Why Digital Accessibility?

The value and impact of accessible digital experiences

Global Accessibility Awareness Day 2025

$13 trillion

In disposable income of people with disabilities and their families

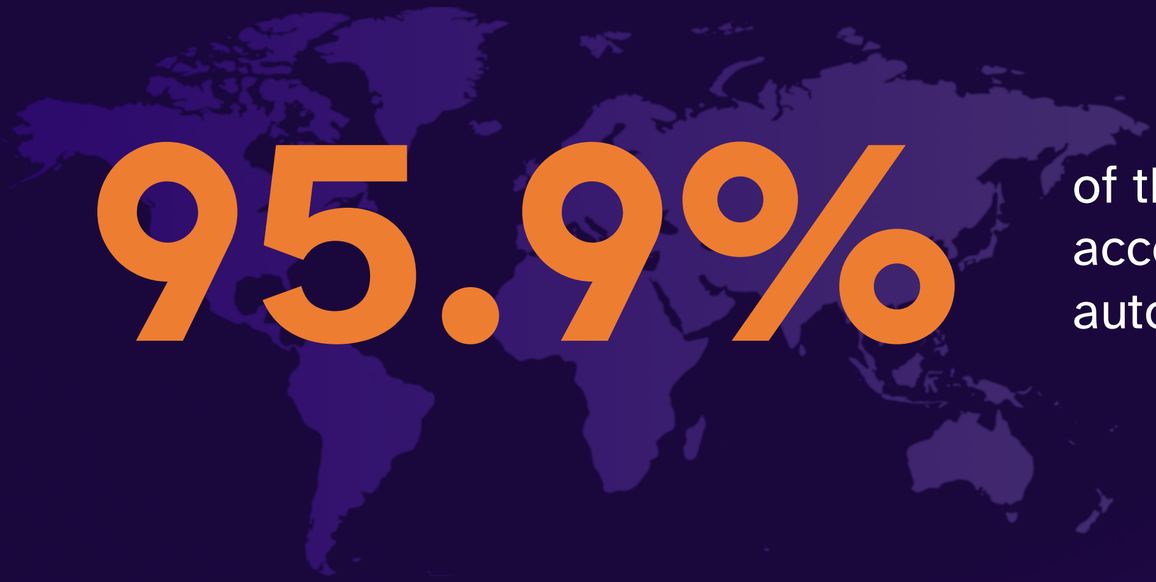
$10-16 billion

In purchasing power will shift to

vendors committed to accessibility

Those are both true statements, yet...

A pervasive problem

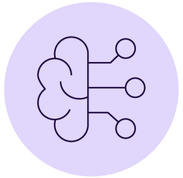


95.9%

of the world’s top 1,000,000 websites have accessibility issues that can be found with an automated scanning tool in just 10 seconds.

Today

Understand the legal landscape



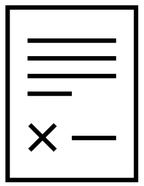
Recognize types of assistive technology

Apply an understanding of WCAG standards

Explain the true value of accessibility

The legal landscape

U.S. case law



Becoming status quo

Lawsuits citing inaccessible websites are so common they don't always make headlines.

Mobile app attention

Lawsuits and settlements increasingly also require the accessibility of mobile apps.

Industry & tech trends

Education, healthcare, employment (AI hiring tools), kiosks, virtual reality, gaming, automotive (self-driving cars).

ADA Title II and Section 504 rulemaking

Healthcare + U.S. state and local governments:

- Cities, counties, states
- Local departments (police, fire, etc.)
- Public K12 and public higher education
- Special districts (water boards)

Web content and mobile apps must meet WCAG 2.1 A and AA

Content made available to the public including most third-party arranged content

Web content includes new social media & conventional electronic documents (that are not password protected or that are actively used)

European Accessibility Act (EAA)

- European Union (EU) law establishing accessibility requirements for a wide range of consumer products and services
- Applies to any business providing covered products and services to EU consumers, regardless of where the business is located
- Enforceable beginning in June 2025
- Non-compliance may result in penalties (including fines and sanctions) and missed business opportunities

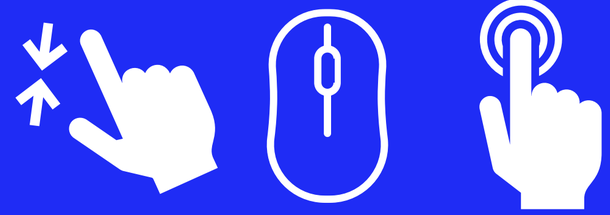
Understanding disabilities and assistive technologies

