The Importance of **Accessibility** in

UI **UX** **CX** **HX**

A person who is visually impaired orders **PIZZA** through a **food delivery app.**

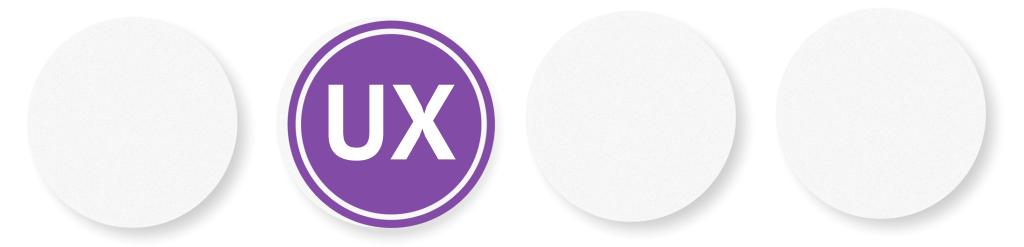# UI – User Interface: Accessibility considerations

UI

David opens the app. The buttons are <u>clearly labeled</u>, the menu is read aloud by his screen reader, and the touch targets are big enough so he can easily tap without frustration.

- Buttons and menu items are clearly labeled for screen readers (e.g., "Salem pizza, add to cart")

- High-contrast colors for low vision users

- Large touch targets for easy tapping

- Compatible with screen readers like TalkBack or VoiceOver

- Haptic feedback for actions (e.g., item added to cart)

- Focus indicators for keyboard navigation

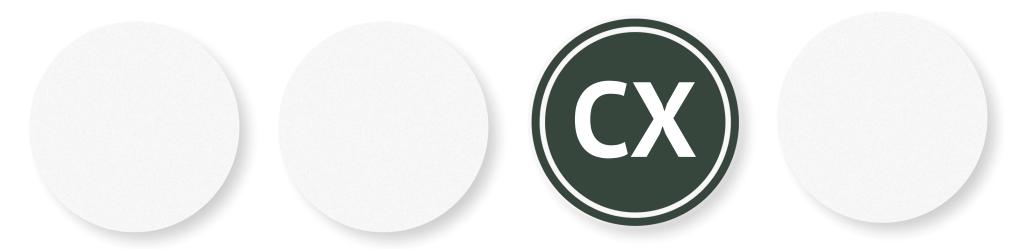# UX – User Experience: Accessibility considerations

David navigates the menu effortlessly thanks to voice-guided steps. He customizes his pizza with <u>extra cheese</u> and clicks **"checkout"** with confidence.

- Voice-guided navigation through menu and customization

- Step-by-step audio instructions for checkout

- Auto-filling saved addresses for convenience

- Logical flow that screen readers can interpret

- Error messages spoken aloud if required fields are missing

- Simplified menu options to reduce cognitive load

CX – Customer Experience: Accessibility considerations

CX

David receives a voice notification that his pizza is on the way. The delivery person knows exactly where to find him because the app provides clear, accessible instructions.

- Accessible order status notifications via audio or SMS

- Delivery instructions read aloud or accessible via screen reader

- Inclusive support channels (voice call, chat with screen reader-friendly interface)

- Consistent accessible communication across all touchpoints

- Loyalty points and promotions communicated in accessible formats

- Respectful, inclusive language throughout interactions

HX – Human Experience : Accessibility considerations

HX

David enjoys his pizza without stress or frustration. The app **empowers his independence** and makes him feel included in a world where digital services often overlook accessibility

- App empowers independence for visually impaired users

- Reduces stress and frustration of ordering food

- Inclusive design improves quality of life and social participation

- Ethical, inclusive design that considers all human abilities

- Supports emotional well-being by making digital interactions empowering and positive

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UI UX CX HX

A person who is visually impaired orders **PIZZA** through a **food delivery app.**

Layer	Humanized Focus	Example for Visually Impaired Users
UI	Friendly and intuitive	Screen-reader-friendly labels, clear touch targets, high contrast
UX	Supportive and guiding	Voice navigation, step-by-step instructions, easy customization
CX	Caring and trustworthy	Accessible notifications, helpful delivery, inclusive support
HX	Empowering and joyful	Independence, reduced stress, dignity, social participation

Accessibility isn't for 16% of users.
It's for 100% of human experiences.

We design for the core needs of 16%,
creating a better product for **everyone, every day**.

The Importance of **Accessibility** in

UI   **UX**   **CX**   **HX**

A person who is _____ orders **PIZZA** through a **food delivery app.**

- Permanent Disabilities – visual impairment, hearing loss, mobility limitations.
- Temporary Disabilities – broken arm, eye infection, temporary hearing loss.
- Situational Disabilities – carrying a baby, bright sunlight making screen hard to read, noisy environment.

Layer	Humanized Focus	Permanent Disabilities	Temporary Disabilities	Situational Disabilities
UI	Friendly and intuitive	Screen-reader labels, high contrast, large touch targets	Adjustable font size, voice input for one-handed use	Glare-free mode, larger buttons for quick access
UX	Supportive and guiding	Step-by-step voice navigation, easy-to-follow flows	Simplified flows when mobility is limited, one-handed gestures	Quick, simple workflows for noisy or bright environments
CX	Caring and trustworthy	Accessible notifications, inclusive support, respectful communication	Flexible delivery options, reminders if user can't interact easily	Offline options, alternative formats like SMS/email
HX	Empowering and joyful	Independence, reduced stress, dignity, inclusion	Enable autonomy even during temporary limitations	Seamless usability in challenging contexts, reduce frustration

Accessibility isn't just a technical feature,
it's human-centered design that makes
people feel respected, **empowered**, and **included**.

Accessibility is not just a requirement
it's **good business.**

Make your product inclusive,
WCAG, ADA & EAA compliant, and future-ready.

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