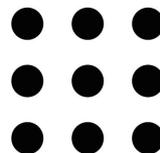
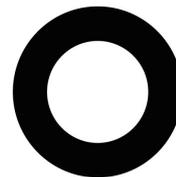


eBook

Making sense of accessibility

What you need to know about creating experiences for everyone

AA



3

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1

**What do we mean
when we say
“web accessibility?”**

WHAT DO WE MEAN WHEN WE SAY “WEB ACCESSIBILITY?”

30%

**of working people
have some form
of disability**

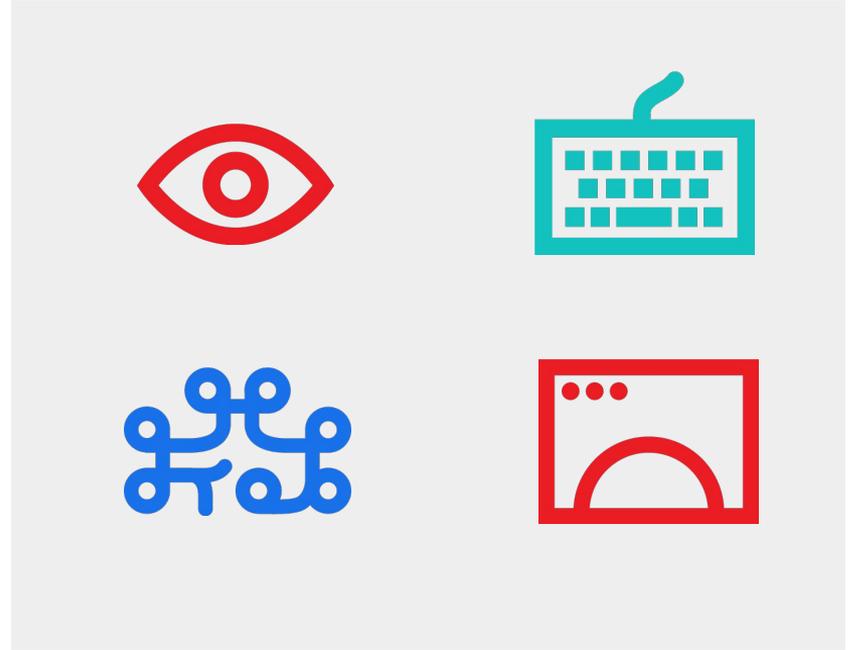
When you think about this in terms of your peer and clients, it's almost certain that someone you're interacting with has some form of disability.

Source: [Department of Labor](#)

What do we mean when we say “web accessibility?”

Web accessibility focuses on making the web and digital products easier to use for everyone.

While accessibility considerations are particularly impactful for those with disabilities, everybody can benefit in some way.



WHAT DO WE MEAN WHEN WE SAY “WEB ACCESSIBILITY?”

25%

**of individuals around
the world have some
form of disability**

In the US alone, based on 2018 statistics, that translates to over 61 million individuals.

Source: [CDC: 1 in 4 US adults live with a disability](#)

WHAT DO WE MEAN WHEN WE SAY “WEB ACCESSIBILITY?”

75%

of disabilities aren't identifiable by looking at a person.

Invisible disabilities like color blindness, hearing, or cognitive disabilities are not visible on the outside.

Source: [Invisible Disabilities® Association](#)

WHAT DO WE MEAN WHEN WE SAY “WEB ACCESSIBILITY?”

71%

of individuals with disabilities will abandon a website that’s difficult to use.

This could impact your business’ bottom line as potential customers go to competitors with fewer – or no – accessibility barriers.

