# Designing for All: ==UX Meets Accessibility Compliance== for Websites

## Webinar:

June 10 – 3am EDT/ 3pm BST/ 4pm CET
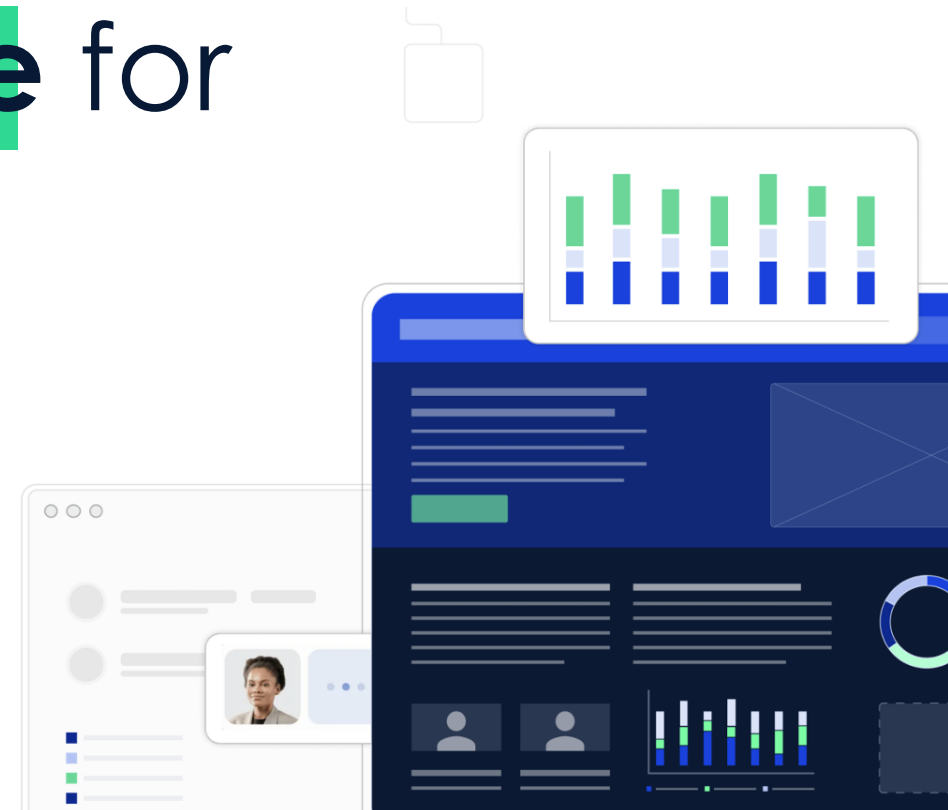
# Today's Keynote sessions:

**1** **Leveraging AI**

Overview of the European Accessibility Act (EAA)

Jonathan Avila
Chief Accessibility Officer at Level Access

**2** **UX Design &Accessibility**

UX Design & Accessibility. Mandate to meet regulatory standards

Rich Watts
CDO, Purpose

Steve Dale
UX & Digital Experience Director

**3** **Beyond Colour and Contrast**

What to consider when displaying data visualisations in an accessible way

Juanita Thomas
Head of QA Engineering at Kurtosys

Designing for All: **UX Meets Accessibility Compliance** for Websites

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Purpose

# Overview of the European Accessibility Act (EAA)

# What is the EAA?

- EU directive mandating that many consumer products and services are accessible to people with disabilities

- Applies to any business that provides covered products / services to EU consumers, regardless of where the business is located
  - o Different application to products vs. services

- Enforceable beginning in June 2025, with potential penalties including fines and sanctions
  - o Each EU Member State has own enforcement mechanisms

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# What products and services does the EAA cover?

**E-commerce**

**Media streaming and telephony**

**Shops and restaurants**
(Digital environment)

**Air travel and passenger transport**

**Banking**

**Computers and mobile devices**

# What digital technology must be accessible?

Websites

Mobile apps

Digital content

ATMs, kiosks

Point-of-sale devices

E-readers

Ticketing services

Support services

Media

# EAA compliance requirements

# Functional accessibility requirements

**Products and services must be perceivable, operable, understandable, and robust (POUR) for users with disabilities.**

## Perceivable

Users must be able to perceive the content with their senses, whether through sight, hearing, or touch.

