

The State of Mobile App Accessibility

Report



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1. Foreword

From Joe Devon



In 2011, I wrote a blog post that turned into [Global Accessibility Awareness Day](#), an annual event that now involves hundreds of millions of people each year. People have thanked me, often profusely, for creating the day. It feels funny for many reasons, not the least of which is that the community really deserves the thanks. But it also feels like a responsibility. If you accept the thanks, you also accept the responsibility.

One year, The Blind Onion, a satirical [Twitter account](#), [posted](#), “World eagerly anticipates participating in next 364 days of Global Accessibility Oblivion #GAAD.”

It struck me that perhaps this day was not having the impact I had hoped. I decided to measure accessibility — to create a report that would generate a baseline, and then track it every year. I was CEO of an accessibility-first consultancy under whose umbrella we produced it. It turned out that Jared Smith at WebAIM had a similar idea and came out with the WebAIM Million report while we were still ideating.

Instead of competing, we collaborated with Jared on the first report, eventually realizing that mobile apps were a missing piece of the puzzle, so we expanded our report to cover apps, too. Unfortunately, the pandemic changed the market conditions, making our company untenable.

I am grateful the team at ArcTouch feels this report is necessary. Being experts at accessibility-first mobile app development, ArcTouch is well suited to create a new report inspired by mine. And so, the State of Mobile App Accessibility (SOMAA) report is born.

The biggest takeaway from the [WebAIM Million Report](#) is that 96% of the web is inaccessible. It goes up and down a bit, but there is no positive trendline.

Unfortunately, as you will see in this report, mobile apps are not in much better shape in 2025. This may be controversial to say, but the reality is that our community continues to fail the more than 1 billion people with disabilities.

Reports like these help us look at the big picture. I've seen accessibility subject-matter experts who are so focused on the details of accessibility minutia that they don't see that we need our attention put on improving the percentage of inaccessible applications.

There is hope. The tools to help digital product builders create accessible experiences continue to improve, including, somewhat controversially, artificial intelligence. AI has the potential to simplify the process of building accessible apps and websites. But that still requires a commitment from brand leaders and product builders to support digital accessibility. Therefore, take the lessons from this report. Understand the opportunity — not just to do what's right, but to do what's best for your business and brand. And engage with the accessibility and disability communities to help you navigate the rapidly changing ecosystem of tools and regulations.

Thank you for your time and attention. I hope you find this report useful.



2. Introduction

Today, there are more than [1.3 billion people with significant disabilities](#), many of whom rely upon digital services through the web and apps for essential tasks and activities including communication, education, employment, shopping, banking, healthcare, entertainment, and social connection. Furthermore, many more people, including older adults and those with situational limitations, stand to benefit from technology that makes these services more accessible and inclusive. Designing for accessibility not only empowers people with disabilities but also improves the user experience for everyone.

This report includes a detailed analysis of the digital accessibility of apps from leading brands and companies across five different bellwether industries. Conducted by [ArcTouch](#), an expert in accessible app design and development, and [Fable](#), a leading platform for inclusive research and digital product testing, this study measures how industry leaders are performing against the critical need for inclusive and accessible digital design.

The insights and learnings in this report aim to help brand executives and digital product leaders understand the state of mobile app accessibility — and to help illustrate the importance of prioritizing digital inclusion.

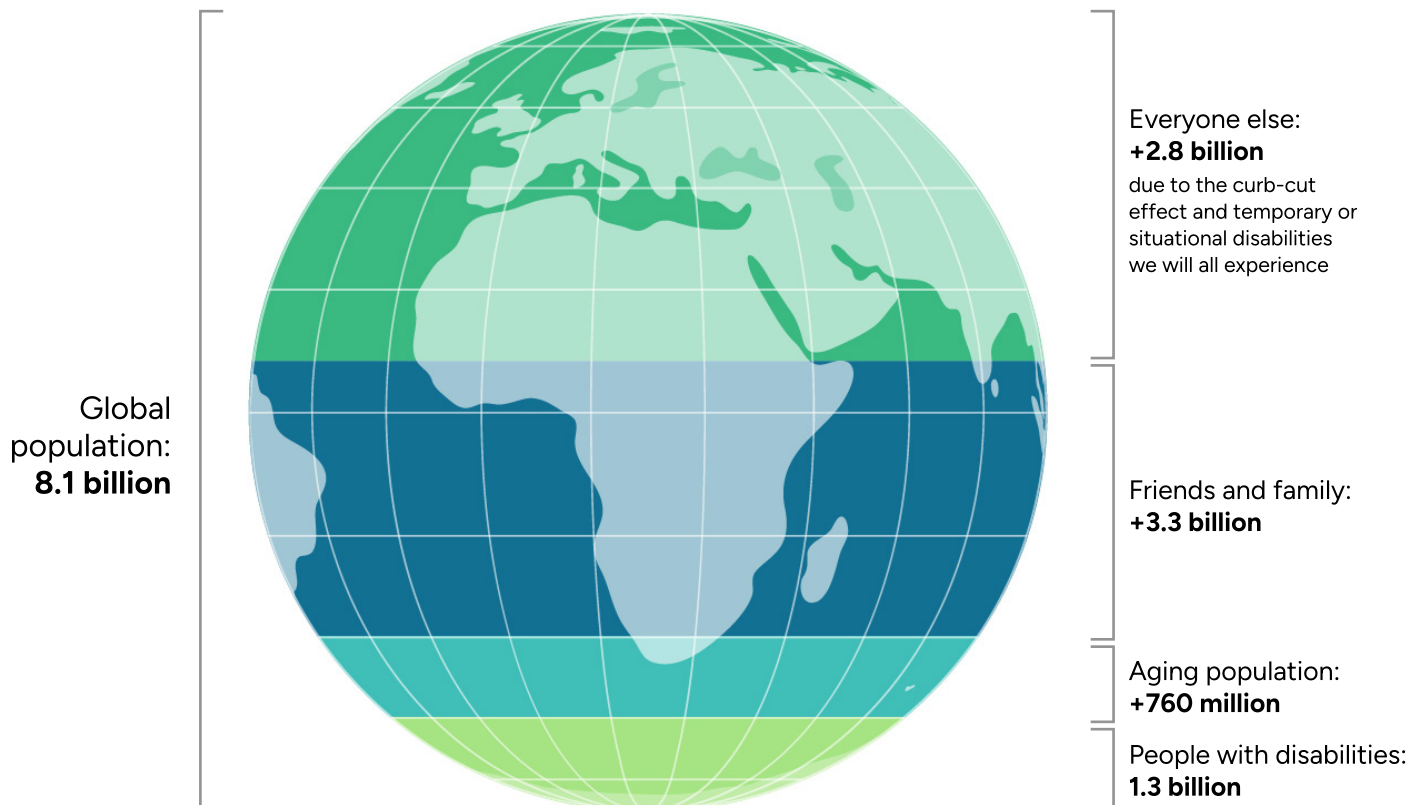
Why digital accessibility matters

The business case for creating accessible digital experiences

Building accessible apps and websites is not just the right thing to do; it's a strong business strategy. For too long, accessibility was viewed as an optional add-on, a "nice-to-have." Today, the business case is undeniable. Similar to the shift towards mobile-first design, embracing an [accessibility-first approach](#) not only benefits users with disabilities but enhances the experience for everyone. Just as designing for smaller screens improves website usability across devices, prioritizing accessibility leads to more thoughtful

UX/UI choices, resulting in a more streamlined and intuitive experience for all users.

The market for accessible apps is not a niche segment; *it's everyone*. In a [recent blog post](#), Forrester Research highlighted the "[curb-cut effect](#)," where accessibility features designed for a specific group end up benefiting a much broader audience. With the core audience of over a billion people with disabilities, the growing aging population, billions more friends and family members who are caregivers, and the general population that indirectly benefits from "curb-cutting," accessible design extends to the entire global population. In essence, this makes the total addressable market for accessible experiences the *entire world*.



Source: Forrester blog, "[Make Your Website Accessible Or Leave Money On The Table This Holiday Season](#)," October 21, 2024.

Accessibility legislation and compliance

The legal landscape surrounding digital accessibility is evolving rapidly, with increasing enforcement and penalties for non-compliance. Globally, many regions are adopting or strengthening legislation based on the [Web Content Accessibility Guidelines \(WCAG\)](#), the internationally recognized standard for digital accessibility.

- **The United States:** The [Americans with Disabilities Act \(ADA\)](#) has been interpreted to include digital platforms, leading to a surge in lawsuits against companies with inaccessible websites and apps. Notable cases include [Domino's Pizza](#), which was sued for having an inaccessible website and app, and [Beyoncé](#), whose website faced a similar lawsuit. These cases demonstrate that any company, regardless of size or industry, could face legal action.
- **Europe:** [The European Accessibility Act \(EAA\)](#) significantly expands accessibility requirements beyond the public sector previously covered by the 2016 [Web Accessibility Directive \(WAD\)](#). The EAA now includes many private sector products and services like e-commerce, banking, and transportation, mandating accessibility standards and strengthening enforcement across EU member states. This shift means businesses worldwide that sell products or services to the EU market must prioritize accessibility in their apps and websites to comply with these stricter regulations.
- **Other regions:** [Canada](#) and [Australia](#) are also strengthening accessibility legislation, reflecting a global movement towards digital inclusion.

The threat of lawsuits is a significant driver for companies to prioritize accessibility. The financial and reputational damage from litigation can be substantial, making proactive compliance a prudent business decision. Beyond legal ramifications, inaccessible apps exclude a significant portion of the potential market, limiting business growth and opportunities. By embracing accessibility, companies not only mitigate legal risks but also unlock the full potential of the digital marketplace.

Why we focused on apps

Apps for phones, tablets, and other connected devices are now the primary interface for digital interactions in nearly every aspect of our life. We depend on apps for daily activities like ordering food for delivery, paying our bills, shopping, watching TV, and even our exercise routines. This ubiquity makes app accessibility crucial for inclusive participation in modern society.

By focusing this study on apps, we aim to contribute to a better digital future for everyone.

This report builds on the foundational work of Joe Devon, founder of Global Accessibility Awareness Day (GAAD), whose annual website accessibility studies, *The State of Accessibility Reports (SOAR)*, inspired our methodology. Joe has been a key advisor to our team.



3. Methodology

This report assesses the accessibility of 50 leading apps across five industries to identify trends and opportunities for improvement. Our analysis focuses on how well these apps — five of the most popular iOS and Android apps in each industry — support users with various disabilities who rely on different assistive technologies. Here's how we did it:

Industry selection

We selected five key industries: **Food & Delivery**, **Payments**, **Fitness**, **Shopping**, and **Streaming**. We chose these because of their widespread adoption of mobile technology, their influence on broader app development trends, and their essential role in our daily lives. These industries often serve as bellwethers, pioneering new approaches to mobile user experience that are later adopted by other sectors.

Within this report's five **Industry Scorecards** we identify industry-specific challenges and takeaways to inform and inspire business and product leaders across the entire app ecosystem. Understanding the accessibility landscape within these sectors provides valuable insights into the overall state of mobile app accessibility — and helps to drive progress towards a more inclusive digital future.

Quantitative testing and scoring

ArcTouch user experience experts designed a quantitative testing methodology centered around four key types of assistive technology and accessibility features, and how they are supported in the context of each industry's primary use cases.