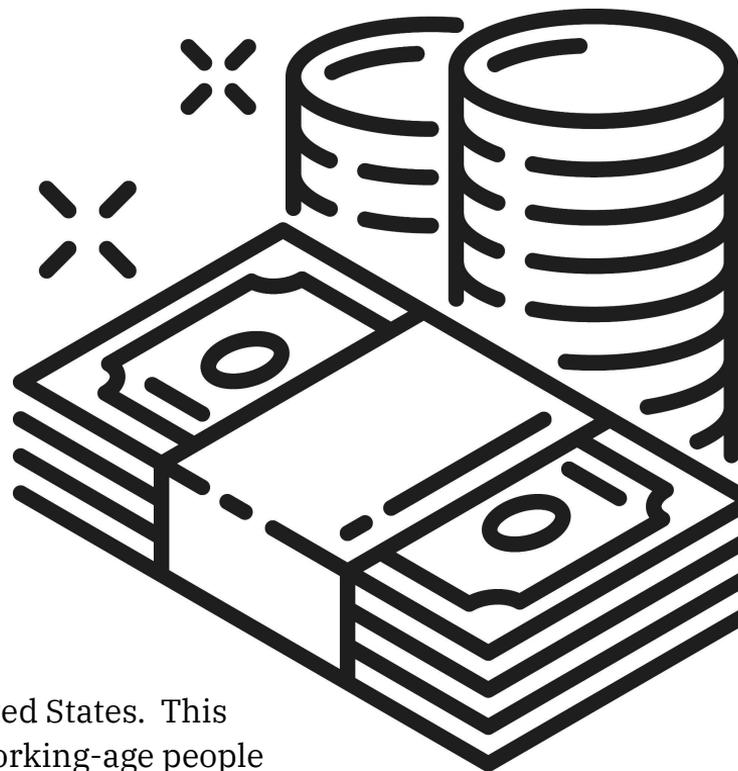
Source: [How Website Accessibility Affects Online Business](#)

WHAT DO WE MEAN WHEN WE SAY “WEB ACCESSIBILITY?”

\$300_B

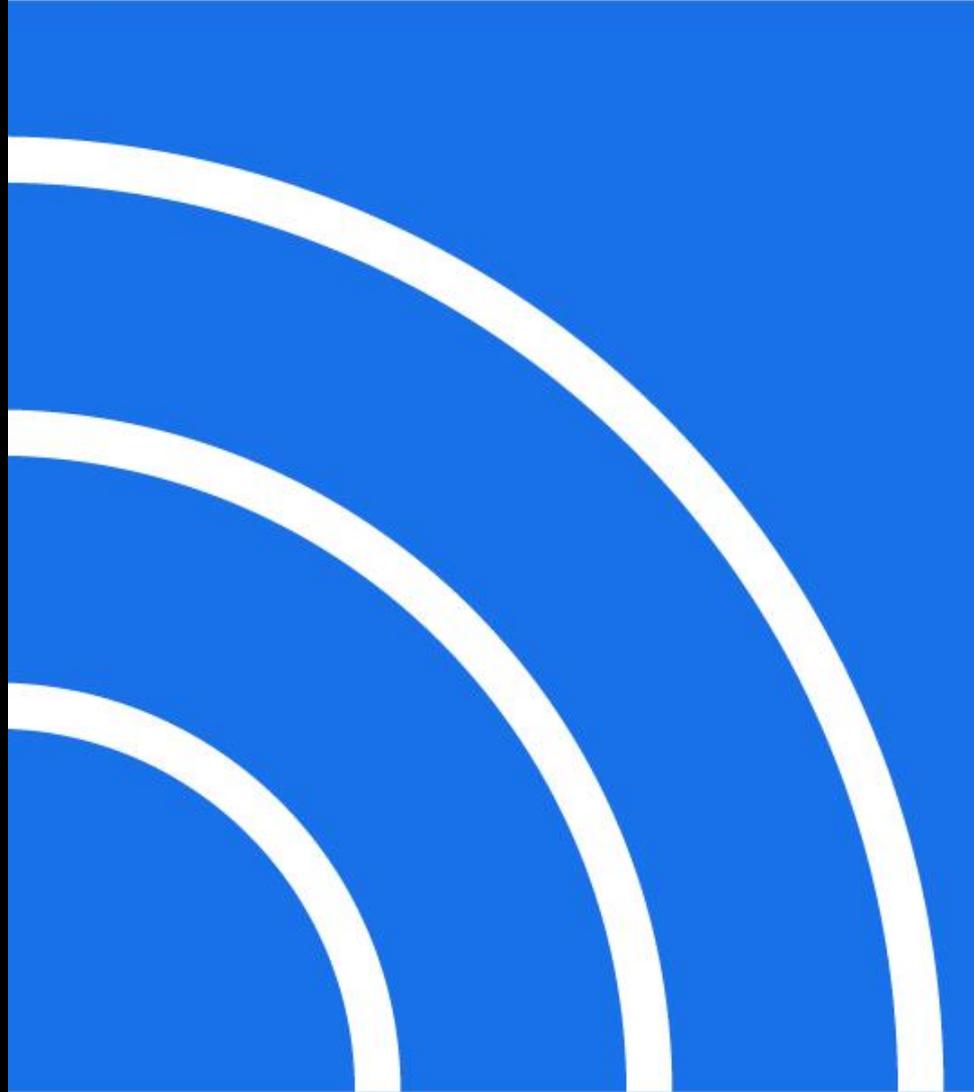
**Annual discretionary
income among working-age
individuals with disabilities.**