## Operable

Digital interfaces must be navigable and usable for all individuals, including those who rely on keyboard navigation or assistive technologies.

## Understandable

Content and interactions must be clear and predictable, preventing confusion and ensuring a seamless user experience.

## Robust

Digital products must work across different devices and assistive technologies, ensuring long-term accessibility and usability.

The best way for organizations to demonstrate that they meet the EAA's functional requirements is through conformance with EN 301 549, the European accessibility standard.

# EN 301 549:
# The European accessibility standard

- **Harmonized EU standard for ICT accessibility**

- **Incorporates WCAG 2.1 A and AA; being updated to incorporate WCAG 2.2 A and AA**

- **Includes clauses addressing additional aspects of ICT accessibility, such as:**

  o Software

  o Hardware

  o Two-way communications

  o Biometrics

  o Electronic documents

  o Video players

# Additional requirements for EAA compliance

## Monitoring

Monitoring the accessibility of products and services on an ongoing basis (including manual and automated testing).

## Training

Implementing accessibility training for employees.

## Accessibility statement

Documentation (e.g., accessibility statement) communicating conformance with functional and organizational requirements.
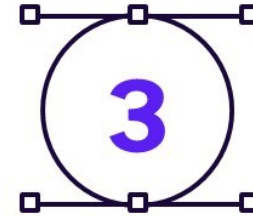
# Key takeaways

## 1
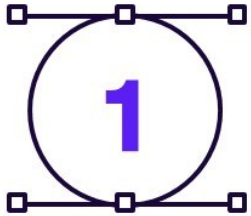
### Start now

If you haven't started preparing for the EAA, don't wait to take action.

## 2
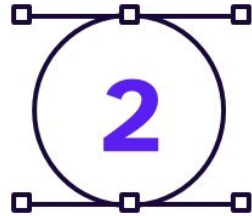
### Think long-term

The EAA requirements extend beyond functional accessibility—implementing a program for ongoing accessibility is key.

## 3

### Engage an expert

An expert partner can help you meet functional requirements and provide the tools, services, and training needed for ongoing compliance.

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# UX Design & Accessibility

Mandate to meet regulatory standards 🚀

Version 1.1 / 06062025

# Team

# UX Design Principles for Accessibility



Rich Watts
CDO



Steve Dale
UXD Consultant

Purpose

# Agenda

## UX Design Principles for Accessibility

Briefly explore website UX design principles through the lens of accessibility, showcasing six example pages from a fictional asset manager, OpenFund, each highlighting key principles for creating inclusive, user-friendly digital experiences, consider the accessibility standards required in the uk, EU & USA.

## UX Principles

## Accessibility Alignment

## Key Takeaways

Purpose

# Foundational principles

From Web Content Accessibility Guidelines (WCAG)

At their core, WCAG is organised around four main principles, often remembered by the acronym POUR.

**Perceivable** Can users perceive all the information and UI components?

**Operable** Can users navigate and interact with all UI components and features?

**Understandable** Can users understand the information presented and the operation of the UI?

**Robust** Can content be interpreted reliably by a wide variety of user agents, including assistive technologies?

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# UX Principles for Design Accessibility
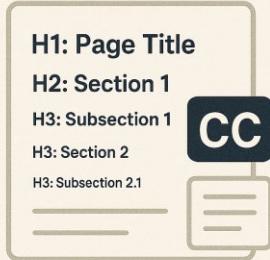


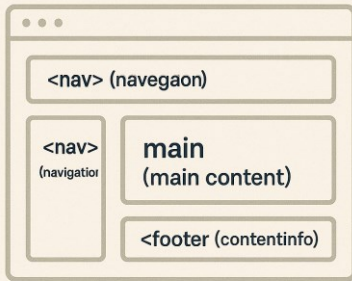Structured Content with Headings

Accessible Forms and Error Feedback
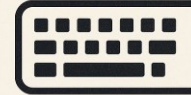
Readable Contrast for All

Descriptive Alt Text for Images

# UX Principles for Design Accessibility

**ARIA Landmarks for Regions**

<nav> (navegaon)

<nav> (navigation)    main (main content)

<footer (contentinfo)

**Video Captions & Transcripts**

CC

**Resizable Text**

Lorem ipsum dolor sit amet... Ⓐ    Lorem ipsum dolor sit amet..

