Why, and to whom, is accessibility important:

Accessibility is important to everyone to some degree. Mouse input, keyboard support, screen readers, these things all increase your audience. Its also a kind thing to do. There does have to be a stopping point, all of these accommodations take time and resources. But most of them take very little and can add a lot.

How might you make a site (or app) like Instagram more accessible?:

Mostly the options listed above. Color blind options may also be a good idea, many games support that now. Though the effort-to-benefit ratio may not be small enough for that to be a reasonable thing yet.

What resources did you consult as you implemented the accessibility features? Were there any that you found useful that aren’t on the Accessibility Resources page?:

I only used the course page and previous notes for the accessibility features.

Was it a lot of additional work?:

The implementation was pretty easy. Learning all of it was (and for the most part always is) the hardest part by far. Tabbable buttons were already built in by default and the aria labels are easy to implement. Beyond that however, I have no experience.

What was the most challenging part?:

As touched on above, the initial learning curve is almost always the hardest part. Having to go back and refactor things can also be a pain as well. Other than that, it was all easy. Probably the easiest part of the project.

Do you think that designing for accessibility also improves the usability of the site for all users? Why or why not?:

No, it certainly does not improve the user experience for ALL users. But Id argue that tabbable buttons improve the user experience for most users. After that, Id imagine that the effort to use ratio gets pretty small, though certainly not zero.