

Selfish Accessibility 2025

Presented by Adrian Roselli for AccessU 2025



General Goals

- Recap
- Acknowledge
- Brainstorm

Selfish Business Case



What Matters to Businesses

Will it...

- make us money?
- save us money?
- affect our brand?



Making Money

Will it...

- allow us to sell more products or services?
- get us more donations?
- get us more sales leads?
- lead to conversions?
- drive more relevant traffic to our site, inducing the visitors to click more ads on our site?

Saving Money

Will...

- it make our website staff more efficient?
- it cost less to get work done by outside vendors?
- our costs relating to hardware, software, office space be diminished?
- we pay less in miscellaneous expenses?

Protecting Brand

Will it...

- put us ahead of our competition?
- shield us from adverse economic conditions?
- help us eliminate excess debt?
- help us gain more free access to credit?
- help us comply with regulations?
- help us break into emerging markets?
- shield us from corruption and mismanagement?
- help us avoid harm to brand?
- help shield us from litigation?



Case Studies?

Case Study!

The True Cost of Inaccessibility and Why Metrics Matter More Than Ever

Jaunita Flessas

April 23, 2025

Metrics

Customer metrics:

- reveal whether you meet user needs.

Operational metrics:

- measure efficiency of teams & tools.

Product metrics:

- show how changes impact offerings.

Strategic metrics:

- link to growth, market expansion, or employee satisfaction.



The \$2,480 Accessibility Bug

\$1,000 of direct labor:

- developers, QA, managers, auditors

\$500 of backlog holding cost:

- delays, risk exposure

\$680 of opportunity cost:

- what could have been built instead

\$200 of indirect costs:

- legal, brand, and customer churn risks



9,924% Return on Investment

Average salary (loaded):

- \$155,052

Average issues prevented per year:

- 6,816

Cost per issue avoided:

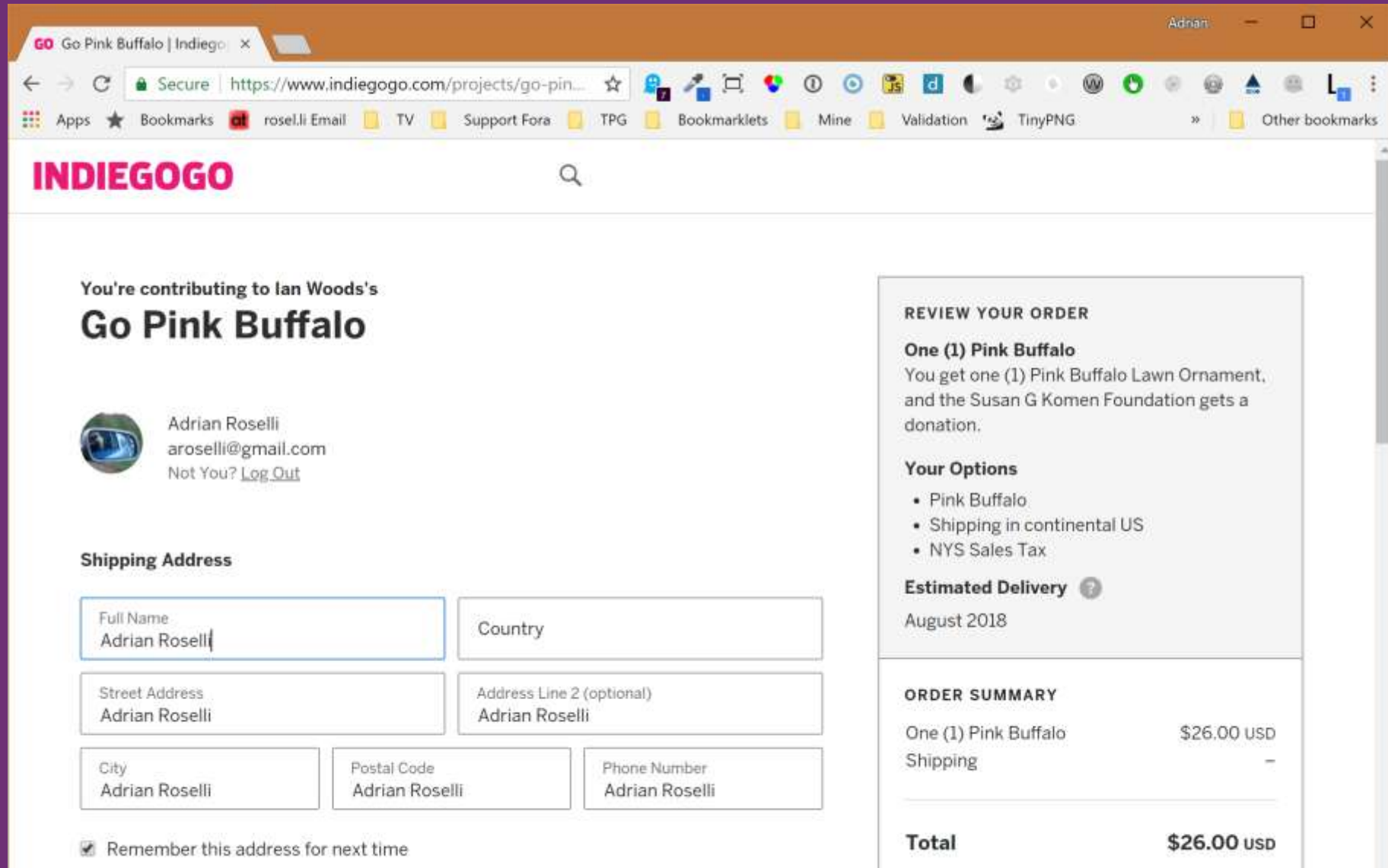
- \$2,280

Total cost savings:

- \$15.5 million+




Indiegogo Logo Indiegogo Logo Graphic



The screenshot shows a web browser window with the URL <https://www.indiegogo.com/projects/go-pin...>. The page features the Indiegogo logo at the top left. The main heading reads "You're contributing to Ian Woods's Go Pink Buffalo". Below this, the user's profile is shown with a circular profile picture of a car, the name "Adrian Roselli", the email "aroselli@gmail.com", and a "Log Out" link. The "Shipping Address" section contains several input fields: "Full Name" (Adrian Roselli), "Country", "Street Address" (Adrian Roselli), "Address Line 2 (optional)" (Adrian Roselli), "City" (Adrian Roselli), "Postal Code" (Adrian Roselli), and "Phone Number" (Adrian Roselli). A checkbox labeled "Remember this address for next time" is checked. On the right side, the "REVIEW YOUR ORDER" section lists "One (1) Pink Buffalo" with a description: "You get one (1) Pink Buffalo Lawn Ornament, and the Susan G Komen Foundation gets a donation." Below this, "Your Options" include "Pink Buffalo", "Shipping in continental US", and "NYS Sales Tax". The "Estimated Delivery" is "August 2018". The "ORDER SUMMARY" table shows "One (1) Pink Buffalo" for "\$26.00 USD" and "Shipping" for "-". The "Total" is "\$26.00 USD".

INDIEGOGO

You're contributing to Ian Woods's
Go Pink Buffalo

 Adrian Roselli
aroselli@gmail.com
Not You? [Log Out](#)

Shipping Address

Full Name
Adrian Roselli

Country

Street Address
Adrian Roselli

Address Line 2 (optional)
Adrian Roselli

City
Adrian Roselli

Postal Code
Adrian Roselli

Phone Number
Adrian Roselli

☒ Remember this address for next time

REVIEW YOUR ORDER

One (1) Pink Buffalo
You get one (1) Pink Buffalo Lawn Ornament, and the Susan G Komen Foundation gets a donation.

Your Options

- Pink Buffalo
- Shipping in continental US
- NYS Sales Tax

Estimated Delivery ⓘ
August 2018

ORDER SUMMARY

One (1) Pink Buffalo	\$26.00 USD
Shipping	-
Total	\$26.00 USD

An \$18M HTML Element

<i>Operator</i>	<i>Numbers</i>	<i>Notes</i>
	\$4,203,440,000	Raised by Indiegogo up to April 2019
–	\$3,607,430,000	Raised by Indiegogo up to April 2018
=	\$596,010,000	Raised by Indiegogo in that one year
÷	97	% of potential audience (100% – 3%)
=	\$614,443,300	Possible funds in that year
–	\$596,010,000	Raised funds in that year
=	\$18,433,300	Funds left on the table

But What About Brand, Adrian?

Figma Sites

The screenshot shows a web browser displaying the Config 2025 website. The browser's address bar shows the URL `www.config.new`. The website has a dark theme with the Config logo in the top left. Navigation links include "Contact sales" and "Get started for free". The main headline reads: "Everything we launched at Config 2025. Five new ways to streamline your process and raise the bar for craft and creative expression." A small badge in the bottom right of the website says "Made by [Figma logo] in Figma Sites".

