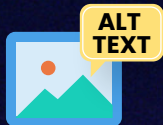


# Digital Accessibility A–Z for BFSI

A practical glossary of terms every banking, fintech, insurance, and financial services professional should know.

## A – Alt-text and ARIA



**Alt-text:** Descriptive text that provides a textual substitute for images that helps screen reader users. Critical for images, charts, icons, app UIs, etc.



**ARIA (Accessible rich internet applications):** A way to make any content, including web content and web applications, more accessible to people with disabilities.

## B – Born Accessible

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A design approach where accessibility is not retroactively fitted. Instead, accessibility is the primary goal from the very beginning, thus making the end product easy to use for everyone.

## C – CARE Methodology



**A proven approach:**

- **Consult:** Understand needs through interviews and analysis.
- **Analyze:** Audit content manually and automatically.
- **Remediate:** Resolve barriers in forms, documents, and UIs.
- **Engage:** Provide long-term support and audits.

# Digital Accessibility A–Z for BFSI

## D – Document Remediation



Retroactively fixes inaccessible documents. Includes the following:

- Headings and structure
- Logical reading order
- Alt-text for visual
- Ensuring color contrast
- Bookmarks and hyperlinks
- Tables with proper row and column tagging

## E – EAA (European Accessibility Act)



- In effect from June 28, 2025.
- Non-EU companies must comply with ADA Title II by April 24, 2026.

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## F – Form Accessibility



Common BFSI forms (KYC, claims, loan apps) must have the following:

- Support keyboard navigation.
- Include field labels and ARIA.
- Provide real-time feedback and error cues.

## G – Google Docs and MS Office Remediation



Accessible corporate document must-haves:

- Heading structure
- Logical reading order
- Alt-text for images
- Tables with relevant and correct codes
- Ensure Color contrast
- Proper language declaration

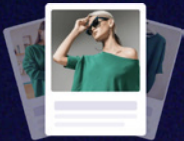
# Digital Accessibility A–Z for BFSI

## H – Heading Hierarchy



Logical organization of headings in a document, using levels like H1 to H6 to show structure and relationships. It helps users and assistive technologies understand, navigate, and interpret content easily.

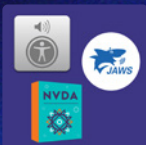
## I – Image Descriptions



Alt-text is not enough for charts or data visualizations. Use long descriptions for complex visuals in fintech or investment apps.

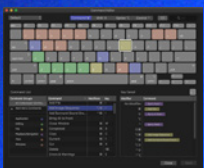
**SWIPE** ➔

## J – JAWS and NVDA



These are leading screen readers. Testing digital services with real users is essential, especially for mobile and desktop banking.

## K – Keyboard Shortcuts



**Online platforms must support full keyboard access. Includes the following:**

- Tab navigation for forms.
- Shortcut keys for core actions (e.g., fund transfer, login/logout, chatbot access).

# Digital Accessibility A–Z for BFSI

## L – Logical Reading Order

Logical Order



Is the sequence in which content is read, ensuring it follows a natural and meaningful flow. It helps users, especially those using assistive technologies, understand the content correctly without confusion.

## M – Multimedia Accessibility



BFSI content like tutorials, ads, or webinars must include the following:

- Subtitles
- Audio descriptions
- Closed captions
- Descriptive transcripts

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## N – Nonvisual Access



Supports users who rely on text-to-speech functionalities, screen readers, or braille devices. Applies to apps, ATMs, and customer portals.

## O – OCR (Optical Character Recognition)



Converts scanned images of forms/statements into machine-readable text. Critical for older or scanned documents.

# Digital Accessibility A–Z for BFSI

## P – PDF/UA Compliance



Ensures PDFs are usable by people with disabilities – proper tagging, logical reading order, alt-text, etc.

## Q – Quality Assurance for Accessibility



- Regular testing for compliance using tools like Axe, WAVE, and Lighthouse as well as manual assistive tech testing.
- Third-party validation tools like Adobe Accessibility Checker, PAC, and DAISY EPUB Checker.

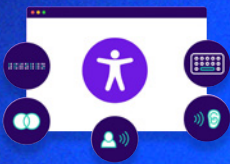
**SWIPE** >

## R – Reflowable Content



Multicolumn content that flows in a logical reading order (like eBooks or statements) and gets automatically adjusted per screen size and zoom.

## S – Special Needs Suite



- **Screen Reader:** A software that reads out content on a screen for users with visual impairments.
- **Sign Language Interpretation:** Providing video interpretation of audio content for users who are deaf or hard of hearing.
- **Standards Compliance:** Adhering to accessibility standards like WCAG, ARIA, or ADA.



# Digital Accessibility A–Z for BFSI



## X – XML Statements



- Designed for encoding documents in a format that is both human and machine readable.
- Structured machine-readable formats preferred for screen reader compatibility over scanned or flat PDFs.

## Y – Yearly Audits ≠ Enough



Accessibility must be a part of agile development cycles, not just annual audits. Frequent testing is key.

## Z – Zoom Compatibility



All interfaces (web, app, ATM) should function at 200% zoom without content loss, per WCAG.