

expo IQA 25

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expoqqa.eu

Your track talk speakers



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The New Era of Accessibility

22th May 2025

Agenda



Challenges and opportunities of the European Accessibility Act (EAA)

- Accessibility as a legal and moral obligation
- Limitations of the traditional approach
- The European Accessibility Act (EAA)



The "shift left" approach in accessibility

- The Mindset Shift
- Shift Left Approach
- Shift left applied to accessibility



Automation strategies in accessibility testing

- Benefits and limits of running automated tools
- Select the right tools



hiberus AI and the future of early detection and proactive correction

- Rapid barrier detection
- Key Benefits
- Challenges and how to overcome them
- Accessible future

The New Era of Accessibility

Challenges and opportunities of the European Accessibility Act (EAA)



Why Accessibility?

Accessibility is required by law

US

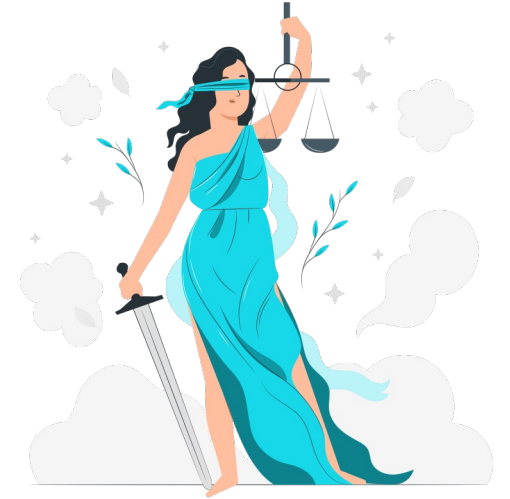
- Americans with Disabilities Act (ADA) and Section 508

Europe

- Directive (EU) 2019/882 - European Accessibility Act
- Directive (EU) 2016/2102 – on the accessibility of websites and mobile applications of public sector bodies

Spain

- Law 11/2023 – Transposes the European Accessibility Act
- Real Decreto 1112/2018 – on the accessibility of websites and mobile applications of public sector bodies



Non-compliance with accessibility requirements has legal Consequences

Why Accessibility?

Accessibility as an ethical necessity

- Human Rights and Equality
- Promoting Independence and Autonomy
- Social inclusion and participation



The European Accessibility Act (EAA)

Accessibility in the Private Sector

Who is affected?

- Businesses selling or providing digital products/services in the EU
- Applies to non-EU companies too



Business obligations

- Ensure products and services are accessible
- Comply with technical accessibility standards
- Provide documentation



Key dates

- June 28, 2025: Full compliance deadline
- June 28, 2030: If already on the market



Penalties for Non-Compliance

- Fines
- Product bans in the EU
- Exclusion from public contracts
- Reputational damage

