



Staying in-tune with Digital Accessibility



Sainsbury's

ASOS



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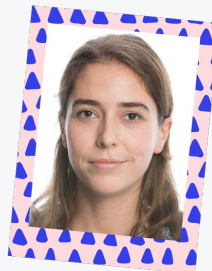
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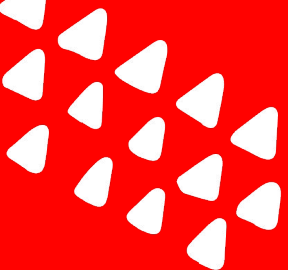
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The Challenge:
Our 10-year old website was in
desperate need of a refresh...



Where in the process



Design

Development

QA Phase

Monitor
Post-Live

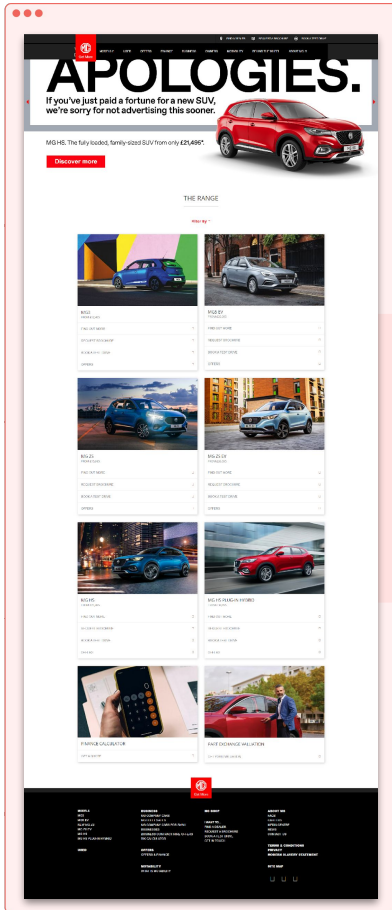
Accessibility





Will my mum get it?

