

Web Accessibility: At the Heart of Inclusive Design

June 4, 2020

Meet Today's Speakers



Kathy Kimple

Chief Retail Officer
FitForCommerce



Eric Feinberg

Chief Growth Officer
eSSENTIAL Accessibility

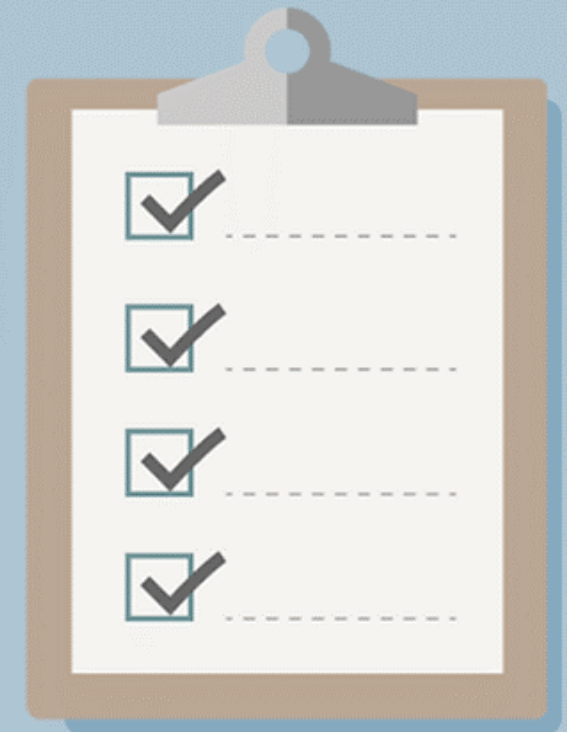


Charmaine Madamba

Sr Global Product Manager
VF Corporation

Today's Agenda

- Introductions
- Primer on web accessibility
- The importance of accessible digital presence and storefront
- Discussion with VF Corporation
- How to adopt web accessibility as a continuous discipline
- Wrap up | Q&A





is a specialized consultancy helping digital businesses accelerate growth. Trusted advisor to hundreds of global companies.

THE INNOVATION OFFICE

Curated digital innovation tracking and applied market advice to businesses to leverage for growth or problem-solving.

Digital Diligence™

is a philosophy and our methodology based on an investment and due diligence mindset for decision-making and execution to ensure success.

NRF® NRF-FFC Omnichannel Retail Index

Benchmarking of Top 125 brands and retailers for Omnichannel customer experience and innovation (store, web, mobile, cross-channel).



We are the help.

12 years... and counting



						
113 IR1000 clients	18 countries served	1500+ engagements helping clients grow	500+ retailer, brand, B2B, manufacturer clients	600+ combined years of experience across 25 verticals	450+ vendor selection projects	2000+ thought leadership pages published



The Disability Market



1.3 Billion
people with disabilities
globally.



1 in 4 adults in the US
live with a disability.
Disability types include:

- Physical
- Cognitive
- Auditory
- Visual



Friends and family
represent another
105 million
individuals who have
an emotional connection
to a disability.

eSSENTIAL Accessibility Digital Accessibility-as-a-Service

A **single platform** & team of **subject matter experts** to manage, maintain and help support your organization's digital accessibility efforts.

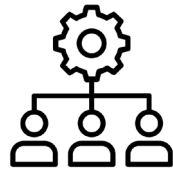
eSSential Accessibility

Digital Accessibility-as-a-Service – Five Platform Pillars:

Our proprietary digital accessibility compliance platform enables organizations to create inclusive web, mobile, and product experiences through digital accessibility testing, evaluation, remediation, and on-going compliance.



Compliance
Dashboard &
Audits



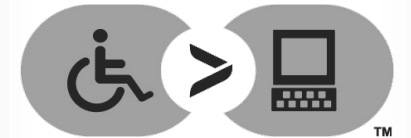
Accessibility
Program &
On-going
Management



