APPLAUSE®

Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

15%
of the world's population is disabled
-The World Health Organization

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Accessibility Testing

Achieving digital quality means thinking about your users first, and all users do not access your mobile app, website or connected device in the same way. With 15% of the world's population being disabled and 92% of them owning a smartphone or tablet, accessibility testing is crucial. This is a large potential market your company can be tapping into.

With accessibility testing from Applause, customers can learn how well users with disabilities interact with their apps through a hybrid of functional and usability testing. Led by experts in accessibility testing, the Applause community of testers will focus on issues including early detection of non-compliance with Web Content Accessibility Guidelines (WCAG 2.0) and Section 508 of the Americans with Disabilities Act.

The two components of accessibility testing are:

- **Accessibility Audit**: An accessibility expert will perform an audit based on industry accessibility guidelines to identify areas where your app falls short of standards. At the end of testing you will receive a comprehensive report following WCAG 2.0 guidelines that can include areas of improvement, findings, and suggested remediation.

- **Exploratory Testing**: During testing, accessibility testers and experts will utilize the tools commonly used by the disabled population such as a screen reader, an application that identifies and interprets what is being displayed and then is represented to the user with text-to-speech, to perform the testing. Testers will use this to identify if users with impairments or disabilities would experience functional/usability issues while using your app.

A Fortune 500 retailer was determined to make its website accessible to as many shoppers as possible. When the National Federation for the Blind began filing lawsuits against e-commerce sites for having websites that are inaccessible to the legally blind population, the stakes got even higher. The company turned to Applause, who provided a community of testers with disabilities (and familiar with tools such as JAWS 15, Voiceover and NVDA screen readers) to ensure its website was in compliance and delivered a fully accessible experience to all shoppers.

CUSTOMERS THAT RELY ON APPLAUSE FOR ACCESSIBILITY TESTING

MICHAEL KORS   Google   BEST BUY   ebay   WILEY