

The Accessibility Business Case



Taeke Reijenga
WordCamp Nordic 2019



My name is Taeke Reijenga.

I run a full-service WordPress
Agency in the Netherlands.





What is Web Accessibility and why is it important?



‘Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.’

Source: [W3.org: What is Web Accessibility](https://www.w3.org/2018/05/what-is-web-accessibility/)

What does it mean?

What is preventing
them?

This raises all sorts of questions...

How many people are we
talking about?

Why can disabled people
not use the web?





Sit back and relax.



Disabilities.



① **The Medical Theoretical
Model of Disability**

② **The Social Theoretical
Model of Disability**



The medical theoretical modal of disability

“Disability is a restriction of ability to perform an activity in the manner or within the range considered normal for a human being. Disabilities are descriptions of disturbances in function at the level of the person.”

Source: [Static.un.org](https://static.un.org/)



The social theoretical modal of disability

There is a recognition within the social model that there is a great deal that society can do to reduce, and ultimately remove, some of these disabling barriers, and that this task is the responsibility of society, rather than the disabled person.

Web Accessibility Initiative





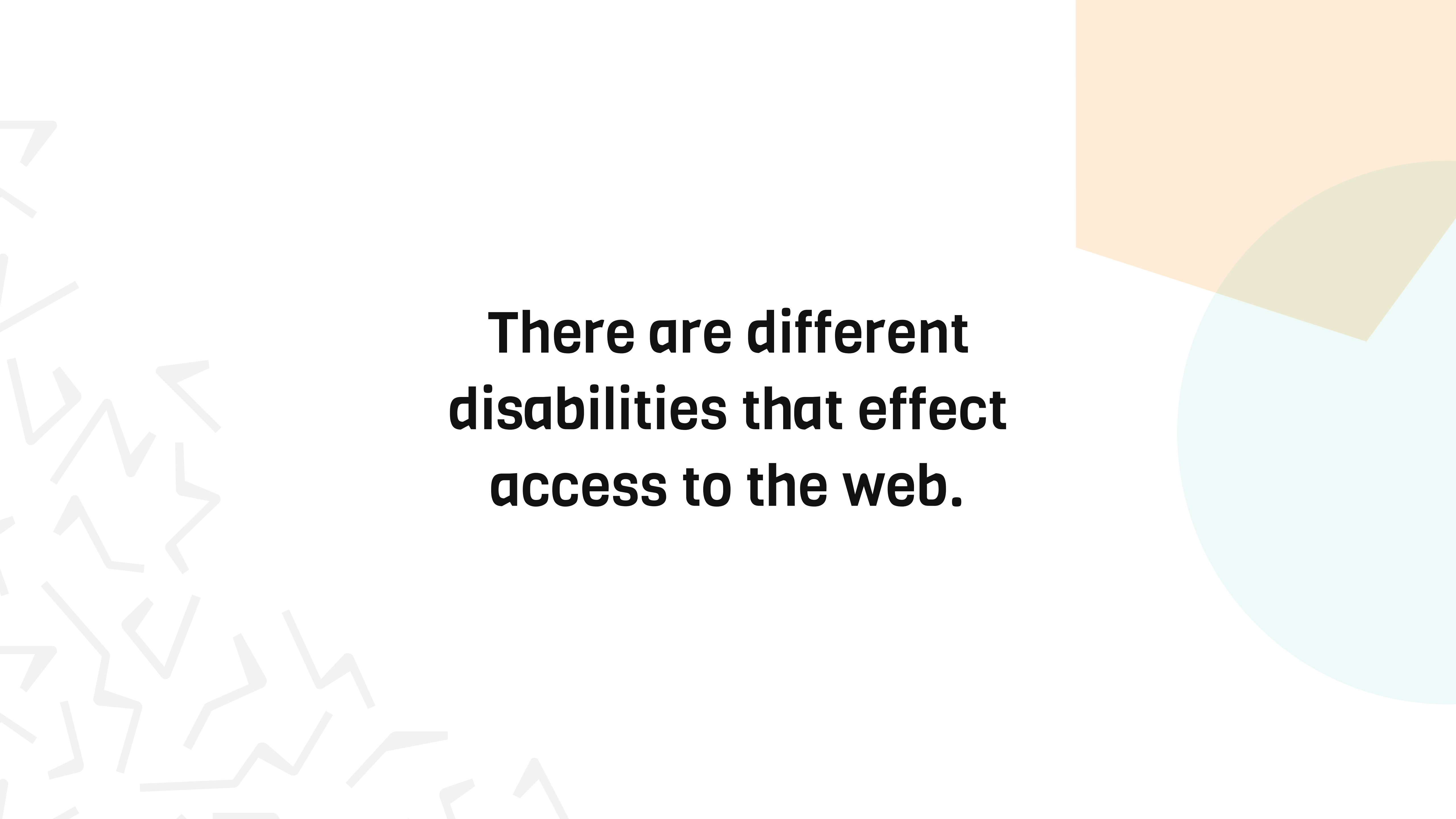
Web Accessibility

“Web accessibility means that websites, tools and technologies are designed and developed so that people with disabilities can use them.”

More specifically people can

- Perceive, understand, navigate, and interact with the Web
- Contribute to the web





