



Tactical Skills
for the Growing Business

Virtual Business Fundamentals Bootcamp

The Business Case for an Accessible Website

September 30, 2020

Event Website:

www.supportingstrategies.com/virtual-bootcamp-chs20

Presented By

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Meet the Speaker

Jason Richmond, CEO of Anttix

Throughout his professional career Jason has been motivated by his passion to learn and grow. Regardless of the project or organization Jason has consistently developed revolutionary solutions. He considers himself a digital mercenary and has the knowledge and skill to bring big changes to any situation.

Anttix is a website solutions company that provides hosting, design, and development services with fast and friendly support. Our websites are custom-designed to be beautifully responsive, foundationally accessible, and exceptionally functional.

Disability
Introduction

Drive
Innovation

Enhance
Brand

Increase
Reach

Minimize
Risk

Tax
Incentives



Disability Introduction

Types of Disabilities

- Visual
 - Low Vision
 - Color Blindness
 - No Vision
- Auditor
- Motor
- Cognitive

"Nearly 1-in-5 people have a disability according to the U.S., Census Bureau Report."

<https://www.natlawreview.com/article/why-law-firms-should-make-web-accessibility-priority-2018>



Drive Innovation

Integrating accessibility removes architectural, digital, and social barriers that can get in the way of innovation, for example:

- Accessible design thinking provides varied and flexible ways for users to interact with websites and applications, options that are useful for people with and without disabilities.
- Design of user interaction considers experiences other than screens when accessibility is a consideration. The result is interaction that is more human-centered, natural, and contextual.
- Accessibility is closely related to general usability – both aim to define and deliver a more intuitive user experience.
- Innovations like the typewriter, telephone, punch cards, text to speech, email, and voice controls were initially meant to include those with a disability, and all have found a much broader application. For example, consider the common use of “Curb Cuts”.

Case Study: Google



Contrast minimums, required for people with low vision, help all people see in bright light glare situations.



Auto-complete, initially provided for people with disabilities, is now widely used by all.

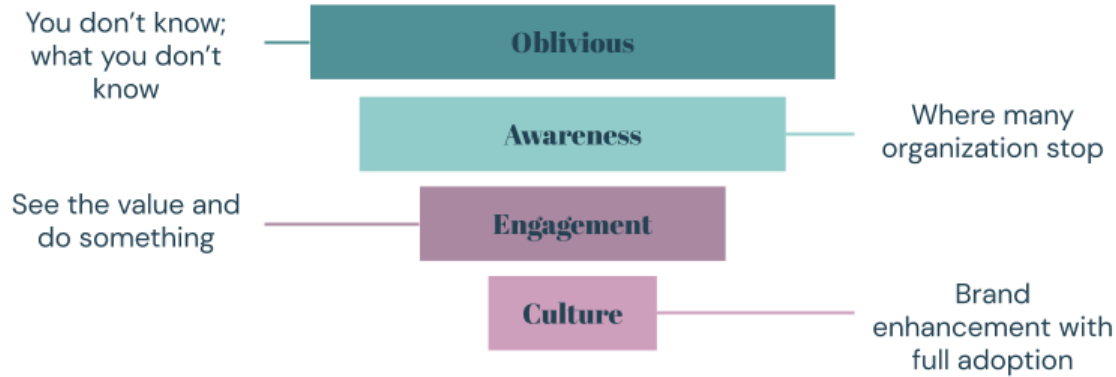


Voice control, implemented for users with physical impairments, has been more widely adopted as a great convenience by millions of others

Enhance Brand

“Potential outcomes for Corporate Social Responsibility programs include enhanced brand image and reputation, increased sales and customer loyalty, improved workforce diversity and many other benefits.”

Accessibility Adoption Funnel



Increase Reach

In the US, the annual discretionary spending of people with disabilities is over \$200 billion. The global estimate of the disability market is nearly \$7 trillion. Consider these facts when estimating market size:

- At least one billion people – 15% of the world's population – have a recognized disability
- As the population ages, many more acquire disability and yet do not identify as a “person with a disability”
- In countries with life expectancies of over 70 years of age, people spend 11.5 percent of their lifespan living with a disability.
- Globally, the extended market is estimated at 2.3 billion people who control an incremental \$6.9 trillion in annual disposable income.

Search Engine Ranking



Google shows a clear preference for websites that check accessibility requirements.

<https://www.natlawreview.com/article/why-law-firms-should-make-web-accessibility-priority-2018>

Website Accessibility Benefits

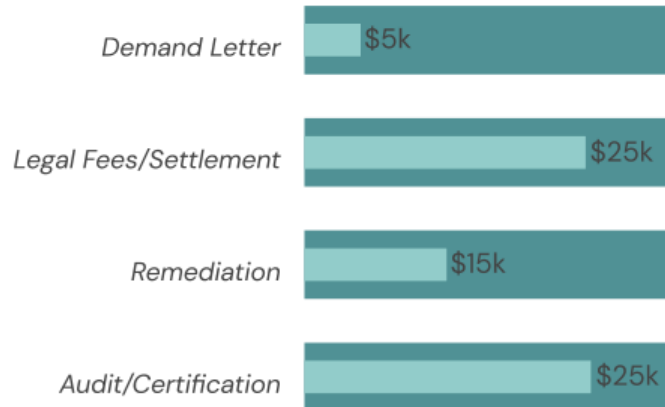
- People using mobile phones, smart watches, smart TVs, and other devices with small screens, different input modes, etc.,
- Older people with changing abilities due to aging,
- People with “temporary disabilities” such as a broken arm or lost glasses,
- Challenging situations like bright, glaring sunlight or noisy environments where audio can’t be heard,
- Those with a slow internet connection, limited or expensive bandwidth.



