

case study

Blind-friendly website

The client

Blind Independence Greenwich (B.I.G) is a small but growing London charity helping local people with little or no sight in the Greenwich borough. It offers friendship, practical day-to-day help and advice, as well as a social events, trips and get-togethers.



The website

As a charity relying on public donations to help support its vital services, affordability was a key priority in designing B.I.G's site. It also needed to work with screen reading technology as its users are visually impaired residents. The site also had to be easily updatable by the organisation's small in-house team.



The solution

Granite 5's has proven expertise in designing blind-friendly sites and its accessibility expertise enabled the project design and delivery to run smoothly to deadline and to budget.

BIG's new website was centred around the company's unique e-Genius VIP content management system, which has been developed especially for users with visual impairments.

Using simple templates and free-screen reading technology, it creates a talking website allowing people with sight problems to update their own sites and consequently run their own business, find new media work, or simply create an independent web space to network and socialise.

In addition, B.I.G also drew on Granite 5's copywriting and search engine optimisation services.

The verdict

"We've had lots of good feedback about the website and the data it gives us will be a real boost for our management reporting. The service from Granite 5 was excellent throughout. Every time I contacted them, the team was really supportive. They made it a very straightforward and seamless project for us."

Colin Brown, Chief Executive

"Excellent service ... Granite 5's support made it a seamless project."