



— CASE STUDY —

# ABOUT THE BANK

This bank is one of nation's leading financial services institutions in the United States by assets. They are organized around their customers and communities for strong relationships and local delivery of retail and business banking, including a full range of lending products.

## DISABILITY BY THE NUMBERS



There are **56 million** people with disabilities living in North America with **\$872 billion** in annual income.<sup>1</sup>



Over **5 million** households headed by working-age adults with disabilities are unbanked or underbanked.<sup>2</sup>

## THE GOAL

To eliminate digital barriers faced by people with disabilities and ensure that the bank continues to conform with accessibility standards and regulations such as the Americans with Disabilities Act (ADA).

## THE SOLUTION



### Assistive Technology:

This bank features **eSESSENTIAL Accessibility's** desktop and mobile assistive technology app, so customers with physical disabilities can engage with digital properties seamlessly. The app provides keyboard, mouse and touch replacement solutions for people who have trouble typing, gesturing or moving a mouse.



### Comprehensive Digital Evaluation:

A comprehensive evaluation was conducted on their digital properties including their website, and Android and iOS apps in development. Through a combination of automated testing and manual and functional testing by people with disabilities, **eSESSENTIAL Accessibility** worked to ensure that the bank continues to eliminate digital barriers faced by the people with disabilities.



### Progression Testing:

Upon completion of the initial evaluation of one of its mobile apps in development, this bank received a report that included a prioritized list of accessibility issues which were implemented by its development team. As a part of the development process, **eSESSENTIAL Accessibility** provided ongoing remediation support as well as rapid progression testing that matched their Agile development environment for the mobile app.

## THE BENEFITS

As a result of working with **eSESSENTIAL Accessibility**, this financial institution realized the following benefits:



Better able to identify potential accessibility barriers



Quality of internal testing has improved



More awareness in the organization around disability



Maintaining compliance with the digital accessibility requirements



<sup>1</sup> "53 Million Adults in the US Live with a Disability", Centers for Disease Control and Prevention  
<sup>2</sup> "Banking Status and Financial Behaviors of Adults with Disabilities," Federal Deposit Insurance Corporation