200%

Tab
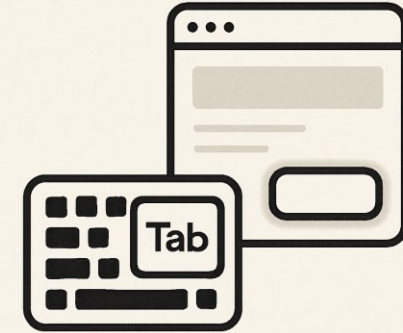
Semantic Landmarks for Orientation (e.g. Navigation)

Inclusive Multimedia Content

Scalable, Flexible Text

Keyboard-Friendly Navigation
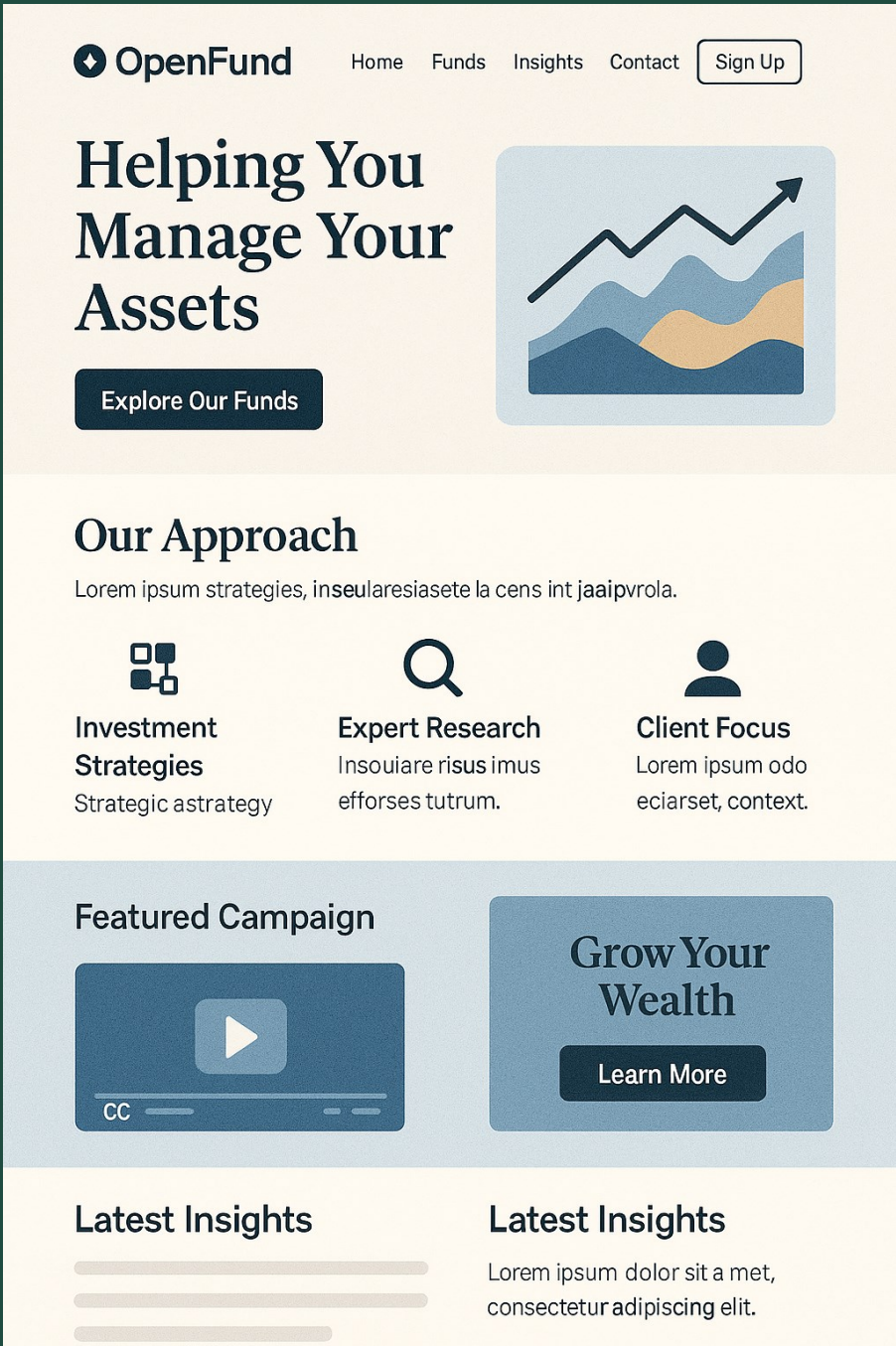
# Foundational Accessibility Principles

