

# Product Accessibility Cheat Sheet

## Accessibility compliance: The new gate to digital product procurement and sales

Is your digital product accessible for all users, including people with disabilities? Accessibility means ensuring the maximum number of people can fully engage with and use your product without barriers.

Digital accessibility requirements are based on a set of technical standards called the Web Content Accessibility Guidelines, or WCAG. Details on your product's accessibility, in accordance with WCAG, come in the form of a completed VPAT®—or Voluntary Product Accessibility Template.



## Edge out the competition

Whether selling into the public or private sector, documented proof of accessibility is becoming a mainstream requirement in procurement. If you don't have it, you're jeopardizing both new and existing contracts. If you do, you're likely edging out the competition. In certain instances, accessibility is a legal mandate, based on regulations such as Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). But in others, companies are simply expecting accessible products to support diversity, equity, and inclusion (DEI) commitments and maximize audience reach—prioritizing those that are accessible as they make their buying decisions.

## To design, develop, and deploy accessible products, here's what you need to know:



**Evaluate the current state of your product's accessibility.** Start with a focus on your key user flows: the paths users take to perform core tasks, like using an essential dashboard.



**Manually test those flows** for accessibility barriers, including tests using strategic combinations of assistive technologies (AT) and browsers. (It's important tests are conducted by individuals with disabilities who are native AT users.)



**Prioritize correcting identified issues** based on their impact to the end user.



**Complete a VPAT** to produce an ACR, or Accessibility Conformance Report. This is the de facto way in which you can detail your product's level of accessibility as part of the procurement process.



**Commit to an ongoing accessibility practice.** Your customers are increasingly getting sued for inaccessible digital content. Relying on a product that doesn't meet accessibility standards is a legal and reputational risk they simply won't take.



**Shift toward agility.** Set a goal to build accessibility checkpoints throughout every product sprint and feature release to conform to accessibility standards early and often—from accessible design to accessible code. (Seek a partner that can equip you with design evaluations and monitoring dashboards to help you track progress.)



**Don't wait.** The most expensive time to fix an accessibility issue is either when you're being sued, or when you're losing contracts because of it.

## No need to go at it alone

Level Access partners with companies, providing your team with the tools, testing, training, and legal expertise needed to confidently create software, digital products, and platforms that are usable for all.

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