Disability umbrella categories

Visual

Auditory

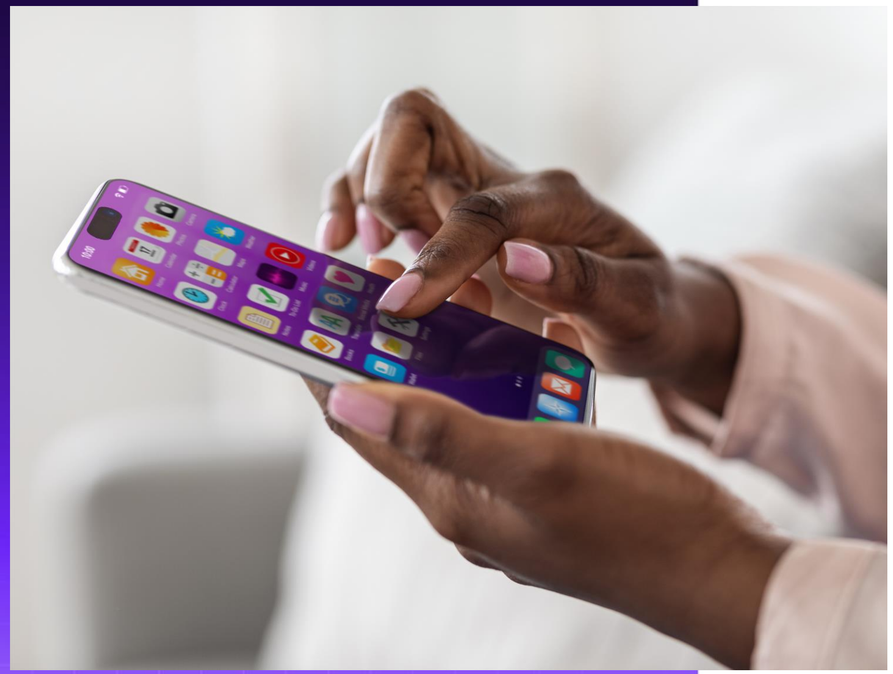
Mobility



Cognitive

Speech

Other



Assistive Technology (AT)

Different tools to achieve the same access

> Any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of persons with disabilities

Screen reader demo

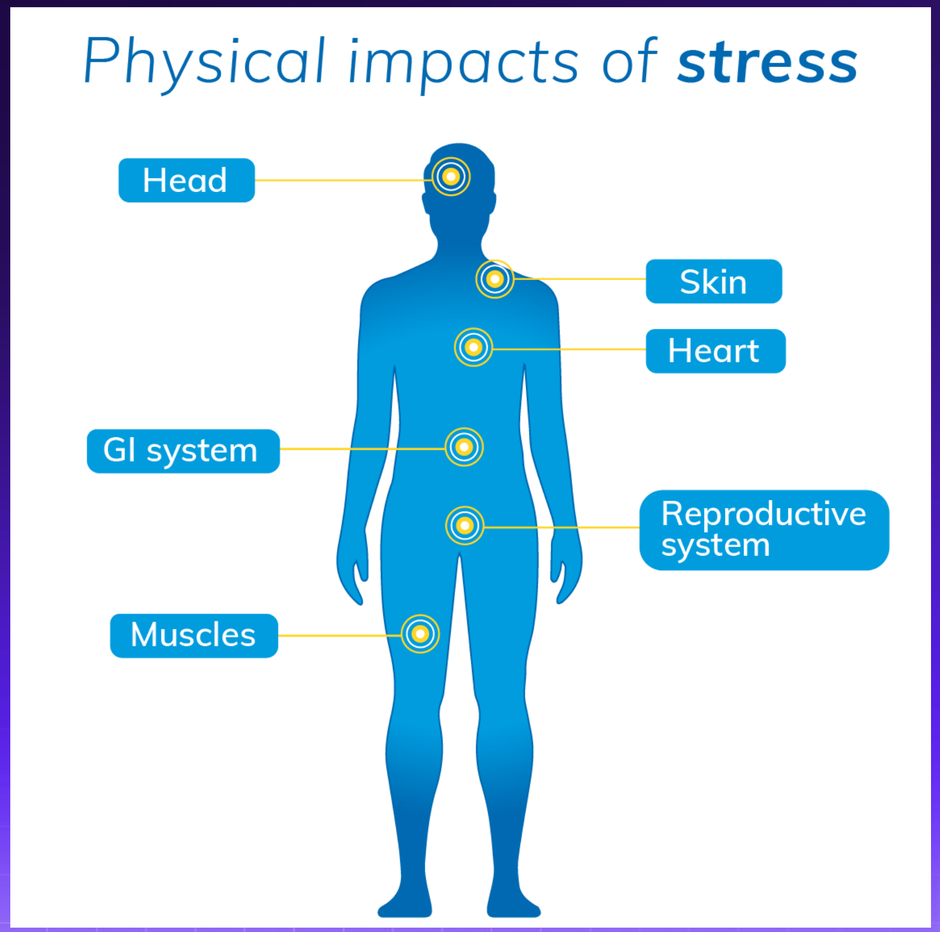
The Web Content Accessibility Guidelines (WCAG)