There are 61 million individuals living with disabilities in the United States. This population has one of the largest discretionary incomes among working-age people with over \$300 billion dollars annually. If a website isn't providing accommodations for this group, the lost revenue to that business is very real.



2

Understanding disabilities



UNDERSTANDING DISABILITIES

What people think of when they hear “disability”

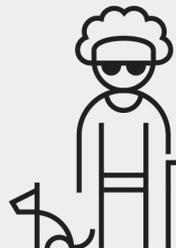
Touch

One arm



See

Blind



Hear

Deaf



Speak

Non-verbal



UNDERSTANDING DISABILITIES

Common types of disabilities include:



Vision

People who are blind, have low-vision or are colorblind.



Speech

People who are not able to speak or have difficulty forming words.



Hearing

People who are deaf or hard of hearing.



Cognitive

People who have attention deficit disorder (ADD), dyslexia or epilepsy.



Motor control

People who have limited control or no use of their hands.

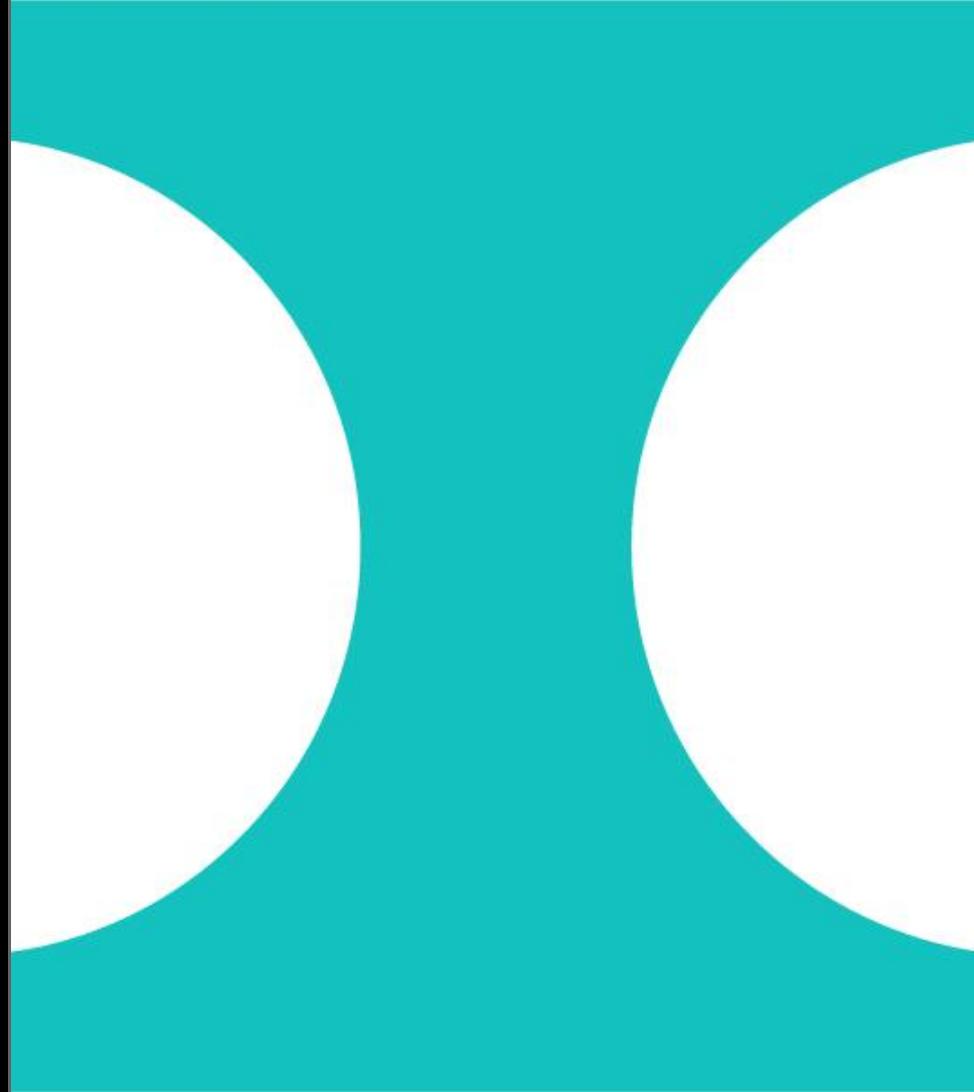
UNDERSTANDING DISABILITIES

The full breadth of disabilities

PERMANENT	Touch One arm 	See Blind 	Hear Deaf 	Speak Non-verbal 
TEMPORARY	Arm injury 	Cataract 	Ear infection 	Laryngitis 
SITUATIONAL	New parent 	Distracted driver 	Bartender 	Heavy accent 

3