Below the website content, the Chrome DevTools accessibility audit panel is open. It shows a total of 210 issues. The "Issues: Total Issues" section lists the following categories and counts:

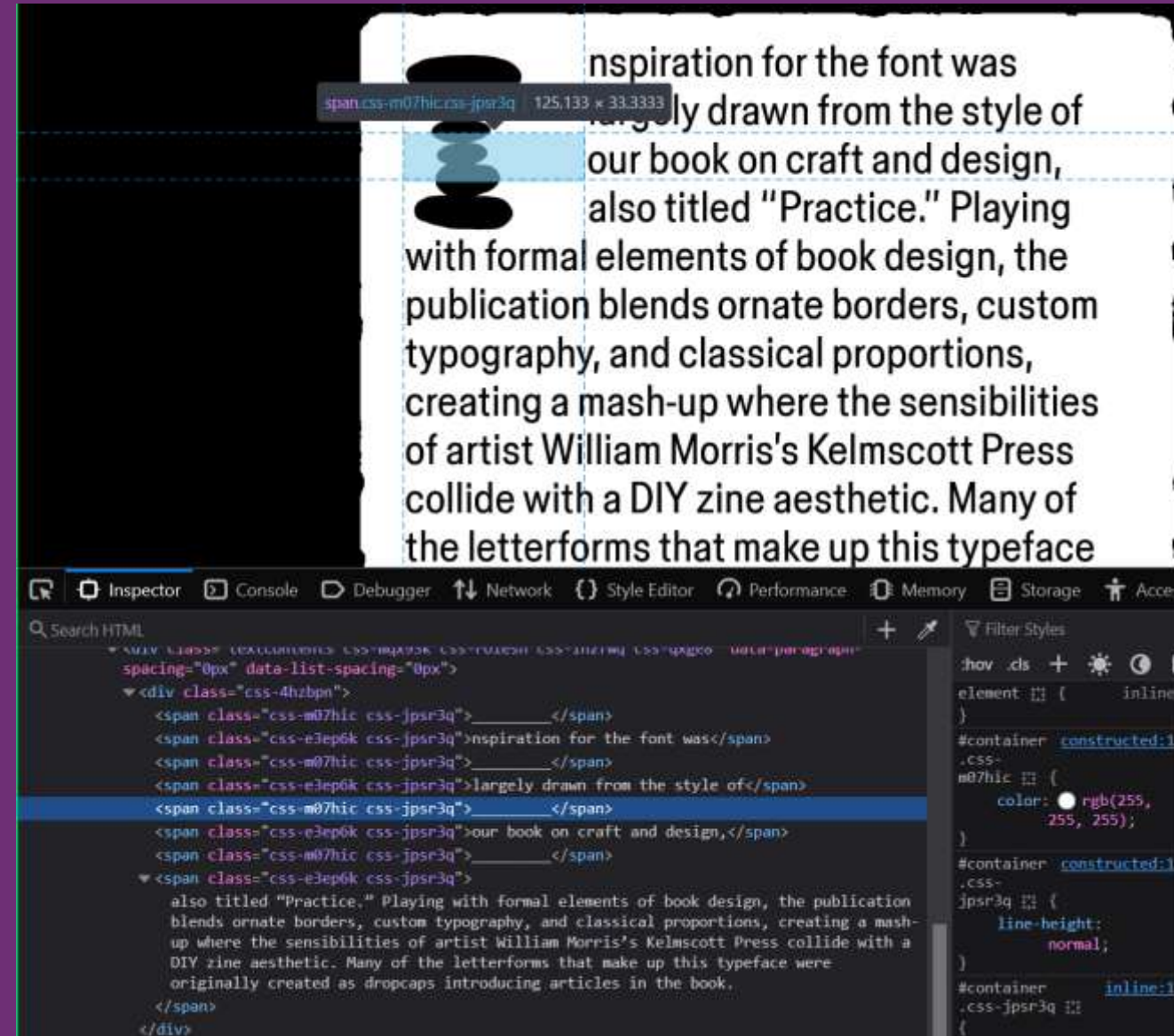
Issue Category	Count
ARIA commands must have an accessible name	3
Elements must have sufficient color contrast	56
id attribute value must be unique	1
Frames must have an accessible name	1
Images must have alternate text	33

The DevTools panel also shows a breakdown of the total issues:

Category	Count
TOTAL ISSUES	210
AUTOMATIC ISSUES	210
Needs Review	169
Critical	33
Serious	7
Moderate	0
Minor	1

At the bottom of the DevTools panel, it indicates "Best Practices: OFF" and "WCAG 2.1 AAA".