Risk Mitigation
& Governance



Training &
Enablement

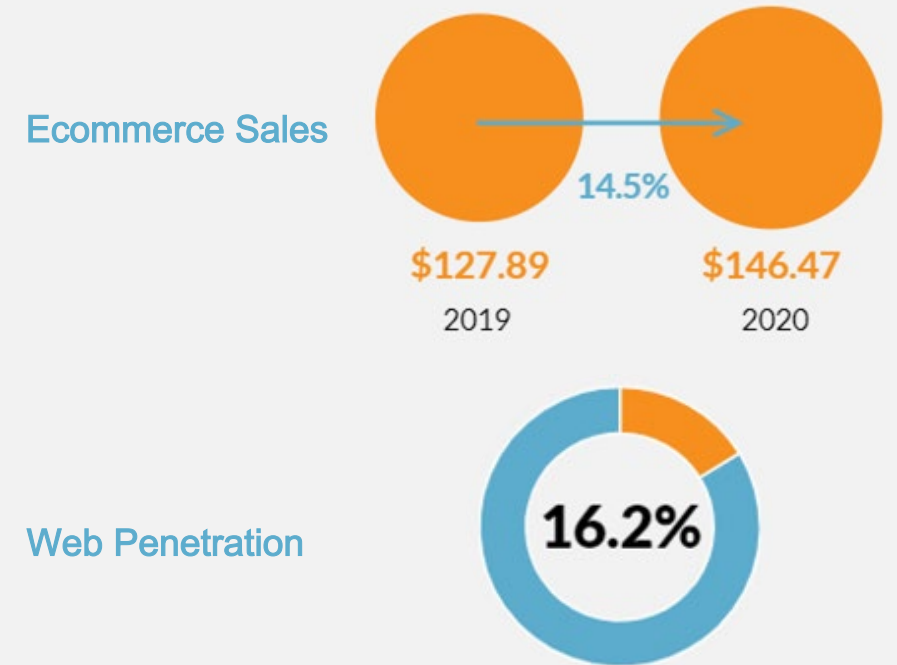


Certification &
Conformance

Why an Accessible Digital Presence Matters NOW More Than Ever

- During the pandemic, we have seen many changes such as:
 - Digital traffic and usage escalating at a historical level
 - Digital supporting customer needs through the utilization of BOPIS and Curbside pick up
 - BOPIS utilization is reported to be up +200%
 - Curbside is here to stay
- Ecommerce sales at the end of the 1st quarter of 2020 were reported to be up 14.5% to LY

U.S. retail landscape during Q1 2020
(in \$billions)



What is the reason you're here today? (select one)

- A. I'm new to accessibility and want to learn more
- B. My company is experiencing an accessibility lawsuit
- C. To learn how to increase sales by being inclusive
- D. To go beyond the basics and implement a comprehensive approach

OMNICHANNEL RETAIL INDEX



125

BRANDS & RETAILERS



20

RETAIL VERTICALS

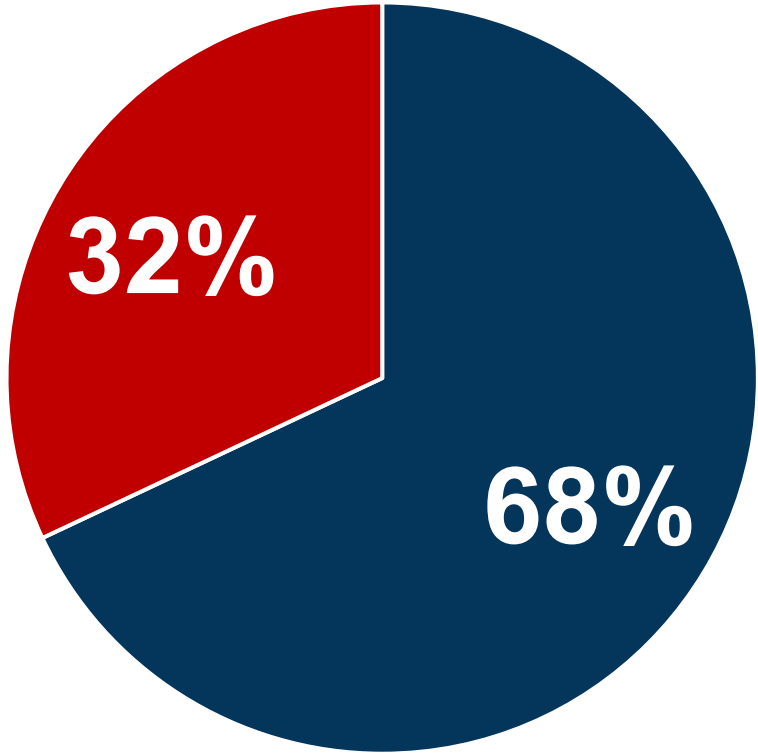


200+

WEB / MOBILE / IN-STORE
CRITERIA

Accessibility Policy on Website

■ Yes ■ No



ESSENTIAL
ACCESSIBILITY.



'The design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.'