- Clear, high-contrast text over neutral background for easy readability, also making sure Large, bold headings establish a strong **visual hierarchy**.

- Descriptive **link and button labels** (e.g., "Explore Our Funds") clarify intent for screen reader users.

- Content is logically grouped using consistent **section landmarks** (e.g., banner, main, footer).

- Icons (like graphs or users) are paired with text, avoiding reliance on visuals alone.

Purpose
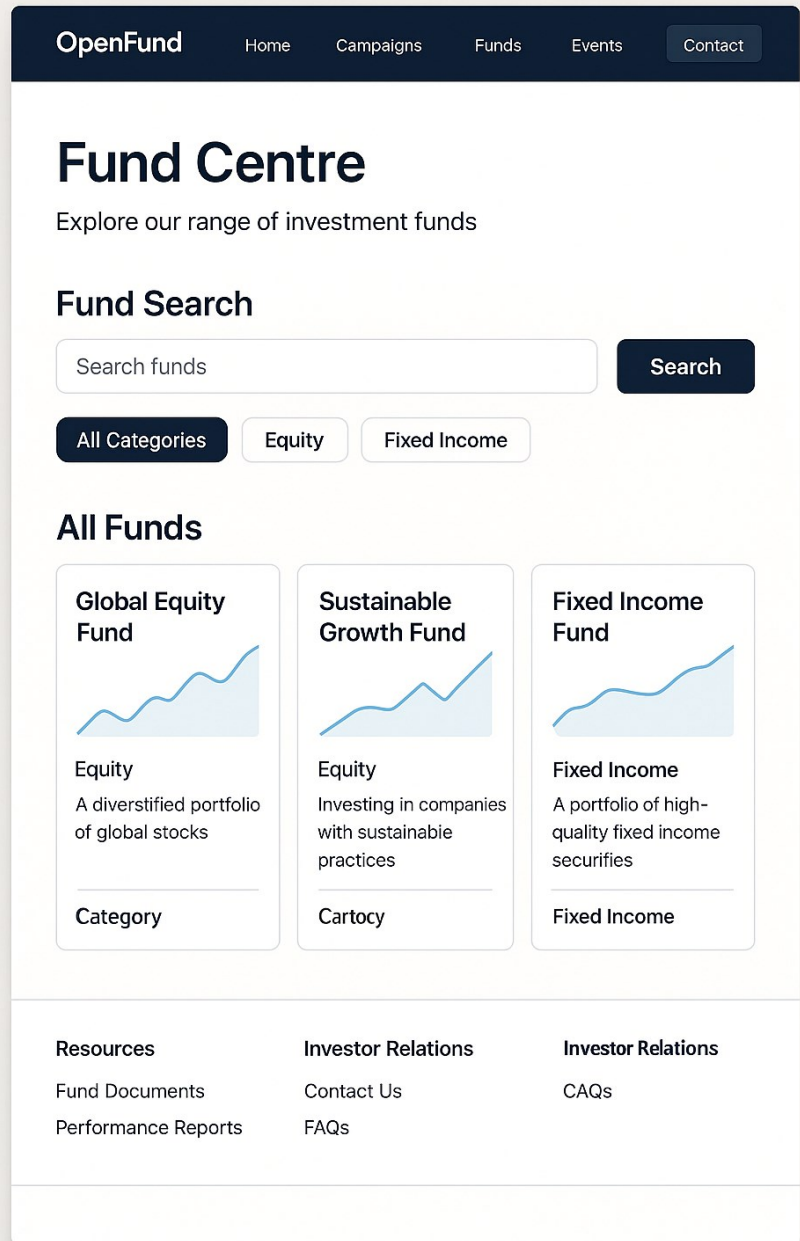
# Search, Filtering & Navigation Accessibility

- Keyboard-focusable **search bar and filters** with proper label elements.

