

# Accessibility Guide



# What to do now that the European Accessibility Act is in force

A practical guide to improving compliance, user experience, and long-term value.

# Why this guide exists

The EAA is now in force. Compliance is mandatory – but that's just the starting point. Accessibility is also about making your digital services easier to use, easier to maintain, and more scalable for the future.

This guide gives you five focused actions that will help you:

- ✓ Identify real gaps in your accessibility
- ✓ Avoid costly mistakes (like relying on overlays)
- ✓ Build better experiences for all your users
- ✓ Turn compliance into a competitive advantage

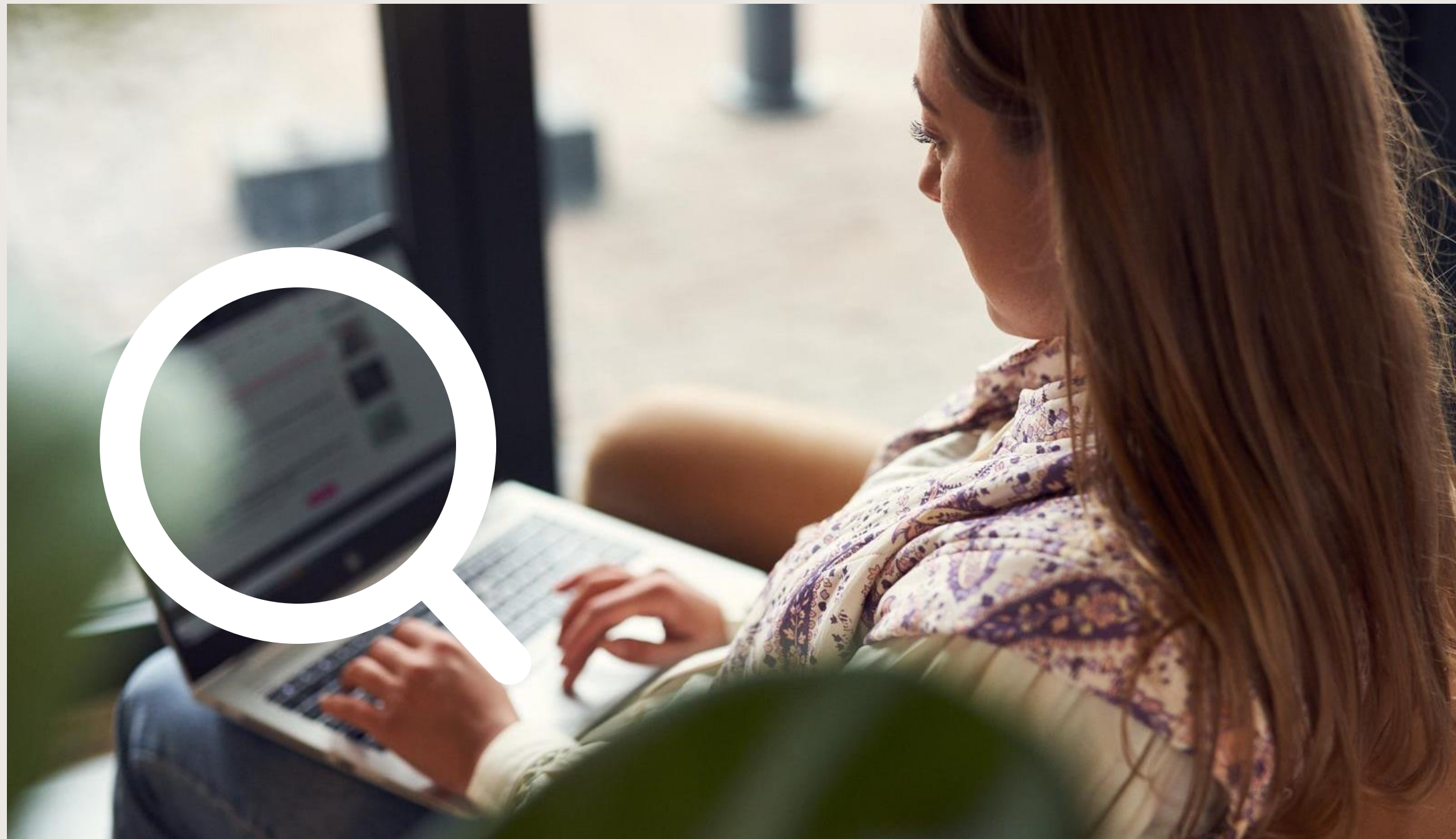
“If it’s not  
accessible,  
it’s not  
a finished  
product.”

Sara Lerén  
Accessibility Director  
Stendahls



# 01 The five key actions

# 01 Re-audit your current platforms



Think of this as your post-deadline health check. Use assistive technologies like screen readers and keyboard-only navigation to test your digital touchpoints. Look for real-world gaps – not just checkbox items.

Tool tip: Try NVDA (Windows), VoiceOver (Mac), or WAVE accessibility checker

Use **screen readers**, **keyboard-only navigation**, and **colour contrast checkers**

**Test key flows**: checkout, login, search, navigation

Document findings and **prioritise based on impact**



## 02 Involve cross-functional teams



Accessibility isn't just a dev or UX issue. Designers, product owners, content editors, and QA all need to be in the loop. Everyone owns a piece of the user experience.

Remember: accessibility is a design problem, not just a technical one.

**Align** product, design, development, content, and QA

Appoint internal **accessibility champions**

**Encourage shared responsibility** — not siloed ownership



## 03 Drop the overlays



If you've relied on quick fixes like AI accessibility overlays, now's the time to reassess. Regulatory bodies across the EU have been clear: overlays don't count. Your service must be accessible without them.