These four assistive technologies include:

- **Screen reader:** Evaluating how effectively screen reading software, built into iOS and Android, reads information in the app to users with vision disabilities or to those with learning disabilities that prevent them from accessing text, images, and graphics.
- **Alternative navigation:** Assessing the availability and functionality of alternative navigation methods, including iOS's Voice Control and Android's Voice Access, for users with physical disabilities.
- **Font scaling:** Determining whether apps correctly adapt to user-defined font size settings, as users make the text larger or smaller based on their preference and visual needs, ensuring readability for users with low vision or age-related vision changes.
- **Device orientation:** Checking if an app supports both landscape and portrait orientations, accommodating preferences for users with different motor or physical disabilities, as well as those with low vision who may prefer to read in landscape mode.

Key use cases

Within each industry, we identified the most important use cases to test — each of which is an important step during a successful user journey with those apps. For example, within the

Food & Delivery sector, we chose these six use cases:

- **Home screen:** The initial experience upon launching the app, crucial for first impressions and navigation.
- **Choose address:** Specify the location for delivery.
- **Select restaurant:** Choose local restaurant.
- **Choose menu item:** Browse and select items from a menu.
- **Add to cart:** Add selected items to the shopping cart.
- **Checkout:** View the cart and begin the checkout process.

If a user can't complete the journey of ordering food — by completing all these individual steps — then the app has likely failed in its intended purpose.

Scoring methodology

Each app's performance was scored against 14 different accessibility attributes (as shown in **TABLE 1**) for each use case. Each attribute on each screen received a score based on its implementation: a maximum of 3 points for full support, 1 point for inconsistent support, and 0 points for lack of support. The sum of these scores, divided by the total possible points, generated an App Accessibility Score for each app, represented as a whole number out of a total possible of 100. We established accessibility performance bands for these percentages:

- 85 and above is **Great**
- From 70 to 84 is **Good**
- From 50 to 69 is **Fair**
- From 30 to 49 is **Poor**
- 29 and below is **Failing**

This scoring methodology allows for comparison between apps within each industry and across industries. Using the same scores, we also created an average Industry Accessibility Score to compare the industries' performance against one another.

TABLE 1: Accessibility attributes

Screen reader

Are all elements focusable?

Is the focus order logical?

Are related items logically grouped to reduce navigation fatigue?

Do the elements have the correct name, role, and value?

Are the element states being correctly announced?

Are you able to interact with all actionable items?

Do non-decorative images and videos have meaningful text alternatives and descriptions?

Alternative navigation

Are all actionable elements reachable using alternative navigation?

Can you interact with all actionable elements?

Font scaling

Is the font scaling up?

Is the layout resistant to breaking when the font scales up?

Are you able to see everything, without any loss of information?

Are you able to perform all actions?

Orientation

Does the app support both portrait and landscape orientations?

Qualitative usability testing

Our *quantitative* testing was used to tell us **what's broken**. Using the Fable platform, we also performed *qualitative* usability testing with people with disabilities to help reveal **why it matters**.

This qualitative testing aimed to:

- **Confirm quantitative results:** Verify some of the findings and accessibility challenges identified in our quantitative testing.
- **Understand real-world impact:** Gain deeper insights into the actual experiences of users with disabilities when encountering accessibility barriers within the apps.

Within each **Industry Scorecard**, we highlight a specific “blocker” — a critical accessibility issue that prevents users from successfully completing a task or using a feature. This analysis, titled, “**In focus**,” provides a crucial human perspective, illustrating the tangible, real-world impact of accessibility barriers.

Why we're not naming names

This report does not name the specific apps we tested. Our goal is not to criticize individual companies but to provide a constructive overview of the state of mobile app accessibility in key sectors that affect the lives of people every day.

By focusing on general trends and best practices, we aim to encourage collaborative improvement and empower brand leaders and product builders to prioritize accessibility in their app development processes.



4. Executive summary

Our analysis of app accessibility across five key industries reveals a concerning reality: The vast majority of apps are failing users with disabilities. Perhaps the most discouraging number is this one: Nearly three-quarters (72%) of the user journeys we studied — across 50 apps and four assistive technologies — included accessibility barriers that resulted in a Poor or Failing app experience. Users encountering these roadblocks are likely to abandon the app, often before completing a purchase, and potentially even uninstall the app altogether — a brand leader's nightmare.

Our **10 key findings** highlight both progress and persistent challenges. While accessibility awareness is growing, overall app performance remains **Fair**, with significant room for improvement even in the best-performing industry (**Streaming**). Concerningly, **Shopping** apps, which have the most direct potential for increased sales through accessibility, scored the lowest.

72% of user journeys — across 50 apps and four assistive technologies — delivered a Poor or Failing experience.

Key issues include overlooked basic accessibility features (like labels for screen readers), insufficient use of native tools, and a near-universal lack of landscape orientation support (especially problematic in **Streaming** apps). Home screens often present immediate accessibility barriers, and inconsistent accessibility across user journeys suggests a screen-focused, rather than holistic, approach to development.

The upcoming European Accessibility Act (EAA) deadline adds urgency, particularly for **Payment** and **Shopping** apps. Finally, the widespread lack of support for font scaling, a simple yet crucial feature, is a major oversight, especially given the growing market of older adults. These findings call for a more user-centered approach to app accessibility.

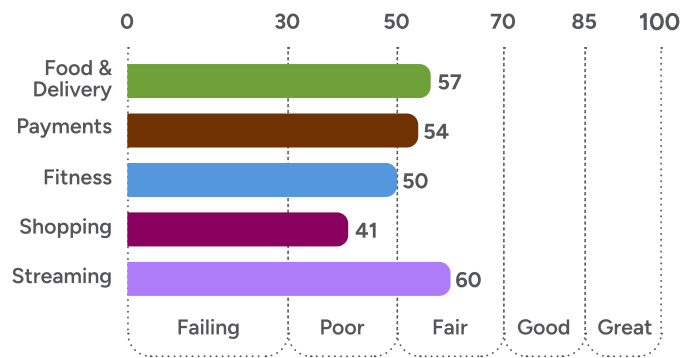
10 key findings

1. Overall accessibility is 'Fair,' but is fair good enough?

While the app development community has made strides in accessibility awareness and the availability of tools, our findings reveal that **Fair** is the most common performance level across industries. As shown in **FIGURE 1, Streaming Media** had the highest **Industry Accessibility Score (60)**, potentially influenced by the legacy of accessibility regulations in traditional broadcast media. However, even this score falls within the **Fair** range, indicating room for improvement. Conversely, **Shopping** was a clear underperformer, receiving a **Poor** rating (41), despite having arguably the biggest financial benefit (see **Finding 5**) from inclusive design. This disparity highlights the inconsistent prioritization of accessibility across different industries.

At the individual app level (**FIGURE 2**), the results are even more concerning. Out of the 50 apps tested across all five industries, only two achieved **Great** accessibility (an **App Accessibility Score** above 85), while nine received a **Failing** grade. The vast majority scored **Fair** or **Poor**, emphasizing the need for more consistent and robust implementation of accessibility features. A partially accessible experience is ultimately a broken

FIGURE 1: Industry Accessibility Scores



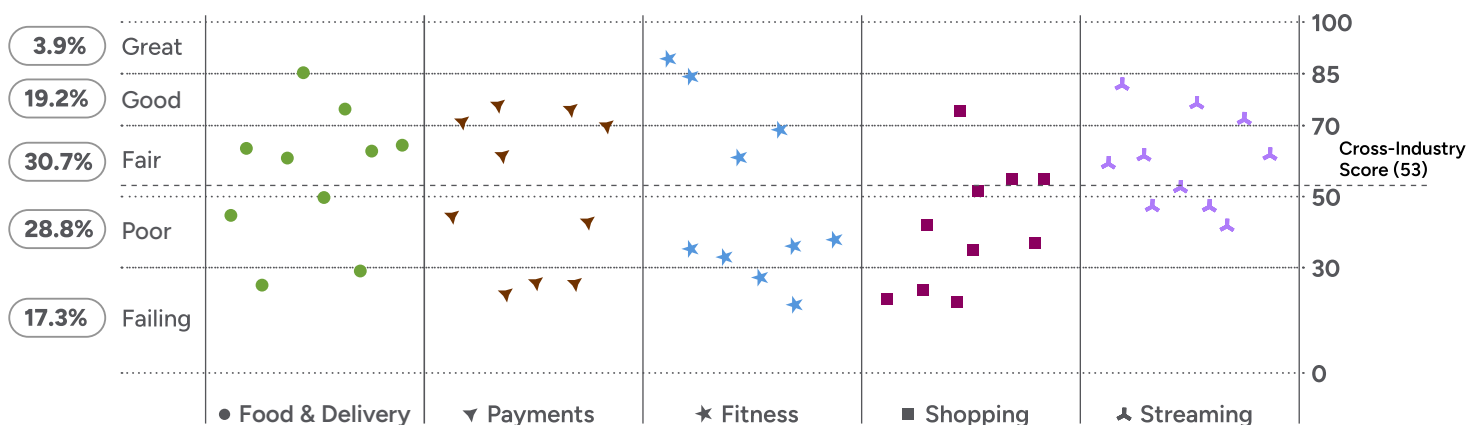
[VIEW FIGURE 1 DATA TABLE](#)

experience. Just like any other digital product, if a user encounters friction or frustration due to accessibility barriers, they are likely to abandon the app. **Fair** is not a measure of success; it's a sign that critical accessibility issues still need to be addressed.

2. iOS vs. Android: A mixed bag

Apple has pioneered many accessibility features — such as the first mobile screen reader included with a smartphone — which could explain why 74% of assistive technology users in the Fable community use iOS weekly, compared to 43% using Android. However, our testing revealed a more nuanced reality. As shown in **FIGURE 4**, Android apps achieved a slightly higher average **App Accessibility Score (56)** than iOS apps (48).

FIGURE 2: App Accessibility Scores, All Industries



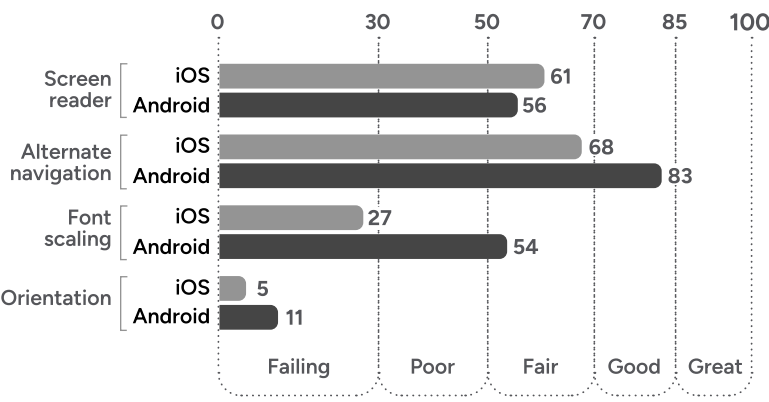
[VIEW FIGURE 2 DATA TABLE](#)

This difference is largely attributed to a cluster of poorly performing iOS apps. Eight of the 25 iOS apps tested scored in the **Failing** range (under 30), compared to only two Android apps. However, the two apps that achieved **Great** scores in this study were both on iOS. Furthermore, iOS had four **Good** scoring apps, while Android had seven.