**There are different
disabilities that effect
access to the web.**



Auditory



Cognitive



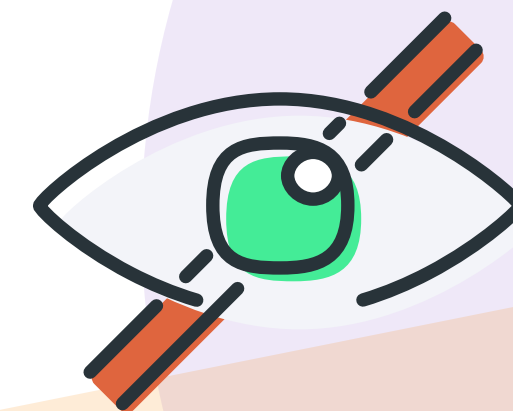
Neurological



Speech



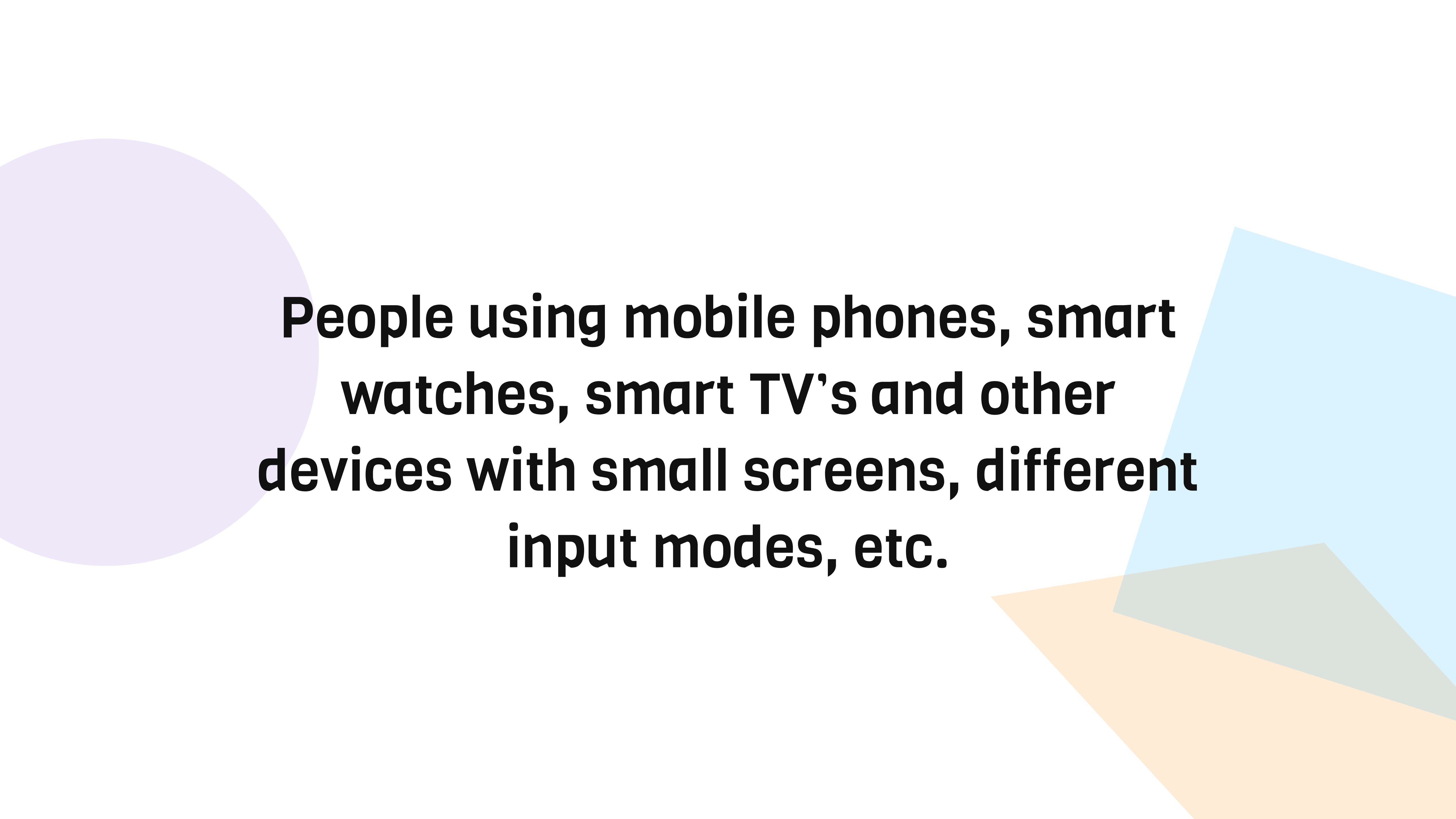
Physical



Visual

The background features a light gray pattern of small, stylized arrows pointing in various directions on the left side. On the right side, there are large, overlapping geometric shapes in shades of orange, olive green, and light teal.

**Web accessibility also
benefits people without
disabilities.**



People using mobile phones, smart watches, smart TV's and other devices with small screens, different input modes, etc.



