Empowering Inclusivity

The Urgency of Digital Accessibility and Practical Steps Forward

Experimentation Heroes - November 7th, 2024

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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?

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Team Lead CRO & Design

7+ years of experience in experimentation

But first, let me introduce myself

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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

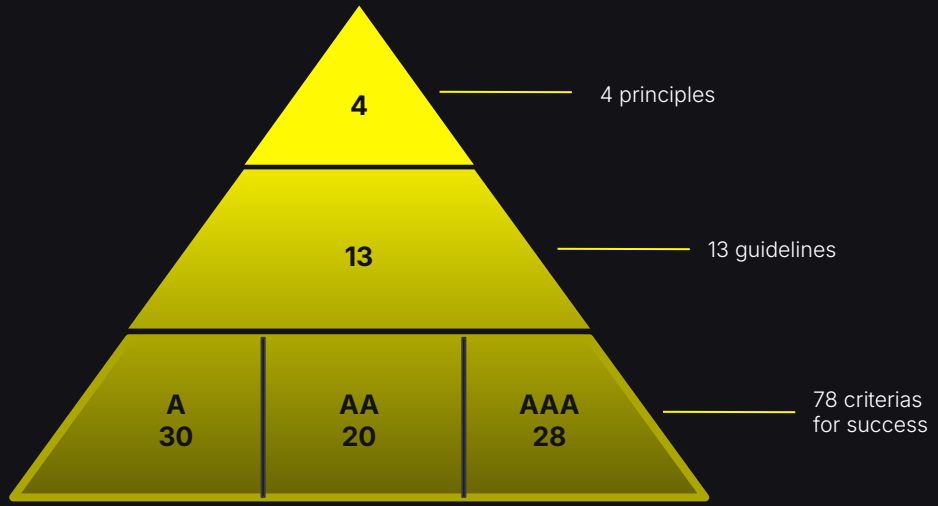
- Motor, cognitive, visual, auditory or neurological disabilities
  - Motor: spasticity
  - Cognitive: dyslexia
  - Visual: (colour)blindness
  - Auditory: hard-of-hearing or deaf
  - Neurological: epilepsy

- Either permanent, temporary or situational
  - Temporary: broken arm
  - Situational: glare from bright sunlight

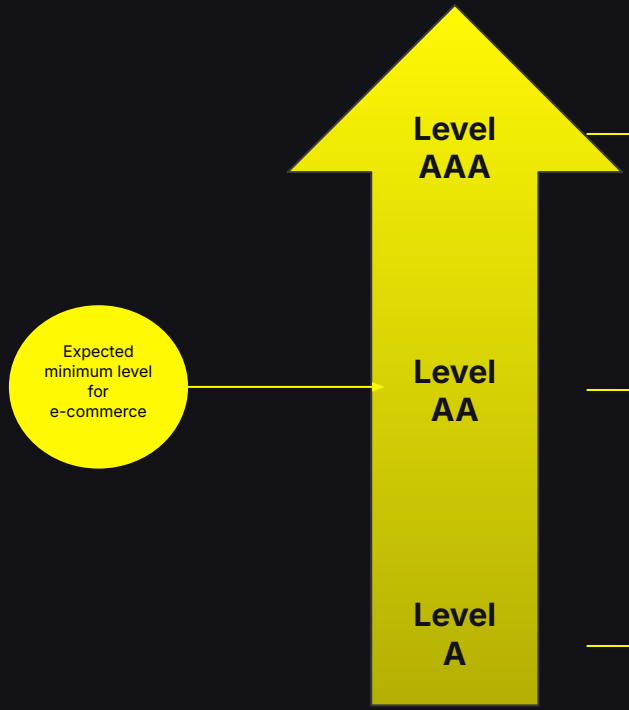
WCAG 2.1 as the new international standard

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



The highest and most complex level of accessibility, addressing the needs of the broadest range of users

Deals with the biggest and most common barriers for disabled users. This is the level most organizations aim to meet

