

Insights for all:

How to make research more accessible to people with disabilities

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Customer Marketplace Insights



**As an industry, we are not meeting
the needs of people with disabilities.**

1 in 5

People in the general population has a disability (US Census, 2019)

\$500,000,000,000+

That's \$500 Billion in disposable income (WIPO, 2021)



Accessibility is the right thing to do and

- 1 Gives an often underrepresented audience greater access to products and services
- 2 Helps differentiate brands from competitors
- 3 Helps avoid complaints from people with disabilities
- 4 Benefits use for all

Modalities impacted



Vision



Hearing



Cognition



Communication



Mobility and Motor

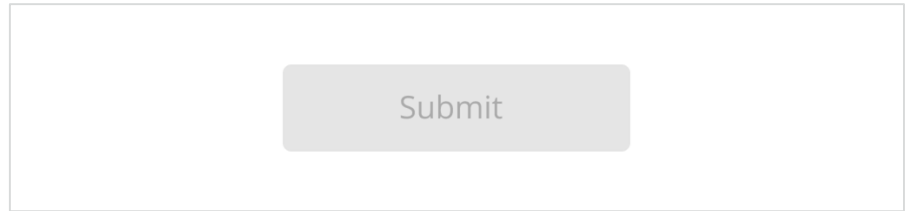
A range of impacts & technological solutions are required.

Accessible design principles:

POUR

The experience should be **Perceivable**

Will people with disabilities be able to perceive content and controls?



- + Sufficient text size and color contrast
- + Text alternatives for non-text content
- + Captions for audio, and description for video

The experience should be **Operable**

Will people with disabilities be able to operate interactive components?

Filter Options

County (Required) New York	Plan Year 2020	Persons Covered (Required) --Select-- PARENT AND CHILD ONLY COUPLE INDIVIDUAL FAMILY	Overall Quality Rating --All--
Coverage Type --All--	Metal Level --All--	<input type="checkbox"/> Dependent Age 29 <input type="checkbox"/> Out Of Network	HIOS Plan ID --All--
Estimated Financial Help <input type="button" value="Estimate Financial Help"/>		<input type="button" value="Reset All"/> <input type="button" value="Search"/>	

- + Interactable elements usable by keyboard
- + Navigate, find content, & orient themselves
- + Adequate timing

The experience should be **Understandable**

Will people with disabilities be able to understand what they are doing?

* Indicates required fields

Message Type: *

Request for Information

Message Topic: *

Housing

Your Message: *

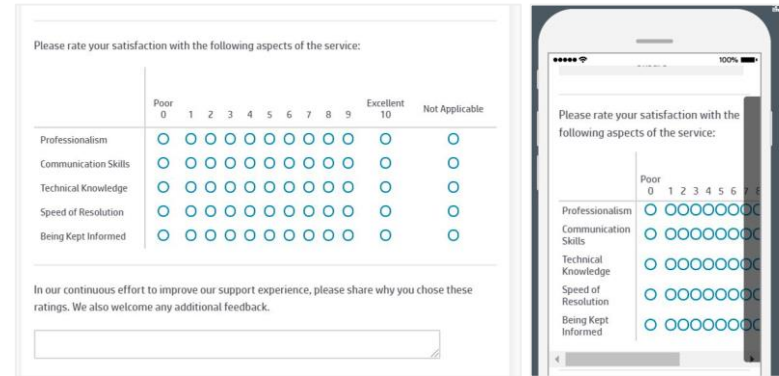
ⓘ A message is required. Please type in your message.

2000 characters remaining

- + Plain language instructions, appropriate labels
- + Content appears & operates predictably
- + Clear affordances, error prevention/recovery

The experience should be **Robust**

Will content preserve its accessibility when viewed on different devices?



+ **Compatibility across operating systems, browsers and assistive technologies**

Today, the insights industry is only ***somewhat* compliant** with accessibility guidelines

Why is the industry only **somewhat compliant**?

