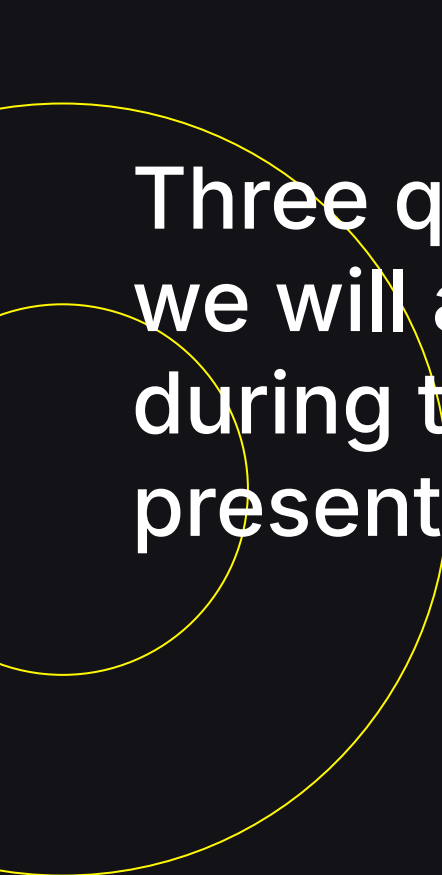


Empowering Inclusivity

The Urgency of Digital Accessibility and Practical Steps Forward

Experimentation Heroes - November 7th, 2024

 yellowgrape



Three questions we will answer during this presentation

01 What does digital accessibility entail?

02 Why is it important (now)?

03 What can I do to start making my website
more accessible?



Nick Schaperkotter

Team Lead CRO & Design

7+ years of experience in experimentation

But first, let
me introduce
myself



**What does digital
accessibility entail?**



Making your online platform accessible to as many people as possible on their own device (possibly aided by assisting technology)

What is digital accessibility?



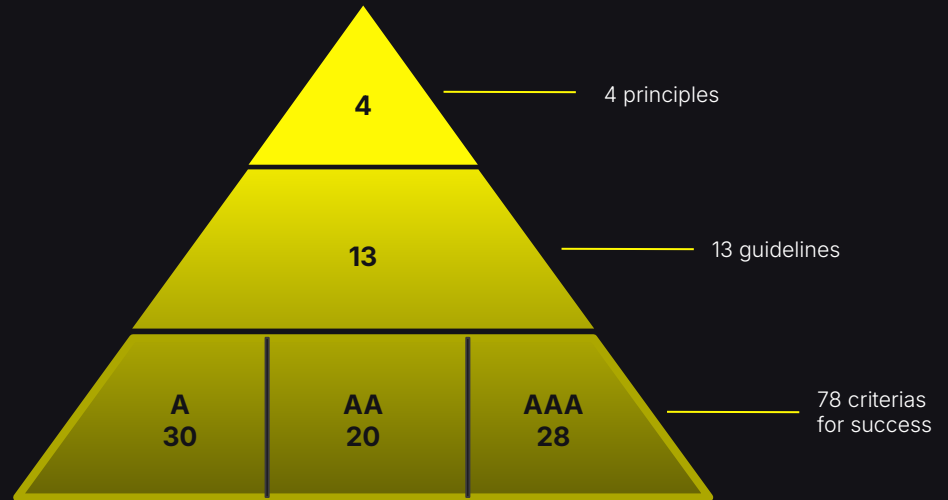
What types of limitations should I consider?

- Approximately 32% of the Dutch population has some sort of a disability
- Motor, cognitive, visual, auditory or neurological disabilities
 - Motor: spasticity
 - Cognitive: dyslexia
 - Visual: (colour)blindness
 - Auditory: hard-of-hearing or deaf
 - Neurological: epilepsy
- Either permanent, temporary or situational
 - Temporary: broken arm
 - Situational: glare from bright sunlight

WCAG 2.1 as the new international standard

To ensure a digital inclusive world, the W3C created a set of guidelines for accessibility.

This internationally accepted standard for accessibility is described in the **Web Content Accessibility Guidelines (WCAG)**



Three levels of conformance



Four base principles of the WCAG

Perceivable

Making content visible and audible for all

Operable

All users can navigate and interact with the website while using just a keyboard

Understandable

Information and the operation of the user interface must be understandable

Robust

Using standards to ensure compatibility with current and future tools.



