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an expleo company

Web Accessibility and You

A comprehensive guide
to Accessibility Testing

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Introduction

Over the last few years, Trissential clients have asked for more information about Accessibility Testing. This is likely due to an increase in awareness of the needs of a diverse general audience, combined with a nearly 200% raise in accessibility litigation since 2018, including the recent Supreme Court decision in Robles vs. Domino's - a landmark accessibility case in 2019.

COVID has increased the focus on accessibility and inclusive design as organizations scramble to become more mature in terms of digital transformation.

As we move forward, it's important first to understand the real definition of accessibility, and the lens organizations need to apply to achieve success in this area. To help do that, let's first debunk a few common myths about people with disabilities, and inclusive design.

Myth 1: Users with disabilities make up a small minority of overall users.

The World Health Organization estimates that between 1B – 1.2B people have disabilities globally.

Myth 2: Organizations know how to develop inclusive design for people with disabilities.

Only 4% of global brands design their digital presence with people with disabilities in mind

The bottom line is that there are large gaps between what people with disabilities require when it comes to technology, and what organizations think they want.

> **70% of people with disabilities are loyal to brands that practice inclusive design.**

> **People with disabilities have a spending power in excess of $1.2 Trillion.**

> **Organizations practicing inclusive design are 1.7 times more innovative than those that do not.**

Where can organizations get started?

> There are over 1 billion people with disabilities worldwide, yet only 4% of companies are actively making their systems accessible.

Let's take a quick look at Web Content Accessibility Guidelines (WCAG) 2.0, the standard developed by World Wide Web Consortium (W3C) in 2008. WCAG 2.0 has quickly become the globally-accepted "de fac-to" web accessibility standard. WCAG 2.0 consists of four main principles known as POUR. Each principle helps organizations design their digital experience so it's inclusive for all users.

WGAG Four Principles

Perceivable - Can everyone perceive it?
Operable - Can everone operate it?
Understandable - Can everyone understand it?
Robust - Can all devices use it?

W3C® WORLD WIDE WEB *consortium*

To complete the accessibility journey, you must incorporate the standards into program maturity. Each step is arranged to show requirements, tools, best practices, testing guidelines, and relevant sections of the technology accessibility playbook.*

Build awareness & support → Practice universal design → Update agency policies → Procure & develop accessible technology → Create accessible documents → Measure & monitor progress

*source: section508.gov/manage/program-roadmap

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How does Trissential help?

As leaders in the Quality space, Trissential has developed a comprehensive approach to Accessibility Testing, a solution that comes out of the box with:

- Fully traceable test cases for each principle, linked through guidelines all the way down to individual success criteria
- Automated and manual testing that leverages the most widely used assistive technologies
- Client-specific, customized findings and recommendation reports
- Highly trained and experienced Accessibility Testing Analysts

Trissential can help determine your own organizational accessibility maturity and determine an accessibility journey to meet your ultimate goals, often in a matter of a few short weeks.

About Trissential

Trissential's portfolio of services helps leading organizations drive business innovation and gain significant business advantage.

Continuous Quality - As one of the world's leading software quality organizations, Trissential offers quality assurance solutions and managed services that dramatically improve your business results.

Solution Delivery - Trissential powers change and accelerates return on investment with solutions focused on digital transformation, process optimization and value realization.

Enterprise Agility - Trissential delivers both intelligent strategy and robust tactics to quickly understand your culture, support leadership alignment, and build next level agile effectiveness for your organization.

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