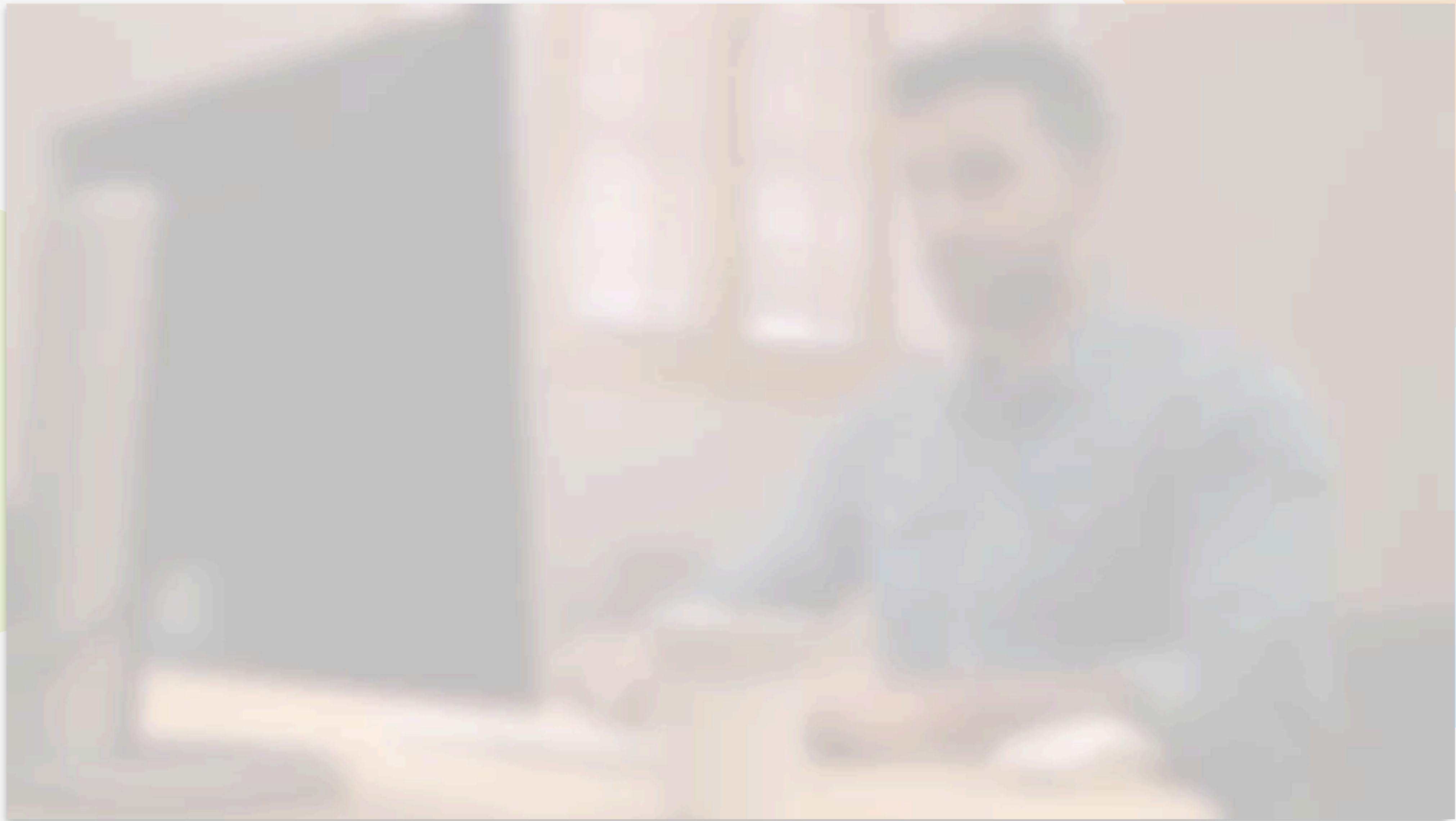
**Older people with changing
abilities due to aging.**



**People with ‘temporary disabilities’
such as a broken arm or lost glasses.**

The background features abstract geometric shapes: a light pink triangle in the top left, a light blue triangle in the top right, and a large purple circle on the left side. In the bottom left corner, there is a faint, light gray line graph with several data points connected by lines.


**People with ‘situational limitations’
such as in bright sunlight or
in an environment where they
cannot listen to audio.**



Source: [Youtube](#)

**How many people are
we talking about?**





1 billion people world wide
...or about 15% of the world
population

Source: [Worldbank](#)



120 million EU citizens by 2020

**That is more than
20% of the EU population!**

Source: europa.eu



**I'd say this tells us a bit about
the WHY of web accessibility right?**

I want to see some hands...