Figma Underscores



Risk



Office of the Attorney General Washington, D. C. 20530

February 5, 2025

MEMORANDUM FOR ALL DEPARTMENT EMPLOYEES

FROM: THE ATTORNEY GENERAL 

SUBJECT: ENDING ILLEGAL DEI AND DEIA DISCRIMINATION
AND PREFERENCES

The Department of Justice is committed to enforcing all federal civil rights laws and ensuring equal protection under the law. As the United States Supreme Court recently stated, “[e]liminating racial discrimination means eliminating all of it.” *Students for Fair Admissions, Inc. v. President & Fellows of Harvard Coll.*, 600 U.S. 181, 206 (2023). On January 21, 2025, President Trump issued Executive Order 14173, *Ending Illegal Discrimination and Restoring Merit-Based Opportunity*, 90 Fed. Reg. 8633 (Jan. 21, 2025), making clear that policies relating to “diversity, equity, and inclusion” (“DEI”) and “diversity, equity, inclusion, and accessibility” (“DEIA”) “violate the text and spirit of our longstanding Federal civil-rights laws” and “undermine our national unity.” *Id.* at 8633.

To fulfill the Nation’s promise of equality for all Americans, the Department of Justice’s Civil Rights Division will investigate, eliminate, and penalize illegal DEI and DEIA preferences, mandates, policies, programs, and activities in the private sector and in educational institutions that receive federal funds.¹

I. Ending Illegal DEI And DEIA Discrimination and Preferences

By March 1, 2025, consistent with Executive Order 14173, the Civil Rights Division and the Office of Legal Policy shall jointly submit a report to the Associate Attorney General containing recommendations for enforcing federal civil-rights laws and taking other appropriate measures to encourage the private sector to end illegal discrimination and preferences, including policies relating to DEI and DEIA. The report should address:

- Key sectors of concern within the Department’s jurisdiction;

Pre-existing and Ongoing Risk

- Local
- State
- Federal
- International



Local (NYC)

- City of New York Local Law 26 of 2016
- City of New York Local Law 12 of 2023



More States

<i>State</i>	<i>Bill</i>	<i>Description</i>	<i>Latest Update</i>
Colorado	HB 25-1152	Requires insertion of new clause holding vendors liable for inaccessible IT sold to public schools	Passed both houses and now awaiting signature by the governor.
New Mexico	HB 120	Requires WCAG 2.1 AA for all state agency websites by April 1, 2026 and creates new Office of Accessibility.	HB 120 passed the final House vote 60-3 on March 18 and passed the Senate vote 40-0 on March 20, 2025, but was vetoed by the governor on the same day.
New Jersey	S 1016	Requires state agencies to meet WCAG A/AA and proposes that the state Chief Technology Officer create a certification process for state agency websites.	Passed Senate March 18, 2024 and referred to committee.
Pennsylvania	HB 485	Requires public entities to create a plan for meeting WCAG by July 1, 2028.	Introduced February 4, 2025.
Virginia	2541	Requires vendors to provide a VPAT/ACR and for vendors to submit a plan for closing any gaps.	Approved by governor on March 24, 2025.

Federal

- Section 508 of the Rehabilitation Act of 1973
- Section 504 of the Rehabilitation Act of 1973
- The Americans with Disabilities Act
- 21st Century Communications and Video Accessibility Act (CVAA)
- Air Carrier Access Act of 1986



International

- European Accessibility Act

Authorities

Country *Surveillance Authorities*

Austria The Federal Office for Social Affairs And Disability.

Czechia The Czech Trade Inspection Authority, Czech Telecommunication Office, Council for Radio and Television Broadcasting, Ministry of Transport, Regional Offices, The Railway Authority, Civil Aviation Authority, State Navigation Authority, Municipality of the Capital City of Prague and municipal Offices of the municipality with extended competence.

France DGCCRF, ARCOM, AFM, Banque de France and ARCEP.

Germany Market surveillance authority and Federal State Media Authority.

Hungary NMHH, The consumer protection authority, authorities as determined in Government decree Nr. 382/2016 (XII.2) and 6/203 (I.18).

Italy MIMIT and AdID.

Netherlands AFM, CM and ILT.