Some concrete examples

Screen reader for users with visual impairments



Refreshable braille display - screen reader

- Approximately 2% of the population lives with a visual impairment
- That is around 300.000 people who potentially use a screen reader in the Netherlands

Images without alt-texts unreadable for screen readers & SEO



- Insufficient: alt="soup tomato soup grandma recipe tomato soup order"
- Sufficient: alt="tomato soup"
- Good: alt="bowl of tomato soup with fresh basil"

Alt-text

Used to describe visual images

```

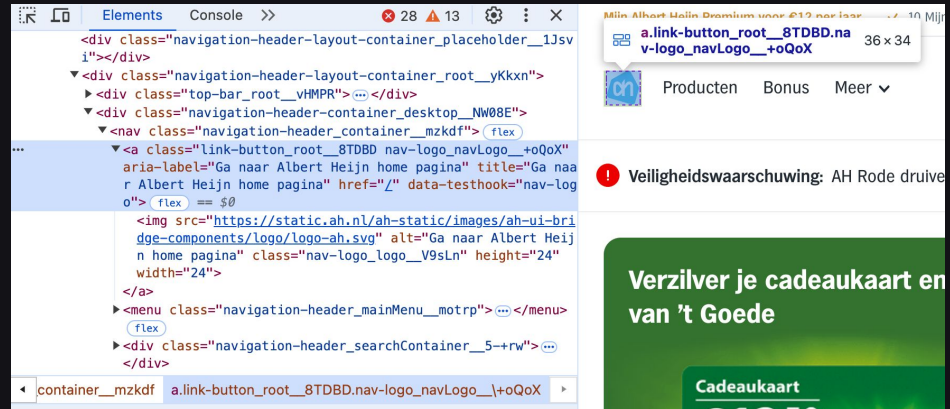
```

Actions without ARIA-labels unreadable for screen readers

ARIA-labels

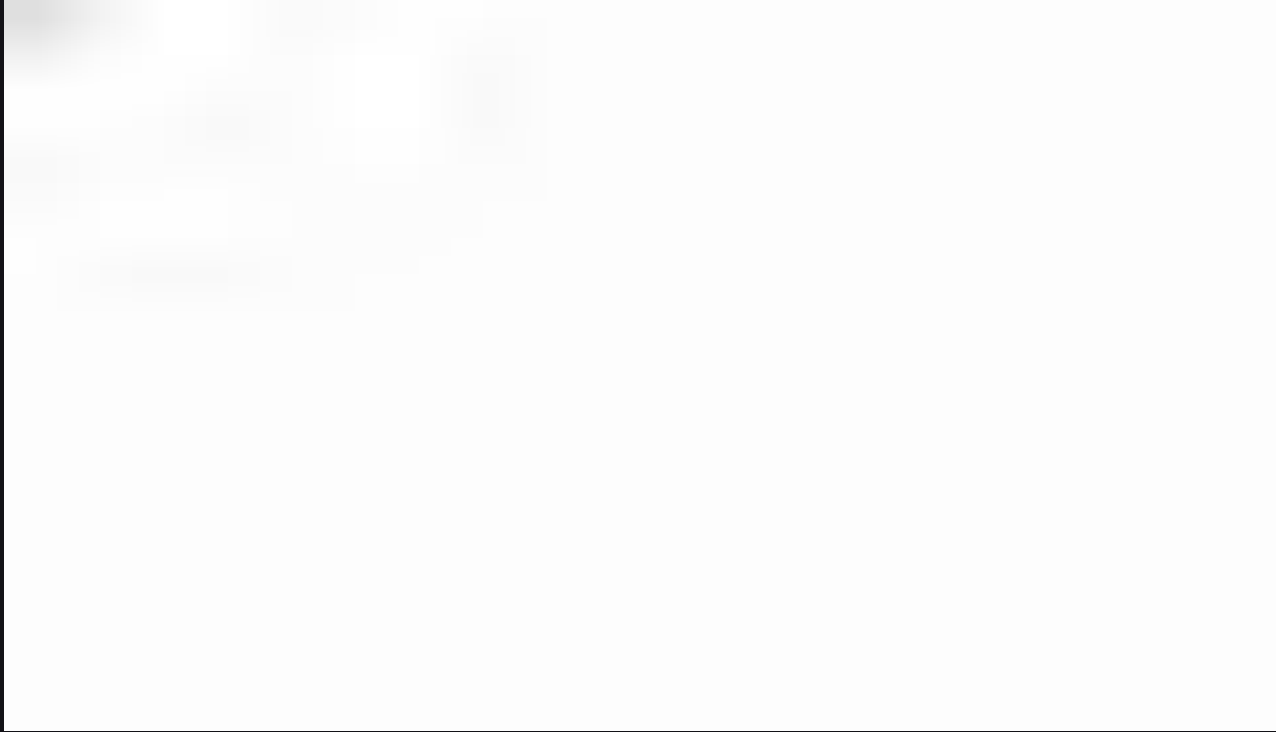
Used to describe interactive elements on web pages such as buttons, forms and other UI components

```
<button aria-label="Close window">X</button>
```



```
aria-label="Ga naar Albert Heijn home pagina" t  
Ga naar Albert Heijn home pagina" href="/" data-testhook
```