When comparing assistive technology support by platform, a mixed picture emerges. As shown in **FIGURE 3**, iOS apps outperformed Android apps in one key area: screen reader compatibility, achieving a **Fair** score of 61. However, Android apps excelled in both alternative navigation (83, **Good**) and font scaling (54, **Fair**), suggesting that Android developers are prioritizing these aspects of accessibility more effectively. Unfortunately, both platforms significantly lagged in orientation support, receiving scores of 5 for iOS and 11 for Android. This reinforces the industry-wide trend of neglecting orientation, a critical accessibility feature.

For comparison, we also tested two native applications: Apple’s Clock app for iOS and Google’s Clock app for Android. As you would expect, both achieved above-average **App Accessibility Scores** with the Android Clock App achieving an **App Accessibility Score** of 83 (**Good**) and the iOS version a 72 (**Good**). The biggest difference was that the Android app supported both portrait and landscape device orientation, while iOS did not.

FIGURE 3: iOS vs. Android Apps by Assistive Technology Support



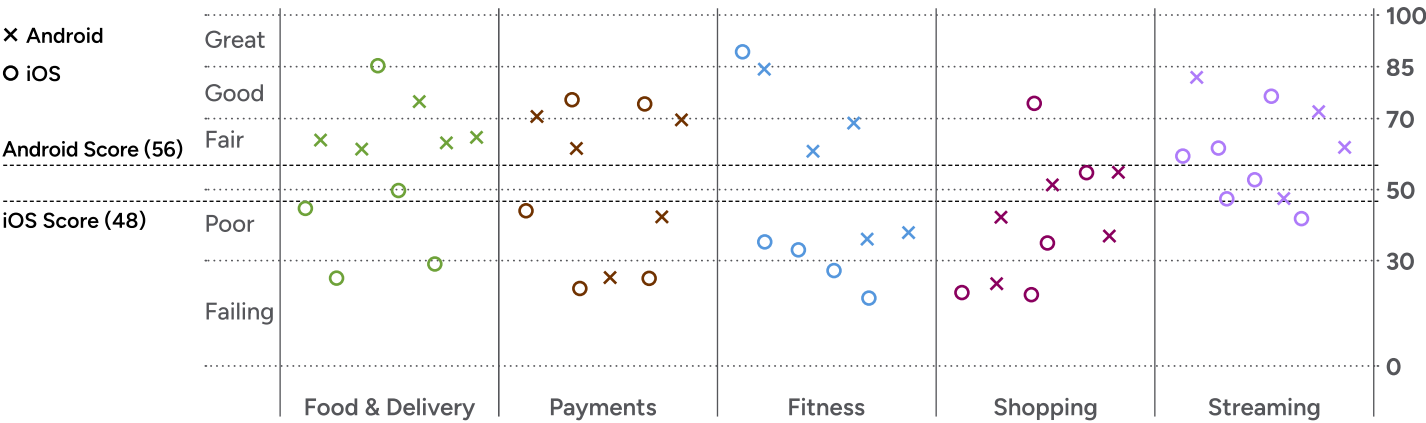
[VIEW FIGURE 3 DATA TABLE](#)

This mixed bag suggests that both platforms offer the tools and capabilities for excellent accessibility, but consistent implementation remains a challenge regardless of the operating system.

3. Accessibility is not even on the radar for many builders

A fundamental best practice of app accessibility, easily supported by native tools in both iOS and Android, is proper labeling of name, role, and value for on-screen elements. This provides crucial information to assistive technologies. However, our findings (**TABLE 2**) reveal a widespread disregard for this basic requirement.

FIGURE 4: iOS vs. Android, App Accessibility Scores



[VIEW FIGURE 4 DATA TABLE](#)

Over three-quarters (77.8%) of screens had issues. Only **Streaming** apps showed any significant attention to this area, with just over half (51.1%) of screens having complete and clear information. This widespread failure to implement such a basic and readily available accessibility feature strongly suggests that many developers are simply not prioritizing accessibility. It's the bare minimum, and the lack of it is a clear indicator of neglect.

TABLE 2: App Screens Including Clear Labels with Name, Role, and Value, by Industry

Industry	Yes
Food & Delivery	23.3%
Payments	14.7%
Fitness	12.8%
Shopping	8.9%
Streaming	51.1%
Average	22.2%

4. Native accessibility tools alone are insufficient

While native accessibility tools built into iOS and Android are a valuable starting point for builders, they are not a silver bullet. Our testing revealed numerous instances where apps using basic native components still failed to provide a fully accessible experience. Notable examples include unlabeled icons, improperly grouped content, missing headings, and a lack of dynamic font support.

These issues demonstrate that builders must go beyond simply using native components and actively test and optimize their apps for accessibility. To truly understand where users with disabilities encounter barriers, real user testing is essential. This report's "**In focus**" sections offer a glimpse of the kinds of issues user testing reveals. Without

it, you may be fixing technical issues while missing the deeper usability challenges that prevent people from completing key tasks or navigating your product effectively.

"Native components and tools provide a foundation for accessibility, but you still need to build the rest of the house — the complete user experience — with accessibility in mind."

Ben Ogilvie,
ArcTouch Head of Accessibility

5. Shopping apps are leaving money on the table

The **Shopping** industry received the lowest **Industry Accessibility Score (41)**, a **Poor** rating. Yet, this industry arguably has the most direct benefit from inclusive design. A bad shopping experience for people with disabilities translates directly to lost sales. *It's that simple.*

For example, as our user testing revealed (detailed in "[In focus: E-commerce's silent roadblocks](#)"), many shopping apps lack basic accessibility features like properly labeled buttons and image descriptions. One user, struggling to navigate a shopping app, explained, "There are lots of unlabeled buttons. Image descriptions are barely enough to indicate that it could be a product." This simple lack of labeling prevents users from even knowing what the buttons do, effectively blocking their ability to shop. If a user can't successfully shop in an e-commerce app, then that app has failed its primary purpose.

This poor performance across the industry suggests a widespread lack of awareness or prioritization of accessibility. The financial implications are substantial.

[The 2020 Click-Away Pound Report](#) found that nearly 83% of customers with access needs would spend more if digital experiences were more accessible. With billions of potential customers who benefit from accessibility, neglecting this market segment could cost businesses trillions of dollars annually.

6. Landscape orientation is widely unsupported, creating barriers for many

One of the most startling findings of our study was the nearly universal lack of support, as shown in **FIGURE 5**, for both portrait and landscape device orientations. Supporting landscape is crucial for users with low vision and those with limited mobility. Users with low vision often use landscape mode combined with font scaling to enlarge content, while others may have their devices mounted in fixed positions due to physical limitations.

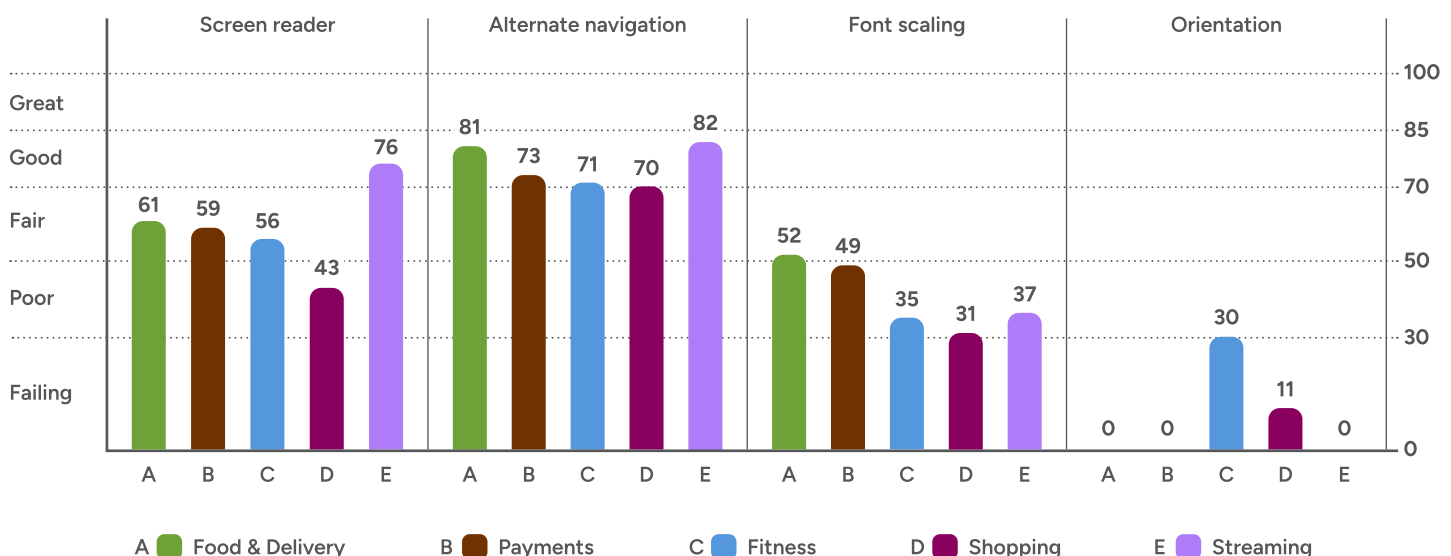
As Yvette H. explained during a Fable user test of a fitness app, “Physically, I can not change the position of my phone. My phone is held in a holder.” (See [“In focus: Screen orientation limits fitness accessibility”](#))

The lack of orientation support — an average cross-industry accessibility score of just **8** — is a significant accessibility failure. This is especially perplexing in the **Streaming** industry, where video players often support landscape mode, but the rest of the app relies on portrait orientation, creating a frustrating and inconsistent experience. Fortunately for users, [Android 16 requires apps to support both orientations](#) — which could spur change across the industry.

7. Home screen: A poor first impression can lead to abandonment

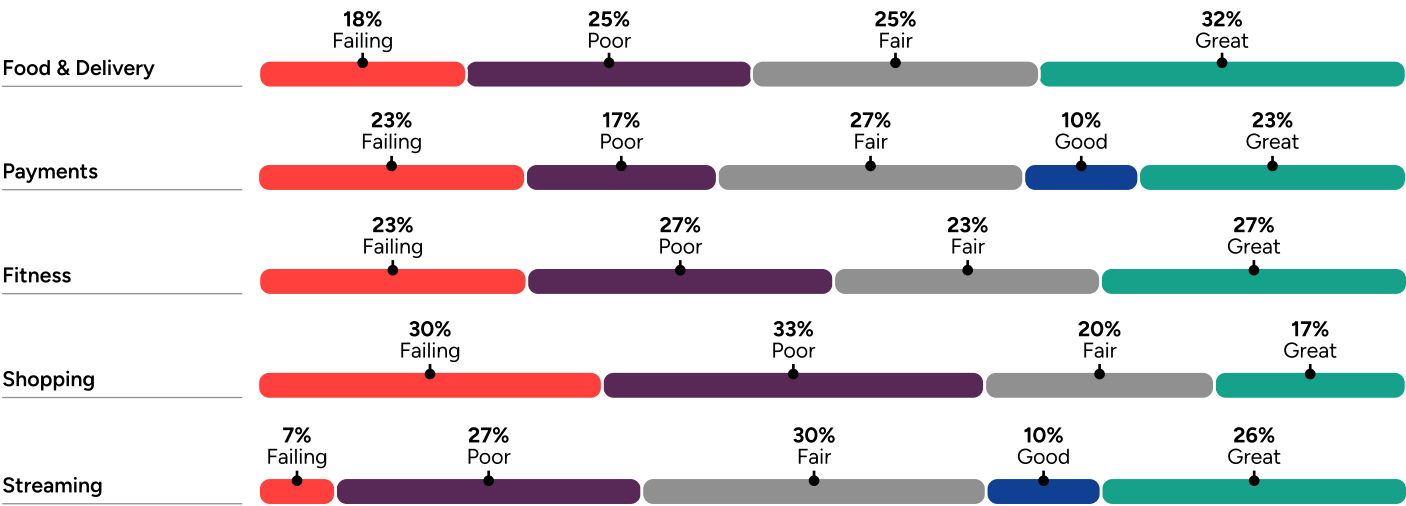
The home screen is the first and often most important interaction a user has with an app. You get one chance to make a first impression. A poor home screen experience can lead to immediate abandonment, especially for users with disabilities who encounter accessibility barriers. Across all industries (**FIGURE 6**), we found that nearly half (48%) of home screen attributes received **Poor** or **Failing** scores, highlighting the need for prioritizing accessibility from that very first interaction.