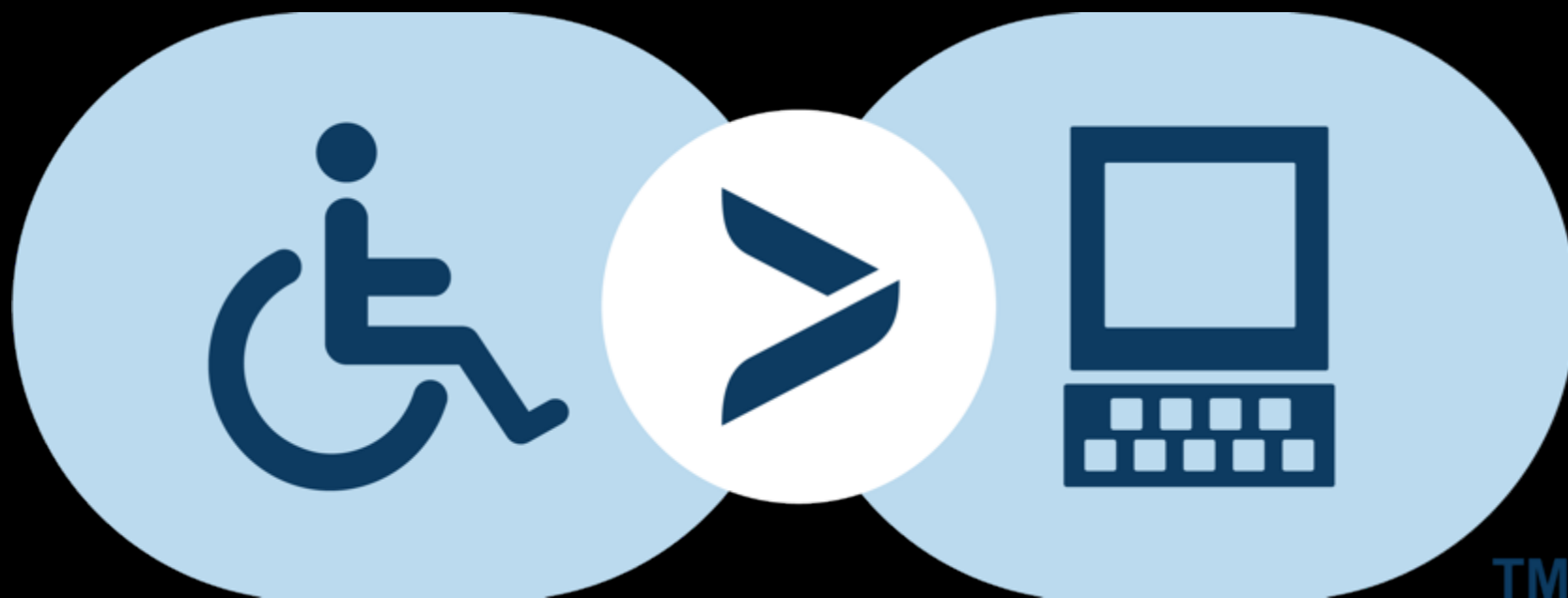
ac·ces·si·bil·i·ty

/əkˌsesəˈbɪlədē/

capable of being understood or appreciated:
the author's most *accessible* stories, an *accessible* film

easily used or accessed by people with disabilities





TM

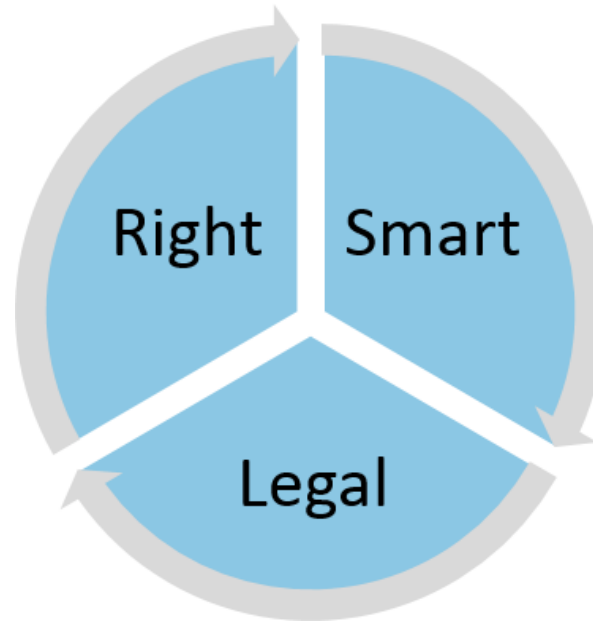
Accessibility, it's the _____ thing to do!