Currently, accessibility is a focus only when explicitly required



Challenges that the insights industry faces:

1. Representation



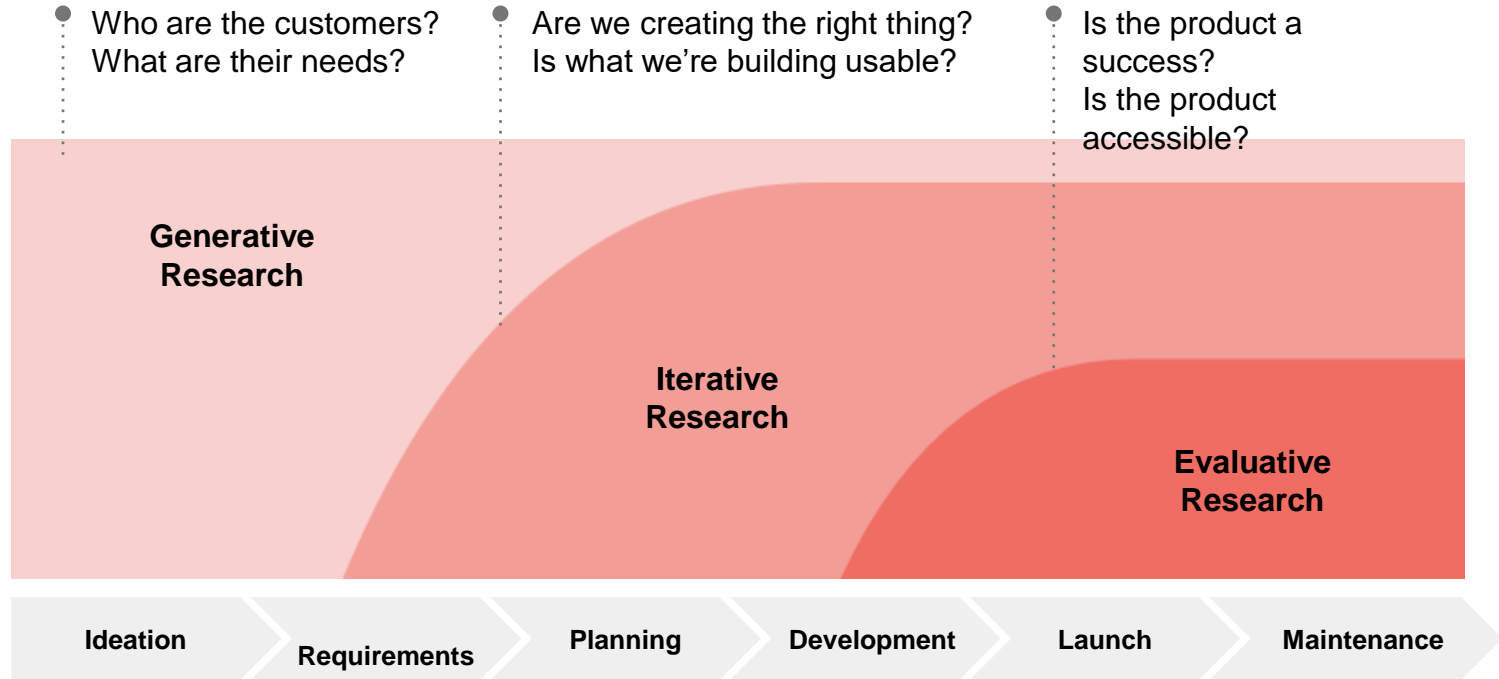
We do not track or expressly include people with disabilities

2. Inclusive design



We do not consider accessibility best practices in design

Insights should be **born accessible**



Empathy



What would show that statement is neither true nor false?

Source: [Wikipedia](#)