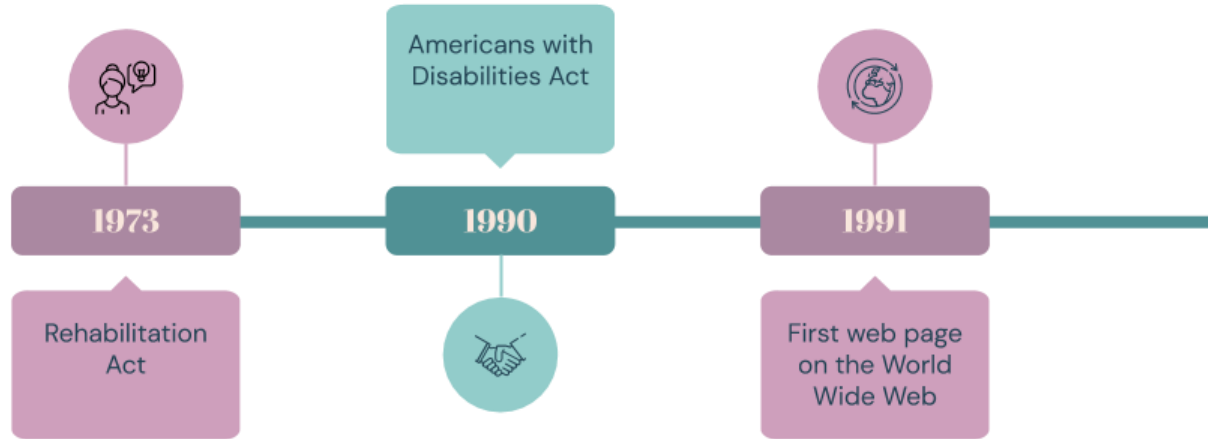
Minimize Risk

\$75k

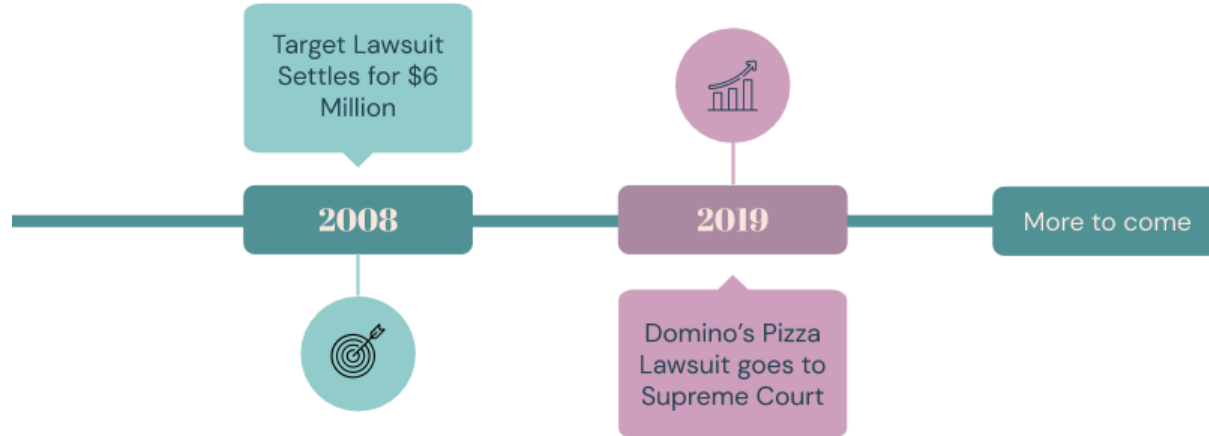
The cost of accessibility lawsuits varies widely from state to state, and on a federal level



Accessibility Timeline

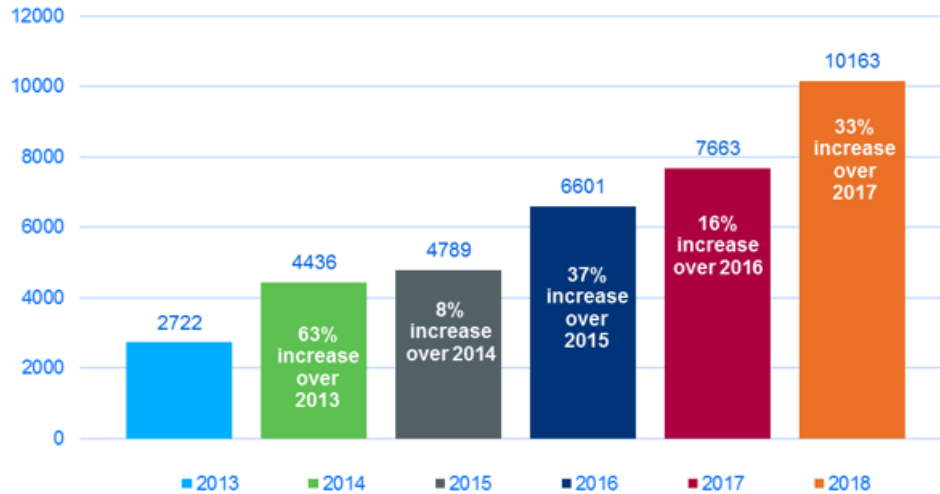


Accessibility Timeline



Lawsuits Increasing

ADA Title III Lawsuits in Federal Court: 2013 - 2018



273%

Five year increase in
number of lawsuits

99%

The number of lawsuits
that end in settlement

55%

The cases files in 2019
settled within 60 days

Tax Incentives

US companies can take advantage of government incentives for making your site compliant. Qualifying businesses (online and offline) may claim a one-time tax credit to cover up to 50% of eligible costs.

ANY FINAL QUESTIONS



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