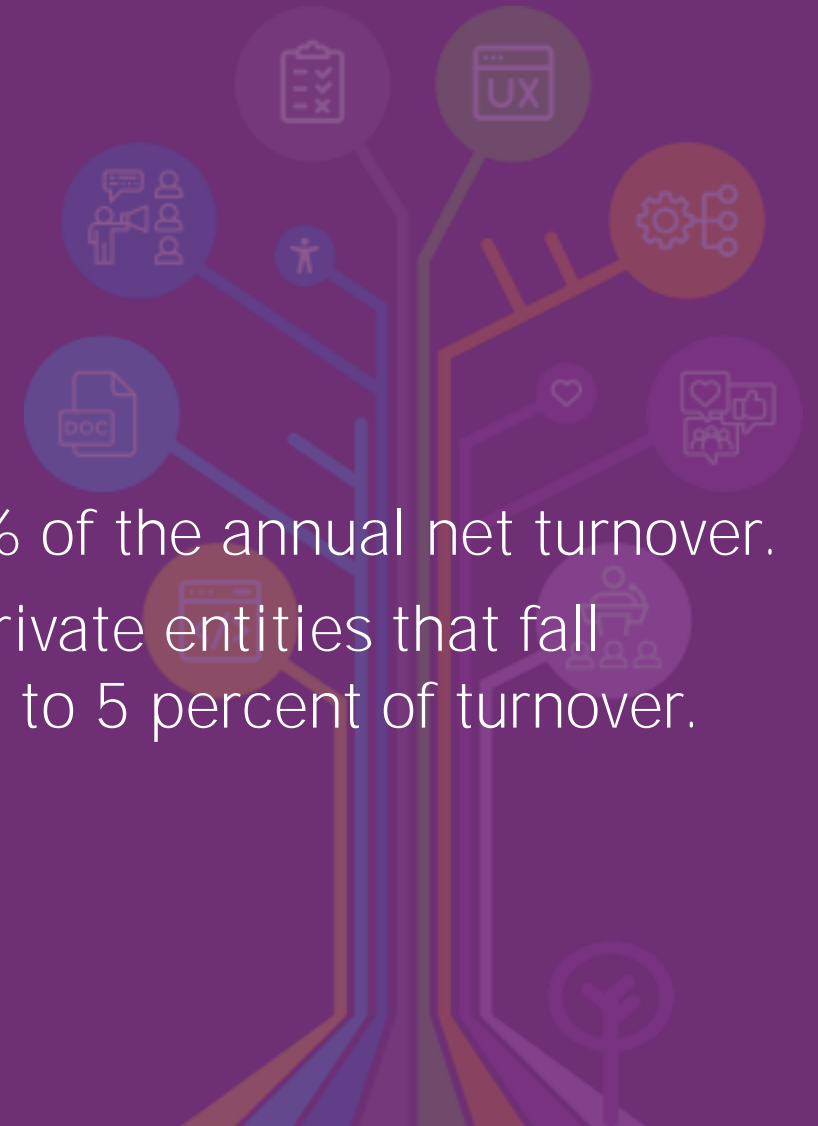
Slovakia The Slovak Trade Inspection and Council for media Services.

Spain Autonomous communities, the cities of Ceuta and Melilla and The cities of Ceuta and Melilla



Fines

<i>Country</i>	<i>Fines</i>
Austria	Fines range up to EUR 80,000.
Czechia	Fines range up to EUR 400,000.
France	Fines range up to EUR 300,000.
Germany	Fines range up to EUR 500,000.
Hungary	Fines range up to EUR 1,261,164, or 5% of the annual net turnover.
Italy	Fine range up to EUR 40,000 or, for private entities that fall within the scope of the Stanca Law, up to 5 percent of turnover.
Netherlands	Fines range up to EUR 103,000.
Slovakia	Fines range up to 200,000.
Spain	Fines range up to EUR 1,000,000.