Navigating the page using just the keyboard





Half of Dutch webshops is not ready for the European Accessibility Act (EAA)

Market research done by Level Level in the end of 2023

How some of the 15 biggest companies are performing over the years

Website getest met toetsenbord	2021	2022	2023	Website getest met schermlezer	2021	2022	2023
Apple	ja	ja	ja	Apple	ja	ja	ja
Jumbo	nee	ja	ja	Jumbo	nee	ja	ja
Bol	ja	ja	ja	Bol	ja	ja	ja
HelloFresh	ja	ja	ja	HelloFresh	ja	ja	ja
GAMMA		ja	ja	GAMMA		ja	ja
Coolblue	ja	ja	nee	Coolblue	ja	ja	nee
MediaMarkt	nee	nee	ja	MediaMarkt	nee	nee	ja
IKEA	nee	nee	nee	IKEA	nee	nee	nee
Albert Heijn	ja	ja	ja	Albert Heijn	ja	ja	ja
Amazon	ja	ja	nee	Amazon	ja	ja	nee
Zalando	nee	nee	nee	Zalando	nee	nee	nee
H&M	ja		nee	H&M	ja		nee
Belsimpel		nee	nee	Belsimpel		nee	nee
Wehkamp	nee	nee	nee	Wehkamp	nee	ja	nee
HEMA	nee	nee	nee	HEMA	nee	nee	nee



Why is it important (now)?

Why is it important?



**Adhering to
legislation**



**Opportunity for
revenue growth**



**A more inclusive
digital world**



Adhering to legislation

European Accessibility Act 2025

DDMA 2020

Thema's Legal Research & Insights Kennisbank Events Contact

Home / Kennisbank / European Accessibility Act: Toegankelijkheid wordt in 2025 een verplicht thema voor bedrijven

Artikel Legal

19 juni 2024

European Accessibility Act: Toegankelijkheid wordt in 2025 een verplicht thema voor bedrijven

Digitaal Toegankelijk

Trainingen Audits Nieuws Ons verhaal Contact

Gratis Whitepapers Zoeken

Visuele Beperking Apps & Websites Auditieve Beperking Cognitieve Beperking Taalbeperking WCAG

Watgeving

Wat betekent de European Accessibility Act 2025 voor jou?

november 10, 2021 8 minuten leestijd

Digital Regulation

The EU Accessibility Act – Time to start implementation projects now

Published on 25th Jun 2024

The EU Accessibility Act will improve accessibility for millions of Europeans in the physical and digital world, requiring companies to put in place a range of accessibility measures. Businesses need to get ready for compliance as soon as possible.

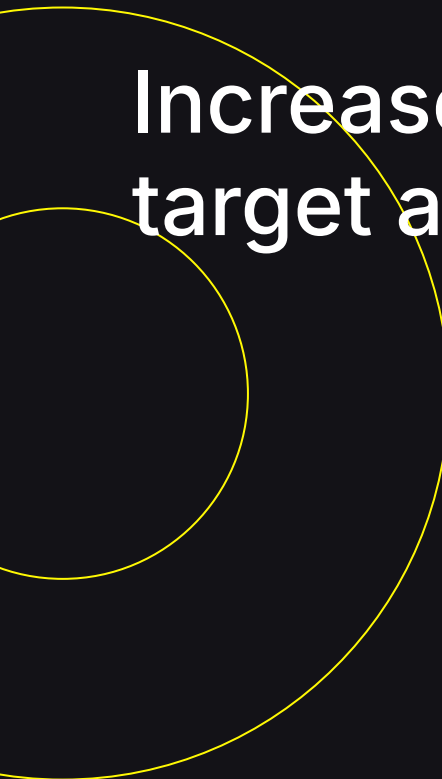
EAA 2025 in short

- Comes into effect on June 28th 2025
 - Already relevant for government institutions since 2018
- Comply with WCAG 2.1 standards
- Affects a very broad spectrum of digital products/services
 - Websites, mobile applications, e-books, banking services, and e-commerce, to ensure inclusivity for people with disabilities across the EU
 - Minimum yearly revenue of €2 million
- Sanctions (e.g. fines) when your site is not compliant