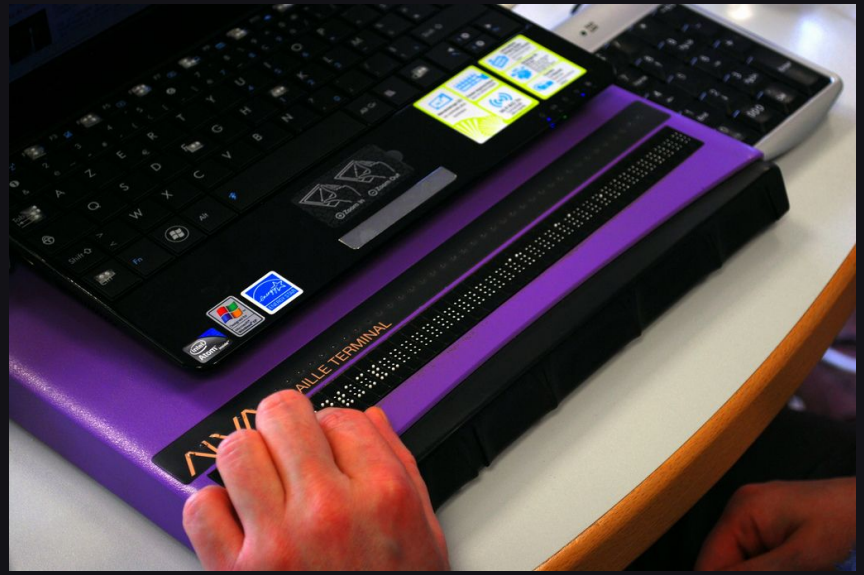
The minimum level of accessibility. Web pages must satisfy these criteria to be considered accessible

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

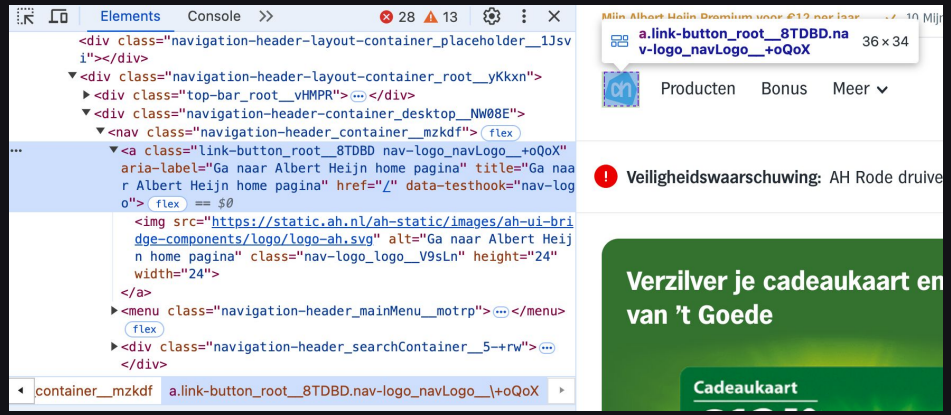
<img src="voorbeeld.jpg" alt="A picture of a bowl of tomato soup with fresh basil">