Let's make a deal





The Accessibility Business Case



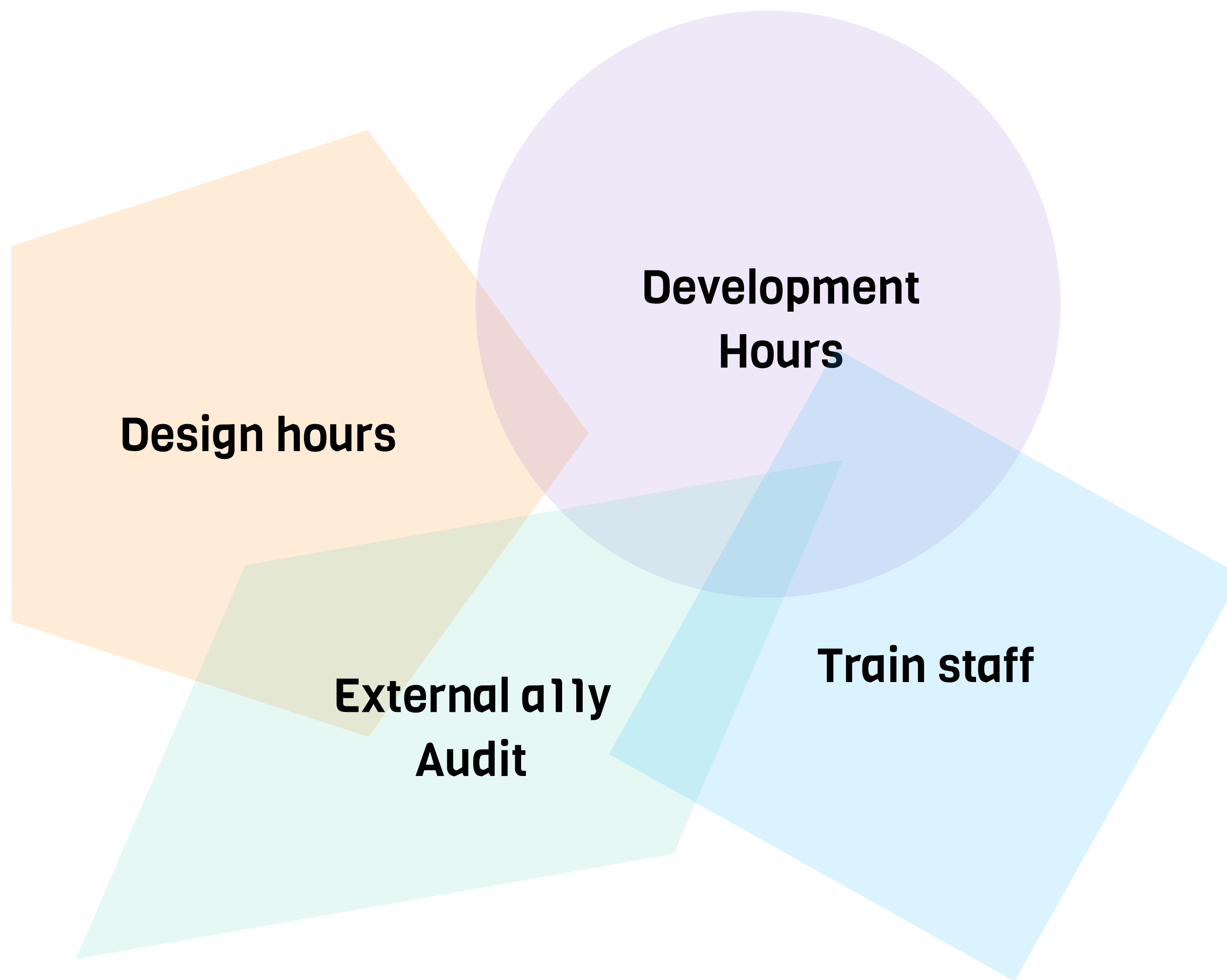
The Accessibility Business Case



**Investigate the business of your
client**



Photo: [Coup d'Oreille — Week-end Sneakers Event](#)





This ain't cheap.