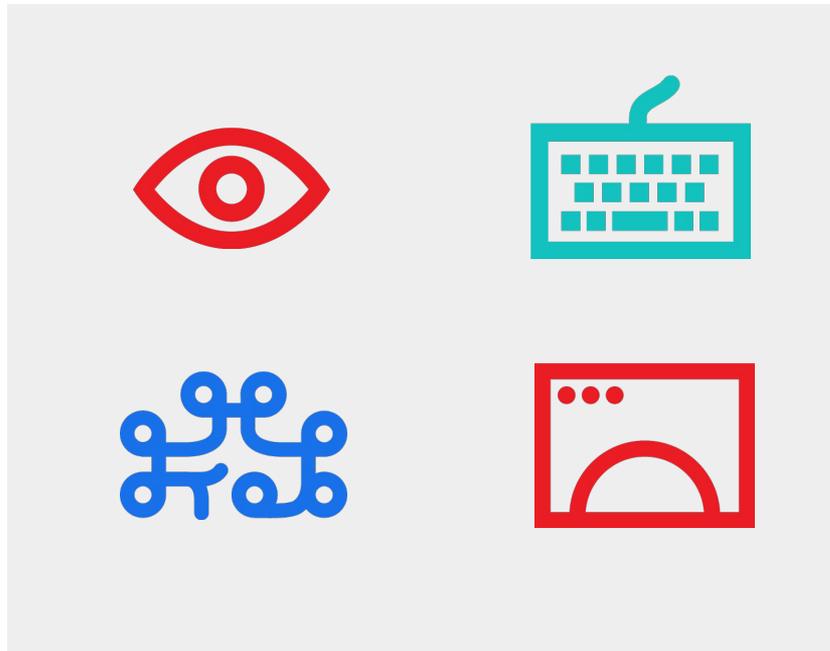
**What does it mean
to make a website
accessible?**



WHAT DOES IT MEAN TO MAKE A WEBSITE ACCESSIBLE

The principles of web accessibility

While not specifically defined by law, there is a set of guidelines which we can use to ensure our products are accessible. These are the [Web Content Accessibility Guidelines](#) (commonly referred to as WCAG – pronounced “wuh-cag”).



The principles of web accessibility



Perceivable

Users must be able to perceive information and user interface (UI) in some way, using one or more of their senses.



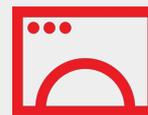
Operable

Users must be able to control UI elements using some type of input device – mouse, keyboard, voice command, etc.



Understandable

The content must be readable and appear in consistent, predictable patterns to its users.



Robust

The content must be developed using web standards that work with current and future browsers and devices.

WHAT DOES IT MEAN TO MAKE A WEBSITE ACCESSIBLE

The principles of web accessibility

As of this time, WCAG version 2.1 level AA has become the prevailing standard to target. Over 75% of all federal claims now reference WCAG 2.1 AA.

A

Minimum level of accessibility support. Considered **essential**.

