**WHY DESIGN FOR ACCESSIBILITY**

1. **Good for business**
   * **1.3 billion people with disabilities worldwide**
   * **814 website accessibility lawsuits**
   * **Mitigate Risk and therefore meets Business Goals**
   * **Better search Results**
   * **Larger Audience**
   * **Better SEO**
   * **Faster Download times**
   * **Encourages Better Coding Practices**
2. **Easy to build**
3. **Removing barriers to improve lives**
   * **Social model of disability**
   * **Instead of curing or fixing the person, remove attitudinal barriers and provide multiple solutions for you and everyone.**