Still International

- Kenya Standard DKS 2952-1:2021, Accessibility IT Products and Services
- Nigeria Discrimination Against Persons with Disabilities (Prohibition) Act
- Hong Kong Guidelines on Dissemination of Information through Government Websites
- Japanese Industrial Standards (JIS) 8341-3:2016
- India Rights of Persons with Disabilities Act, 2016
- Israel Standard 5668
- United Arab Emirates National Digital Accessibility Policy
- Mexican Standard NMX-R-099-SCFI-2018
- Brazil Federal Law n° 13.146 of 2015 (LBI): Statute of Persons with Disabilities



Selfish Persona Case



HIPPO

Highest

Paid

Person's

Opinion

Disability Types — Rough Categorization

- Blindness
- Low Vision
- Deaf and Hard of Hearing
- Speech
- Physical
- Intellectual & Cognitive



Blindness

- Screen reader user
- “**Keyboard**”-only user
- Relies on:
 - Headings
 - Form Elements
 - Links
 - Landmarks

- Examples

- Congenital
- Diabetic retinopathy
- Injury



Low Vision

- May use high contrast modes
- May not be able to differentiate colors
- May scale fonts
- May use a screen magnifier
- May use a screen reader
- Relies on:
 - Scaling fonts
 - Good contrast

• Examples

- Cataracts
- Color blindness
- Macular degeneration
- Photophobia



Deaf and Hard of Hearing

- Cannot hear audio cues
- Will struggle if captions are not synchronized
- First language may be sign language
- Relies on:
 - Good captions
 - Visual cues
 - Haptic cues

• Examples

- Deafness
- **Ménière's** disease
- Otosclerosis
- Perforated eardrum



Speech

- May speak less clearly
- May be non-verbal
- Can be stymied by voice interfaces
- Phone interaction may not be possible
- May use assistive technology
- Relies on:
 - Other interactions

• Examples

- Apraxia of speech (AoS)
- Cluttering
- Non-verbal
- Stuttering



Physical

- Temporary to permanent
- Slight to severe
- Can change throughout a day
- May use specialized hardware
- May use a screen reader
- May use dictation software
- Relies on:
 - Generous hit areas
 - Simple interactions

• Examples

- Epilepsy
- Parkinson's disease
- Quadriplegia
- Vestibular disorders

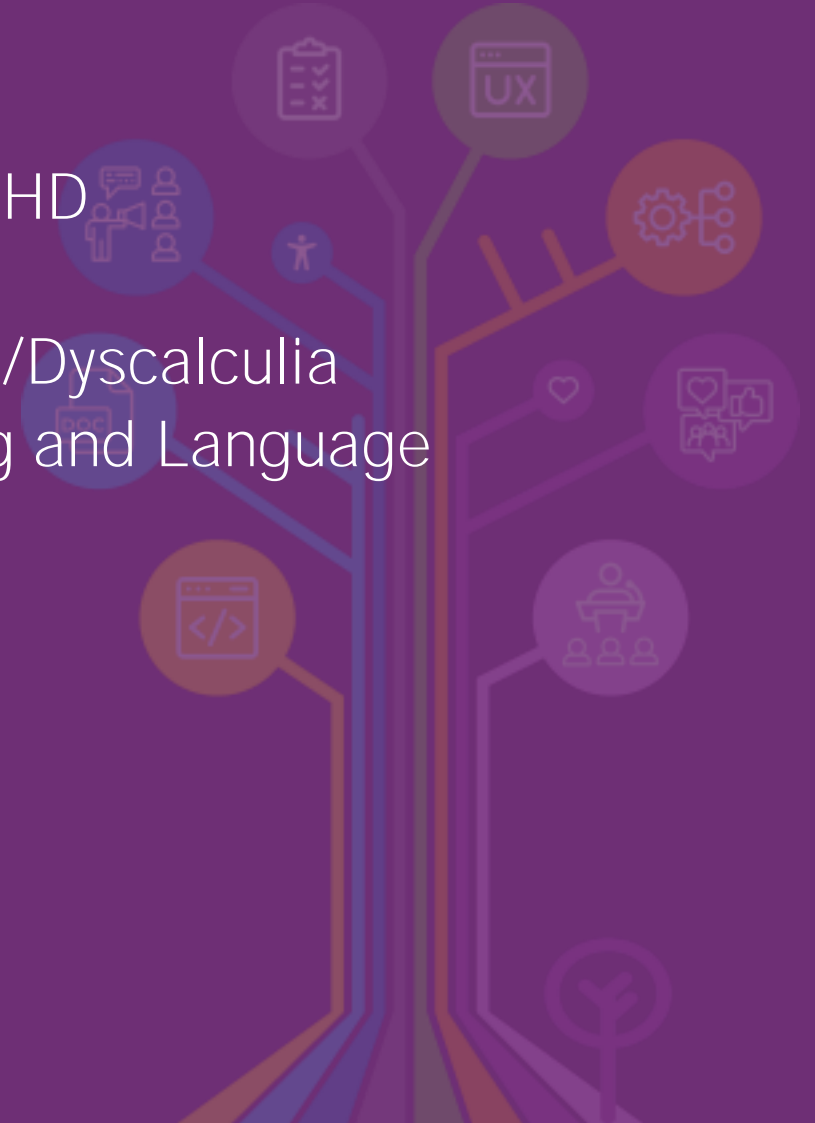


Intellectual & Cognitive

- May use a screen reader
- May use dictation software
- May benefit from any/all considerations already listed
- Relies on:
 - Well-structured content
 - Plain language
 - Good context