Example - Homepage



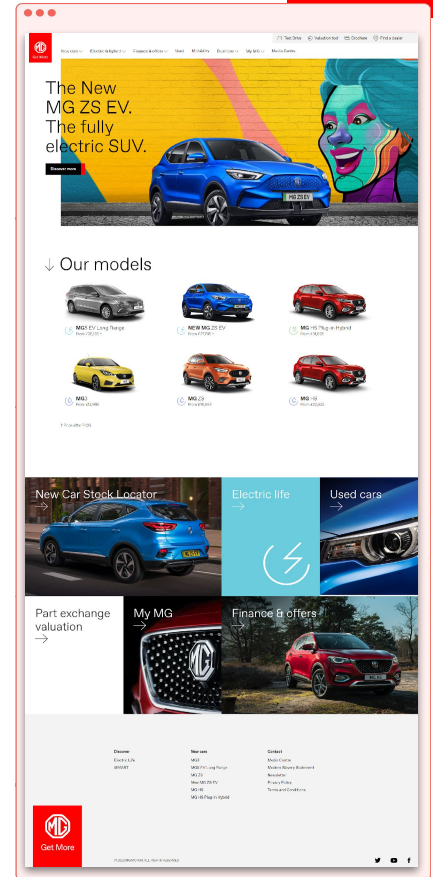
Main nav bar

Header image

Range module display

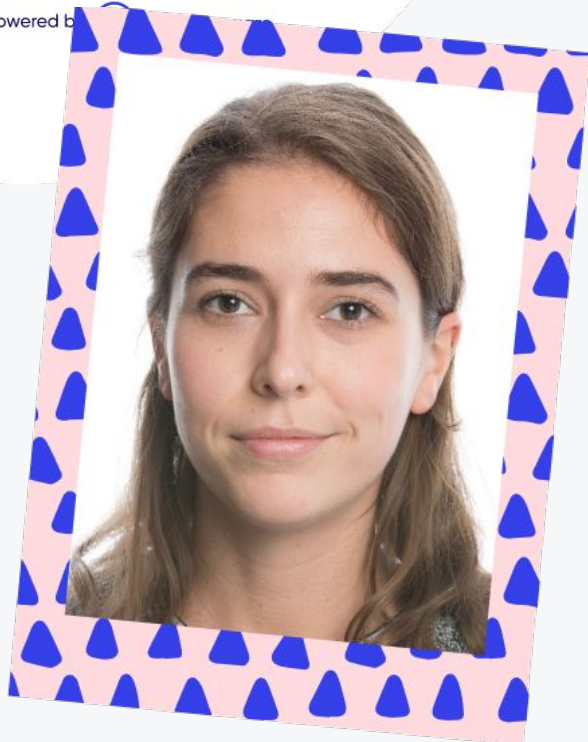
Offers and relevant

Footer

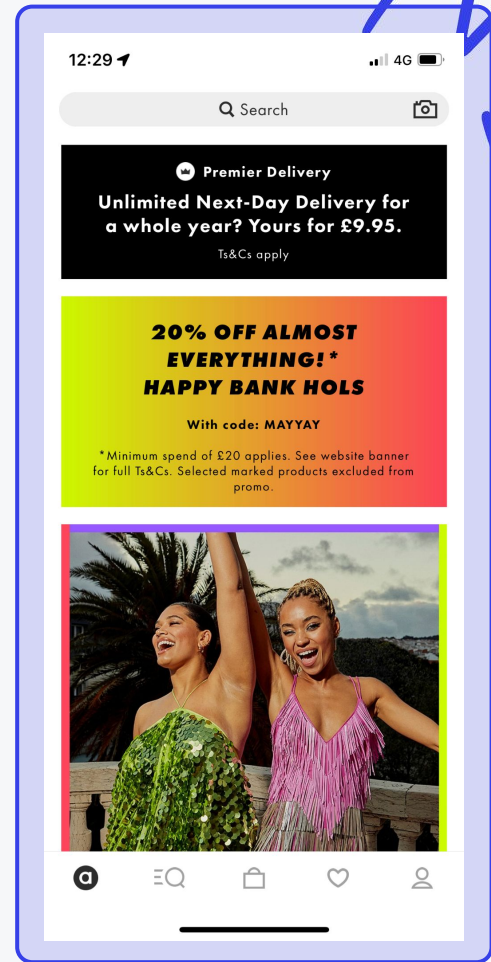
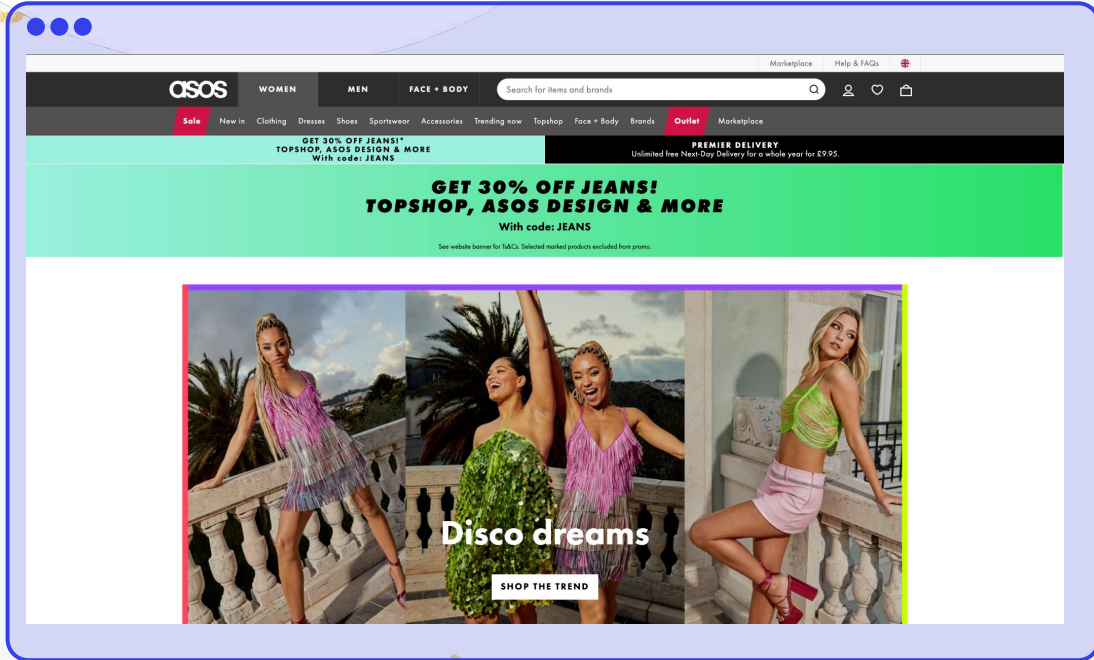


