Digital
acces-
sibility

**IN A
NUTSHELL**

What is digital accessibility or A11Y?

Digital accessibility or A11Y ensures that **every person** has the same experience and can use digital products – regardless of the digital format.
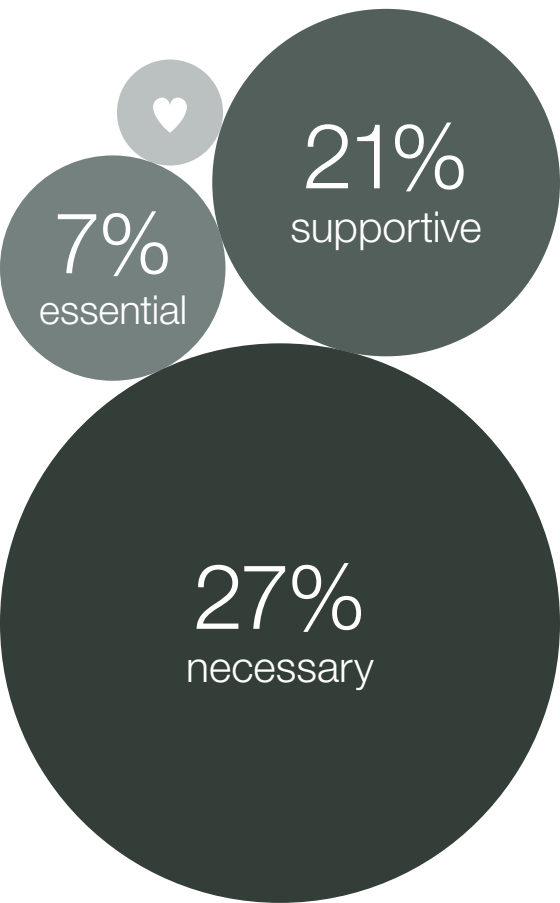
MOBILE APPS

DIGITAL DOCUMENTS

WEBSITE PAGES

In Europe A11Y is for

21% supportive

7% essential

27% necessary

7% essential — 31.2 million people with a severe disability

27% necessary — About 101 million people with other disabilities, ...

21% supportive — Increasing number due to demographic change

100% helpful — High user-friendliness and intuitive usage is good for all of us

4 reasons to act now!

1. Implementation required by **regulation**

2. **Penalties** for non-compliance

3. **Increasing number** of users with disabilities and impairments due to demographic change

4. **Starting** accessibility early **reduces implementation** scope

5 GAINS FOR FREE

1. Improved usability leads to increased user satisfaction

2. Improved SEO

3. Increase of potential customer groups

4. Overcomes technical limitations such as small displays or situational constraints

5. Lower customer support efforts

From whom?

Accessibility helps people with all kinds of disabilities. Every person can also be temporarily or situationally limited at some point.

Mobility

PERMANENT	Amputation
TEMPORARY	Injuries
SITUATIONAL	Holding a baby

Vision

PERMANENT	Blindness, impairment
TEMPORARY	Eye injury
SITUATIONAL	Reflecting sunlight

Hearing

PERMANENT	Deafness, hardness of hearing
TEMPORARY	Infection, acute hearing loss
SITUATIONAL	Background noises

Cognitive

PERMANENT	Dementia, brain fog
TEMPORARY	Migraine, fatigue
SITUATIONAL	Multitasking

LEARN MORE:

Older users

Pain points

_ Small navigation and interaction elements

_ Overlapping elements when zooming

_ Low contrasts

_ Complex texts

How to relieve them

_ Large navigation and interaction elements

_ Resizing of content and responsive design

_ High contrasts

_ Use of easy language

Motor disabilities

Pain points

_ Dynamic components that require quick mouse movements

_ Short time outs for interactions

_ Bundled interactions together

_ Forced precise interactions videos

How to relieve them

_ Design for keyboard and / or speech input

_ Visible focus

_ Provide shortcuts

_ Give form fields space

Blind-ness

Pain points

_ Forced to use click or touch input

_ Unstructured content

_ Uninformative or meaningless headings and labels

_ Important information only in image or video content

How to relieve them

_ Provide screen reader functionality

_ Semantic content using HTML5

_ Use descriptive labels, headings and links

_ Describe images & transcribe videos

Deaf-ness

Pain points

_ Content in audio or video only

_ Phone as the only way of contact

_ Use of complicated words

How to relieve them

_ Subtitles or audio description for video

_ Provide multi-channel support

_ Use linear logical layout

Reading disabilities

Pain points

_ Large blocks of complex text
_ Forced to remember things
_ Capital letters, underlined/italic text
_ Too much textual information

How to relieve them

_ Keep content short, clear and simple
_ Consistent navigation & identification
_ Linear and logical structure
_ Combination shape, colors and text
_ Provide multi-channel support
_ Use linear logical layout
_ Two way voice-communication

How can **assistive technologies** help?

Navigating digital content with disabilities can be challenging. But there are technologies to help with that.

SCREEN READER
Helps people to perceive content of a website through conversion to other formats such as speech or braille.

BRAILLE DISPLAY
Computer output device for blind people that displays characters in braille.

VOICE CONTROL
Input and output is done via spoken language.

SIP-&-PUFF-SWITCHES
This switch translates sips and puffs into independent switch closures.

SCREEN MAGNIFIER
Helps people to see content of a web page.

How can **adaptive strategies** help?

Adaptive strategies can help coping with hard to access content and digital services.

TEXT ZOOM
Makes text easier to read and increases understanding.

CAPTIONS
Displays speech and auditory information of a video.

HIGH CONTRAST MODE
Helps people to better distinguish content.

PERSONAL CONFIGURATIONS
Helps people to fit the interaction to their needs.

What is WCAG?

The **W**eb **C**ontent **A**ccessibility **G**uidelines are categorised as follows:

Perceivable
information and
user interface

(**A**) (**AA**) (**AAA**)
9x   11x   9x

- 1.1 Text alternatives
- 1.2 Time-based media
- 1.3 Adaptable
- 1.4 Distinguishable

Operable
user interface
and navigation

(**A**) (**AA**) (**AAA**)
14x   6x   14x

- 2.1 Keyboard accessible
- 2.2 Enough time
- 2.3 Seizures & physical reactions
- 2.4 Navigable
- 2.5 Input modalities