• Examples

- ADD/ADHD
- Autism
- Dyslexia/Dyscalculia
- Learning and Language



Disability Sets

- Disabilities can stack
- Generalizing is a risk
- No two people are alike





Getting Older

- Affects (nearly) everyone,
- Carries risks and side effects,
- Is not for the young.







Accidents

- Broken limbs,
- Eye injuries,
- Hearing injuries,
- Head trauma.









But I'm Invincible!

- Multi-tasking,
- Sunlight,
- Eating at your desk,
- No headphones handy,
- Content is not in your native language.













Tech Support

- Think of your family!
- Think of your time spent helping them!
- Think of the wasted holidays!





Selfish Personas

- Identify the stakeholder, HIPPPO, you

Make Selfish Personas


- Who is the persona based on?
- **What is that person's interests or priorities?**
- Where does that person go?
- When does that person do or go?
- Why is that person doing or going?
- How does that person typically do or go?



uxmag.com/articles/book-excerpt-a-web-for-everyone

AppsHelp Center - AgentTinyPNGbase64ValidationOther bookmarks

Lea



Living with fatigue and pain

No one gets that this really is a disability.

Lea was on track to become the editor of the magazine she worked for when she started having numbness in her hands and feeling completely fatigued by the middle of the afternoon. She tried medications and exercise and getting enough sleep, but finally she had to make a change in her life.

She found a job where she could work from home, on her own schedule. When she has good days, it's like nothing is wrong. But on bad days, she measures every action so she can make it through the day. Sometimes that important editorial meeting is all she can manage.

She had to adjust her computer: a new keyboard and trackball make it easier to type, and a good chair helps her avoid tender muscles. The biggest change was learning to write and edit using speech recognition software, Dragon Naturally Speaking.

She's lucky: the company understands that it's a real disability. With an invisible disability like fibromyalgia, some people just don't get it.

Snapshot of Lea

- 35 years old
- Masters degree
- Writes for a trade publication; works from home

The A's

- Ability: Fatigue from fibromyalgia, trackball, and special keyboard
- Aptitude: Average user
- Attitude: Wishes people would understand how hard it can be for her to make it through the day


Assistive Technology

- Split keyboard for less strain on her wrists
- Keyboard controls to minimize arm movement
- Dragon Naturally Speaking

uxmag.com/articles/book-excerpt-a-web-for-everyone

AppsHelp Center - AgentTinyPNGbase64ValidationOther bookmarks

Vishnu



Global citizen with low vision

I want to be on the same level as everyone else.

These days, Singapore is a center of the world, and Vishnu is one of its global citizens. After graduating from one of India's technology colleges, he went to a postgraduate program at the National University of Malaysia. His work on visualizing data landed him a job with a multinational medical technology company.

Vishnu was diagnosed with glaucoma and his eyes have been getting steadily worse, despite treatment. He can adjust his monitor and his phone, but many of the technical programs he uses don't have many options, so he has started using a screen magnifier and high-contrast mode.

Like everyone in Singapore, he has several mobile phones. One connects him to his family in India, one is for work, and one is for personal use. He's lucky to have good bandwidth at home and at work. Some of his colleagues from the university live in places with much more erratic connections. Even so, downloading large pages from European or U.S. servers can be slow.

But, if he had one wish, it would be that people would write technical papers and websites more clearly. His English is good, but idiomatic expressions can still be hard.

Snapshot of Vishnu

- 48 years old
- Engineering degree
- Works for a medical software company on projects for international use
- Born in India, finished graduate school in Malaysia, lives in Singapore
- High tech all the way at work; two mobile phones and a laptop for personal use

The A's

- Ability: Speaks three languages: Gujarati, Hindi, English, and a little spoken Mandarin. Uses contrast adjustment to see the screen clearly
- Aptitude: Expert user of technical tools; frustrated searching across languages
- Attitude: Sees himself as a world citizen, and wants to be able to use any site

My Selfish Personas

- Middle-aged, white, American, male
- Undergrad degree
- Consulting career
- Ability: Monolingual, sometimes has RSI, gluten is a problem.
- Aptitude: Proficient, willing to learn, quick to dismiss when there is a hassle.
- Attitude: Impatient but will power through.
- AT: captions, dark mode, larger type, custom CSS.