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Search 

Fashion with Integrity



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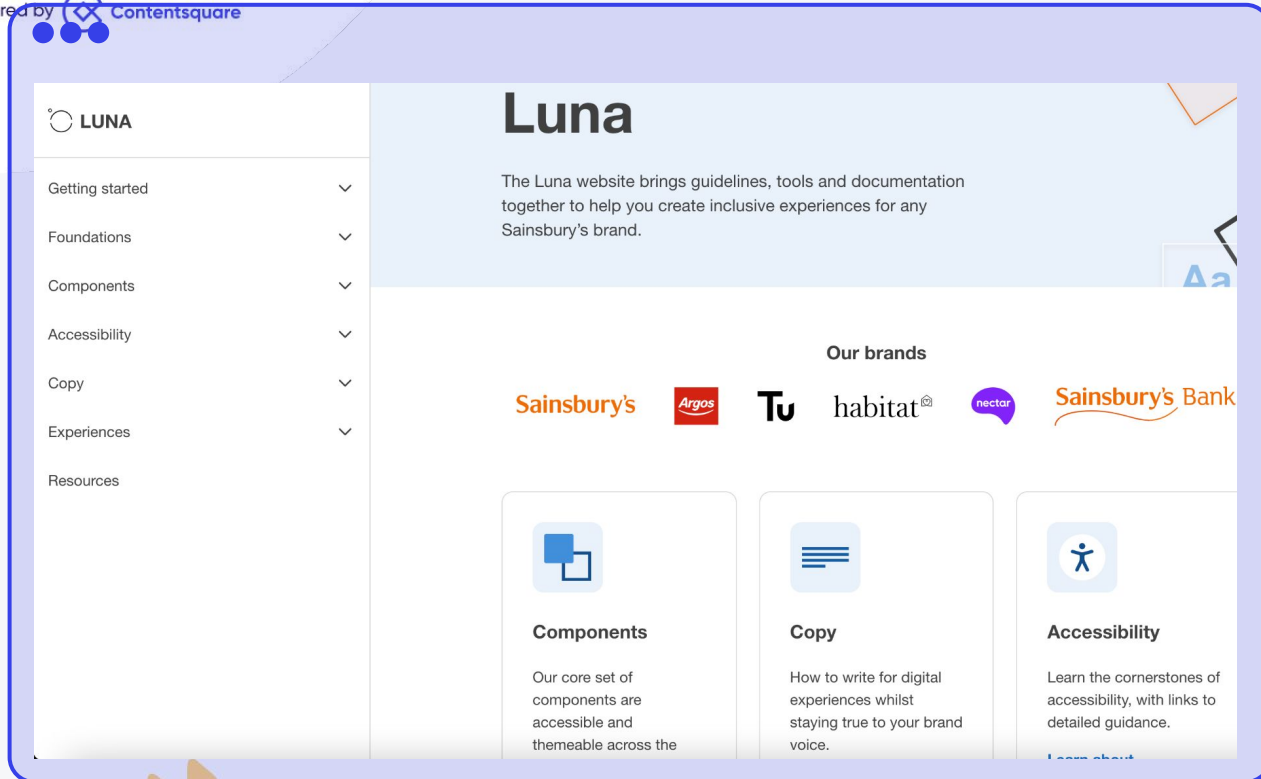
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The screenshot shows a web page for 'Luna' documentation. On the left is a navigation menu with the 'LUNA' logo and a list of categories: Getting started, Foundations, Components, Accessibility, Copy, Experiences, and Resources. The main content area has a header 'Luna' with a sub-header 'The Luna website brings guidelines, tools and documentation together to help you create inclusive experiences for any Sainsbury's brand.' Below this is a section titled 'Our brands' featuring logos for Sainsbury's, Argos, Tu, habitat, nectar, and Sainsbury's Bank. At the bottom, there are three feature cards: 'Components' (describing a core set of accessible and themeable components), 'Copy' (describing how to write for digital experiences while staying true to brand voice), and 'Accessibility' (describing the cornerstones of accessibility with links to guidance).

LUNA

- Getting started
- Foundations
- Components
- Accessibility
- Copy
- Experiences
- Resources

Luna

The Luna website brings guidelines, tools and documentation together to help you create inclusive experiences for any Sainsbury's brand.

Our brands

Sainsbury's Argos Tu habitat nectar Sainsbury's Bank

Components

Our core set of components are accessible and themeable across the

Copy

How to write for digital experiences whilst staying true to your brand voice.

Accessibility

Learn the cornerstones of accessibility, with links to detailed guidance.

[Learn about](#)

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#IntroStage

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SLIDO INTEGRATION SLIDE HERE - Q&A





Thank you – come and have
a chat with us later!



Sainsbury's

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