- Tabs ("Equity", "Fixed Income") are styled as **interactive buttons**, following WAI-ARIA best practices.

- Cards for each fund use semantic containers, enabling easy screen reader grouping.

- Simple, **descriptive text summaries** help all users understand fund differences quickly.

- Logical reading order and tab sequence from filters to fund details enhances UX for screen reader users.

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# Accessible Content Presentation

- Ample **white space and section padding** improves focus and reduces visual clutter and aids visual pacing.

- Text descriptions accompany visual elements such as charts and CTAs to help set expectation for the user.

- **Buttons use sufficient size and padding**, helpful for users with motor impairments.

- Clear **data visualisation** labels and axis lines ensure readability even in grayscale or with low vision.

**+Purpose**

# Data Accessibility & Financial Reporting

- High-contrast line charts with **distinct line styles or colours** make data interpretable by users with colour vision deficiencies.

- Key stats like **NAV and YTD return** use **accessible table formatting** (label-value pairs).

- Images and backgrounds do not obstruct content — designed for clarity across vision levels.

- Includes consistent page layout and heading levels for easy scanning and assistive reading.

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# Temporal Information & Assistive Navigation

- Date, time, and location info provided as **text**, not embedded in images.

- Icons (calendar, location) supplemented with labels for non-visual recognition.

- "Register" button is distinguishable by shape, colour, and position.

- Event details written in simple, plain language for cognitive accessibility.

- Descriptive headings ("About the Event") help support assistive tech users to content purpose.

Purpose

# Interactive & Conversational Accessibility

- Message sender names (e.g., Analyst, Product Manager) are programmatically identified, aiding comprehension.

- **Chat layout follows conversational order**, with alternating message styling for clarity.

- Submit button uses an **icon with accessible name or aria-label** for screen reader users.

- Roles (Fund Manager, Analyst) act as **context clues** for users with cognitive impairments or screen readers.

# Key Takeaways
## UX Principles
## for Accessibility

- Good UX is accessible UX; it improves the experience for everyone.

- Compliance surrounding accessibility is a regulatory and reputational must, reducing legal and brand risks.

- Inclusive design builds trust, ensures compliance, and expands your market.

- Now is the time to assess and prioritise the changes you need to make to avoid reputational and financial penalties in the future.

- Build out a plan for incremental improvements that where needed can be communicated to regulatory bodies in your region.

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# Beyond Colour and Contrast

What to consider when displaying data visualisations in an accessible way

**Juanita Thomas**

Head of QA Engineering

# Why Accessibility Matters in Data Visualisation

- Clarity for everyone – especially under pressure

- Investment data visualisation should be:

  - Accurate

  - Quick to interpret

  - Usable across different devices and contexts

- Not as simple as getting the colour correct:

  - Colour blindness

  - Visuals that rely only on colour can mislead

- Finding issues late in a project is painful – start by design

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# Core Principles Beyond Colour

- Use of Redundancy

  - Don't rely on colour alone

- Text Alternatives

  - Every chart, graph, or table should have:

    - A clear title

    - A short summary or caption

    - Alt text or data tables for screen readers (if digital)

    - Contextual accessibility

# Core Principles

- Logical Data Order

  - Structure matters more than visuals for screen readers:

  - Tables should flow top to bottom, left to right

  - Line/bar charts should be simple

- Avoid Overload

  - Don't crowd charts.

