



# DIGIN 2023

Digital inclusion in the information society

## General Strategies for Improving Accessibility of E-commerce

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# General Strategies for Improving Accessibility of E-commerce:

## Motivation

- 96.3% of top million websites in the world have detectable WCAG failures.
- 0.5% improvement compared to 2022.
- Over the last 4 years, the pages with detectable WCAG failures has decreased by only 1.5% from 97.8%.

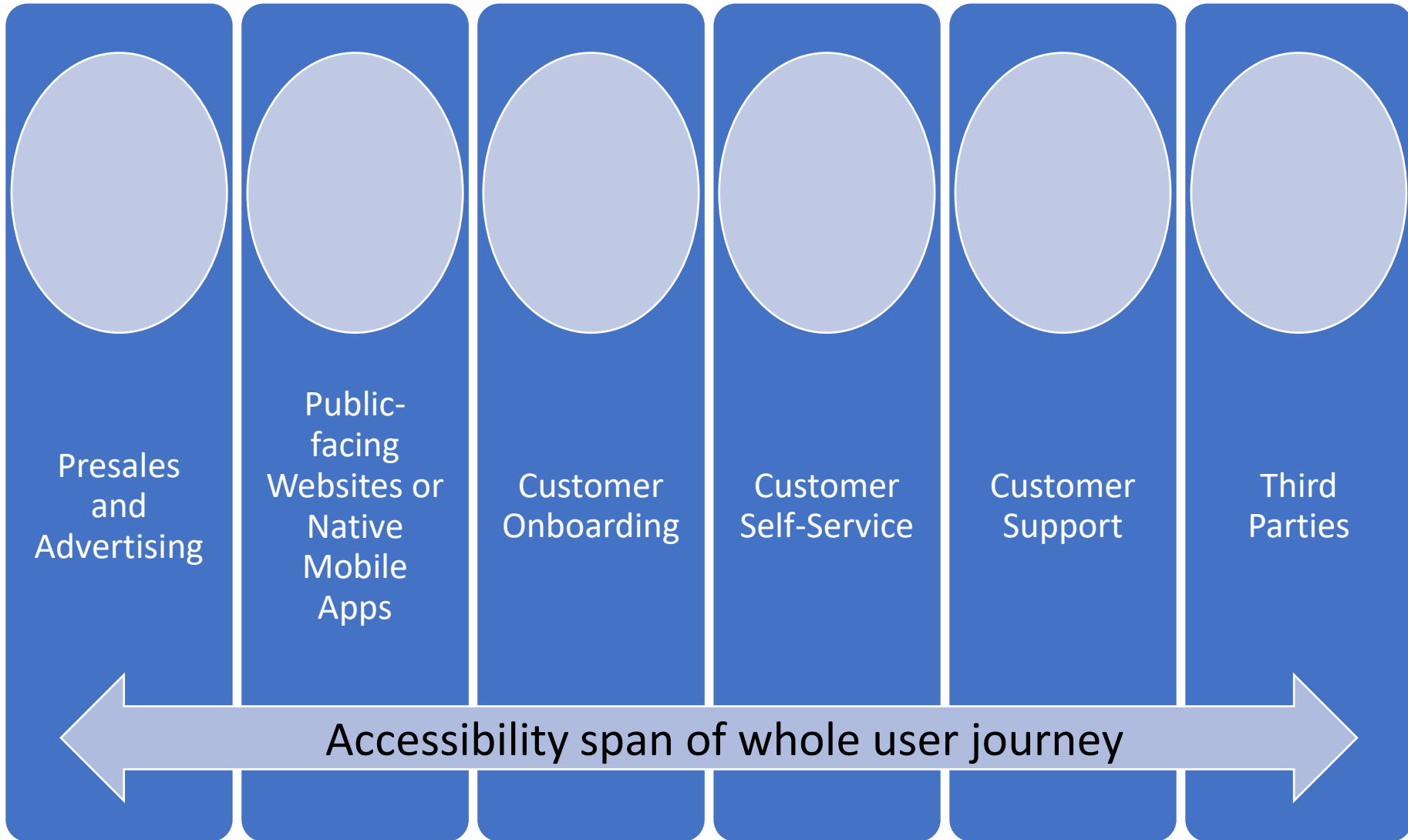
Source WebAIM's Million\*

- It's obvious that we still need more awareness and knowledge throughout society.
- Scope of European Accessibility Act (2025\*\*) will cover parts of private sector including e-commerce and online banking.
- Our objective is to provide generalized best practices for implementing accessibility in e-commerce on a strategic level.
- Stakeholders, such as program leaders and decision makers, can benefit from receiving clear guidance and references to help them effectively lead the necessary change management for creating more accessible customer experiences.

