



### Why it Matters

Accessibility is an integral part of user interfaces; it allows users with disabilities to understand, navigate, and contribute, to interact with the product.

### Business case

When we fail at accessibility in SaaS or B2B software, alienated users may not be able to perform core tasks, and will switch to another product. Organizations are increasingly mandated to meet accesibility standards.

In healthcare we are dealing with an audience for whom accessibility is crucial to product uptake and sales.

### Medeo team actions

1. Run a test of our top 10-20 pages using:
  - Google Accessibility tools
  - <http://wave.webaim.org/>
  - or tools listed here <https://www.w3.org/WAI/ER/tools/>
2. Analyze results in GAP
3. Explore automated accessibility testing extension, such as:
  - <https://github.com/paypal/AATT>
  - <http://quailjs.org/>
  - QA to analyze

### User Types

People with mobility problems, cognitive disabilities, sensory disabilities, aging adults, people with short-term disabilities and people who use voice commands or only keyboards.

### Common user tools

Screen readers (JAWS)

VoiceOver (iOS, others)

Others listed: <http://a11yproject.com/>

### Responsibilities

Design:

- colour contrasting
- text Readability
- alternatives to focus states
- use of clear actionable copy

Development:

- Enabling Alt-text, VoiceOver & Screen reader conventions.
- use accesibility testing tools such as <http://a11yproject.com/>
- QA using only keyboard, screen reader.

### Procedure

The main steps to a robust GAP analysis are as follows.

