BARCLAYS POUR Principles

Why?

Ensuring that our products and services are accessible and inclusive to everyone is an important part of Barclays becoming the most accessible and inclusive company.

Operable

Allowing users to operate your

application using a variety of

methods and forms of technology

How?

To achieve this, follow the POUR principles. These industry standards explain the core requirements that relate to accessibility. POUR stands for:

Understandable

All your content should be

understandable, clear and concise

and you should allow users to

explore it at their own pace

Perceivable

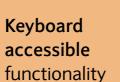
Ensuring that everyone is able to perceive your content even if they access information in a non-typical way



Text alternatives for non-text content

Adaptable content which is separate from style Alternatives for audio and video content

Distinguishable content that can be seen and heard



Enough time to read or use content Seizures – avoid designing content which could cause a seizure

Navigable – ways to navigate and find content easily Readable simplify text content

Predictable pages which operate in a consistent way **Input assistance** helping users avoid and correct mistakes

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Do Want to find out more? Go to **barclayscorporate.com/ accessibility** to find resources, case studies and guidance.



You should ensure that what you develop can be used by reasonably outdated, current and anticipated technology standards and assistive technologies

Compatible

with other products including assistive technologies e.g. screen readers and magnifiers