FIGURE 5: Assistive Technology App Performance Rating, by Industry



[VIEW FIGURE 5 DATA TABLE](#)

FIGURE 6: Accessibility Performance of App Home Screens, by Industry



[VIEW FIGURE 6 DATA TABLE](#)

8. Builders are focused on screens, not user journeys

Many app development teams appear to be addressing accessibility in a fragmented, screen-by-screen manner, rather than considering the entire user journey. This approach creates inconsistent and frustrating experiences for users with disabilities, who may encounter accessibility barriers at critical points in their interaction with the app. A truly inclusive app requires a seamless and accessible experience across the entire user journey.

We analyzed how a user relying on one assistive technology would fare if they tried to complete all the use cases within each app, representing a typical user journey. The results are discouraging. As noted in the **Executive Summary** introduction, nearly three-quarters (72%) of the user journeys we studied — across 50 apps and four assistive technologies — included accessibility barriers that resulted in a **Poor** or **Failing** app experience.

As shown in **TABLE 4**, even in the best-performing industry (**Streaming**), more than two-thirds (67.5%) of the possible user journeys would encounter a **Poor** or **Failing** experience somewhere along

their journey. In the **Shopping** industry, this number jumps to a staggering 85%, highlighting the significant accessibility barriers present in the e-commerce experience.

When we examine user journeys by assistive technology, averaged across all industries, the picture becomes even clearer. **TABLE 3** reveals that device orientation is the biggest culprit, with a 94% failure rate across all industries. However, even for other assistive technologies, the failure rates are substantial: 62% for screen readers, 68% for alternative navigation, and 64% for font scaling. These high failure rates underscore the fragmented nature of app accessibility and the urgent need for a more holistic, user-centered approach.

TABLE 3: App Journeys, By Assistive Technology, Across All Use Cases

% of "Poor" or "Failing" in any screen, by assistive technology	
Screen reader	62%
Alternative navigation	68%
Font scaling	64%
Orientation	94%

TABLE 4: App Journeys, By Industry, Across All Use Cases

Industry	Assistive Technology	% of "Poor" or "Failing" in any screen	Average
Food & Delivery	Screen reader	70%	65%
	Alternative navigation	40%	
	Font scaling	50%	
	Orientation	100%	
Payments	Screen reader	50%	70%
	Alternative navigation	80%	
	Font scaling	50%	
	Orientation	100%	
Fitness	Screen reader	70%	73%
	Alternative navigation	70%	
	Font scaling	70%	
	Orientation	80%	
Shopping	Screen reader	90%	85%
	Alternative navigation	80%	
	Font scaling	80%	
	Orientation	90%	
Streaming	Screen reader	30%	68%
	Alternative navigation	70%	
	Font scaling	70%	
	Orientation	100%	

e-commerce under the EAA (see **TABLE 5**). Companies operating in Europe must prioritize accessibility updates to avoid potential legal and reputational consequences.

The EAA covers “products and services that have been identified as being the most important for persons with disabilities while being most likely to have diverging accessibility requirements across EU countries.”

TABLE 5: Product and Services Covered by the European Accessibility Act

Computers and operating systems
ATMs, ticketing, and check-in machines
Smartphones
TV equipment related to digital television services
Telephony services and related equipment
Access to audio-visual media services such as television broadcast and related consumer equipment
Services related to air, bus, rail, and waterborne passenger transport
Banking services
E-books
E-commerce

SOURCE: [European Accessibility Act](#)

9. EAA deadline looms, but awareness and action remain insufficient

The June 2025 deadline for the European Accessibility Act (EAA) is fast approaching, yet many leading apps in the **Payments** and **Shopping** industries remain non-compliant. Half of the **Payment** apps we tested rated **Poor** or **Failing**, while six of 10 **Shopping** apps fell into those categories (see **FIGURE 2**).

This lack of preparedness is concerning, given the explicit inclusion of financial services and

10. Lack of font scaling excludes a growing user base

Poor font scaling support — the second least supported assistive technology in our study — is a major accessibility barrier, particularly for users with low vision and the rapidly growing aging population.

The fact that four of five industries scored **Poor** or **Failing** in our study (see **FIGURE 5**) is especially confounding for two key reasons. First, font scaling is relatively easy to implement using native tools in both Android and iOS. Second, the market size of aging

technology users is massive and continues to expand as the first generation of [smartphone users gets older](#).

A [2021 survey](#) showed that 95% of Americans aged 30-49 owned a smartphone, an age when most people start to notice changes to their up-close eyesight (called presbyopia). Meanwhile, many early smartphone adopters are now aging into the 50-64 demographic, where smartphone ownership is currently at 83%. This represents a substantial and increasingly influential user base that relies on accessibility features like font scaling, despite many in this population not self-identifying as disabled. The failure to prioritize such a simple yet impactful feature represents a significant missed opportunity for businesses to cater to this growing market.

“ Let’s be real for a minute: We are all slowly losing our eyesight, hearing, cognition, and physical abilities. Digital accessibility matters to everyone.”

Shadow Roldan,
ArcTouch Chief Operating Officer

What went right: Exploring two great apps

While this report’s methodology and findings illuminate problem areas where we need accessibility improvements, examining high-performing apps also provides valuable insights. Two iOS apps, one from the **Fitness** industry and one from **Food & Delivery**, achieved **Great App Accessibility Scores**, demonstrating effective accessibility implementation.

The **Fitness** app, with an **App Accessibility Score** of **90**, excelled in several key areas. It achieved a near-perfect score (**92**) for screen reader compatibility, with only minor focus issues. The app also provided

[captions](#), [audio descriptions](#), or [transcripts](#) for nearly all workout videos.

It achieved an impressive perfect score for orientation support (**100**), with seamless switching between portrait and landscape modes. Alternative navigation was also perfect (**100**). The only minor weakness was font scaling (**80**), with some elements not scaling correctly. This app’s high user ratings (4.5 stars) and review counts (more than 500,000) suggest a strong correlation between thoughtful, inclusive UX design and user engagement.

The **Food & Delivery** app, with an **App Accessibility Score** of **86**, also demonstrated a strong commitment to accessibility. Looking at the overall assistive tech support, this app scored **94** for screen readers, a perfect **100** for alternative navigation, and **89** for font scaling.

Our team spoke with the **Food & Delivery** app’s accessibility leaders, who emphasized their company’s long-standing focus on assistive technology support. This proactive approach is evident in the app’s performance. However, even this high-performing app faces challenges. While the **Fitness** app fully supports both [screen orientations](#), the **Food & Delivery** app does not. This limitation stems from the app’s legacy code, which despite the company’s long-time commitment to accessibility, would break existing functionality if they adopted new OS-level support for screen orientation.

These two apps demonstrate that creating inclusive experiences is achievable. They also highlight the importance of proactive planning early in the development process, and a long-term commitment to addressing accessibility challenges, even within complex codebases.

Now, let’s dig into the specific accessibility challenges and opportunities within each industry.



5. Industry scorecard: Food & Delivery mobile app accessibility

Introduction

Food & Delivery apps have become essential in today's digital lifestyle, serving as the primary interface for ordering, reservations, loyalty programs, and customer engagement. This reliance, accelerated by global events such as the COVID-19 pandemic, makes accessibility paramount for this industry's diverse user base. Its widespread adoption of mobile technology and essential role in daily life make it a critical area for inclusive design, offering valuable insights applicable across other industries. By examining app accessibility in this sector, we aim to identify challenges and best practices to inspire inclusive development.



Performance summary

Our analysis of leading **Food & Delivery** apps, which achieved an **Industry Accessibility Score of 57 (Fair)**, reveals a mixed accessibility landscape. One app clearly stood out as a leader — with an **App Accessibility Score of 86, Great** — demonstrating that prioritizing inclusivity is achievable within the industry. However, six of the 10 apps scored **Poor** or **Failing** for their overall performance. While most apps demonstrate basic accessibility implementation with good support for screen readers and alternative navigation, critical gaps remain.

Alarminglly, none of the tested apps support both portrait and landscape orientations, and many struggle with providing clear name, role, and value information for screen reader users. Font scaling also presents a significant challenge, particularly for iOS apps.

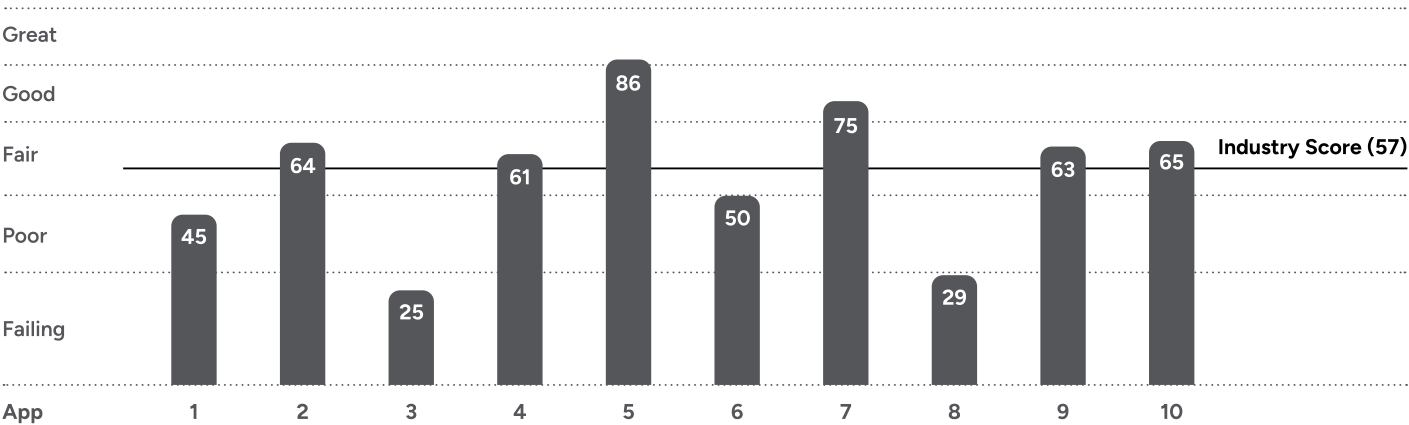
Top successes

- 73.3% of app screens within **Food & Delivery** allow screen reader focus on all elements.
- 71.7% of app screens allow full interaction via alternative navigation.
- One app significantly outperformed its peers across most accessibility dimensions.