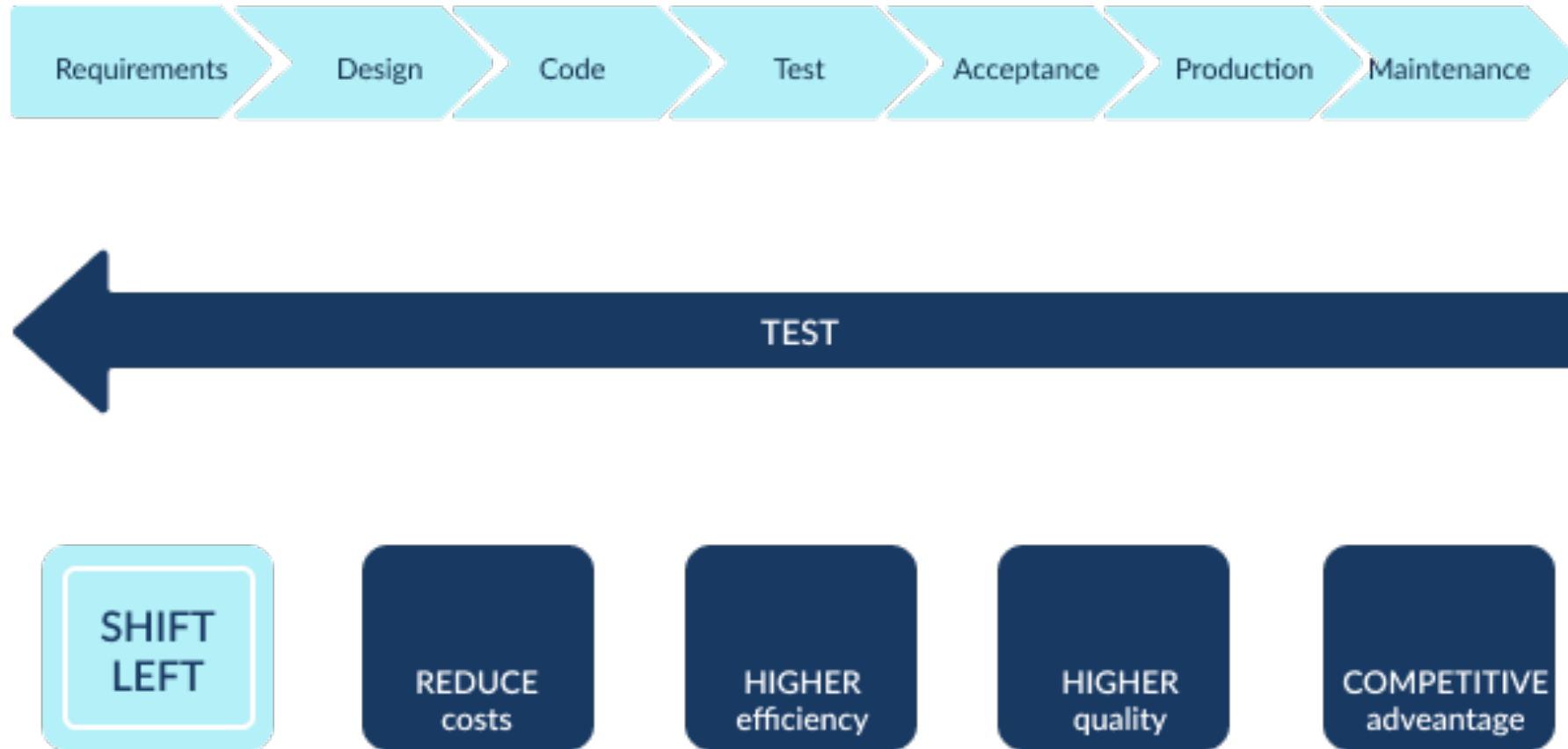


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The shift Left Approach



Shift Left



Benefits

- Cost reduction
- Improved product quality
- Faster development
- Encourages cross-team collaboration
- Better compliance and brand reputation

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Automation strategies in accessibility testing



