#### ACCESSIBILITY MEMO

# OVERVIEW

1 in 4 adults in the U.S. have a disability or impairment. That's 61 million Americans...

Some disabilities are innate, others develop over time, and still others are situational–like trying to read in a dimly lit environment or attempting to hear someone at a loud concert. Regardless of the circumstances, when one's physical, cognitive, visual, or aural faculties are reduced; it impacts how they interact with the world and their electronic devices.

Universal design is an approach to designing products, buildings and environments to ensure they are accessible to everyone – regardless of their capabilities, proficiency, or situation.

# UNIVERSAL DESIGN PRINCIPLES

Center for Universal Design at North Carolina State University

#### Equitable Use -

The design is useful and marketable to people with diverse abilities.



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#### Flexibility in Use -

The design accommodates a wide range of individual preferences and abilities.

### Simple and Intuitive Use -

The design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

### Perceptible Information -

The design communicates necessary information effectively, regardless of the user's sensory abilities or the ambient conditions.



**KEY DISABILITY STATISTICS** 



## **Tolerance for Error -**

The design is created to minimize the potential for user error through accidental or unintended actions.

## Low Physical Effort -

The design is comfortable to use and induces minimal fatigue.

## Size and Space for Approach and Use -

The size and space provided for the design allows the user to approach, reach, manipulate and use it regardless of body size, posture, or mobility limitations.





"Imagine a playground full of only one kind of swing. A swing that requires you to be a certain height with two arms and two legs. The only people who will come to play are people who match this design, because the design welcomes them and no one else."

Kat Holmes, Advocate for Inclusive Design

### BENEFITS OF INTEGRATING ACCESSIBILITY

- Drives innovation by removing architectural, digital, and social barriers
- Enhances the brand image and reputation, customer loyalty, and workforce diversity
- Increases market reach
- Minimizes legal risk

# JUSTIFICATION

Why should our organization prioritize Universal Design when creating new products, interfaces, and features?

By following the principles and respective guidelines of Universal Design, we can create products, buildings and environments in a way that goes beyond merely accommodating people by simply complying with ADA legislation. We can instead seek to design products in a way that ensures they are consciously and fully inclusive for everyone – without the need for assistive technology or special accommodation.

# ACCESSIBILITY ANALYSIS:

Mobile applications and websites are required by the ADA to be fully accessible. With that in mind, we recommend the following steps be taken to ensure these deliverables are either minimally compliant and/or making a good faith effort to address accessibility concerns where they are lacking:

# Website & App Audit

An audit of the website and mobile app should be conducted to examine every element of the app and provide a comprehensive list of accessibility concerns and issues.

# Testing

All usability flows should be tested to ensure all users can complete the most important tasks. Each task critical userflow should be completed using accessibility features- such as VoiceOver, Zoom, Assistive Touch, Subtitles and Captioning, etc- to ensure they may be performed without difficulty.

# 10 MOBILE & WEB ACCESSIBILITY CONSIDERATIONS:

Design with accessibility in mind by championing simplicity through familiar, consistent interactions that make complex tasks easier to manage.



Make sure all content can be perceived regardless of whether a user is encountering them by sight, hearing, or touch.

Support personalization and allow the user to determine how they prefer to navigate and interact with your site and/or their device.

Make content easier for users to see or hear through use of color, audio control, contrast, text resizing and spacing, image manipulation, content on hover or focus, etc. Additionally, provide alternate ways in which a user can perform various actions.

Make all functionality of the content operable through a keyboard interface without requiring specific timings for individual keystrokes.

Give users enough time to read and use the content provided by making timing adjustable, as well as providing pause, stop, and hide functionality. Either avoid interruptions entirely, or allow the user to continue where they left off in the event of timeouts, interruptions, or the need for re-authentication

Do not design content in a way that is known to cause seizures of physical reactions and allow any animations to be disabled.

Provide ways to help the user navigate, find content, and determine where they are by making navigation predictable, logical and consistent with platform standards.

Make it easier for users to operate functionality through inputs beyond those made using a keyboard; such as: gestures, motion actuation, concurrent input mechanisms, etc.

Help users avoid and correct mistakes

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This information and more regarding requirments and best practices is available through the World Wide Web Consortium at: https://www.w3.org.