Accessible design is a major key to enable a web application to be successful. It allows stakeholders to target all of the intended users, by designing the product to meet their needs. This concept is produced to ensure all types of people are targeted and not just a specific group, meaning it would enable people with disabilities to use the web application without any difficulties. The user interface will need to be flexible, so that it has the ability to accommodate a huge variety of users and meet their preferences. Inputs within the application will make it simple for the users to fill out; for example, if their phone number was requested on sign up, the keypad provided would show numbers instead of letters. Simple tweaks can make a big difference.

There are a set of Web Content Accessibility Guidelines to ensure that the content on an application meets the accessibility standards for the web. There is a selection of tests that are able to be checked against the application once completed to ensure that the accessibility of the chat is to the highest quality.