Automated accessibility testing

Methods to conduct digital accessibility testing



Automated testing

Performed with tools that crawl and check effectively the underlying code



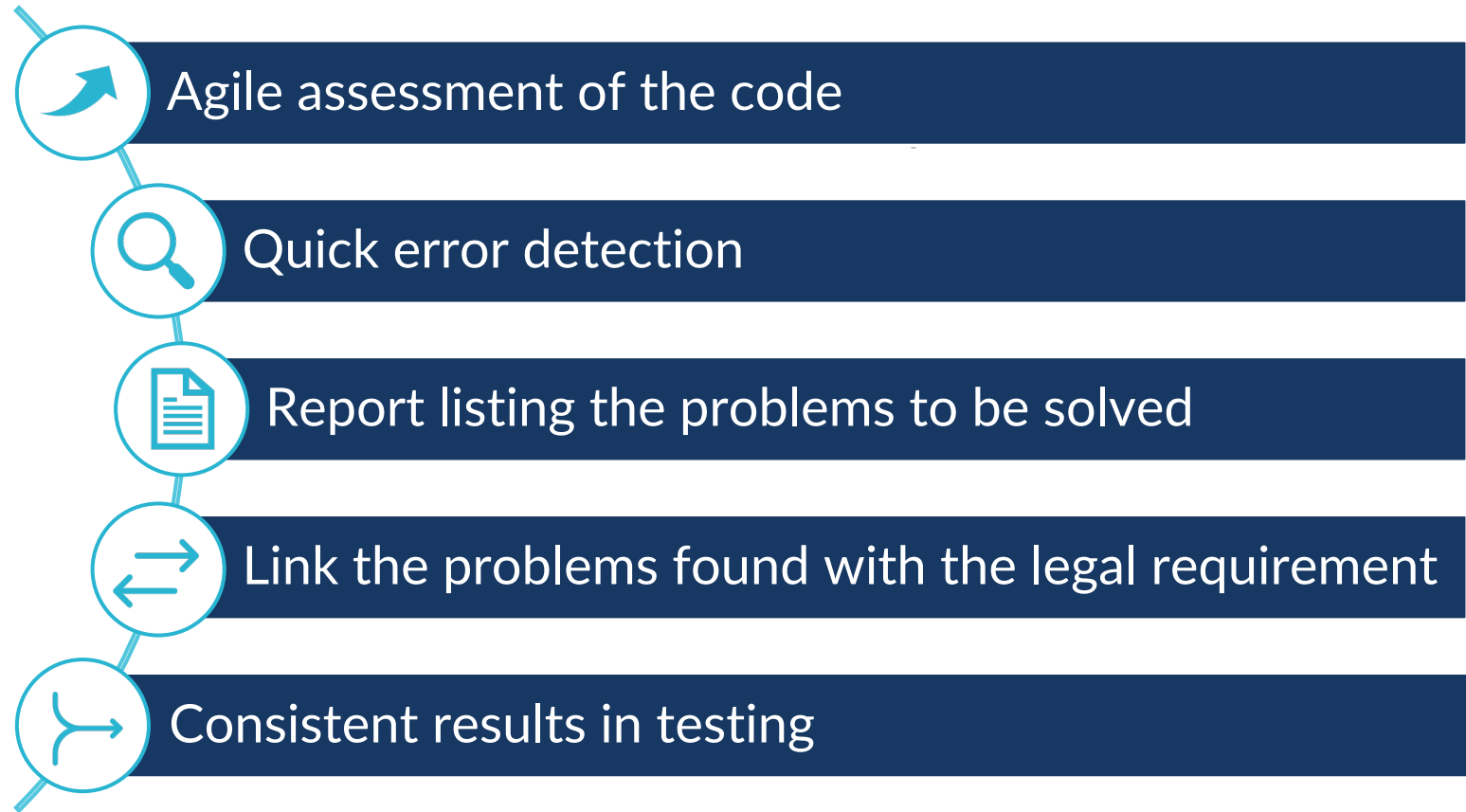
Manual testing

Necessary to validate the automated tests and cover all accessibility issues

Automated accessibility testing

Benefits

of automated
accessibility testing



Automated accessibility testing

Limits

of automated
accessibility testing



No detection of quality and accuracy



Possible false positives



Errors in custom widgets are hard to detect



Not all criteria is covered



Cannot assess logical focus order

Automated accessibility testing

Know your tools: How we use automated testing tools in hiberus.



Know what tools are available in the market, their features, capabilities and limitations.



Select the tools that **better suit** the test cases you want to execute.



Always conduct the **automated testing** before manual testing.



Different SC may require **specific tools**: 1.4.12 Text Spacing, 1.4.11 Non-text Contrast...



Validate the automated tests run to discard false positives.

Accessibility overlays to obtain accessibility

Accessibility overlays are **NOT** an alternative to testing.



- Accessibility overlays discriminate against users with disabilities.
- Overlays are not useful to users with disabilities
- Lawsuits happen for companies that use overlay
- There are no magical solutions for accessibility



It's not possible to comply with accessibility Civil and Procurement laws if there are no qualified **accessibility professionals** in the team








The New Era of Accessibility

AI and the future of early detection and proactive correction



Using AI to track and identify accessibility errors

AI can play a **major role** in **accessibility testing**

-  **Optimizing** automated testing
-  Identifying **patterns and features** that indicate the presence of accessibility error
-  Greater **accuracy and precision** due to increased data availability and algorithm improvements
-  **Simulating** the interaction of screen readers and other assistive technologies
-  **Predicting** accessibility errors based on historical data
-  Helping to **identify errors**
-  Recognizing errors and implementing the **most effective accessibility solutions**

Create consistent test cases

hiberus integrated tool with generative AI:

Simplify and streamline accessibility testing in your projects

Integration with major agile project management platforms to:

Create clear, concise, and comprehensive accessibility test cases quickly and easily.

1

Develop test cases aligned with established accessibility requirements and automated testing tools.

2

Facilitate test execution and result validation.

3

Accessibility testing available to all testers.

4

Execute your accessibility tests

hiberus integrated tool with generative AI: Are designed for professionals

- Uses Machine Learning (ML) to identify and predict potential accessibility issues.
- Reviews entire screens in seconds (both on web and mobile).
- Minimizes false positives.
- Identifies components with accessibility errors on the screen.
- Generates reports with detected accessibility errors.
- Assesses the severity level of errors upon detection.



hiberus automated accessibility analysis tool

Preserve the accessibility level achieved

As important than achieving the desired accessibility level in your project is **maintaining it**.

Using the AI:

- **Track and trace the evolution** of the accessibility in your product.
- **Foresee** potential accessibility problems.
- Locate **where** the accessibility has been lost and why you lost it.
- Reveal what the **current state of accessibility** is in your product.





#1

Cutting-edge technology and specialization.

#2

Practical and results-oriented approach.

#3

No limits.

Ponentes



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Thank you for attending

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