100.000

visitors per month

€75

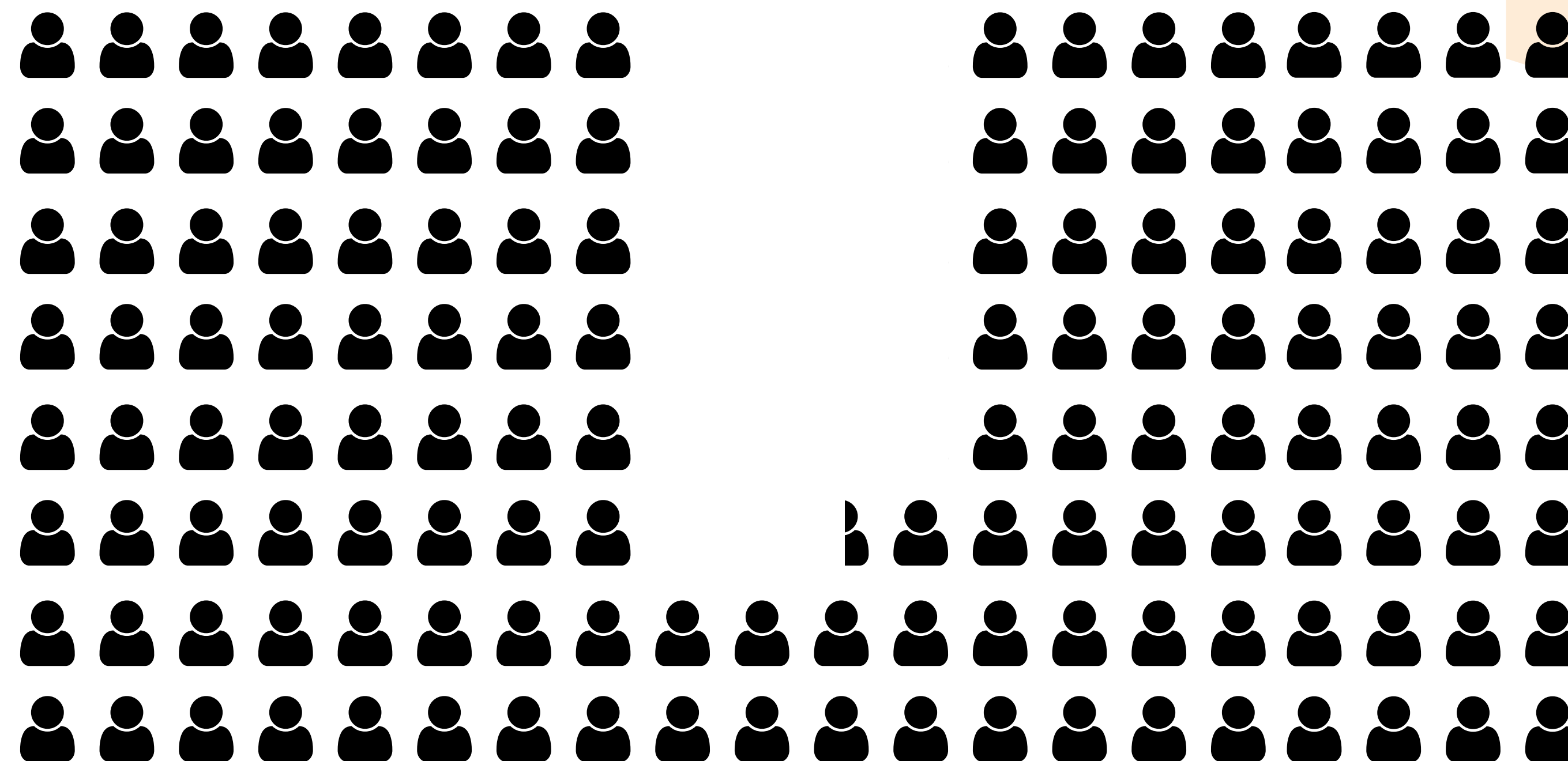
average order value

3%

average conversion
percentage

71% of web users with a disability will simply leave a website that is not accessible.

100.000 visitors per month



14.200

71% will leave

20.000

20% disabled

**With an average of 3%
conversion rate this means there
is €31.950 euros per month NOT
being spend in my webshop**

3% of 14.200 x €75 (AOV)

The background features a light gray field with a pattern of small, light gray arrows pointing in various directions. In the lower right, there are large, overlapping geometric shapes: a teal triangle, an orange triangle, and a smaller olive green triangle. A horizontal light blue bar highlights the text.

€32.000 euros per month!



**Two more things to
take into consideration...**

①

The majority (81%) of these consumers will pay more money for the same item on a competitor's website if that site is more accessible.