Revenue growth



Increase your target audience

IF ... *the website is more digitally accessible*

THEN ... *more visitors on the website are able to complete a transaction*

THUS ... *potentially increasing the revenue, conversion rate and customer satisfaction*

Additional potential target group - users with a screen reader

Approximately **2%** of
population are potentially using
screen ready

Around 300.00 people
potentially use a screen reader

On **50%** of Dutch webshops its
not possible to complete a
transaction with a screen
reader

A general indication of potential revenue uplift

	Current CR	1% CR uplift	2% CR uplift	5% CR uplift
Users	4.645.960	4.645.960	4.645.960	4.645.960
CR	6,46%	6,52%	6,59%	6,78%
Transactions	300.000	303.000	306.000	315.000
AOV	€35,51	€35,51	€35,51	€35,51
Revenue	€10.653.000	€10.759.530	€10.866.060	€11.185.650
Additional revenue <small>(12 mnd)</small>		+ €106.530	+ €213.060	+ €532.650



Inclusive digital world



The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

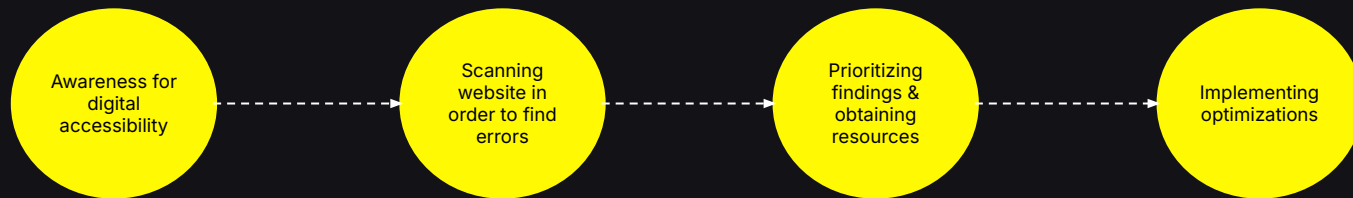
Tim Berners-Lee (inventor of the World Wide Web)





**What can I do to make my
website more accessible?**

It all starts with awareness



How to create awareness?

- Convince yourself
 - Perform your own usability testing
 - Try to complete a transaction on your website using just your keyboard
- Convince key stakeholders
 - Highlight potential with a business case
 - Show examples of digital accessibility errors on your website
- Make it personal



Global Accessibility Awareness Day

GAAD 189 06 42
Days Hours Minutes
Until May 15, 2025

Global Accessibility Awareness Day

Thursday, May 15, 2025, help us celebrate the 14th Global Accessibility Awareness Day (GAAD)! The purpose of GAAD is to get everyone talking, thinking and learning about digital access and inclusion, and the more than One Billion people with disabilities/impairments.

<https://accessibility.day/>



Some more practical tips

Perform a free online quickscan

- Type in your URL and get initial insights on that particular page
- Indicative results to increase awareness
 - Full research to give proper conclusions
- <https://ismijnsitetoegankelijk.nl/>



