

# Digital accessibility

A digital experience that complies with regulations and expands the market, making the product usable and inclusive



20tab

# Compliance, usability, and innovation

We create accessible and compliant digital solutions, turning accessibility into a growth opportunity. We help companies design better experiences for everyone, ensuring inclusivity, usability, and a tangible market impact.

## 87

million people with  
disabilities in Europe  
today

## 1 in 4

people experience  
limitations in using  
digital services

## 98%

of websites have at least  
one accessibility error

## Digital in-accessibility

Let's tackle your challenges together with concrete solutions.

€ 20k

maximum fine for non-compliance with the European Accessibility Act

Did you know that if your digital product isn't accessible, you could face fines of up to 5% of your turnover (for companies with revenues exceeding €500 million) and potential legal action?

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How much could inaccessibility reports impact your brand's reputation?

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Do you really want your digital service or product to remain unusable for people with disabilities and unintuitive for many users?

## WHAT YOU GET

# The opportunities of an accessible digital product

## 73,4%

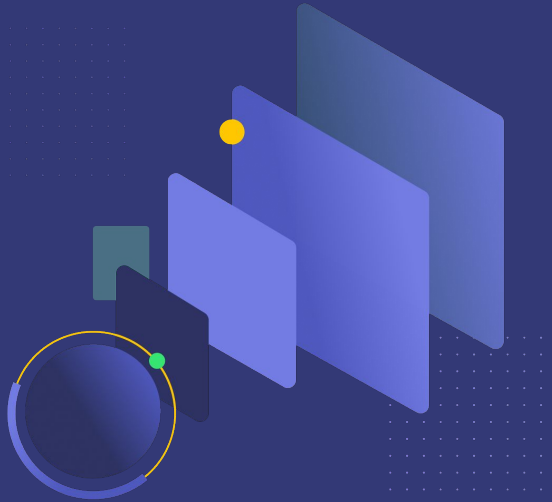
of the companies with accessible products saw an increase in organic traffic

Source: Userway.

- ✓ **Improved UX:** An accessible design makes the user experience more intuitive, simple and usable for everyone.
- ✓ **Inclusive Product:** Creating an accessible product means making it usable by a wider audience, without barriers.
- ✓ **Market Expansion:** Reaching more users, with different needs, increases your customer base and business opportunities.
- ✓ **Brand Reputation:** Demonstrating a focus on inclusivity builds customer trust and enhances your company's image.

## Offering

# Our offer for Digital Accessibility



## For those who already have a product online

- **Accessibility Audit:** Technical and UX analysis based on WCAG 2.2 and EN 301 549, with detailed issue reporting and recommendations.
- **Accessibility Test:** Manual and automated testing, simulations with assistive technologies and real users with disabilities.
- **Accessibility monitoring and maintenance:** Regular audits, ongoing updates, and support to ensure ongoing compliance.

### Extra Service

- **Accessible UI Kit:** Review or create an accessible design system that can be integrated into your development processes.

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## For those who design or develop from the beginning

- **Integrated Accessibility:** We integrate accessibility into every custom project right from the design and development phase. This strategic approach ensures quality, inclusivity, and compliance from the first release.

### Extra Service

- **Plus Package:** Initial workshop with the client, ongoing testing, and declaration support.
- **Accessibility Declaration**
- **Strategic consulting with our UX/UI team**