Biggest failures

- All 10 apps lack support for both portrait and landscape orientations.
- 76.7% of app screens have name, role, and value issues impacting screen reader usability.
- 58.3% of app screens have focus order issues.
- 43.4% of app screens lack full font scaling support. Of those that offer some support, 35% have layout issues and experience information loss when scaling.
- Font scaling support is particularly problematic on iOS, with none of the 10 apps fully supporting it.

FIGURE 7: Food & Delivery, App Accessibility Scores



[VIEW FIGURE 7 DATA TABLE](#)

Detailed findings

Use case analysis

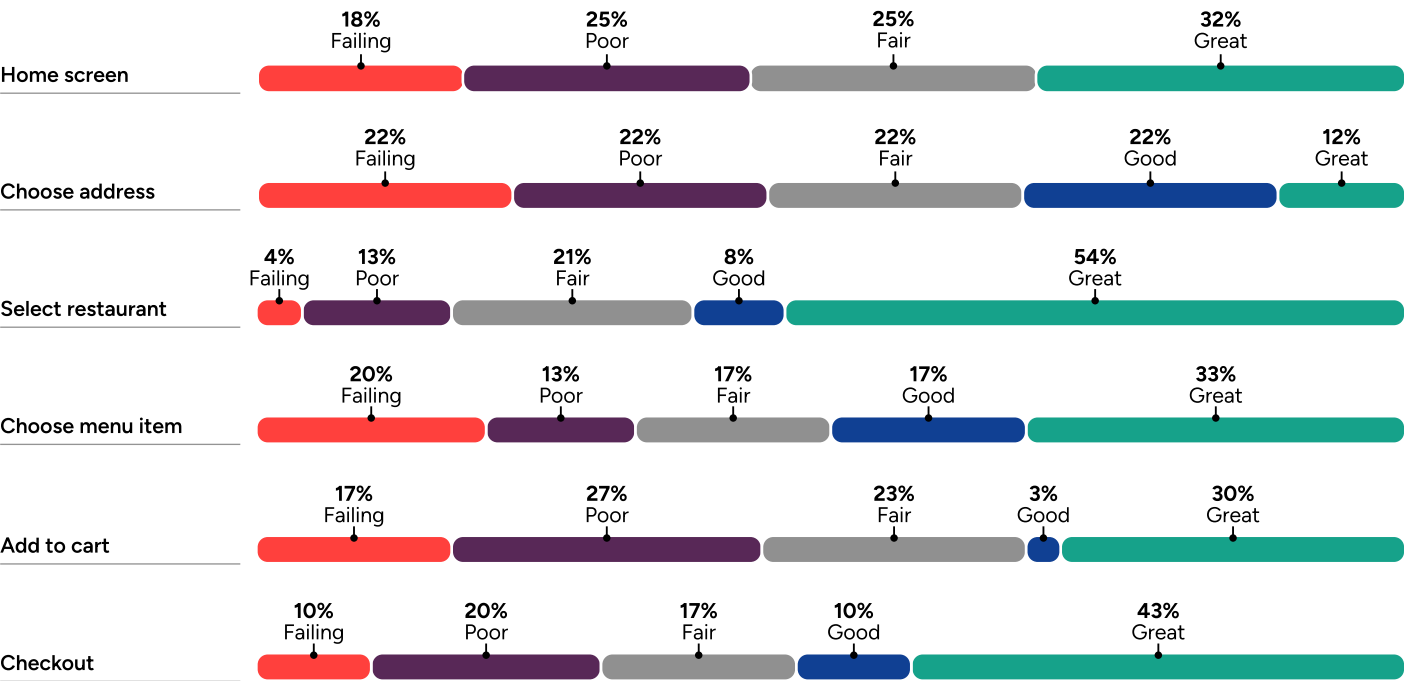
FIGURE 8 analyzes accessibility performance across six key use cases in **Food & Delivery** apps:

- **Home screen:** The initial experience upon launching the app, crucial for first impressions and navigation.
- **Choose address:** Specify the location for delivery.
- **Select a restaurant:** Choose local restaurant.
- **Choose menu item:** Browse and select items from a menu.

- **Add to cart:** Add selected items to the shopping cart.
- **Checkout:** View the cart and begin the checkout process.

Home screen performance was particularly concerning, with nearly half (46%) of screens rated **Poor** or **Failing**. The add-to-cart stage also presented substantial accessibility challenges, with nearly half (44%) of apps scoring as **Poor** or **Failing**. While the final checkout stage fared better, with 43% achieving **Great** scores, this positive trend is likely overshadowed by the accessibility barriers encountered earlier in the user journey. By the time users reach checkout, many with disabilities may have already abandoned the process due to prior frustrations. And brand and product leaders of **Food & Delivery** apps should take note: If users are giving up before they even make it to checkout, then your primary purpose of the app has failed.

FIGURE 8: Food & Delivery Apps, Accessibility Scores for Top Use Cases

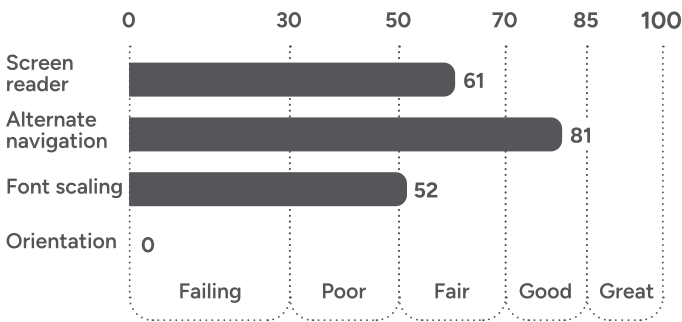


[VIEW FIGURE 8 DATA TABLE](#)

Assistive technology performance

In **FIGURE 9** and **TABLE 6**, we examine how **Food & Delivery** apps performed against specific assistive technologies. Much like other industries, the apps best supported alternative navigation (**81, Good**) followed by screen readers (**61, Fair**), font scaling (**52, Poor**), and orientation (**0, Failing**).

FIGURE 9: Food & Delivery Apps, Overall Accessibility Scores by Assistive Technologies



[VIEW FIGURE 9 DATA TABLE](#)

TABLE 6: Food & Delivery Apps, Detailed Accessibility Scores by Assistive Technologies

Screen reader			
Are all elements focusable?	Yes	Partial	No
	73.3%	26.7%	0%
Is the focus order logical?	41.7%	56.7%	1.7%
Are related items logically grouped to reduce navigation fatigue?	55%	45%	0%
Do the elements have the correct name, role, and value?	23.3%	76.7%	0%
Are the element states being correctly announced?	60%	25%	5%
Are you able to interact with all actionable items?	28.3%	71.7%	0%
Do non-decorative images and videos have meaningful text alternatives and descriptions?	10%	10%	41.7%
Alternative navigation			
Are all actionable elements reachable using alternative navigation?	Yes	Partial	No
	71.7%	26.7%	1.7%
Can you interact with all actionable elements?	71.7%	28.3%	0%
Font scaling			
Is the font scaling up?	Yes	Partial	No
	56.7%	10%	33.3%
Is the layout resistant to breaking when the font scales up?	35%	30%	35.0%
Are you able to see everything, without any loss of information?	31.7%	33.3%	35.0%
Are you able to perform all actions?	58.3%	6.7%	35.0%
Orientation			
Does the app support both portrait and landscape orientations?	Yes	Partial	No
	0%	0%	100%



In focus: Voice control — A frustrating feast

Imagine ordering food using only your voice. Sounds convenient, right? But what if the app isn't designed for it?

Using the **Fable** platform, we tested food service apps with disabled users who rely on voice control. And while voice control was reasonably well-supported in our **Food & Delivery** analysis — with nearly two-thirds (64%) of app elements reachable by voice — the real-world experience for apps that failed in this area was more frustrating than feast-worthy.

You're craving tacos, but they're hidden in a horizontally scrolling carousel. Saying "scroll left" doesn't work. Rhonel C. experienced this, "Using voice control, I am unable to make a selection of the food categories." He's stuck, taco-less, because the app assumes everyone can swipe. Simple arrow buttons would solve this, making navigation clear for all users.

Now, you're customizing your order. You want less sour cream, but the icon's hidden label is "decrement." Colin K. faced this, saying, "I expected 'less' or 'minus.' I had to use 'show labels.'" "Decrement" would be the correct command for certain types of adjustable controls on iOS, but the same is not true on Android, which is Colin's platform of choice. His intuition is to say "click less," but instead he's forced to use a clunky workaround for a simple request. Clear, everyday language and sticking to expected platform behaviors are key.

These experiences highlight a simple truth: Designing for touchscreens doesn't have to exclude voice control users. Clear labels and intuitive navigation aren't just accessibility features; they're good design, making the experience smoother for everyone.



6. Industry scorecard: Payments mobile app accessibility

Introduction

Payment apps are essential tools for managing personal finances, making accessibility crucial for financial equality and inclusion. Access to financial information and services should not be limited by disability. As detailed later in this section ([“In focus: Financial inclusion starts at sign-up”](#)), even the initial steps of creating an account and logging in can present significant accessibility barriers for users with disabilities, highlighting the need for inclusive design from the very first interaction.

Given that financial services are explicitly covered under the European Accessibility Act (EAA), the findings in this report are particularly relevant for services that are available in Europe. The EAA's impending deadline underscores the urgent need for **Payment** app providers to prioritize accessibility.



Performance summary

The **Payment** apps we tested received an **Industry Accessibility Score** of **54 (Fair)**. While four out of the 10 apps tested achieved **Good** ratings, individual **App Accessibility Scores** ranged from **23 (Failing)** to **76 (Good)**, highlighting inconsistent accessibility.

Many **Payment** apps use native components, providing a baseline level of accessibility, but this alone is insufficient for truly inclusive experiences. Our testing revealed persistent issues with incorrect labeling, unclear actionability, lack of font scaling and orientation support, and inconsistent home screen accessibility.

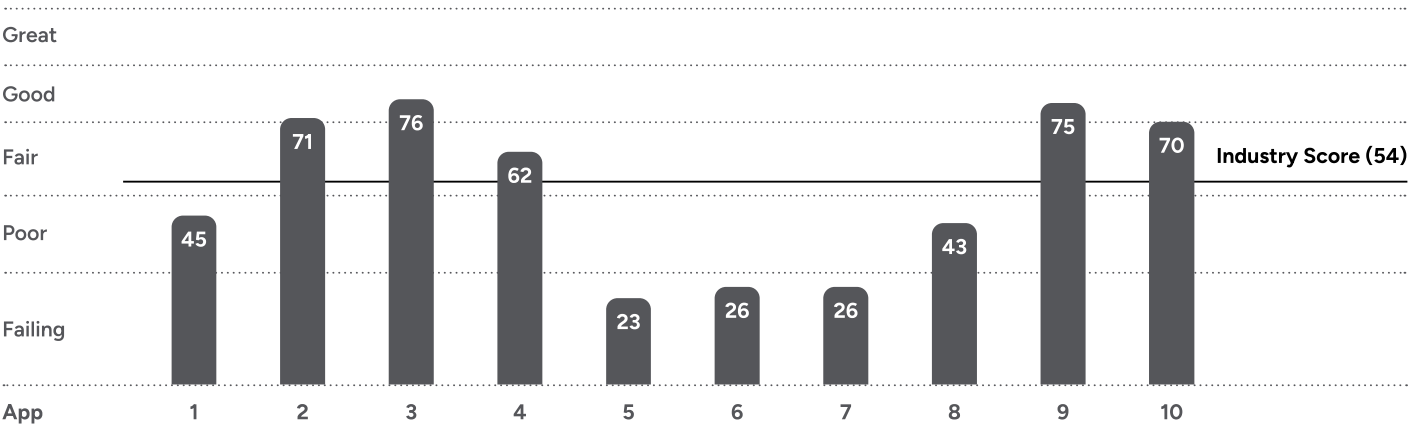
Top successes

- **Focusable elements:** 70.6% of app screens have all elements focusable for screen readers, indicating basic accessibility support and suggesting the use of native components.