Source: Click-Away Pound Survey

②

**The viral effect of a
satisfactorily online experience.**

Other Business Cases



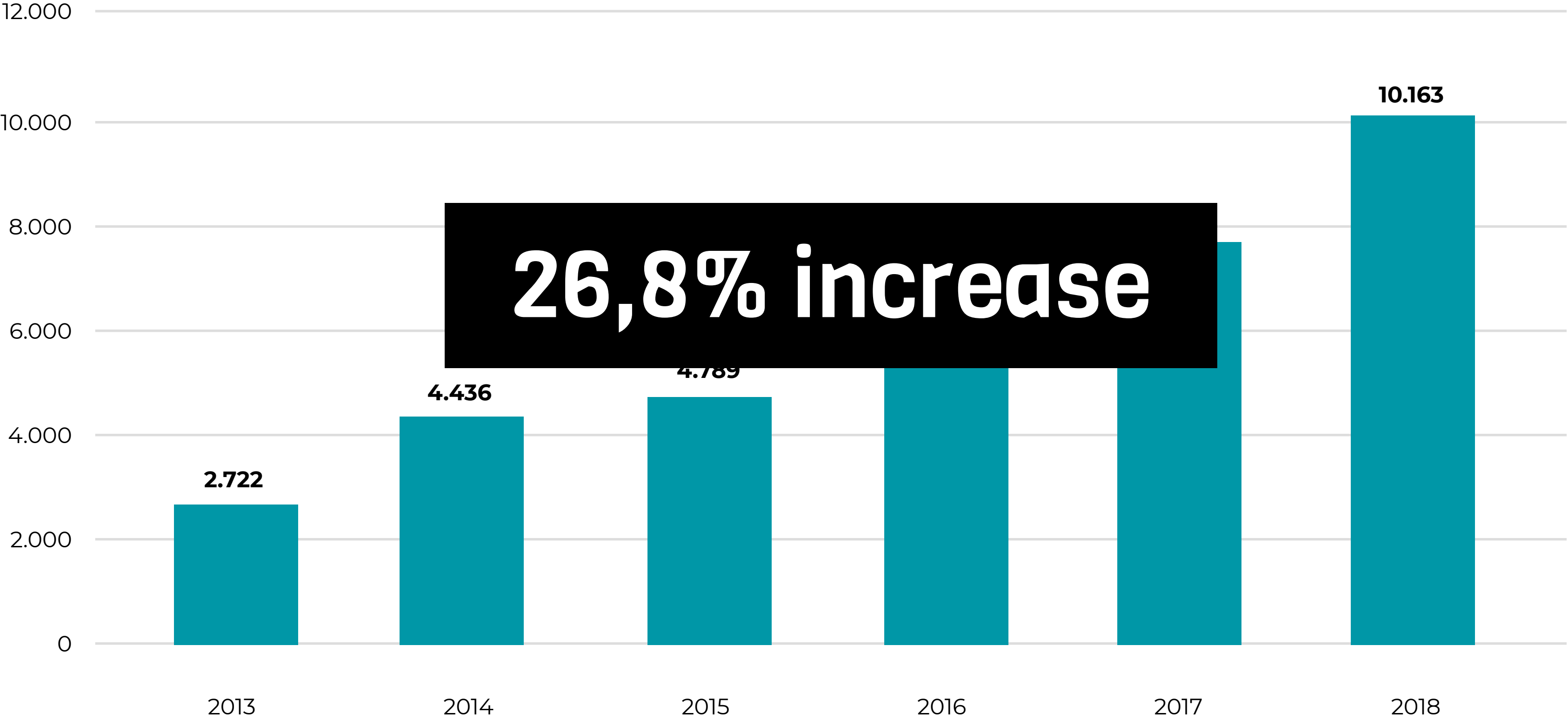
The risk factor 🤯

The background features a light gray world map with stylized, angular borders. In the top right corner, there is a solid light blue triangle. In the bottom left corner, there is a large, solid light green circle. The main text is centered on the white background.

Legislation around the world

Sydney Olympics

ADA Title III Lawsuits in Federal Court: 2013 - 2018





Some recent ADA lawsuits

Claim

The Disney sites were overloaded with video and audio content which could not be turned off by physically impaired people.