<p>✓ Alternatieve tekst bij afbeeldingen Yes, dit gaat goed!</p> <p>Een ALT-tekst is een onzichtbare beschrijving van een afbeelding. De informatie in de beschrijving wordt voor een blinde of slechtziende bezoeker automatisch door de computer voorgelezen of in de brailleleesregel getoond zodat de getoonde informatie ook niet-visueel te begrijpen is.</p> <p>Meer over alternatieve tekst</p>	<p>✗ Leesniveau Dit gaat fout.</p> <p>Op veel websites is het taalgebruik best wel ingewikkeld. Het bepalen welke zin of welk woord ingewikkeld is, is voor iedereen anders. Ons advies: gebruik taalniveau B1 en waar mogelijk A2. Een tekst op B1-niveau bestaat uit eenvoudig Nederlands dat de meeste mensen begrijpen met makkelijke woorden en korte actieve zinnen. Het kan natuurlijk zijn dat je website voor een hele specifieke doelgroep is ontwikkeld. Je gebruikt dan vaak vakjargon en woorden die met name bij deze specifieke doelgroep bekend zijn. Dit kan invloed hebben op de resultaten van de zelfscan.</p> <p>De algemene leesbaarheidsscore van deze pagina:</p> <p>25.0%</p> <p>Meer over leesniveau</p>
<p>✗ Gebruiksvriendelijkheid Dit gaat fout.</p> <p>De gebruiksvriendelijkheid van een webpagina is van veel factoren afhankelijk. Denk hierbij aan de structuur, het kleurcontrast en de schaalbaarheid van de pagina.</p> <p>Meer over gebruiksvriendelijkheid</p>	<p>✓ Code-kwaliteit Yes, dit gaat goed!</p> <p>De code-kwaliteit zegt iets over de structuur, opmaak en informatie van je webpagina's. Een website die met zorg is geprogrammeerd heeft een overzichtelijke HTML-code. Dit zorgt ervoor dat je website makkelijker door iedere browser, hulpssoftware, zoekmachine en vertaalprogramma kan worden gelezen.</p> <p>Meer over code-kwaliteit</p>

Create a business case of missed revenue

Aantal bezoekers van jouw webshop

Gemiddelde orderwaarde

Conversie percentage

	Percentage	Bezoekers	Omzet
Blind	0.5%	50	€ 124,5
Slechtziend	1.4%	140	€ 348,6
Kleurenblind	4.1%	410	€ 1.020,9
Auditieve beperking	7.7%	770	€ 1.917,3
Fysieke beperking	8.8%	880	€ 2.191,2
Dyslexie	4.9%	490	€ 1.220,1
Laaggeletterd	8.8%	880	€ 2.191,2
Zwakbegaafd (IQ 70-85)	3.5%	350	€ 871,5
Verstandelijke beperking (IQ <70)	1.0%	100	€ 249
Totaal	40.7%	4.070	€ 10.134,3

- Calculate the possible revenue that is missed by not being accessible to different parts of the population
- <https://ismijnsitetoegankelijk.nl/misgelopen-bezoekers/>

Technically assess your own website

Assess your own website:

- In-depth scan of errors
- Use axe DevTools to audit your website for accessibility
 - Chrome extension

The image shows a side-by-side comparison of a website audit and the website itself. On the left, the axe DevTools interface displays the results of an accessibility scan. It shows a total of 54 issues, with a breakdown: 24 Critical, 30 Serious, and 0 Moderate or Minor. A specific error is highlighted: 'Elements must only use supported ARIA attributes'. The error message states: 'Ensure an element's role supports its ARIA attributes'. The element location is given as 'a[aria-controls="an-ranges-attr_occasion"]'. The HTML snippet for the element is: ``. The fix provided is: 'To solve this problem, you need to fix the following: ARIA attribute is not allowed: aria-expanded="false"'. Found on: 30-10-2024 at 4:53 PM.

On the right, the website 'Fysieke cadeaukaarten' is shown. It features a grid of gift cards from various brands like Primera Keuze, Bol.com, and Efteling. The page includes filters for 'Verzendmethode', 'Thema', and 'Merk'. A 'Toon meer opties' button is highlighted with a pink box, corresponding to the error in the DevTools panel.

Check the accessibility of the colours

ACCESSIBLE COLORS

My text color is #B5B3B3 at 18 px and regular weight

My background color is #EEEEEE

My design must be AA compliant

<p>Fails AA</p> <p>Required contrast ratio: 4.5</p> <p>Your contrast ratio: 1.8</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...</p>	<p>Passes AA</p> <p>if you change background color to #464646</p> <p>New contrast ratio: 4.52</p> <p>or</p> <p>Passes AA</p> <p>if you change text color to #6E6B6B</p> <p>New contrast ratio: 4.55</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...</p>	<p>Passes AA</p> <p>if you change text color to #6E6B6B</p> <p>New contrast ratio: 4.55</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...</p>
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How it works

We evaluate your color combination using the [WCAG 2.0 guidelines for contrast accessibility](#).

- Fill out your text and background colour to see if they pass the required contrast ratio
- Able to do on your site, but also in e-mails or ads
- <https://accessible-colors.com/>



Three key takeouts

01 A large part of the population might use your website differently from what you would expect

02 Making your website more accessible creates a larger target audience

03 Start creating awareness by performing practical assessments (using tooling or be your own user test)

Vragen? Let's talk...



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