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>
```



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

Source:https://level-level.com/nl/blog/helft-webwinkels-niet-klaar-voor-de-european-accessibility-act/

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

Source:https://level-level.com/nl/webwinkel-onderzoek-2023/

Why is it important (now)?

Why is it important?

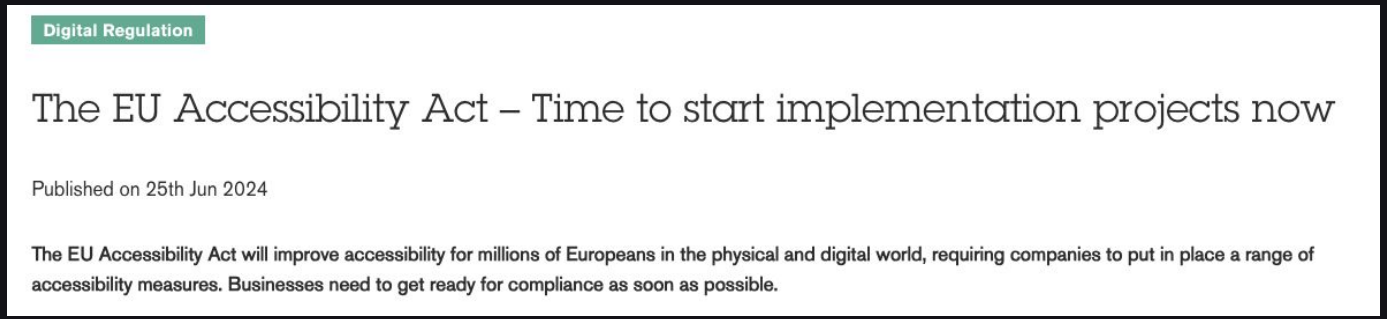
Adhering to legislation

Opportunity for revenue growth

A more inclusive digital world

Adhering to legislation

European Accessibility Act 2025



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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

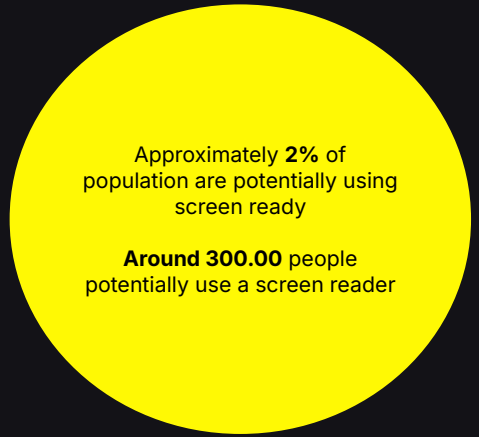
Increase your target audience

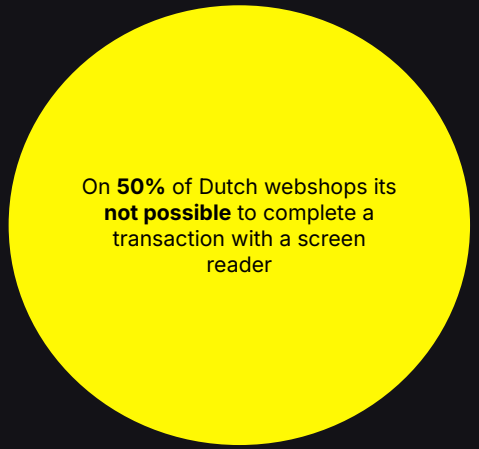