AA

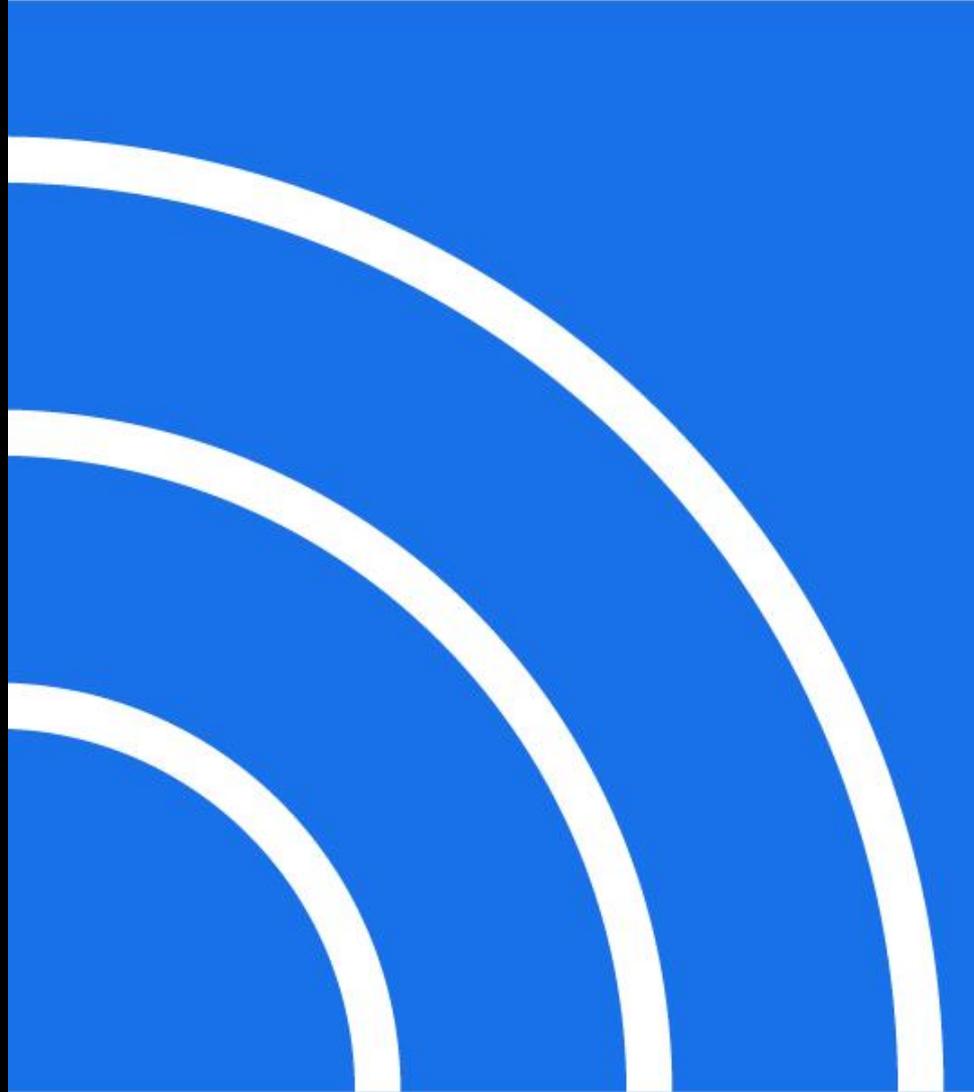
A broader target which includes further optimizations and ideal support.

AAA

Stricter level of support that can include significant design and content considerations.

4

Impact of accessibility considerations

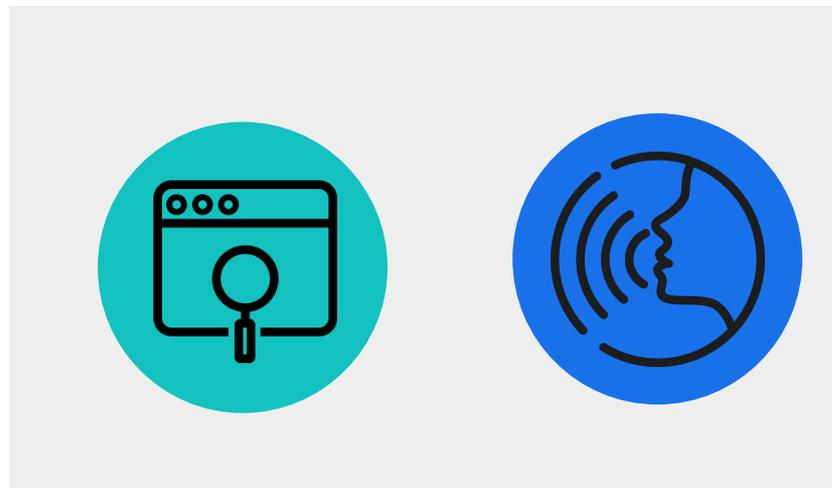


IMPACT OF ACCESSIBILITY CONSIDERATIONS

Improved overall customer experience

Accessibility considerations in experience and design generally provide more flexible ways for users to interact with digital products.