User Stories

- Components:
 - User,
 - Outcome,
 - Value.
- Writing:
 - *As user, I want outcome.*
 - *As user, I want outcome so that value.*
 - *In order to get value as user, I want outcome.*



Selfish User Story 1

- As a user on a sun-lit patio, I want to be able to read the content and see the controls.



Selfish User Story 2

- As a user in bed with a sleeping spouse, I want to watch a training video in silence so that I can get caught up at work.



Selfish User Story 3

- In order to click links as a user with no elbow room in coach class with a tiny trackpad, I want click areas to be large enough and adequately spaced.



Selfish User Story 4

- As a user distracted by the TV, I want clear headings and **labels so that I don't lose my place.**

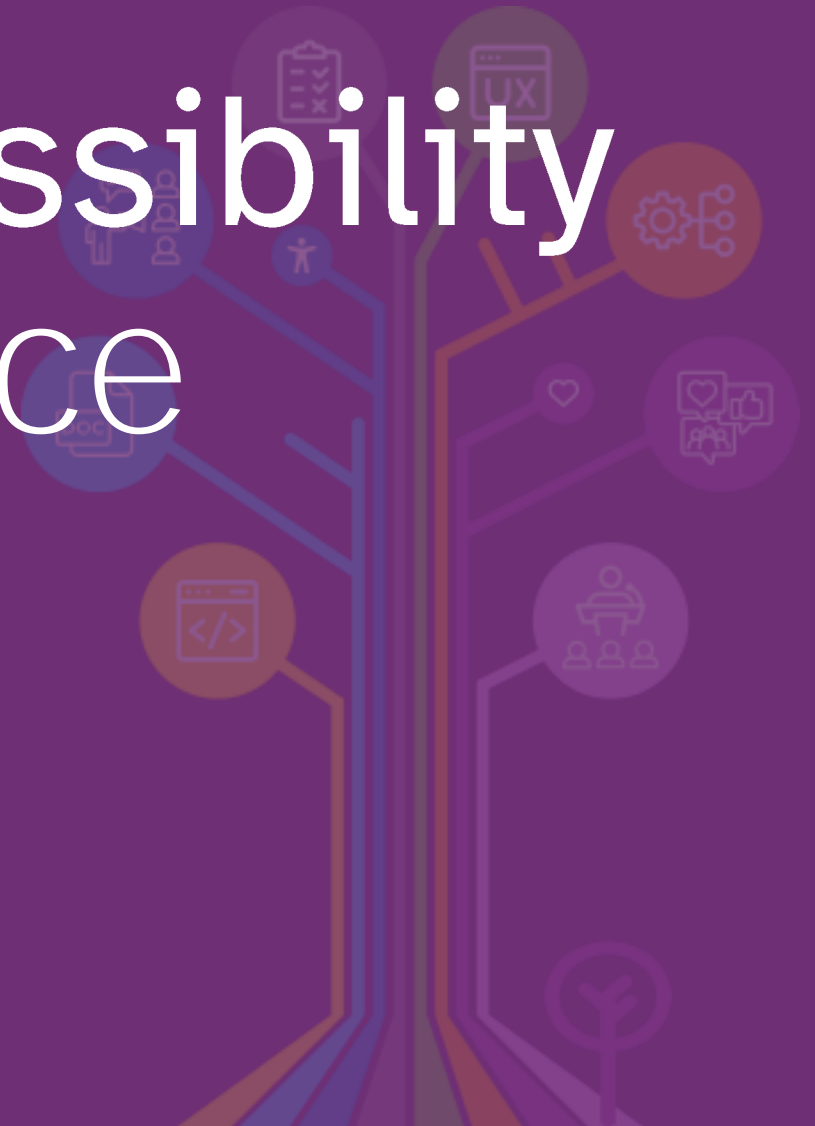


Selfish You Case



“Staying the accessibility
course is resistance
right now.”

— *Lainey Feingold*



Selfish Discussion ~~Case~~



Thank you!

For maybe staying awake.

rosel.li/AccessU-Selfish2025