If it looks like a shortcut, it probably isn't.

Avoid third-party accessibility plugins and AI overlays

Regulators across the EU have made it clear: overlays are **not enough**

**Instead:** bake accessibility into the code, structure, and content



## 04 Fix the biggest blockers first



Start where it matters most: high-traffic pages, transactional flows, and navigation. Even small changes (like improving keyboard focus or alt text) can make a big difference.

Start where it hurts the most  
— and improves the fastest.

Prioritise **high-traffic and high-risk** areas

**Address:** missing alt text, low contrast, broken tab order, inaccessible buttons

Small changes can **unlock access** for many



# 05 Shift from compliance to inclusion



Meeting the law is step one. But building inclusive services that work for everyone is what sets forward-thinking brands apart. It's good business – and simply the right thing to do.

The goal isn't to pass a checklist – it's to include everyone.

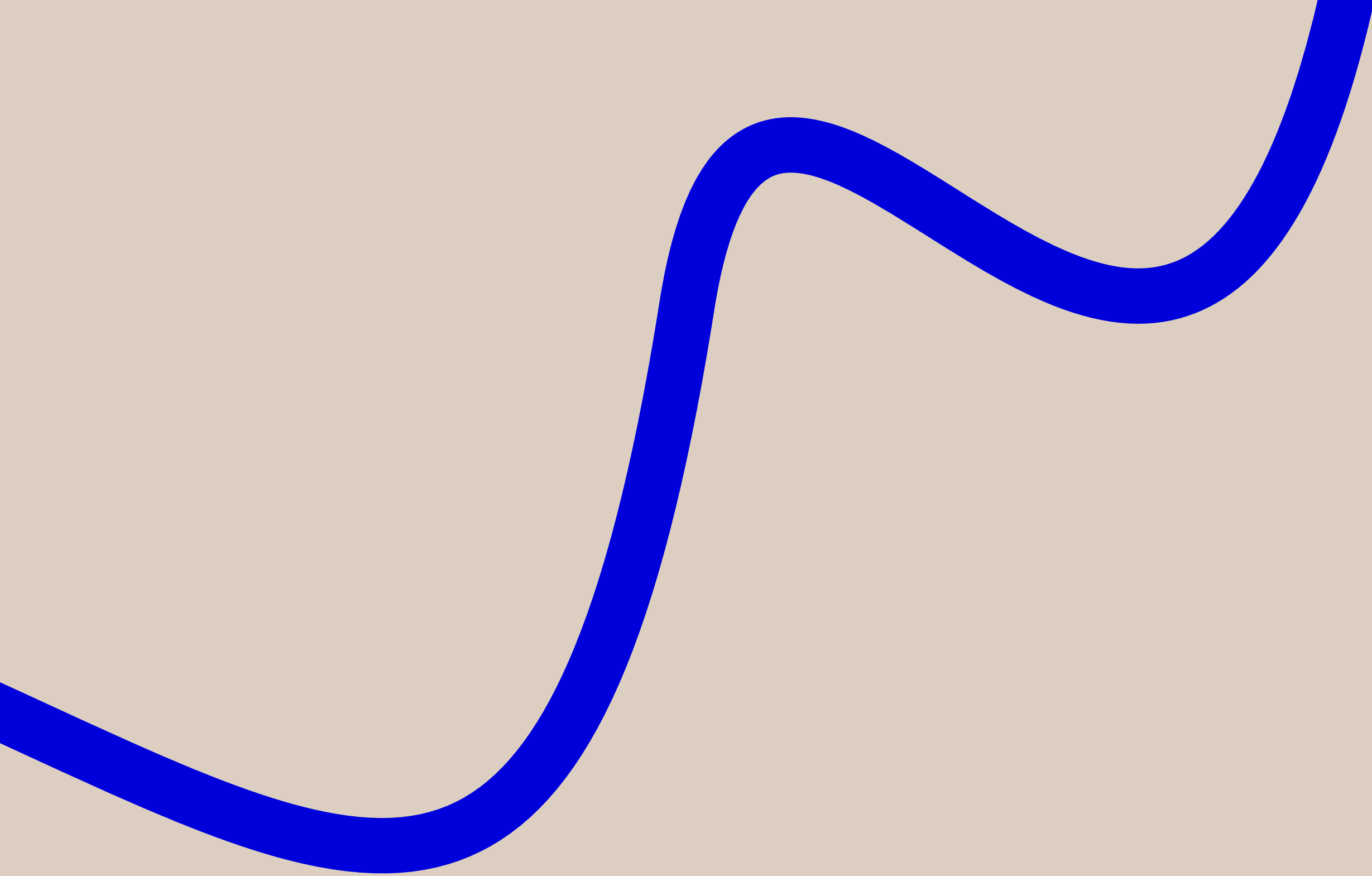
Go beyond the letter of the law

Think long-term:  
accessible design =  
better UX = better  
business

Test with users with  
disabilities where possible

Integrate accessibility  
into your sprints and  
design system





# 02 Why it matters



# Accessibility drives real business value



**Lower maintenance costs** – fewer workarounds and support tickets.

**Legal peace of mind** – avoid non-compliance risks and future-proof your platform.

**Wider market reach** – millions of EU citizens benefit from accessible products.

**Better usability = better UX** – accessibility principles improve the experience for all users

# 03 Next steps



# What to do now



Share this checklist  
with your product and  
development teams

Review your current  
accessibility status

Book time with an  
accessibility expert

Start with one key  
user journey and build  
from there



THANK YOU!



Need help with an audit, or  
want to train your team to  
review your design system?

Reach out to Sara.

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