Biggest failures

- **Screen reader usability:** 85.3% of screens have name, role, or value issues, significantly hindering screen reader users. Focusable elements often lack the information needed for screen readers to convey their purpose.
- **Navigation challenges:** 41.2% of screens have focus order issues, and another 41.2% have issues with elements not being reachable and actionable for alternative navigation users. This creates barriers for users with limited mobility and those using Bluetooth keyboards to navigate.
- **Lack of font scaling and orientation support:** 44.1% of screens lack font scaling support, and none of the apps support both portrait and landscape modes. This impacts users with low vision and those with limited mobility. The absence of orientation support is particularly problematic for complex input tasks common in financial apps.
- **Inconsistent home screen accessibility:** The app home screens, which deliver a critical first impression, showed mixed results, with some apps providing reasonable accessibility while others fell short.

FIGURE 10: Payments, App Accessibility Scores



[VIEW FIGURE 10 DATA TABLE](#)

- **Over-reliance on native components:** While native components offer a starting point, developers must go beyond the basics and conduct comprehensive accessibility testing. The prevalence of screen reader and alternative navigation issues, despite the use of native components, demonstrates this need.

Detailed findings

Use case analysis

We examined four key use cases in the 10 Payment apps we tested:

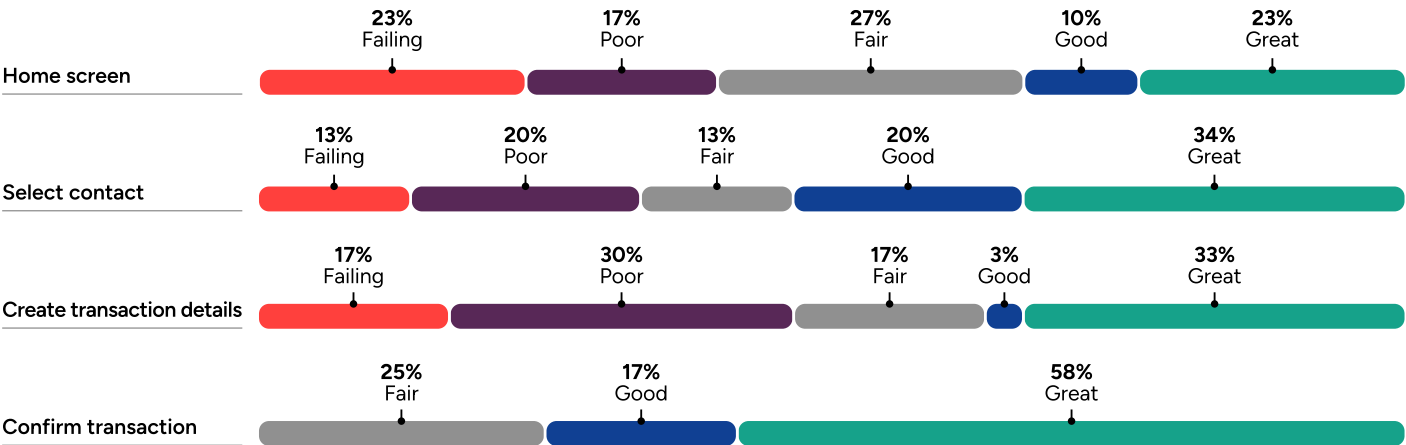
- **Home screen:** The main screen displayed after login.
- **Select contact:** Choose or enter a payment recipient.
- **Create transaction:** Enter key transaction information, including amount of payment.
- **Confirm transaction:** Review transaction details before sending.

While confirm transaction screens performed well, with 58.3% earning **Great** ratings, this positive finding is undermined by the significant accessibility barriers encountered earlier in the user journey. Only 33.3% of home screens provided a **Good** or **Great** experience, meaning that many users would struggle to get past this initial step. This highlights the importance of prioritizing accessibility throughout the entire user flow, not just at the end. Because if users can't get to the end of the journey — and complete the payment — the app has failed.

Assistive technology performance

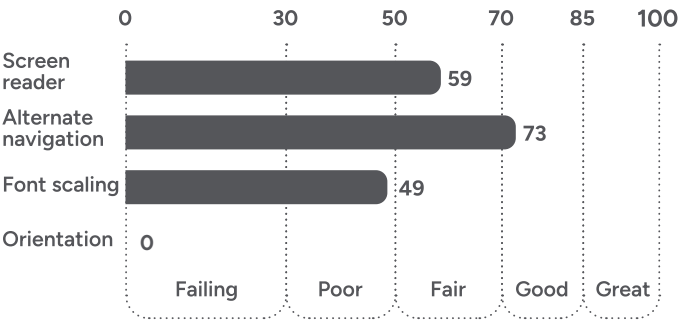
FIGURE 12 and TABLE 7 illustrate how **Payment** apps performed across different assistive technologies. Similar to other industries, alternative navigation received the highest level of support (73, **Good**), followed by screen readers (59, **Fair**), and font scaling (49, **Poor**). Orientation support was entirely absent (0, **Failing**), mirroring the trend observed across all industries. However, on a positive note, the **Payments** industry achieved the highest score for font scaling among all the industries tested, showing the apps better address the needs of users with low vision.

FIGURE 11: Payment Apps, Accessibility Scores for Top Use Cases



[VIEW FIGURE 11 DATA TABLE](#)

FIGURE 12: Payment Apps, Accessibility Scores by Assistive Technologies



[VIEW FIGURE 12 DATA TABLE](#)

TABLE 7: Payment Apps, Detailed Accessibility Scores by Assistive Technologies

Screen reader			
	Yes	Partial	No
Are all elements focusable?	70.6%	29.4%	0%
Is the focus order logical?	58.8%	41.2%	0%
Are related items logically grouped to reduce navigation fatigue?	41.2%	55.9%	2.9%
Do the elements have the correct name, role, and value?	14.7%	85.3%	0%
Are the element states being correctly announced?	55.9%	8.8%	26.5%
Are you able to interact with all actionable items?	20.6%	73.5%	5.9%
Do non-decorative images and videos have meaningful text alternatives and descriptions?	5.9%	8.8%	14.7%
Alternative navigation			
	Yes	Partial	No
Are all actionable elements reachable using alternative navigation?	58.8%	41.2%	0%
Can you interact with all actionable elements?	58.8%	41.2%	0%
Font scaling			
	Yes	Partial	No
Is the font scaling up?	55.9%	0%	44.1%
Is the layout resistant to breaking when the font scales up?	44.1%	11.8%	44.1%
Are you able to see everything, without any loss of information?	29.4%	26.5%	44.1%
Are you able to perform all actions?	52.9%	2.9%	44.1%
Orientation			
	Yes	Partial	No
Does the app support both portrait and landscape orientations?	0%	0%	100%



In focus: Financial inclusion starts at sign-up

For people with disabilities, even the initial steps of using a **Payment** app can be fraught with challenges. Our user testing with **Fable** revealed significant accessibility barriers during the account setup and login process.

Security measures, while essential, can inadvertently exclude users with disabilities. One participant, Sehay D., encountered a frustrating roadblock when using screen magnification: “It’s saying that it spotted unusual activity on my device. So now I can’t log in.” Their assistive technology was likely flagged as suspicious, preventing them from accessing the account. This highlights the need for inclusive security practices that don’t inadvertently lock out legitimate users.

Another significant challenge for users with low vision is simply reading text. This can stem from various factors, including lack of landscape orientation support, insufficient font scaling, or poor font and color choices.

Sehay D. described the difficulty, “The formatting, readability of the text — I usually can’t read it well. The font style comes up pixel[ated]. If you zoom in, it blurs. Thick text or bolded text shows up thin when you zoom in. It’s patchy looking.” This user’s experience underscores the importance of legible fonts, sufficient contrast, and robust font scaling to ensure readability for users with low vision.

These findings demonstrate that accessibility must be considered from the very first interaction. A cumbersome or inaccessible onboarding process can deter users with disabilities from using financial apps altogether, causing them to turn to time-consuming in-person or phone channels, which can be more costly for businesses to provide than self-service digital interactions.



7. Industry scorecard: Fitness mobile app accessibility

Introduction

Fitness apps play a vital role in promoting health and well-being, making accessibility not just a desirable feature but a fundamental requirement. Inclusive design is essential for ensuring everyone can benefit from the tools and resources offered by these apps.

While many **Fitness** apps utilize native components, providing a baseline level of accessibility with screen readers and alternative navigation, our findings reveal a lack of follow-through in translating this foundation into truly inclusive experiences. This suggests that assumptions about the target user base may exclude people with disabilities and older adults from the personas and usability testing.



Performance summary

The **Fitness** industry received an **Industry Accessibility Score** of **50 (Fair)**. While one standout app significantly raised the overall average, the **App Accessibility Scores** varied widely, from **19 (Failing)** to **90 (Great)** — the largest range of any industry tested.

Alarming, six out of 10 apps fell into the **Poor** or **Failing** categories, indicating that many **Fitness** apps are not meeting the needs of users with disabilities. This is particularly concerning given the variety of screen types and functionalities within **Fitness** apps, from workout details and video players to complex configuration options. The lack of support for font scaling and orientation in many of these apps creates significant frustration for users with low vision and those who require fixed device positioning.

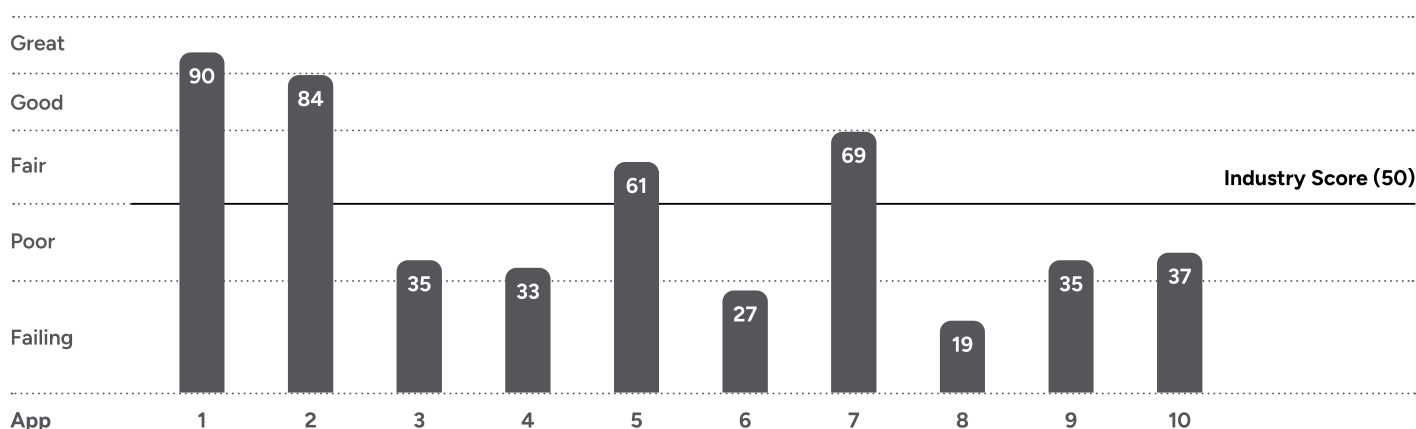
Top successes

- **Focus management:** Most app screens (66%) demonstrated good focus management for screen readers, with all elements focusable and no focus order issues. This suggests that the use of native components contributes to a baseline level of accessibility. However, this basic support is not being fully leveraged to create truly inclusive experiences.