These options can be useful for people both with and without disabilities.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Improved overall customer experience

Accessibility experience considerations in the real world.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Overlap in best practices

Fortunately, accessibility support often overlaps with many other best practices you should already be taking into account in your digital products, including:



**Semantic
content**



Usability



**Mobile
optimization**

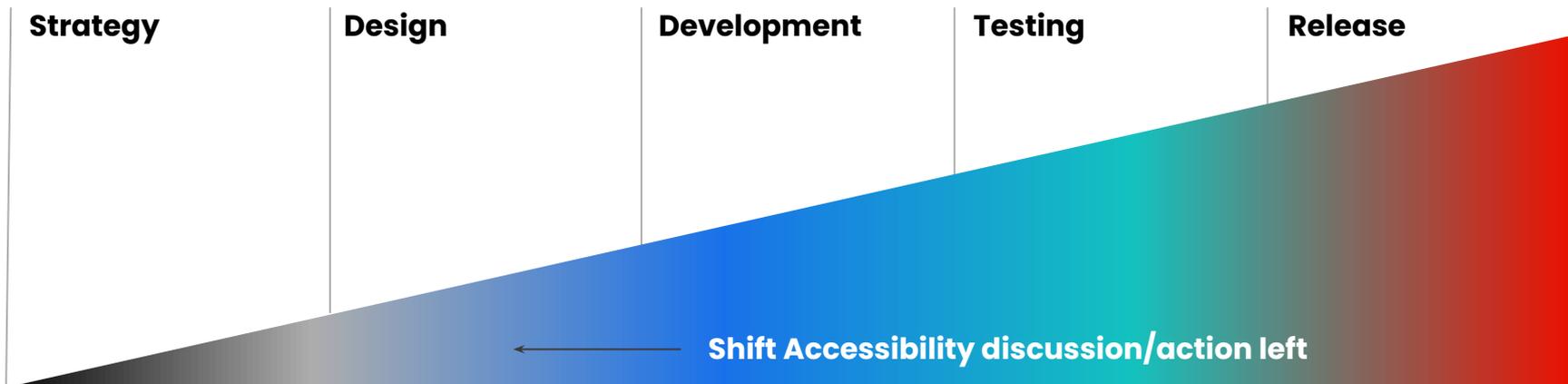


SEO

IMPACT OF ACCESSIBILITY CONSIDERATIONS

Overlap in best practices

Accessibility considerations start long before Development and everybody has a role to play in ensuring its implementation and ongoing success.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Extended market reach

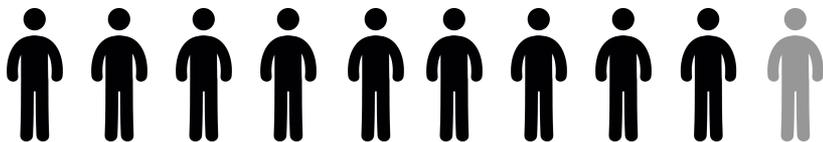
Equal access to digital experiences is no longer a novelty but a critical tool of modern life.

Accessibility support is how you reach the broadest group of individuals and best serve them.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Enhanced brand reputation



9 out of 10 internet users who are blind are vocal anti-advocates for companies whose Websites aren't accessible.

