Mobile accessibility

Accelerating mobile application return on investment through human-centric design and development

Highlights:

- Automate accessibility assessments of mobile applications and content

- Identify and resolve mobile accessibility standards conformance defects

- Help establish a new set of best practices for mobile application development

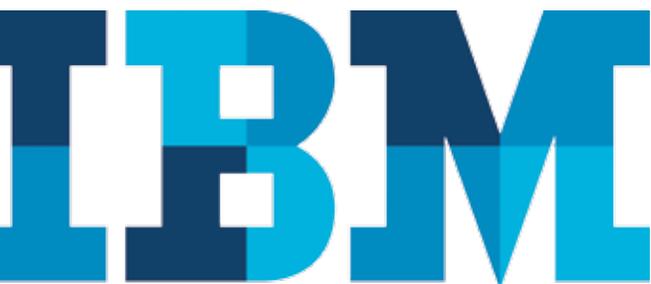- Increase usability and optimize the mobile experience for all users

Pervasive adoption of smart devices, along with a global mobile workforce now exceeding one billion, is compelling companies to rapidly transform their mobile development models. However, models that begin with transactional requirements and end with user testing often fail to deliver expected levels of usability and accessibility.

Mobile applications have become the new window into your business for learning, interacting, and purchasing goods and services. In fact, 621 billion minutes were spent on 1.3 million mobile applications in 2014, increasing by 52 percent over 2013.[1]

Today, with less time to create mobile applications, accessibility has to be considered and integrated early in the development cycle. Establishing a new set of best practices for mobile accessibility helps eliminate roadblocks for developers and designers less familiar with accessibility compliance requirements. These practices include:

- Delivering mobile applications that offer seamless, responsive, and personalized interactions
- Leveraging accessible design principles that incorporate human behavior, relevance, context, and ability to improve the user experience
- Incorporating automated tooling and guidance that enables users to correctly produce accessible mobile applications during agile development and delivery

IBM Accessibility provides the tools and the expertise to help designers and developers create mobile applications that adapt to and meet the needs of users of all abilities in a variety of circumstances.

Automated mobile accessibility testing

IBM® AbilityLab™ Mobile Accessibility Checker increases the usability of mobile applications and content by ensuring adherence to accessibility standards and government regulations. It helps automate, document, and report on accessibility standards by testing directly within mobile hybrid and native Apple iOS and Google Android application development environments.

Guiding users through the testing process, it identifies accessibility violations—such as lack of description, low color contrast issues, and lack of keyboard focus—offering corrections that support compliance. IBM AbilityLab Mobile Accessibility Checker can save time and expense by giving developers insights into accessibility concerns and easy access to compliance checklists and standards.

For example, IBM AbilityLab Mobile Accessibility Checker creates better usability for people with vision impairments by flagging text with foreground and background color contrast issues, and then recommends ways to easily correct it. Developers now have better insights to optimize a mobile application so that it can benefit different customer segments.

Mobile applications are one of the most personal touch points available to your brand. All users benefit when they are empowered to perform tasks and receive access to timely information quickly and easily.

Availability

IBM AbilityLab Mobile Accessibility Checker can be licensed as a service or as a software component, which includes a Java software development kit (SDK) to enable deeper integration into products or solutions.

For more information

More information about IBM Accessibility and mobile accessibility guidance is available at **ibm.com**/able

If you are interested in learning more about partnering with IBM Accessibility, email us at apoffice@us.ibm.com

[1] Adam Lella and Andrew Lipsman, "The U.S. mobile app report," *ComScore*, August 21, 2014. http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report

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