POUR:
The four principles of WCAG

Perceivable	Operable	Understandable	Robust
Could I read about it?	Could I move it?	Would I know it?	Would I know what it is?
Could I magnify it?	Could I scroll it?	Would it be readable?	Would I get its purpose?
Could I discern it?	Could I fill it?	Could I predict it?	Would I know its present value?
Would I know what's happening?	Could I operate it?	Would I know if I miss it?	

Barriers on the web

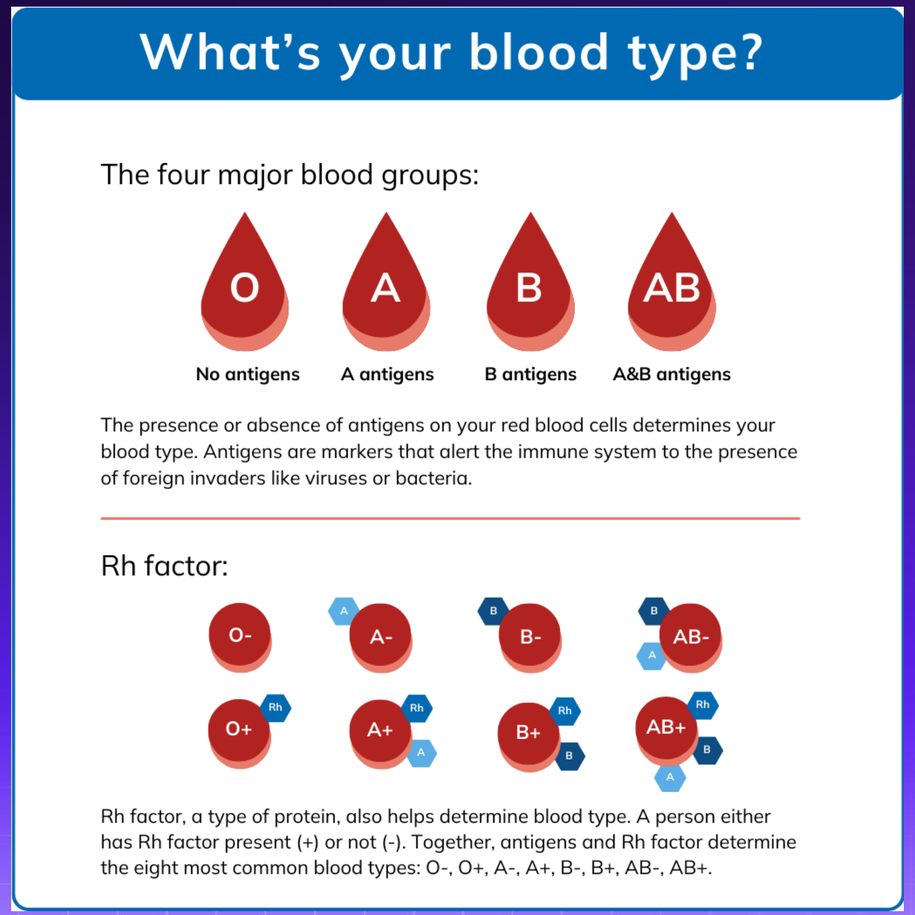
Simple infographic



An illustration titled "Physical impacts of stress" shows a blue silhouette of a human body. It highlights specific areas affected by stress: the head, GI system (gastrointestinal), muscles, skin, heart, and reproductive system.