1. True

Neither is true
nor false

2. False

3. True

4. False

5. True

6. True



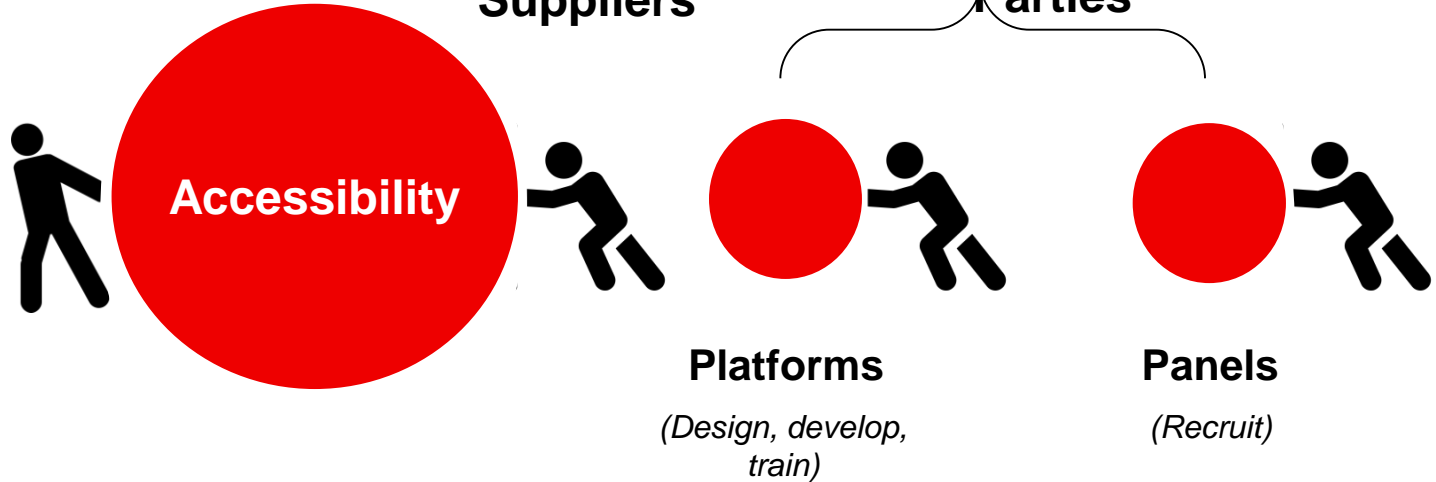
**No individual company can
make an impact on their own - it
has to be a **collective** to make
traction and become the norm in
the industry**

We all have a role to play: **ask & offer**

End clients

Research
Suppliers

3rd
Parties



verizon^v

Material+



Our goals for the consortium:

- Ensure people with disabilities **have a voice** in research
- **Collaborate** as partners with a shared vision
- Aim for **continuous improvement**

Our industry **needs** going forward:

1. Representation



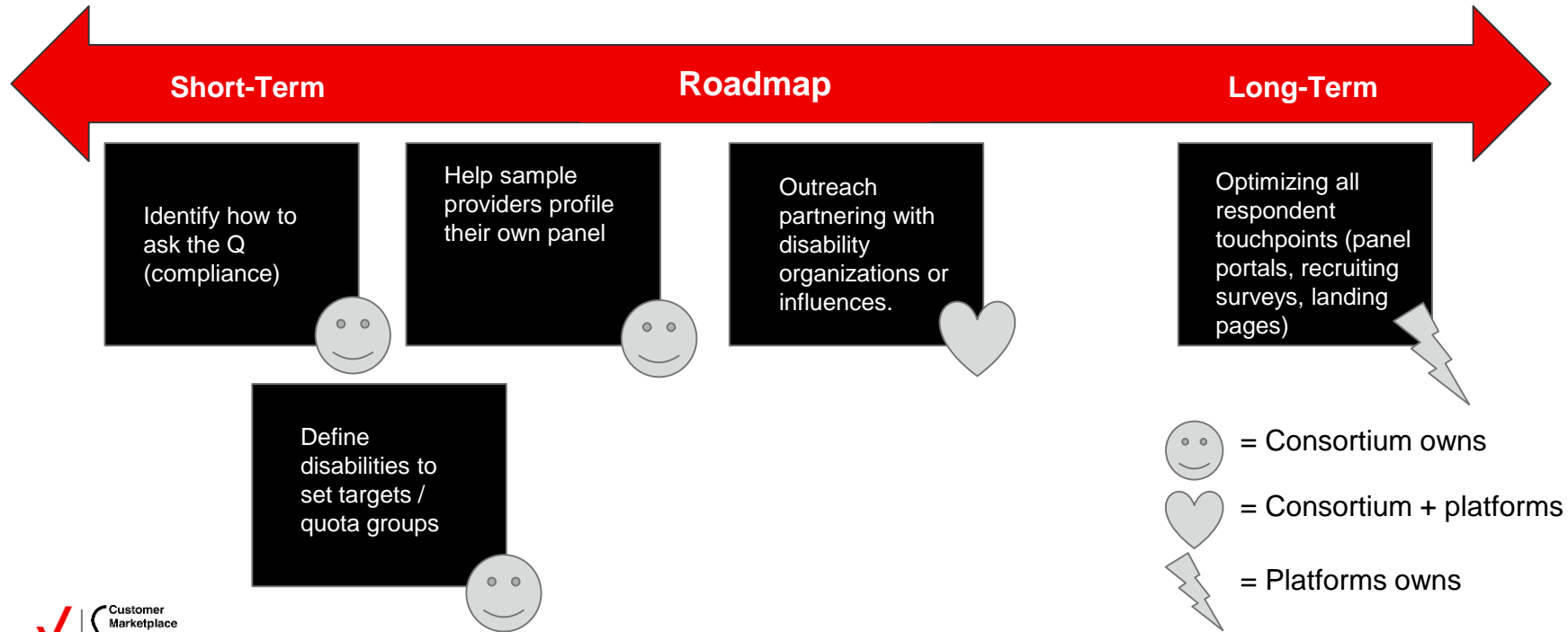
Include people with disabilities in research design & data collection

