Accessibility -
„Inclusive digital experience"

A holistic analysis to ensure the accessibility of your website.

Digital Reality and Accessibility

In our increasingly digital society, websites, applications and online services have become indispensable tools for communication and interaction. For people with disabilities, however, many of these services present insurmountable barriers. The number of people affected is larger than most would expect: in Germany, around 10 million people live with a disability, around 7.8 million already use assistive technologies such as screen readers, and the proportion of older people with age-related limitations is constantly increasing. Temporary limitations should also be considered: Many people experience injuries, surgeries or other temporary impairments during their lives that can make it difficult to access digital content. This could theoretically happen to any current user.

That's why accessibility is key!

Until now, accessibility has often been optional. However, as this has not led to widespread digital inclusion, stricter requirements will come into force on 28 June 2025 under the EU Accessibility Act. These will apply in particular to the private sector, which has been largely exempt from such regulations. Accessibility will become mandatory and cover websites, applications and e-commerce platforms. These changes will affect all businesses that target end users, regardless of their size.

To avoid legal consequences, and because digital inclusion is also a question of ethics, digital empowerment and respect for people with disabilities, accessibility should be an integral part of every brand strategy by 2025 at the latest.

Accessibility pays off:

- **Extended target group and market potential:** In Germany, approximately 15-20% of the population has a disability. An accessible design of your services opens up this large market potential and significantly increases the reach of your offer.
- **SEO benefits and visibility:** Accessible websites tend to be better structured and have semantically correct code. This is rewarded by search engines such as Google, resulting in better rankings and higher visibility in search results.
- **Technical quality and longevity:** Accessible code is often cleaner, better documented and conforms to modern web standards. This leads to improved technical quality, fewer errors and makes it easier to maintain and develop your website in the long term.

Our offer:

At b13, we are passionate about accessibility. We are happy to help you make your digital services more inclusive. We offer the following services:

- **Part One, "State of Play Analysis"** - We assess the current state of your website based on your most important pages and elements and provide a detailed report. This includes a rough estimate of the technical effort required to make the necessary changes, so you can make informed decisions about how to proceed. We use the AA standard of the Web Content Accessibility Guidelines (WCAG).
- **Part Two, Deep Dive** - We create a detailed report that takes into account the AAA standard of the Web Content Accessibility Guidelines (WCAG) and also provides an in-depth analysis of your site using assistive technologies such as screen readers.

Part One: Initial accessibility check (AA)

Goal

Comprehensive initial website analysis, focusing on accessibility.

What you get:

- **Detailed accessibility report:** A detailed analysis showing the current state of your website's accessibility.
- **Prioritised recommendations for action:** Concrete recommendations for technical and content adjustments, prioritised by urgency, to improve accessibility, as well as recommendations and suggestions for technical solutions to assist you in further implementing accessibility.
- **A rough estimate of the technical effort** required to make the necessary changes.

Scope of services:

- **Review of 10 representative pages:** We review the 10 most important pages of your site and the key content elements used. We rely on your expertise to select these pages. If you have test pages with all content types, these can be used for a general check. However, it is equally important to test pages with real content.
- **Manual and automated testing:** We test your website both manually and with automated tools for keyboard and mouse usability.
- **Colour contrast analysis:** We will analyse the colour contrast of your site and make recommendations for adjustments to meet the requirements of the AA and AAA standards (minimum contrast ratios of 4.5:1 and 7:1 respectively).
- **Accessibility of forms:** Examines whether forms are easy to complete and understand for all users.

Initial analysis: from EUR 2,990.00 *(net, plus VAT)*

Part Two: Deep Accessibility Expertise (AAA)

Goal

A detailed analysis and roadmap for full accessibility according to the AAA standard. This analysis builds on and extends the findings of Part 1.

The AAA standard goes well beyond the AA criteria, requiring, among other things, the provision of simplified versions of complex content in plain or simple language, as well as transcriptions for audio and video content, in order to maximise accessibility for as many users as possible. Due to the effort involved, this standard is generally only aimed at specific applications or target groups with special needs (e.g. children, the elderly, people with cognitive impairments).

Scope of services:

- **Technical analysis using assistive technologies:** We check your website with screen readers and other tools to ensure that it is compatible with assistive technologies.
- **Detailed testing by disabled users:** We work with people who use these assistive technologies in their everyday lives to test the accessibility of your site in the real context of use, and get valuable feedback from them.
- **Detailed testing against the WCAG AAA standard:** We perform a comprehensive check of your website against the success criteria of the AAA standard and provide specific recommendations for action.
- **Comprehensive list of technical adjustments required:** You receive a detailed list of all the technical adjustments required to achieve AAA compliance.

The effort required will depend on the scope and complexity of the project and can be calculated once Part 1 has been completed.

Why our accessibility audit?

Accessibility is a continuous process: technological developments and changing legislation make accessibility an ongoing issue. Our services provide a snapshot and help to remove basic barriers. As accessibility also plays a role in content maintenance, it must be taken into account in any future changes to the website. Full accessibility is an ideal that is often not 100% achievable in practice. It is important that existing barriers are removed and that accessibility is continually improved.

Our offer: We offer technical expertise and pragmatic solutions to make your website accessible in the long term. Whether you choose Part One or also Part Two, we look forward to being your competent partner in this important issue.