Under-standable
information and
user interface

(**A**) (**AA**) (**AAA**)
8x   6x   7x

- 3.1 Readable
- 3.2 Predictable
- 3.3 Input assistance

Robust
content & reliable
interpretation

(**A**) (**AA**) (**AAA**)
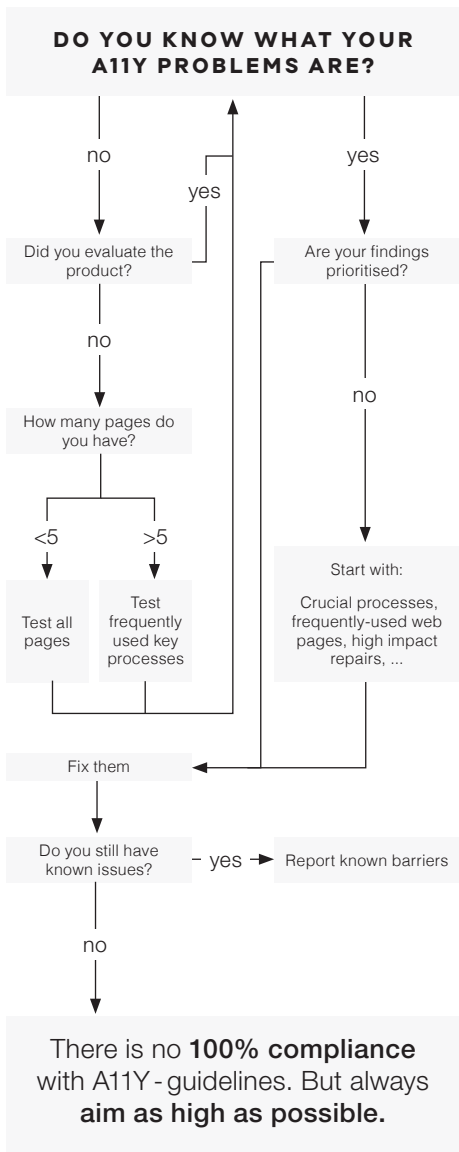1x   1x   0x

- 4.1 Compatible

LEARN MORE

How to get started?

1. Raise awareness with stakeholders

2. Evaluate the product

3. Stop the bleeding by implementing A11Y-guidelines for every new development

4. Start fixing the issues with the most impact

5. Fix your key processes which are frequently used

6. Report content, that has known barriers

7. Make a plan for long term management of A11Y

Where to start?

DO YOU KNOW WHAT YOUR A11Y PROBLEMS ARE?

no → Did you evaluate the product?

yes → Are your findings prioritised?

Did you evaluate the product? → yes

no → How many pages do you have?

<5 → Test all pages

>5 → Test frequently used key processes

no → Start with:

Crucial processes, frequently-used web pages, high impact repairs, ...

Fix them

Do you still have known issues? – yes → Report known barriers

no

There is no **100% compliance** with A11Y-guidelines. But always **aim as high as possible.**

Why is A11Y a team effort? Part 1

1   Management & Product

_ Build awareness and knowledge about A11Y in the team

_ Set A11Y goals

_ Define clear A11Y requirements

2   Design

_ Create accessible text and multimedia content

_ Consider all different types of user interaction, e.g. like keyboard users

_ Design easy visual layouts and choose clear colors

Why is A11Y a team effort? Part 2

3 Development

_ Implement correct structure & semantics

_ Use native HTML elements

_ Understand ARIA

_ Do unit testing

4 Test

_ Building specialisation and qualification in the team for A11Y testing

_ Do automatic and manual testing

LEARN MORE:

How can web technologies support A11Y?

HTML, CSS and JavaScript are already a good foundation for A11Y, if used correctly.

PLEASE NOTE:

Always try to sustain digital accessibility through considerations such as

_ align semantic & visual meaning
_ unobstrusive use
_ keep keyboard interaction in mind
_ and more!

LEARN MORE:

What is the EAA?

The **European Accessibility Act** is intended to ensure that everyday digital services are accessible without any constraints throughout Europe. For the requirements the EAA refers to the EU Norm, which is largely based on the international standard WCAG.

EAA
European **A**ccessibility **A**ct

|

REFERS TO

↓

EN 301 549

European **N**orm for Digital Accessibility

|

REFERS TO

↓

WCAG 2.1

Web **C**ontent **A**ccessibility **G**uidelines

Glossary & index

W3C

World Wide Web Consortium

Develops standards for the World Wide Web.

www.w3.org/

WAI

Web Accessibility Initiative

Develops the WCAG. Working group of the W3C.

www.w3.org/WAI/

ARIA

Accessible Rich Internet Application

ARIA extends an HTML element with semantic properties.

www.w3.org/TR/wai-aria/

Glossary & index

ATAG

Authoring Tool Accessibility Guidelines

They explain how to make author tools or content creation systems accessible.

www.w3.org/WAI/standards-guide-lines/atag/

UAAG

User Agent Accessibility Guidelines

They explain how to make user agents (e.g. browser) accessible.

www.w3.org/WAI/standards-guide-lines/uaag/

IMAGES

All images are generated with AI, Midjourney.

SPRINTEINS

28.06.25
Are you ready?

yes

Thank you for making the world more accessible!

Don't hestitate to **contact** us for help.

no