  - Reduce visual noise – limit



Operations Cost by Department by Month
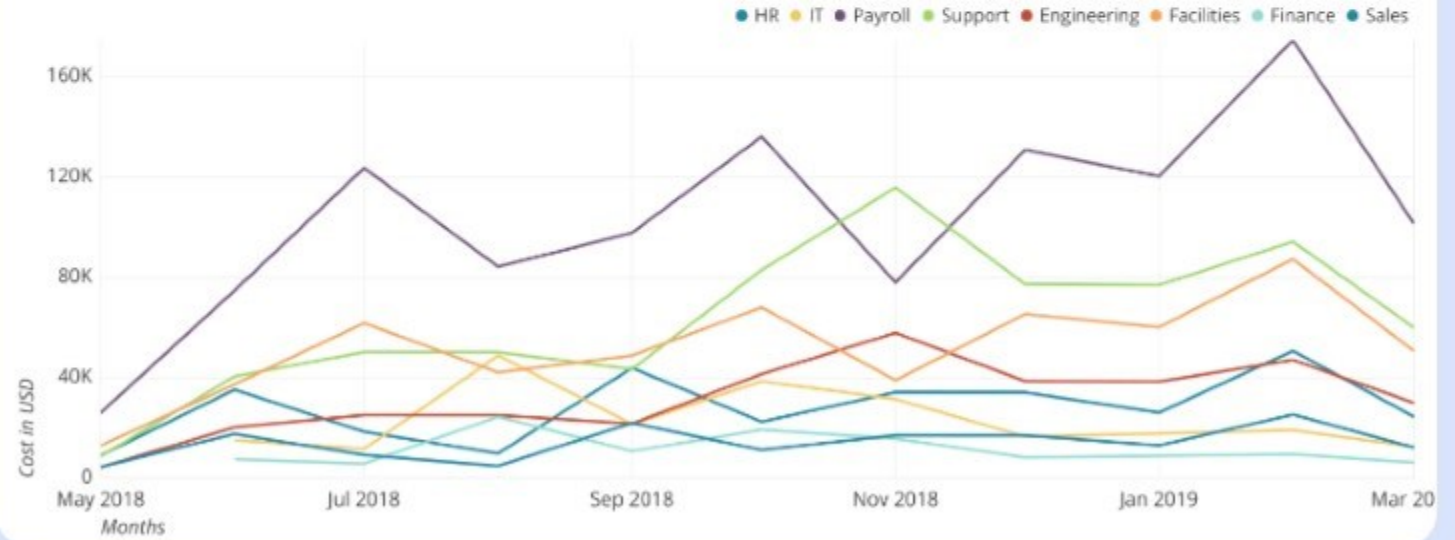
# Table Design

- Tables should not have:

  - Dense rows with merged cells

  - No indication of row relationships

- Tables should have:

  - Column headers clearly marked

  - Sortable data (if digital)

  - Summary line with key trends

| Country | Number of users with disabilities | Number of tools available |
|---|---|---|
| South Africa | 25500 | 525 |
| Nigeria | 8200 | 350 |
| Canada | 2000 | 100 |

South Africa shows the highest number of users with disabilities, and with accessibility tools available. This suggests a relatively strong alignment between need and tool availability.

# Line Chart Design

- Line charts should not have:
  - Five similar-colour lines,
  - Legend far from chart

- Line charts should have:
  - Distinct line styles (dotted/solid),
  - Data point markers,
  - Labelled lines
  - Small chart summary



Line Chart displaying difference in Investor Percentages

# Bar Graph Design

- Bar Graphs should not have:
  - Colour-only differentiation
  - 3D effects that skew perception
- Bar Graphs should have:
  - Contextual chart name
  - Clear axis labels and values
  - Consistent bar widths
  - Add data labels to each bar