2. Inclusive design

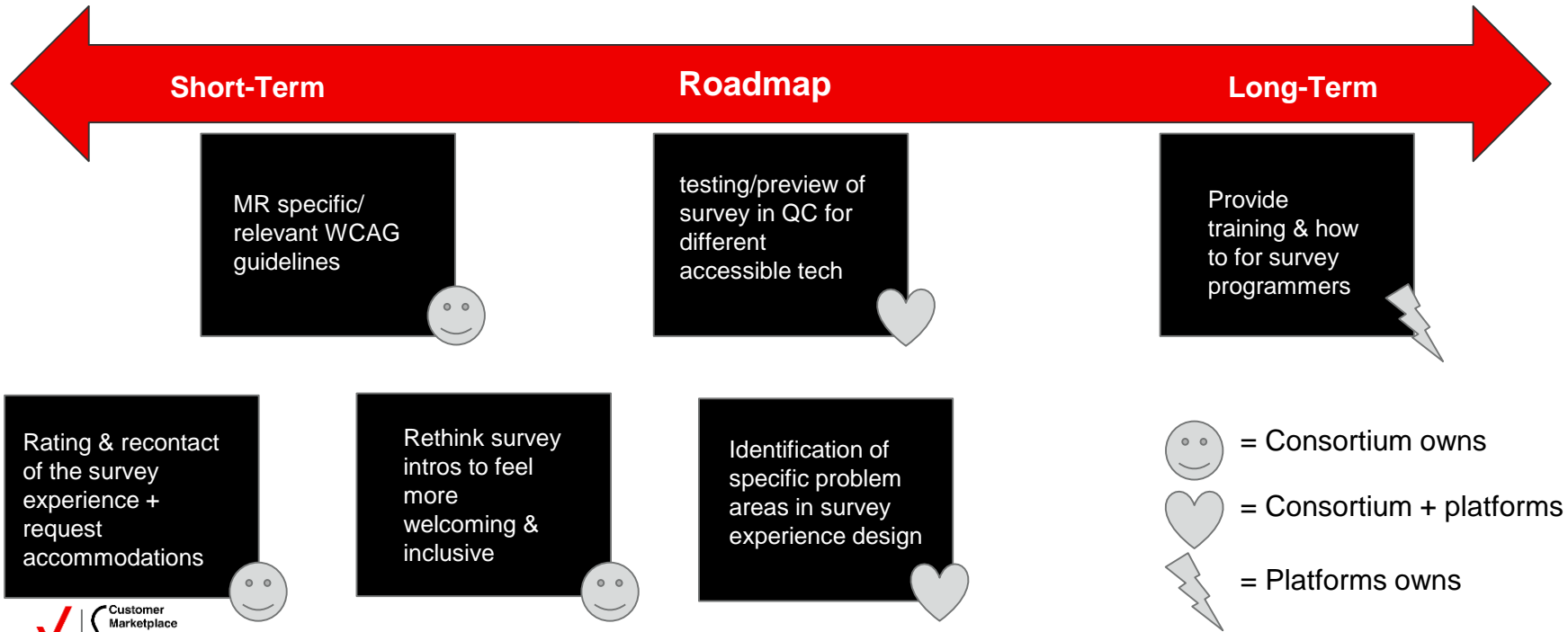


Improve the research participant experience for people w disabilities

How might we increase the prevalence of ppl with disabilities in research?



How might we improve the **research experience** for consumers with disabilities?



Call to action, steps we invite you to take:

1. Representation



Deliberately include people with disabilities in research

2. Inclusive design



Include requirements in MSAs and RFPs

Training on best practices in quant & qual

If you are on this journey, we'd love to learn from you

If you would like to learn more, we are happy share!

bit.ly/A11y