IF ... *the website is more digitally accessible*

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





Source:https://level-level.com/nl/blog/helft-webwinkels-niet-klaar-voor-de-european-accessibility-act/

Source: https://webaim.org/projects/screenreadersurvey10/

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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 (12 mnd)		**+ €106.530**	**+ €213.060**	**+ €532.650**

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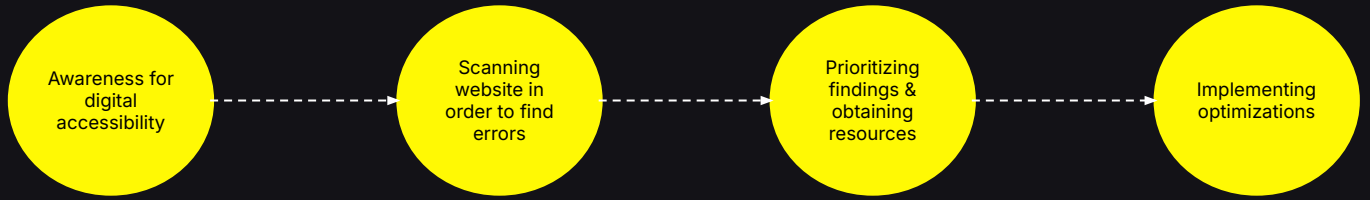
Inclusive digital world

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

https://accessibility.day/

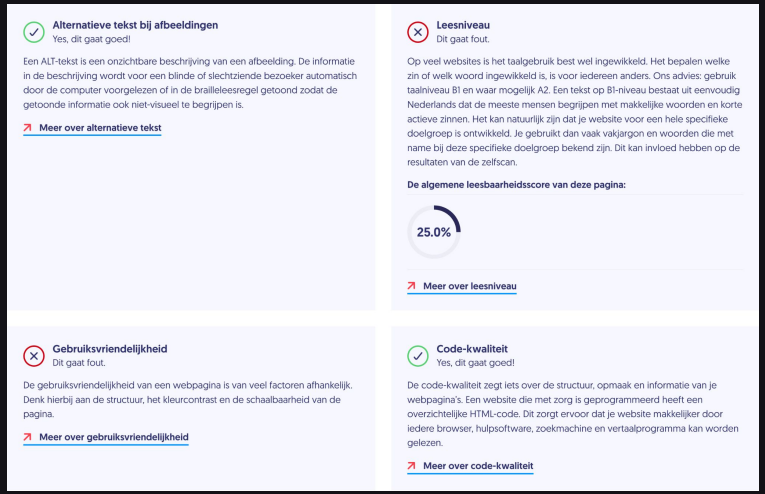
Some more practical tips

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/



