



# A Beginner's **Guide** to **Accessibility** Testing



## Introduction

This guide provides a comprehensive overview of digital accessibility, exploring its crucial role for modern businesses. We'll delve into the human impact of poor design, outline key standards, and provide a clear roadmap for implementing effective accessibility practices.

# The Cost of a 'Button'

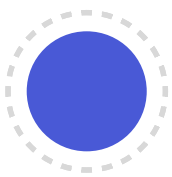
A middle-aged woman, straining against a low-contrast design, accidentally clicks "Cancel" instead of "Confirm" on a loan application. The entire form is lost. Frustrated by the confusing buttons and the need to start over, she abandons the service, feeling that the business isn't meant for people like her. This is where the importance of Digital accessibility comes in!



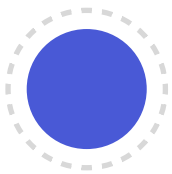
# What is Digital Accessibility

Digital accessibility is the practice of designing websites and digital products so people with disabilities can use them equally, removing barriers for users with visual, auditory, cognitive, and motor impairments.

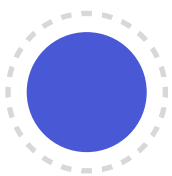
## Why this matters ?



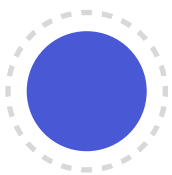
Inclusion and Equality



Making content accessible = reaching a wider audience



Many Jurisdictions has laws that make digital accessibility mandatory



Accessibility practices often means improved user experience for everyone using the product

# The Why 'Digital Accessibility' Factor

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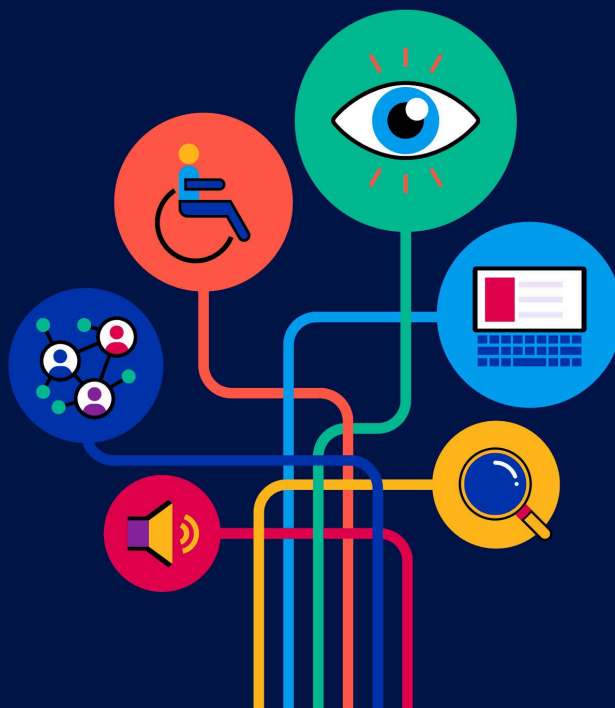