Biggest failures

- **Screen reader usability:** Despite generally good focus management, only 12.8% of screens were free of name, role, and value issues. This indicates that while elements may be focusable, they often lack the necessary information for screen readers to effectively convey their purpose and functionality. Developers appear to be neglecting available accessibility testing tools, and failing to consider the needs of screen reader users.
- **Font scaling:** Only 34% of app screens tested support font scaling, a surprisingly low number given the relative ease of implementing this feature with native tools. This severely limits access for users with low vision, a significant and growing user segment, especially among older adults.
- **Orientation support:** Only 29.8% of screens supported both portrait and landscape modes. This lack of flexibility impacts users with low vision who rely on landscape mode for larger text and those with limited mobility who require fixed device positioning. The absence of orientation support is a critical accessibility failure that can significantly impact the usability of **Fitness** apps.

13: Fitness, App Accessibility Score



[VIEW FIGURE 13 DATA TABLE](#)

Detailed findings

Use case analysis

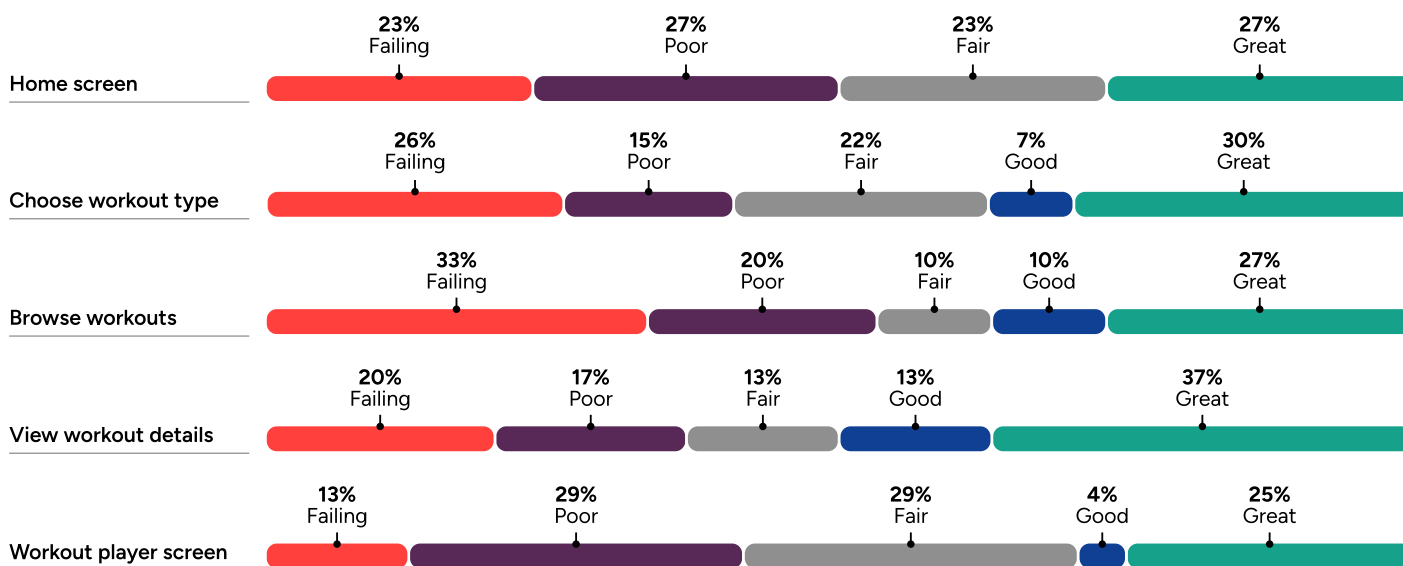
As **FIGURE 14** shows, we analyzed five key use cases in our **Fitness** app testing:

- **Home screen:** The initial screen displaying user statistics, fitness goals, and suggested actions.
- **Choose workout type:** Select from different categories of workouts.
- **Browse workouts:** Choose from a list of workouts within a category.
- **View workout details:** Information about a single workout.
- **Workout player screen:** The interface guiding users through a selected workout.

Our analysis of key use cases reveals inconsistent and often mediocre accessibility throughout the user journey. Alarming, the workout player screen, arguably the most crucial part of the fitness app experience, received the lowest percentage of **Great** (25%) and **Good** (4.2%) ratings. This suggests that while some aspects of fitness apps may be accessible, the core functionality — the actual workout experience itself — is often neglected.

On a more positive note, the view workout details screens performed relatively well, with 36.7% earning **Great** ratings and 13.3% earning **Good** ratings. However, this positive finding is tempered by the fact that many users may struggle to reach these screens due to accessibility barriers encountered earlier in the user journey. And if a user can't easily navigate to the actual workout, then the app has failed to deliver on its purpose.

FIGURE 14: Fitness Apps, Accessibility Scores for Top Use Cases

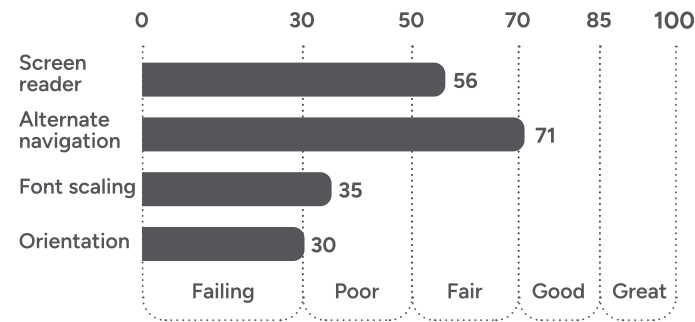


[VIEW FIGURE 14 DATA TABLE](#)

Assistive technology performance

In **FIGURE 15** and **TABLE 8**, we examine how **Fitness** apps performed against specific assistive technologies. Much like other industries, the apps best supported alternative navigation (**71, Good**) followed by screen readers (**56, Fair**), font scaling (**35, Poor**), and orientation (**0, Failing**).

FIGURE 15: Fitness Apps, Accessibility Scores by Assistive Technologies



[VIEW FIGURE 15 DATA TABLE](#)

TABLE 8: Fitness Apps, Detailed Accessibility Scores by Assistive Technologies

Screen reader			
Are all elements focusable?	Yes	Partial	No
	72.3%	27.7%	0%
Is the focus order logical?	66%	31.9%	2.1%
Are related items logically grouped to reduce navigation fatigue?	57.4%	31.9%	10.6%
Do the elements have the correct name, role, and value?	12.8%	80.9%	6.4%
Are the element states being correctly announced?	29.8%	10.6%	27.7%
Are you able to interact with all actionable items?	14.9%	70.2%	14.9%
Do non-decorative images and videos have meaningful text alternatives and descriptions?	4.3%	12.8%	31.9%
Alternative navigation			
Are all actionable elements reachable using alternative navigation?	Yes	Partial	No
	66%	27.7%	6.4%
Can you interact with all actionable elements?	55.3%	36.2%	8.5%
Font scaling			
Is the font scaling up?	Yes	Partial	No
	34%	10.6%	55.3%
Is the layout resistant to breaking when the font scales up?	25.5%	19.1%	55.3%
Are you able to see everything, without any loss of information?	25.5%	19.1%	55.3%
Are you able to perform all actions?	38.3%	6.4%	55.3%
Orientation			
Does the app support both portrait and landscape orientations?	Yes	Partial	No
	29.8%	0%	70.2%



In focus: Screen orientation limits fitness accessibility

Flexible screen orientation — and providing the ability for users to rotate an app between portrait and landscape modes — is often overlooked in accessibility. Yet, this simple feature can be crucial for people with low vision or limited mobility. We conducted user testing with **Fable** and found that a lack of orientation support creates significant barriers in **Fitness** apps.

For users with low vision, rotating a device to landscape mode can make text and images larger, improving readability. Others, due to physical disabilities, may be unable to rotate their devices at all. Yvette H., an adaptive switch user, explained her situation: “Physically, I cannot change the position of my phone. My phone is held in a holder — and my switch is plugged into it. I never actually touch the phone.” She relies on a fixed device position and cannot adjust the orientation, limiting her access to apps that only function in one mode.

Sheetal K., a screen magnification user, encountered problems in a **Fitness** app due to limited orientation support. After filtering workout results, she could only see partial workout names because of phone settings that make text large enough for her to read. She explained, “After applying filters, only the initial words of the workout names were displayed. To proceed, I needed to see the full names, which forced me to click on multiple items just to understand what each workout was about.” The ability to rotate her phone into landscape mode could allow more text to fit on the screen, making it easier to read the workout names.

Supporting both portrait and landscape modes is essential for inclusivity, allowing users to choose the orientation that best suits their needs and abilities. This simple consideration can make **Fitness** apps accessible to a wider audience, ensuring that everyone can pursue their health and wellness goals.



8. Industry scorecard: Shopping mobile app accessibility

Introduction

Shopping apps are now central to the consumer purchasing journey, making accessibility not just a matter of inclusion, but a business imperative. Inaccessible apps directly translate to lost sales and a diminished customer base, as significant segments of the population may be unable to complete purchases. This is especially critical in the post-pandemic landscape, where online shopping has become the norm for many.

Beyond the immediate financial impact, poor accessibility damages brand reputation in today's competitive retail landscape. Prioritizing accessibility is crucial for attracting customers, driving sales, and building a positive brand image. The European Accessibility Act (EAA), which takes effect in June 2025, will significantly impact this industry, making accessibility compliance not just a best practice but a legal requirement for companies that sell goods and services in Europe.



Performance summary

The Shopping industry received an **Industry Accessibility Score** of **41 (Poor)**, the lowest of all industries tested. This alarmingly low score underscores the industry's failure to prioritize accessibility, effectively excluding a significant portion of potential customers, including the over 1 billion people worldwide who identify as disabled.

At the low end of the spectrum, three out of the 10 apps tested received **Failing** ratings, while another three fell into the **Poor** range (30-50). Only one app achieved a **Good** rating, with an **App Accessibility Score** of **75**. This stark contrast between the one **Good** performer and the rest highlights the significant disparity in accessibility implementation within the **Shopping** industry.

