to assist businesses to improve the

accessibility of their corporate communications and promotional material, including websites and printed items.

Arriba Marketing will review corporate communications literature for company's and produce it in a range of formats to provide increased accessibility - high quality audio, large print, Braille or web-based documentation.

According to Joyce Scott, Managing Director of Arriba Marketing, there is a distinct lack of awareness that websites are included in the DDA recommendations regarding accessibility. Joyce states that "Whilst most companies are aware that they need to make their premises as accessible as possible, when it comes to corporate communications it is a different story. People seem genuinely unaware that they are expected to take measures to improve the accessibility of their websites and other forms of communication in addition to improving physical access."



For more information on Arriba Marketing please visit www.arribamarketing.co.uk

"Interface has been of enormous assistance in finding us the most suitable partner to work with on this project. We are absolutely delighted to have been introduced to the University of Paisley. They have an excellent reputation in the field of web accessibility and we are confident the project will prove rewarding for both parties."

Joyce Scott, Managing Director of Arriba Marketing.



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Through Interface - The knowledge connection for business, Arriba Marketing has linked up with Professor Thomas Connelly, from the University of Paisley's School of Computing to examine the whole area of web accessibility.

The aim of the project is to develop a template based web development system that not only is DDA compliant but goes beyond the current recommendations in terms of accessibility options.

This collaboration, which has received funding from the Scottish Executive's SCORE (Sme COLlaborative REsearch) programme, will also develop an online and offline restaurant menu solution as one of its modules specifically for the hotel and restaurant sector. This would serve the dual purpose of assisting those people who are visually impaired to choose from a menu in addition to acting as a promotional tool and alternative format for those

without impairment.

As the quest for businesses to be more compliant continues, Arriba Marketing, thanks to the help of Interface and the University of Paisley, will leverage more business opportunities by showing companies that they can adopt a host of user friendly tools to make websites more attractive to people with disabilities.



About Interface - The knowledge connection for business

There is a wealth of world-class technology, skills and research facilities available within Scotland's universities and research institutes.

With established links to thousands of world-class leading experts, Interface finds and introduces companies to the perfect academic partner.

Interface overcomes the challenge facing companies in understanding what is available or who to contact

in academia, for R&D or expertise capabilities by matching relevant expertise to specific business requirements.

Collaborating with academic partners brings significant business benefits:

- Develop innovative new products, services and processes
- Improve performance using technological advances
- Increase competitive advantage in key markets

- Enhance profitability in existing and new markets

Many companies don't know that innovative solutions to help their business grow can be developed with academic assistance.

Interface is here to help make the right connections for businesses.

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