## % of Investors per country



Legend: ■ North America  ■ Europe  ■ Asia  ■ South America
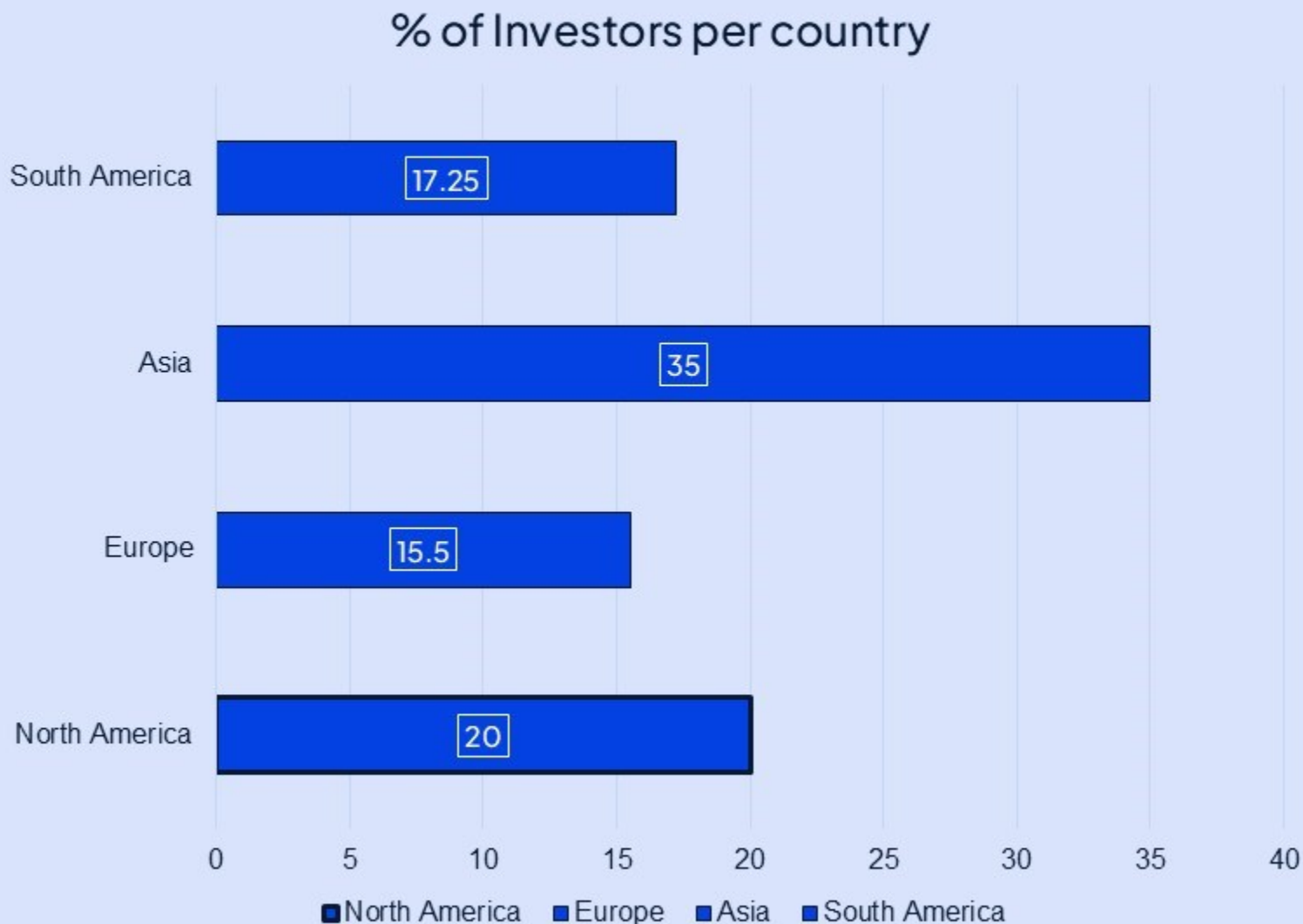
# Practical Tips & Tools

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- Tools with accessibility checks

- Ask: "Can someone understand this without seeing the colour?"

- Print Accessibility

- Test with Screen Readers

# Make Your Data Speak Clearly

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- Accessibility isn't extra – it's essential

- Small changes = better decision – making a broader impact

- Good data is data everyone can understand

# Designing for All: **UX Meets Accessibility Compliance** for Websites

# **Questions**

# Thank you to our Sponsors:

## KURTOSYS

Helping investment managers streamline client reporting and investor communications, making it easier to deliver data-driven, compliant content at scale.

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