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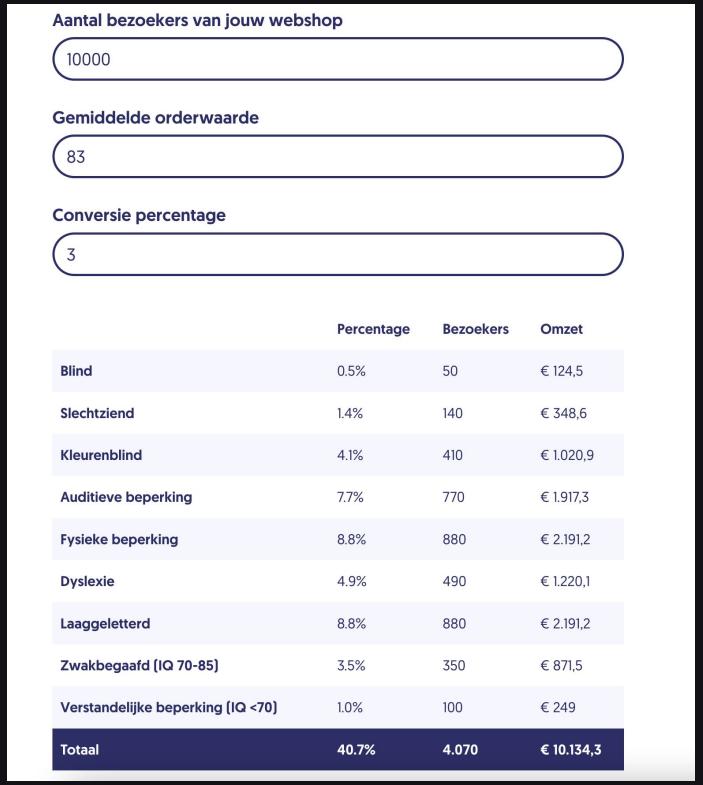
Create a business case of missed revenue



Aantal bezoekers van jouw webshop

10000

Gemiddelde orderwaarde

83

Conversie percentage

3

	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/

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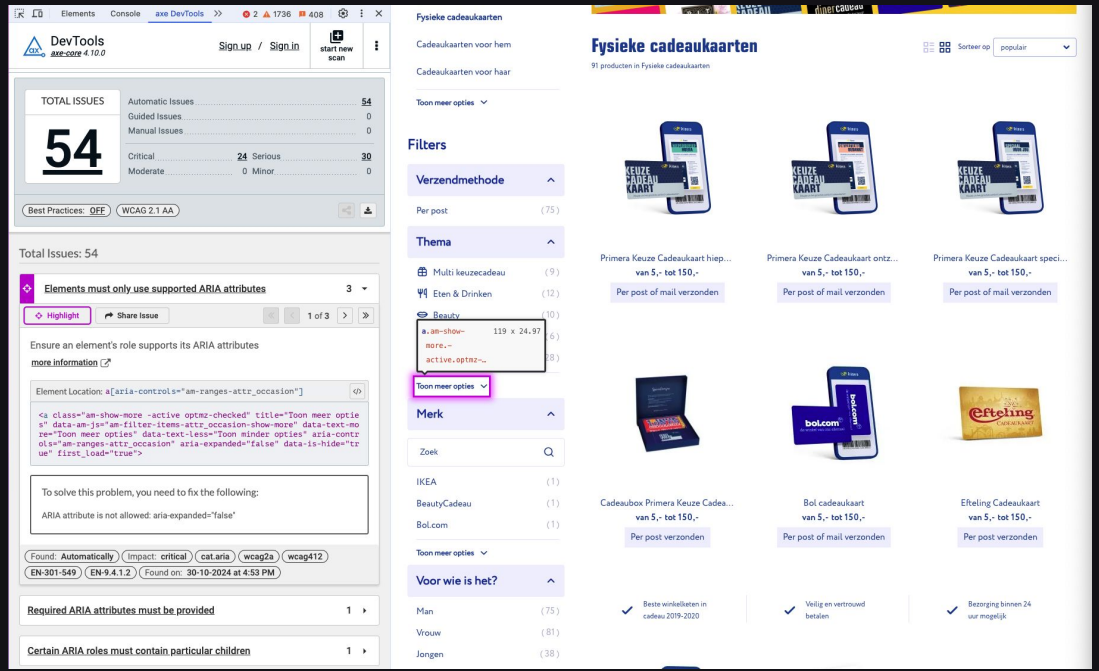
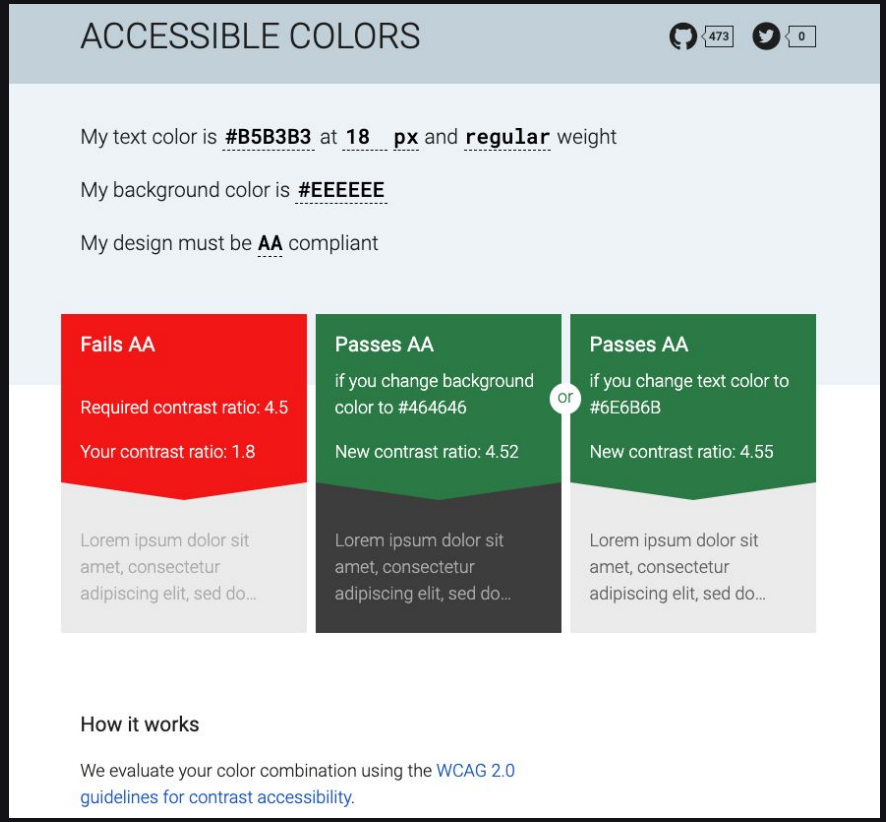
Technically assess your own website

Assess your own website:

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



Check the accessibility of the colours



- 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/

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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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