

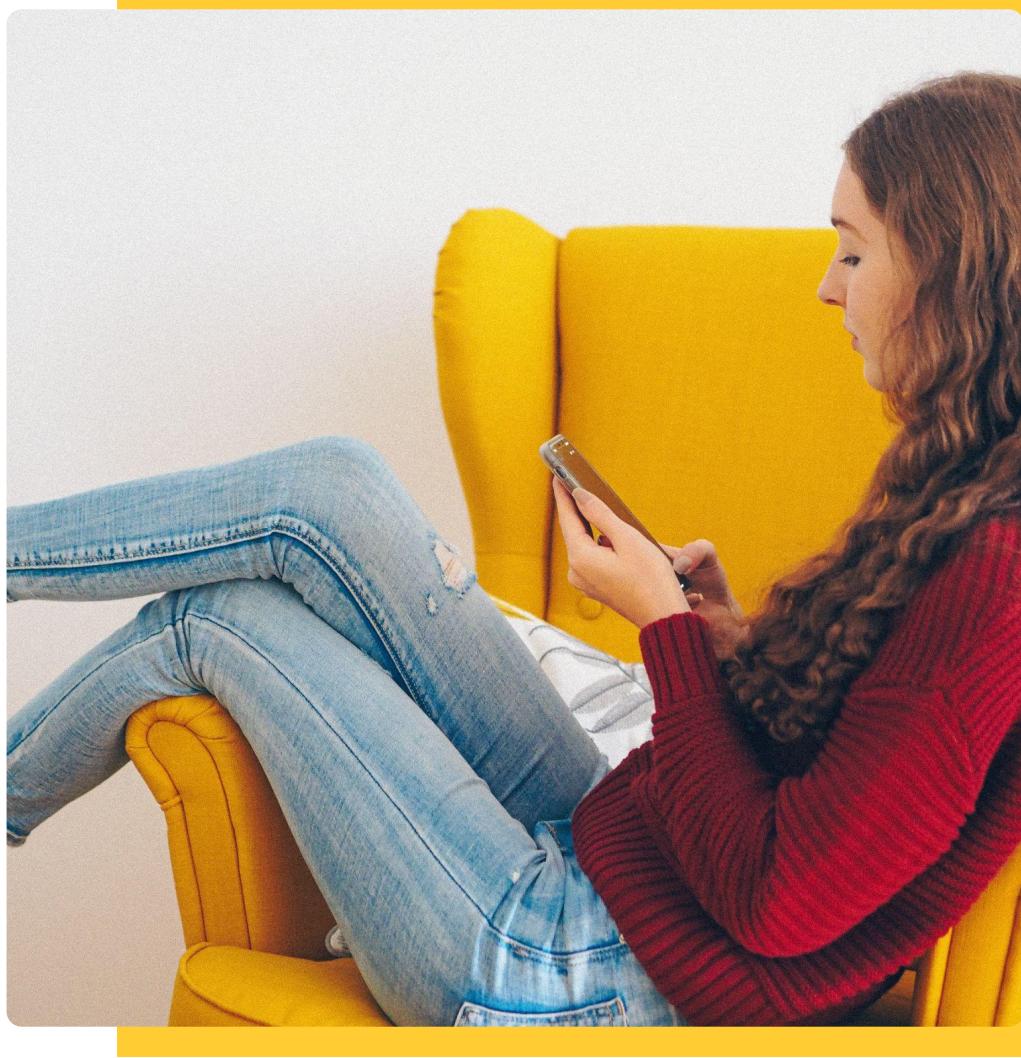
E-commerce accessibility audit

ADAPT



Content

- Four reasons why e-commerce accessibility is more important than ever
- Our framework for accessible e-commerce
- Result and output



Four reasons why e-commerce accessibility is more important than ever

1 Online shopping is smashing all records

COVID-19 has accelerated online shopping. Danes spent a record 93.8 billion kroner shopping online in the first half of 2021. And despite stores reopening, only 1 in 10 expect to minimize their online shopping in the future (1)

2 It is a massive market opportunity

30% of people in Denmark between the age of 16-64 years consider themselves to have some form of disability (2).

3 It will be required by law

In their accessibility directive, The EU specifically highlights the importance of accessibility within e-commerce and has set the date for compliance for private companies for June, 2025 (3)

4 It is ethical and inclusive

Accessible e-commerce means that the 1.3 billion people worldwide living with disabilities have access to the same online services as everyone else.

(1) 2021, Dansk Erhverv, "E-handelsanalysen: Forbruget på nettet vokser markant og slår ny rekord": <https://www.danskerhverv.dk/presse-og-nyheder/nyheder/2021/september/e-handelsanalysen-forbruget-pa-nettet-vokser-markant-og-slår-ny-rekord/>

(2) 2021, Danske Handicaporganisationer, "Fakta om handikap": <https://handicap.dk/politik/fakta-om-handicap>

(3) 2019, The European Accessibility Directive: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32019L0882>

Our framework for accessible e-commerce

The first part of our framework is **an audit** of your website based on **e-commerce accessibility basics and best practices**. This includes:

- Meaningful HTML markup and heading hierarchy
- Page titles
- Image text alternatives (“alt tags”)
- Keyboard access and visual focus
- Logical tab order and general navigation
- Contrast ratios and accounting for colorblindness
- Consistent forms, labels and error messages

Our framework for accessible e-commerce

In the second part of our framework we select **key pages** in the **customer journey** to **optimize** for a smooth user and purchase experience **for people using assistive technologies**. This can be tailored to your specific needs, but usually involves:

→ Front page/home page	→ Product list/filtering
→ Category page	→ Product page
→ Search	→ Checkout, delivery & payment flow

Result and output

Our e-commerce accessibility audit contains two deliverables:

1. Report

A detailed report of findings and proposed solutions for making your e-commerce business accessible to all users.

2. Workshop

A facilitated workshop where we help your team or organisation prioritise solutions efforts.

Interested?

Reach out to find out more about accessibility in e-commerce, and why it's important for your business.

What does it cost?

Depending on the scope of the assignment, the price of this analysis usually ranges between 40.000-50.000 dkk.



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