



Video transcript

Accessibility by design building inclusive digital experiences

Accessibility isn't a "nice-to-have" for us. It's a core part of delivering a good user experience for anyone using AM's primary source collections. The aim is simple: access to primary sources shouldn't be limited by how someone interacts with the online world.

At its core, usability needs to work for everyone. There's often a perceived trade-off between something looking a certain way and being accessible, but in practice that gap is much smaller than people expect. In most cases, there's an approach that works both visually and from an accessibility perspective.

We design around how people actually use our products, including those using assistive technologies. Even tools like screen readers can behave differently depending on the setup, so we test across a range of environments rather than relying on a single experience.

Accessibility isn't just about the interface, it applies to content as well. Over the past year, we've made improvements across areas such as digital exhibits, transcripts and audio descriptions to make sure more people can access the same information.

Sometimes that means moving away from familiar features if they can't meet accessibility standards. It's not always straightforward, but it's part of making meaningful progress.

We're also exploring how AI could support accessibility, particularly in areas like image descriptions and transcription. At the same time, we're cautious—generative AI can introduce inaccuracies, so accuracy and responsibility remain non-negotiable.

Ultimately, the goal is straightforward: to create experiences that are inclusive, usable and visually strong, so no one is left navigating barriers instead of engaging with the content.