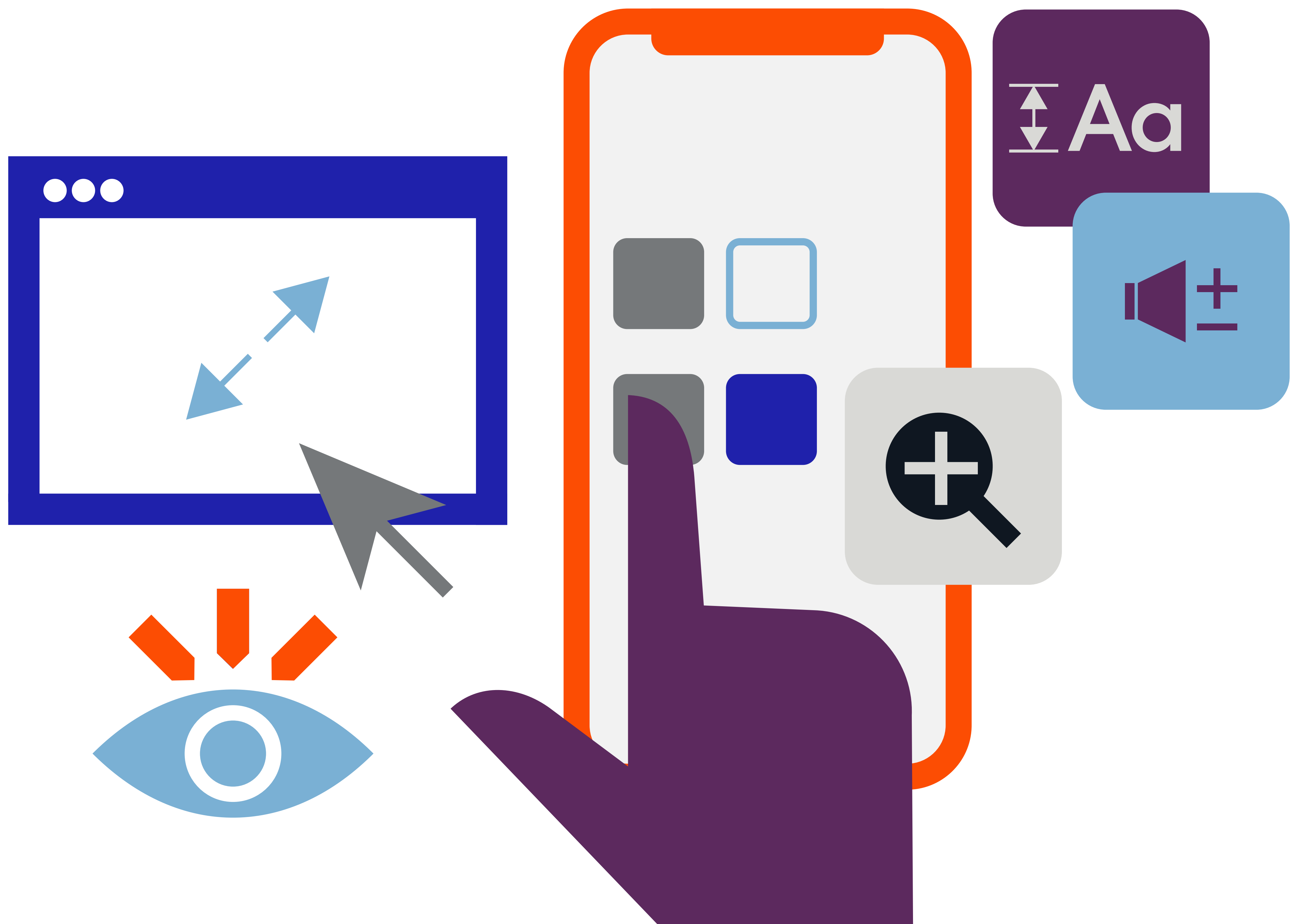


Web Content Accessibility and Why it Matters



The Case for Accessible Design

Designing for accessibility doesn't just benefit users with disabilities, it benefits everyone. Imagine you're in an airport. You're pulling your luggage, carrying a backpack, and trying not to spill your coffee. You're running late and you need to find your gate fast. You turn to the app on your phone.