Right:

- Aligns with company Mission or Vision
- Increase usability for all people
- Attracts users

Legal:

- Equal access due to laws such as ADA
- Department of Justice scrutiny
- Risk of litigation



Smart:

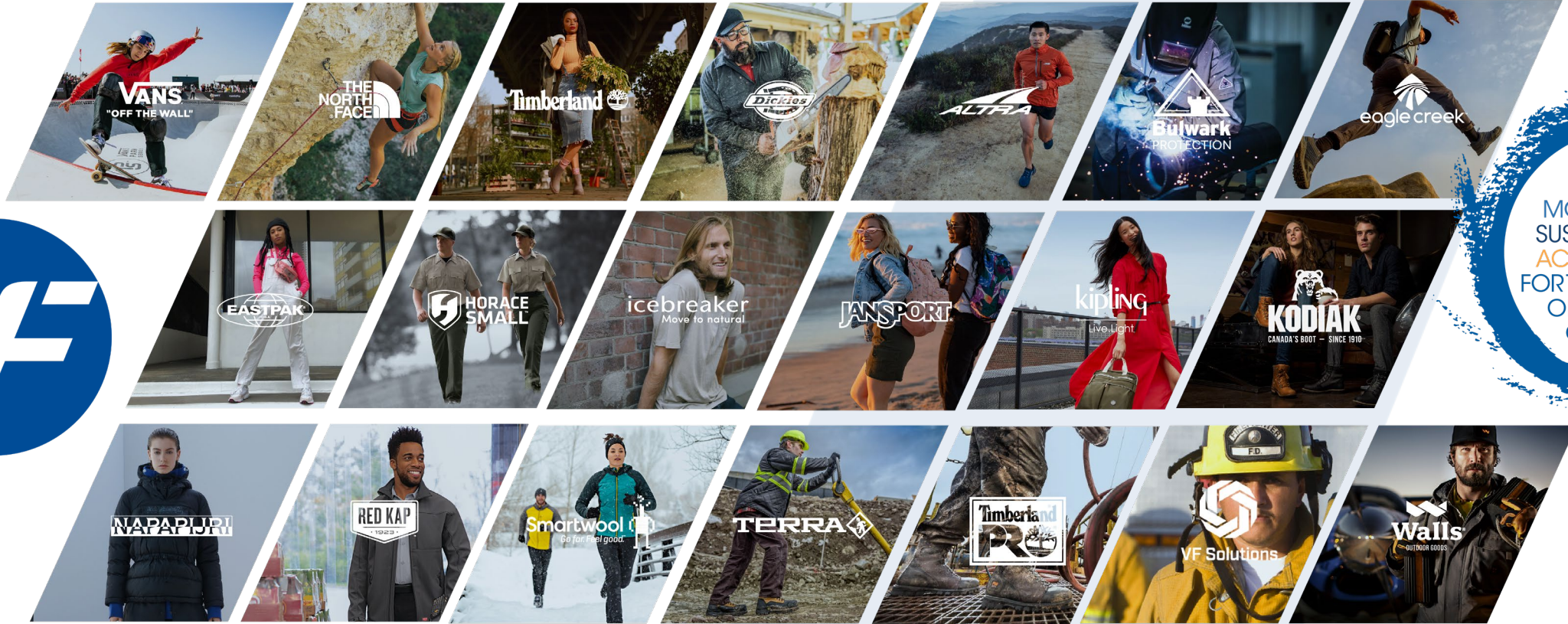
- Sustainable
- Large number of population has disability (19% of US population)
- “If they can use my products, they can buy them.”
– Steve Jobs
- Creating a welcoming environment
- Supports a person's success and persistence in activity retention

Laws and Acts might be National, but Guidelines are Global

- WCAG 2.1
- Section 508
- Section 504
- Americans with Disabilities Act (ADA)
- Accessibility for Ontarians with Disabilities Act (AODA)
- EN 301 549

“All the Same” Mini-Documentary Series





WE POWER
MOVEMENTS OF
SUSTAINABLE AND
ACTIVE LIFESTYLES
FOR THE BETTERMENT
OF PEOPLE AND
OUR PLANET

ESSENTIAL
ACCESSIBILITY.





Thank You!

The recording of this webinar and the final presentation will be sent to you.

Contact FitForCommerce:
transformations@fitforcommerce.com

Contact eSSENTIAL Accessibility:
eric@essentialaccessibility.com