WALT DISNEY

Resolution

- Disney was to make substantial changes to their website to accommodate individuals with disabilities;
- The company was also to award the plaintiffs a sum up to \$15,000, which Disney had to pay directly to them;
- Disney was also to pay up \$1,5 million in attorney fees and costs

Claim

**Target's website suffered from a lack of
“alt” tags throughout the site.**



Resolution

- Make it's website accessible to individuals with disabilities
- Pay \$6 million to a “Damages Fund”;

Claim

**H&R Block's website was incompatible
with assistive technologies.**



Resolution

- HRB Digital were to make their website accessible for the start of the next tax filing term
- HRB was to pay \$45,000 to the two individual plaintiffs, and a \$55,000 civil penalty.



USA

**ADA doesn't provide a
standard to follow**



EU

Transnational implementation of accessible web standards

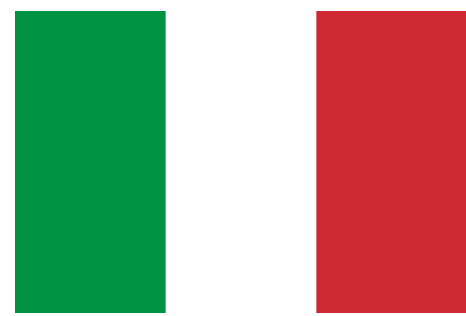




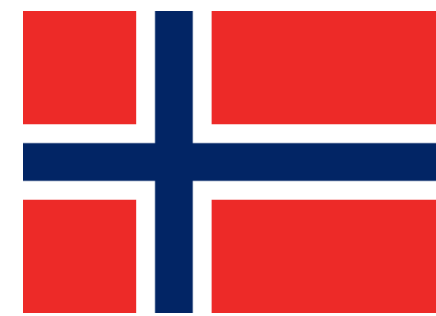
Austria



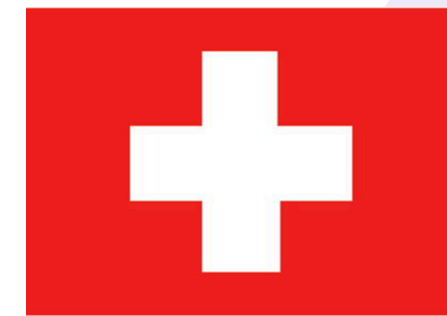
Spain



Italy



Norway



Switzerland



To conclude

The background features a light gray line graph with multiple peaks and valleys, overlaid on a purple circular area. A pink triangular shape is in the top left, and a blue triangular shape is in the top right.

Oh, and by the way...

The SEO argument is true 🙄

 **@taekereijenga** **@levellevel**

level-level.com/talks/

Resources

- [w3.org: What is Web Accessibility](#)
- [On the medical and social model of disability](#)
- [World Health Organization's \(WHO\) definition of disability from 1980](#)
- [World Bank: DISABILITY INCLUSION](#)
- [\(EU\) Commission proposes to make products and services more accessible to the disabled persons](#)
- [Wikipedia: Business Case](#)
- [Ecommerce conversion rates](#)
- [Click-Away Pound Survey 2016](#)
- [The viral effect of a satisfactorily online experience](#)
- [Ecommerce is ignoring people with disabilities — here's how it should change](#)
- [The implementation of web accessibility standards by Dutch municipalities: Factors of resistance and support \(6MB PDF\)](#)
- [Rise of ADA lawsuits](#)
- [ADA Website Compliance Lawsuits: Recent and High-Profile](#)
- [2017 is the Year of Accessibility](#)

To read

- [Reframing Accessibility for the Web](#)
- [Designing For Accessibility And Inclusion](#)
- [Why Web Accessibility Is Important and How You Can Accomplish It](#)
- [Website Accessibility isn't what you think it is: 10 myths busted](#)
- [Common Accessibility Problems: Good and Bad Examples in Modern Websites](#)
- [An Alphabet of Accessibility Issues](#)

To watch

- [Web Accessibility Perspectives by W3C Web Accessibility Initiative](#)