

# **Should Whether Games Are Accessible Matter To Companies In The Games Industry?**

**COMP160 - Software Engineering**

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January 6, 2017

Proposal

This Paper will discuss whether the games industry should worry whether their games can be played by people with disabilities and how this decision will impact the industry. It is a big decision whether to make a game not playable by a certain group of people. A companys decision to do this is based off two questions, will this investment in making my game accessible return with a profit and how will this investment benefit my company in the long run? [1]. These decisions ae made mainly by the marketing department of these companies to target certain groups of people which will make them the most money[?]. This is a huge loss because in a US census the percentage of the population which were disabled made up almost a quarter of the population[1] (Table 2). Although the reason for this lack of accessibility in games is not without reason, a company has three problems pertaining to

this subject. Not being able to receive feedback, not being able to determine in-game responses and not being able to provide input using conventional input devices. These all require considerable investment[2].

## References

- [1] K. Bierre, J. Chetwynd, B. Ellis, D. M. Hinn, S. Ludi, and T. Westin, “Game not over: Accessibility issues in video games,” in *Proc. of the 3rd International Conference on Universal Access in Human-Computer Interaction*, 2005, pp. 22–27.
- [2] B. Yuan, E. Folmer, and F. C. Harris, “Game accessibility: a survey,” *Universal Access in the Information Society*, vol. 10, no. 1, pp. 81–100, 2011.