## Case study

# Django Software Foundation platform

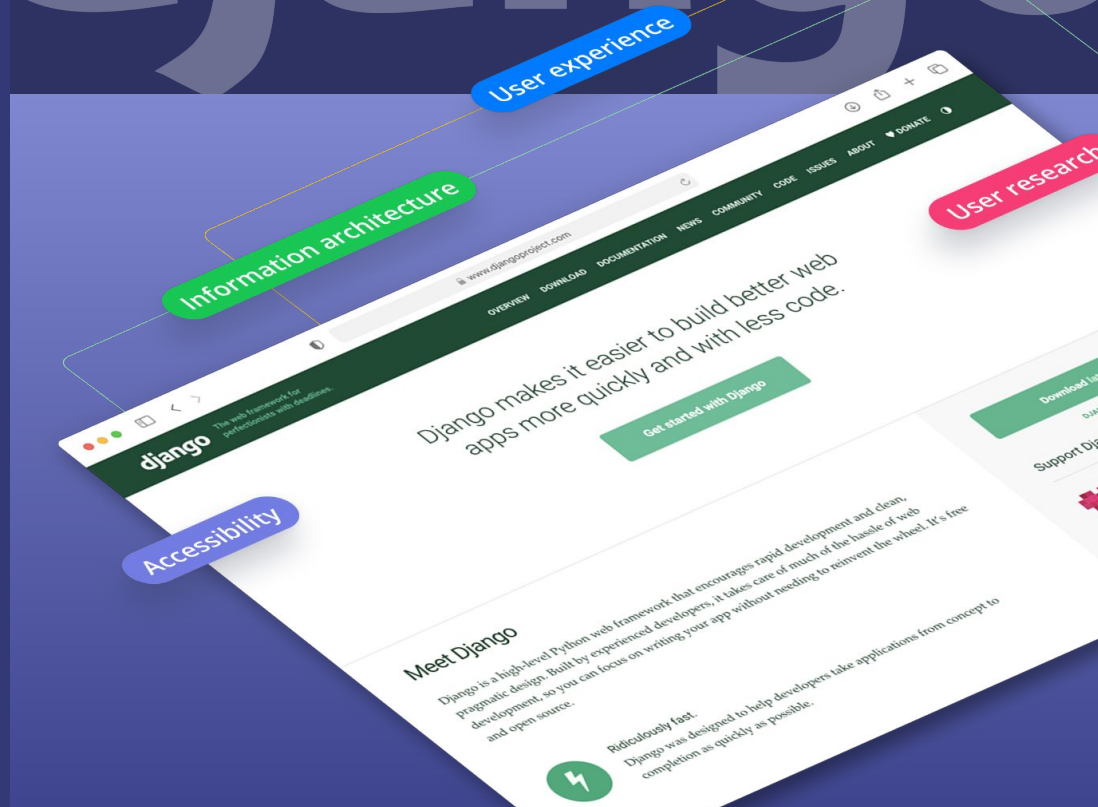
We've improved accessibility and navigation, making the user experience more intuitive and seamless. The result is a more user-friendly portal for everyone.

**Problem:** The portal had usability, information architecture, and accessibility issues, with an outdated design that made it difficult to find and navigate information.

**Solution:** Starting from an in-depth UX analysis, including accessibility assessments, user needs surveys, and interviews, we optimized the site's architecture, improved navigation, and improved information visibility.

**Benefits:** Accessible platform, clear information architecture, improved performance, and increased user satisfaction.

# django



# Why work with 20tab?

We have always adopted a user-centered approach, with a strong focus on accessibility and usability. Our multidisciplinary team, composed of UX and development experts, is able to test every aspect of accessibility and implement the necessary solutions to ensure a compliant, intuitive, and inclusive product.

We approach each project with a strategic and measurable approach, reducing legal risks and improving the overall user experience.

*"It's not enough to add ALT tags to images. Accessibility must be considered in every detail, otherwise we continue to exclude some users.\*"*

\*Feedback collected from Django portal users during interviews.

# How can you leverage digital accessibility to innovate and bring value to your business effectively?

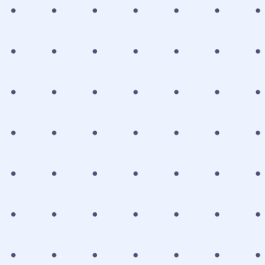
With our approach, you can turn accessibility into **a competitive advantage**: we analyze your product, identify priorities, and develop a clear plan to achieve concrete, measurable, and regulatory-compliant results.

Talk to our expert about it 

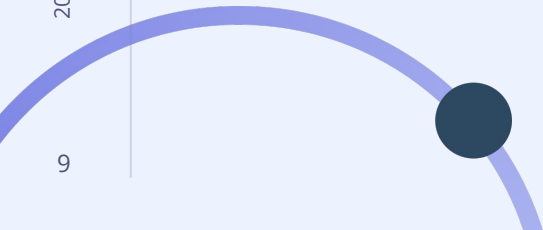


**Virginia Capoluongo**  
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The world runs on software.  
We ensure it's not just functional,  
but **essential.**



# Thank you

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