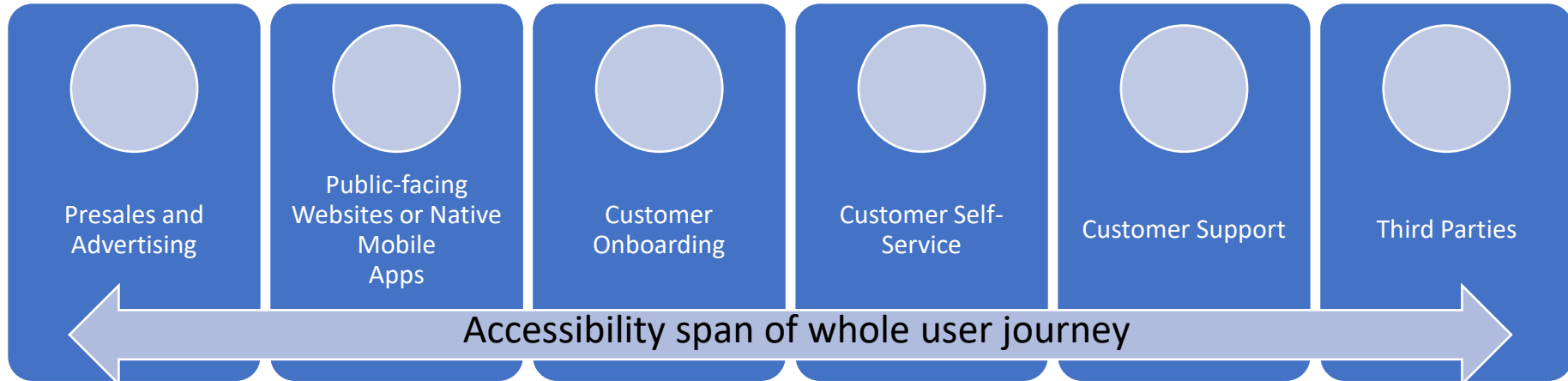
# General Strategies for Improving Accessibility of E-commerce: Methods

- Review of existing articles and research papers on accessibility to gather insights and perspectives.
- Examination of publicly available accessibility audits to gain a broader understanding of common accessibility issues and challenges.
- Leverage of our own extensive experience in conducting accessibility audits and counselling for different organizations and platforms.
- User-centric approach, actively sought direct feedback from individuals with disabilities.
- Statistical data obtained from both automated and manual accessibility testing studies.

# General Strategies for Improving Accessibility of E-commerce: Parts Of The User Journey

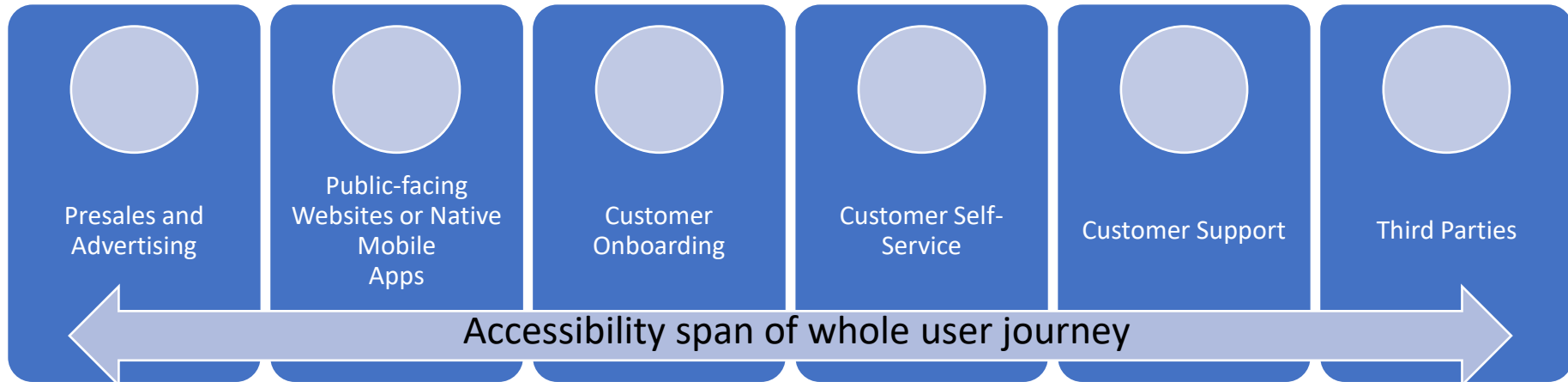


# General Strategies for Improving Accessibility of E-commerce: Parts Of The User Journey, highlighted issues



- Digital advertisements, social media, user generated content (reviews)...
- Static and dynamic content in public facing channels...
- Multi-step online forms, document management, contracts, invoices, email,...
- Authentication, self care functionalities, transaction overview, delivery tracking, managing (digital) products,...
- Customer support channels (chat, email, SMS, phone, video chat,...).
- Third parties (third parties like chat, authentication, polls, forms, multimedia...) - integrated in any other part.

# General Strategies for Improving Accessibility of E-commerce: Parts Of The User Journey, key takeaways



- Sustainable accessibility efforts require more than mere technical conformance.
- Ensure accessibility is prioritized, it must be integrated into the executive strategy.
- Accessibility not only enhances the online experience for all users but also improves brand reputation and reduces legal liabilities.
- Establish key performance indicators useful for continuous monitoring.
- Constantly enhance processes and integrate accessibility within company roles and responsibilities.

# General Strategies for Improving Accessibility of E-commerce:

## Conclusion

- Accessibility efforts require cultivating a culture of accessibility, beyond technical compliance.
- Such change management needs support in executive strategy to succeed.
- Web Content Accessibility Guidelines is crucial but only a baseline.
- Company needs role-based training and awareness on accessibility.
- Collaboration with external accessibility specialists and early involvement of individuals with disabilities are key for long-term accessibility efforts.
- Organizations without an existing executive strategy for accessibility must start implementing suggested activities rapidly.
- Insights offered in this paper offer an introductory overview with quality sources that can be used for detailed research.

# General Strategies for Improving Accessibility of E-commerce: Questions & Answers & Contact

Thank you for your interest in accessibility!

Questions?

Contact:

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