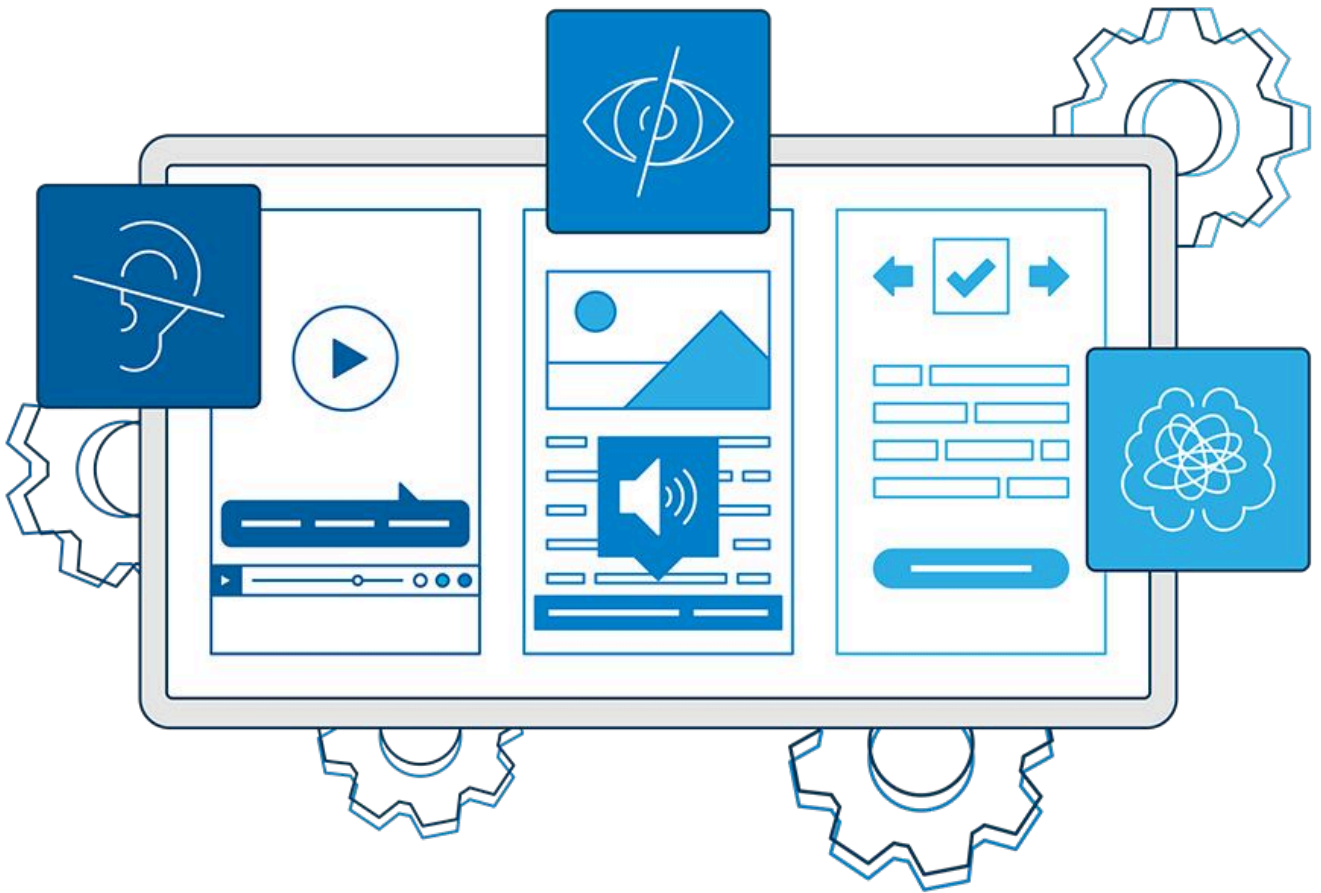
## Reasons not to risk

- Lawsuits are on the rise in the US, with non-compliance leading to penalties and reputation damage.
- Over 1.3 billion people worldwide live with a disability, a significant market you cannot afford to ignore.
- A smoother digital experience leads to higher engagement and better conversions for everyone.
- Companies seen as inclusive and socially responsible build stronger brand loyalty.

# Standards Followed

- Website Content Accessibility Guideline (WCAG): The global standard from the W3C, based on the four principles of Perceivable, Operable, Understandable, and Robust (POUR).
- Americans with Disabilities Act (ADA): A U.S. civil rights law that requires equal access to digital products.
- Section 508: A U.S. federal standard requiring accessible technology for government agencies and contractors.
- EN 301 549: The European standard mandated under the EU Web Accessibility Directive for ICT products.
- Other Regional Standards: Frameworks in Canada (ACA), Australia (DDA), and Japan (JIS X 8341) that align closely with WCAG.





## The 'How' To Tackle This Gap

- Thorough Manual Accessibility Testing
- Efficient Automated Accessibility Testing
- Assistive Technology Compatibility Testing
- Detailed Documentation and Reporting
- Expert Consultation and Strategic Guidance

# Kickstart your enterprise accessibility practice with a trusted partner

Building an accessible product can feel overwhelming, but with the right partner, it doesn't have to be.

Innovature has the expertise to support your organization's accessibility goals with solutions that seamlessly integrate into your existing tech stack.

Ready to get started?

✉ [in-sales@innovature.ai](mailto:in-sales@innovature.ai)

🌐 [www.innovature.ai](http://www.innovature.ai)

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