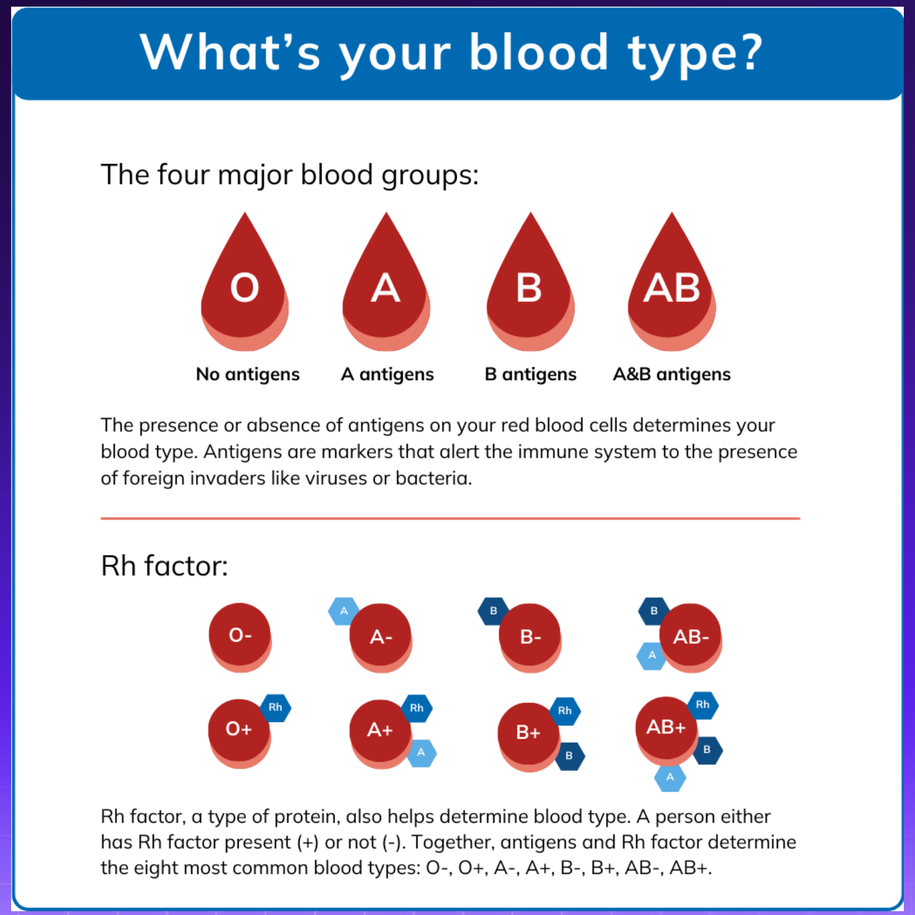
Each area is marked with a yellow circle and connected to a label.

Multi-level infographic



An infographic with the heading: “What’s your blood type?” and subheading “The four major blood groups” features red droplets representing blood groups O (no antigens), A (A antigens), B (B antigens), and AB (A&B antigens). Description under droplets reads: “The presence or absence of antigens on your red blood cells determines your blood type. Antigens are markers that alert the immune system to the presence of foreign invaders like viruses or bacteria.” Below, another subhead reads “Rh factor” and depicts the eight blood types in red circles with blue hexagons representing Rh factor. Description under circles reads: “Rh factor, a type of protein, also helps determine blood type. A person either has Rh factor present (+) or not (-). Together, antigens and Rh factor determine the eight most common blood types: O-, O+, A-, A+, B-, B+, AB-, AB+.”

Multi-level infographic (continued)



What's your blood type?

The four major blood groups

(represented by red droplets)

1. O (no antigens)
2. A (A antigens)
3. B (B antigens)
4. AB (A&B antigens)

The presence or absence of antigens on your red blood cells determines your blood type. Antigens are markers that alert the immune system to the presence of foreign invaders like viruses or bacteria.

Rh factor

Rh factor, a type of protein, also helps determine blood type. A person either has Rh factor present (+) or not (-). Together, antigens and Rh factor determine the eight most common blood types.

the eight blood types in red circles with blue hexagons representing Rh factor: O-, O+, A-, A+, B-, B+, AB-, AB+

Large infographic

The product

The product of the product