<https://cdn2.hubspot.net/hubfs/153358/Nucleus-The%20Internet%20is%20unavailable.pdf>

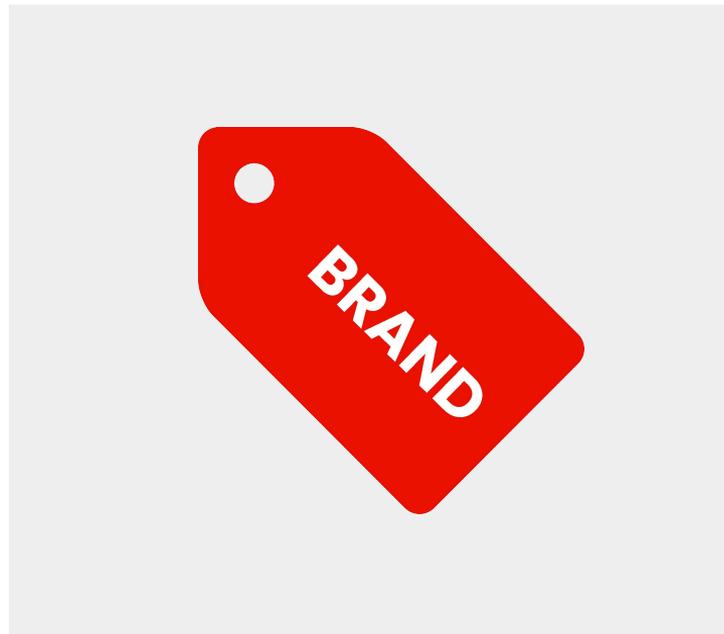


IMPACT OF ACCESSIBILITY CONSIDERATIONS

Enhanced brand reputation

Adopting accessibility support can lead to an enhanced brand reputation, increased sales, and better customer loyalty.

In addition, internal diversity and inclusion efforts in hiring and employee retention are improved.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

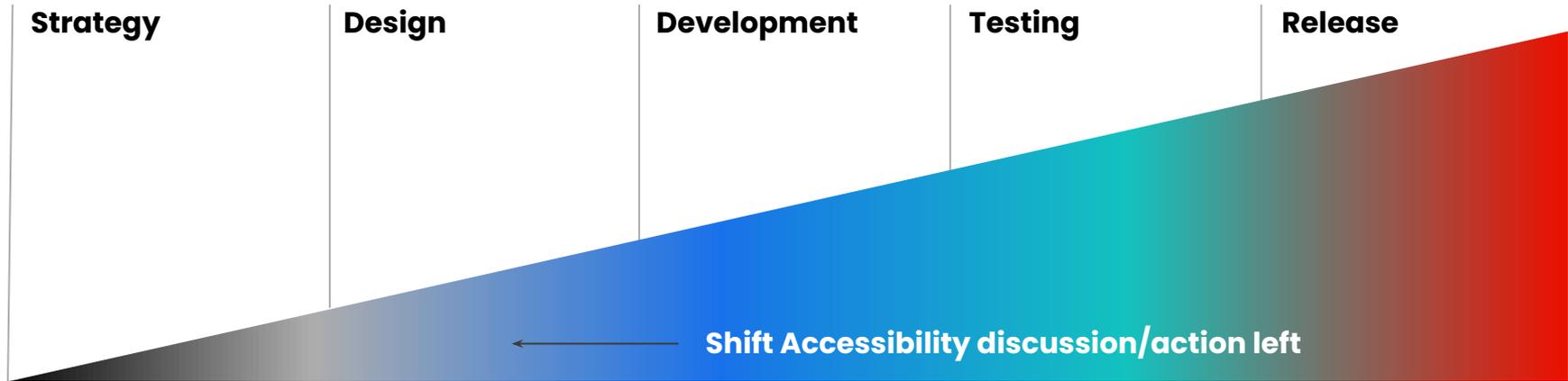
Reduced legal risk

There are unnecessary legal risks involved when you don't support accessibility. The cost and risk of inaction can be huge.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Reduced legal risk



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Reduced legal risk

“plaintiffs win 90% of digital accessibility cases that actually make it to court, and many more settle confidentially within days”



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Reduced legal risk

Over 2,500 digital accessibility lawsuits were filed in 2021 where Title III of the 1990 Americans with Disabilities Act (ADA) was referenced.

Title III of the ADA references “public accommodations” but lacks a technical standards target.

Note: At the beginning of August, the California Court of Appeals ruled that websites are not “public accommodations” covered by Title III of the ADA.



IMPACT OF ACCESSIBILITY CONSIDERATIONS

Investment in accessible digital products yields significant value that's often overlooked.



Improved overall customer experience



Overlap in best practices



Extended market reach



Enhanced brand reputation



Reduced legal risk

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Thank you

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