Disability:IN

Turning Accessibility into Business Impact

ACTION GUIDES FOR BUSINESS

How to Use These Guides

In today's environment, the companies that innovate fastest are the ones that win.

Increasingly, leading companies are leveraging accessibility to build solutions that work better for more people. Embedding accessibility into product development, customer experience, technology, and innovation strategies is becoming essential to competitiveness.

Whether your organization is just getting started in accessibility or building on more established efforts, this action guide series translates real-world practices into clear, practical steps you can apply inside your organization.

Each guide is designed to help you:

- Identify where accessibility impacts your business today
- Take immediate, focused action with your team
- Build repeatable practices that scale over time

Start by focusing on one action, one team, and one outcome- then expand from there.

These guides were informed by insights shared during Disability:IN's Global Accessibility Awareness Day (GAAD) conversations with business leaders across industries. Hosted by:

Disability:IN®

Mobility Mojo

Developed by Disability:IN

Embed Accessibility into Product & Innovation Workflows

What Leading Companies Are Doing:

Leading companies are embedding accessibility at the earliest stages of product development. In practice, this means:

- Including accessibility in product discovery and requirements, alongside performance, cost, and usability
- Using real user insight (including people with disabilities) to shape product features and prioritization
- Building accessibility into design systems, engineering standards, and operating procedures so teams don't have to "reinvent" it each time
- Treating accessibility issues as product quality issues instead of edge cases or compliance fixes
- Using AI and automation to identify friction (e.g., usability testing, voice/navigation limitations, content clarity) and improve real customer experiences

Key Shift:
From *"Does this meet accessibility standards?"* to *"Does this work for the widest range of real users?"*

Business Outcome:
More scalable products, improved user experience, and stronger innovation outcomes.

Developed by Disability:IN

Embed Accessibility into Product & Innovation Workflows

60-Day Strategy:

Identify 3–5 accessibility friction points in your core product experience:

Review one key product journey (web, app, physical product, or service experience). Look for where users must:

- Use fine motor control (pinch, twist, multi-step physical actions)
- Rely on vision, sound, or speed to complete a task
- Navigate unclear or complex instructions/content

Pull input from:
- Customer complaints or support tickets
- UX research or session recordings
- Accessibility audits (if available)

Pressure-test with a simple question: “Where would this experience breakdown for someone using assistive tech, limited mobility, without sight or sound?”

Select one high-impact user journey:

A high-impact user journey is one that is:

- High frequency (used often- e.g., login, onboarding, checkout)
- High value (tied to revenue, conversion, or retention)
- High friction risk (where drop-off or complaints are highest)

Examples:
- Account setup / onboarding
- Checkout or payment
- Navigation and search
- Core feature usage (e.g., submitting a claim, booking, applying)

Embed Accessibility into Product & Innovation Workflows

60-Day Strategy:

Design and launch one accessibility improvement:

Pick one friction point from that journey and define a clear fix, such as:

- Simplifying an interaction (reduce steps or required precision)
- Adding an alternative way to access the product or information (voice, keyboard, captioning, readable text)
- Removing unnecessary constraints (timers, speed requirements)

Measure impact:
- Completion rate of key actions
- Drop-off reduction
- User feedback

Add accessibility checkpoints into product workflows:

This is how the work becomes repeatable and scalable. Embed checkpoints into:

- Product requirement documents (PRDs)
- Design reviews and user testing
- Engineering QA / release criteria

Across the Product Development Lifecycle:
Ensure that people with disabilities are included at every stage of product development: from data collection and design to testing and optimization.

Accessibility Checklist

Considerations for Product & Innovation Teams

Disability:IN®

Accessibility Review Checklist

Use these questions during product discovery, design reviews, and pre-launch QA to identify potential accessibility gaps and strengthen the overall user experience.

Questions to Consider: User Interaction

- Does any part of this experience rely on fine motor precision (e.g., pinching, twisting, small targets)?
- Are there interactions that require multiple simultaneous actions (e.g., press + twist, hold + drag)?
- Where could this experience break down for users with sensory, cognitive, or mobility disabilities?
- Can the full journey be completed with a keyboard only? With assistive technology? At a slower pace?
- Are instructions written in a way that feels simple, clear, and easy to scan?
- If something goes wrong, do error messages clearly explain what happened and what to do next?
- Can users pause, save progress, or return later without losing their place?
- Who is responsible for validating accessibility in design? Signing off before release? Remediating barriers that appear in the user journey or experience?

Operationalizing Accessibility

In Procurement & Operations

Disability:IN®

Embedding Accessibility Across Operations & Procurement

Leading organizations are embedding accessibility into supplier codes of conduct, physical environments, and enterprise operations. This helps move accessibility from isolated initiatives to system-level integration.

Procurement & Vendor Selection

Where it shows up: RFPs, vendor selection and onboarding, contract requirements

Ask:
- Do vendors need to demonstrate accessible products, services, or environments?
- Are there departments where accessibility is not included in the vendor selection or evaluation process?
- Are accessibility expectations clearly documented or inconsistently applied?

Where to start: Run an audit of the top 25 vendors used across multiple departments. Assess for accessibility considerations. Require accessibility disclosures or questionnaires and include accessibility as a baseline delivery requirements.

Physical Environments

Where it shows up: office layouts, event spaces, signage and wayfinding

Ask:
- Where might someone encounter barriers navigating or using this space?
- Is critical information communicated in only one format (visual, verbal, etc.)?
- Are there everyday friction points (entry, seating, navigation, restrooms)?

Where to start: Run an accessibility sprint on one environment (office, digital experience, or customer space). Implement 3–5 immediate improvements (e.g., signage, layout, communication formats). Document what works and scale across priority locations or spaces.

Operational Workflows & Processes

Where it shows up: Internal processes (forms, approvals, systems), customer or employee touch-points, service delivery models

Ask:
- Is critical information communicated in only one format (visual, verbal, etc.)?
- Are there everyday friction points (entry, seating, navigation, restrooms)?

Neuroinclusive AI Products & Solutions

Building for All Minds

Disability:IN®

Building Neuroinclusive AI Products & Solutions

What Leading Companies Are Doing:

Designing AI systems that work across cognitive styles and ways of thinking. This, in turn, improves usability, adoption, and performance for all users. In practice, that looks like:

- Building accessibility and neuroinclusion into AI powered product design, user experience flows, internal tools and copilots
- Testing AI outputs and interfaces with a wide variety of users (including neurodivergent users) before scale
- Investing in toolkits, playbooks, and environments to simulate real-world user experiences.
- Engaging internal stakeholders and consultants, like Employee/Business Resource Groups to test, provide feedback, and co-design products.
- Asking questions like: can users understand and interact with this AI output easily? Are the outputs inadvertently excluding or prohibiting participation from any users? Does this reduce friction or create new complexity?

Key Shift:
A "typical" user includes a range of neurotypes. Designing for various ways of thinking increases usability for all.

Business Outcome:
AI products that are clearer, more adaptable, and easier to use. This drives broader adoption, reduced friction, and stronger performance across all users

Developed by Disability:IN

About Disability:IN®

Disability:IN® partners with leading companies to build disability-inclusive and accessible workplaces, products, and practices. Through data, research, advisory services, and global networks, we help organizations move from intention to measurable impact.

Are You IN?

About Mobility Mojo

Mobility Mojo is a software platform that helps companies make their built environments more accessible. Mobility Mojo has helped some of the world's largest companies turn their commitment to inclusion into practice.

Disability:IN®