Can you reach all the buttons you need in your app with one hand? (The one not holding coffee.) Is there enough contrast to see under glaring airport lighting? Is the text large enough to read while you're running? Even better, can your phone read the screen to you?

These are all accessibility issues, and as you can see, they can be helpful for all users.

Web Content Accessibility Guidelines

Achieving web accessibility means creating an online presence that people can navigate and use whether they have a disability or not. Perhaps the most authoritative instructional source is the [World Wide Web Consortium \(W3C\) accessibility initiative library](#). Founded in 1994, the W3C is the leading source of web standards, and a champion of online accessibility.



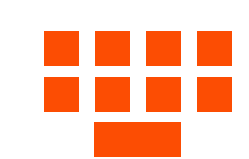
Making Web Content More Accessible

Technologies already exist to assist people in using online services. It's up to businesses to design with these capabilities in mind. Here are a few ways web content can be made more accessible:



Alternative text (alt text)

This snippet of copy can be applied to an image online to describe an image. This allows a screen reader to interpret the image for people. Users who choose to turn off images in, say, the emails they receive, will be served alt text instead.



Keyboard accessibility

Not everyone can use a mouse to navigate on a computer. All web elements need to be accessible via keyboard, whether through keys like the arrows, tab, or shift, or special shortcuts.

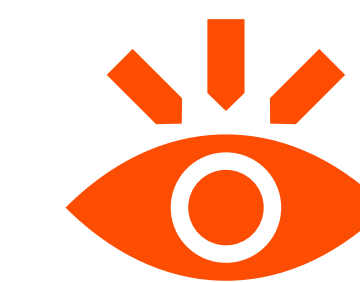


Headers and lists

It's tempting to bold a headline or to asterisk a list of items, but these aren't proper HTML coding. With correct standards screen readers can interpret the page, making the content more relevant and understandable to the user.

Travel Tech and Accessibility

At [Deem](#), the goal is to provide a traveler-centered solution for everyone. The Etta [mobile app](#) was designed from the start to be easier in the following ways:



Vision impairments

Etta's color palette follows guidelines for contrast and those with color blindness. Interfaces are made to display larger text, and all content can be interpreted by screen readers.



Hearing impairments or deafness

Users can get help from Deem's support team without needing to pick up the phone; contact emails are accessible in our mobile app and website.



Motor impairments

Users can navigate Deem platforms using a keyboard, specialized switch, or other input device. Keyboard focus is always clearly indicated, and the path is logical and predictable.



Cognitive impairments

Deem's platforms were designed with uncluttered, clean, and calm interfaces. Apps are coded to respect system-level settings that reduce animation, and the number of decisions a user needs to make were minimized. The experience is streamlined, simple to navigate, and provides time-based notifications only at opportune times.

Travel Technology and Accessibility

Where does travel technology fit into this landscape? That's a question we think about a lot at Deem. We used [human-centered design](#) principles and accessibility features to create a business travel software that makes it easier to travel anywhere. And that means for everybody.

The ADA offers no guidance on how to accomplish online and mobile accessibility, but the W3C's web content accessibility guidelines are an amazing resource that we've eagerly taken advantage of in our quest for inclusion in corporate travel.

We're proud that our mobile apps for iOS and Android meet the AA-level compliance requirements with the guidelines set by W3C, and our full desktop website accessibility features being continually upgraded.

According to the [World Bank](#), 15% of the world's population experiences some form of disability. This means creating travel technology that can make it easier for people to participate in business travel is good for business — and it's the right thing to do for people.



Learn more about accessibility features of Etta by reviewing the [Accessibility infosheet](#).



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