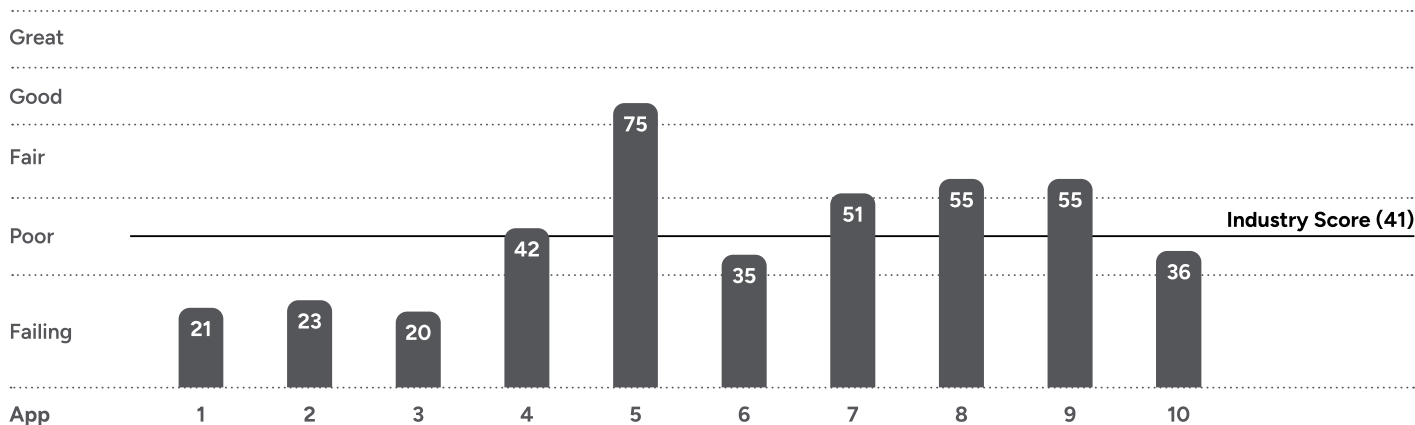
Top successes

- **One standout:** While the shopping industry performed poorly overall, one app stood out with a **Good** rating (75). This app demonstrated relatively strong screen reader and font scaling support, indicating that achieving a higher level of accessibility is possible within the industry. However, even this top performer underperformed in alternative navigation and failed to support both portrait and landscape orientations.

Biggest failures

- **Screen orientation:** 88.9% of app screens lack support for both portrait and landscape orientations.
- **Screen reader usability:** 91.1% of app screens had name, role, and value issues, severely impacting screen reader users. Furthermore, 88.9% of screens prevent users from interacting with all actionable items using a screen reader, and 68.9% contain elements that aren't focusable. This makes many **Shopping** apps essentially unusable for visually impaired users. The overall screen reader support for this industry was a mere **43** out of 100.
- **Alternative navigation:** 77.8% of app screens have focus order issues, disrupting keyboard and assistive technology navigation. Additionally, 42.2% of screens have issues with actionable elements being reachable for alternative navigation users.
- **Information conveyance:** 60% of app screens have alt text issues, hindering screen reader users' understanding of product visuals. This is a critical failure in e-commerce, where visual information is essential for purchase decisions.

FIGURE 16: Shopping, App Accessibility Scores



[VIEW FIGURE 16 DATA TABLE](#)

- **Font scaling:** 71.1% of app screens lack full font scaling support. Of those with partial support, 55.6% exhibit layout issues and information loss. Support for font scaling in iOS apps was particularly bad, with only one out of five top apps fully supporting it. Across the industry, apps scored **31** for font scaling and **11** for orientation, further demonstrating the challenges faced by users with low vision.

Detailed findings

Use case analysis

FIGURE 17 examines accessibility performance across four key use cases for **Shopping** apps:

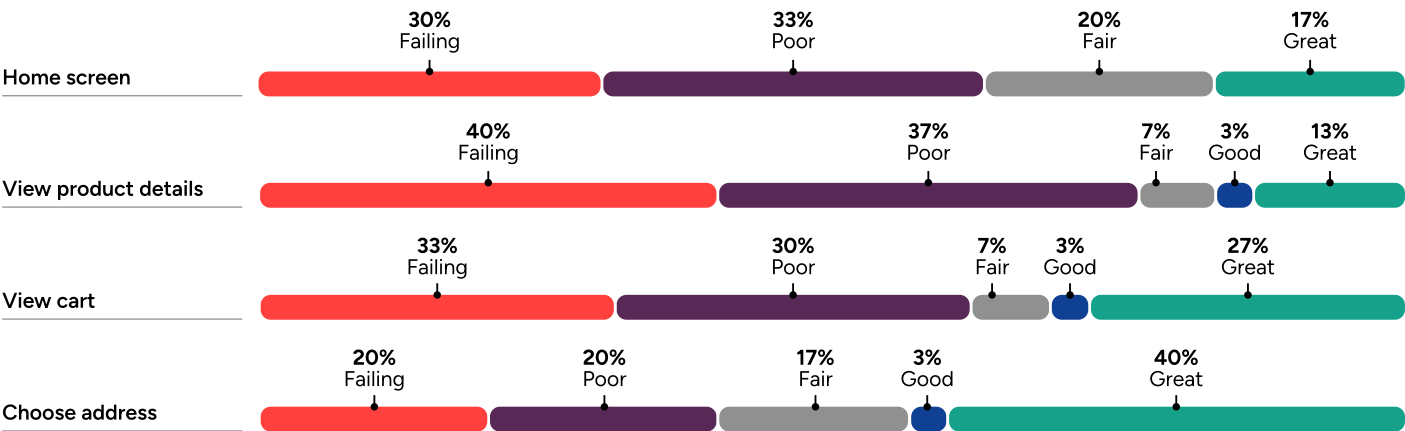
- **Home screen:** The initial experience upon launching the app, crucial for first impressions and navigation.
- **View product details:** View detailed product information, images, and options before making a purchase decision.

- **View cart:** Review the items in a shopping cart, adjust quantities, and proceed to checkout.
- **Choose address:** Enter or select a shipping address, a critical step for completing online orders.

A critical failure point for shopping apps is the communication of product details, particularly during the initial stages of the user journey. A staggering 63.3% of home screens were rated **Poor** or **Failing**, creating an immediate barrier for users with disabilities. This problem persists into the view product details screens, where more than three-quarters (76.7%) deliver a **Poor** or **Failing** experience.

While the user experience may improve closer to checkout, the damage is already done. The initial accessibility barriers will likely deter many users from even reaching that point, resulting in lost sales and frustrated customers. And if a user can't easily complete a purchase, then by almost any criteria, a **Shopping** app has failed.

FIGURE 17: Shopping Apps, Accessibility Scores for Top Use Cases

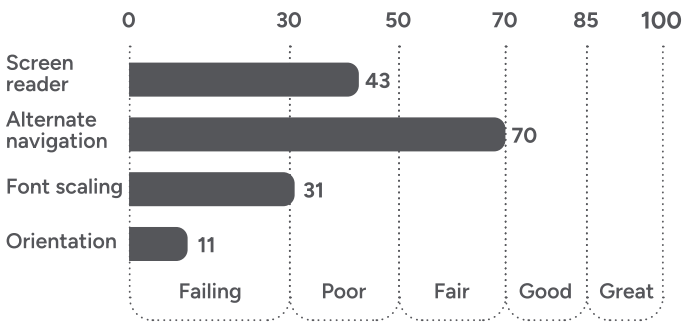


[VIEW FIGURE 17 DATA TABLE](#)

Assistive technology performance

In **FIGURE 18** and **TABLE 9**, we examine how **Shopping** apps performed against specific assistive technologies. Much like other industries, the apps best supported alternative navigation (**70, Good**) followed by screen readers (**43, Poor**), font scaling (**31, Poor**), and orientation (**11, Failing**).

FIGURE 18: Shopping Apps, Overall Accessibility Scores by Assistive Technologies



[VIEW FIGURE 18 DATA TABLE](#)

TABLE 9: Shopping Apps, Detailed Accessibility Scores by Assistive Technologies

Screen reader			
Are all elements focusable?	Yes 28.9%	Partial 68.9%	No 2.2%
Is the focus order logical?	17.8%	77.8%	4.4%
Are related items logically grouped to reduce navigation fatigue?	20%	77.8%	2.2%
Do the elements have the correct name, role, and value?	8.9%	91.1%	0%
Are the element states being correctly announced?	28.9%	53.3%	13.3%
Are you able to interact with all actionable items?	11.1%	86.7%	2.2%
Do non-decorative images and videos have meaningful text alternatives and descriptions?	17.8%	13.3%	46.7%
Alternative navigation			
Are all actionable elements reachable using alternative navigation?	Yes 57.8%	Partial 42.2%	No 0%
Can you interact with all actionable elements?	53.3%	46.7%	0%
Font scaling			
Is the font scaling up?	Yes 28.9%	Partial 31.1%	No 40%
Is the layout resistant to breaking when the font scales up?	13.3%	42.2%	44.4%
Are you able to see everything, without any loss of information?	11.1%	44.4%	44.4%
Are you able to perform all actions?	22.2%	33.3%	44.4%
Orientation			
Does the app support both portrait and landscape orientations?	Yes 11.1%	Partial 0%	No 88.9%



In focus: E-commerce's silent roadblocks

How do you buy something that you can't see? By reading the product description. That's the reality for screen reader users. **Fable** conducted usability testing with these users, and missing product descriptions were a major problem in **Shopping** apps.

During her test shopping experience, screen reader user Melody S. said, "Image descriptions are barely enough to indicate that it could be a product."

In one app, many icons lacked labels. Even AI-generated descriptions weren't helpful. Melody S. explained, "There are lots of unlabeled buttons." She's trying to shop, but can't even tell what the buttons do. Every icon needs a text label, visible or hidden, for screen readers.

Another issue: lack of feedback. After adding an item to the cart, one user experienced an abrupt screen change without notification. They said, "No notification appeared to confirm that an item had been added. The screen abruptly changed, taking me back to the item list. ... This made me lose my orientation." They're lost in the app, unsure if their item was added. Clear confirmations are crucial, especially for key actions like adding to the cart and checking out.

For screen reader users, these details are essential. They transform a frustrating, confusing experience into one that's smooth and independent. Accessible design isn't just about inclusion; it's about enabling everyone to shop with confidence.



9. Industry scorecard: Streaming mobile app accessibility

Introduction

Streaming media apps play a central role in how we consume entertainment, news, and information, shaping our cultural landscape. Ensuring these platforms are accessible is paramount for fostering inclusivity. Restricting access based on disability is unacceptable in today's interconnected world. While the industry shows some evidence of benefiting from the historically strong accessibility regulations in broadcast media — particularly in providing accessible content like captions and audio descriptions — significant gaps remain in the user experience of the apps themselves.



Performance summary

The **Streaming** industry achieved an **Industry Accessibility Score of 60 (Fair)**, the highest among the five industries we studied. However, this seemingly positive result masks significant underlying accessibility issues.

Individual **App Accessibility Scores** ranged from **42 (Poor)** to **82 (Good)**, with three apps receiving **Good** ratings and four receiving **Fair** ratings. One glaring omission across all **Streaming** apps is the lack of consistent screen orientation support, a crucial factor for users with low vision and limited mobility. While video players typically support landscape mode, this functionality is rarely extended to other parts of the app, forcing users to constantly switch orientations – a frustrating and unnecessary barrier.

Top successes

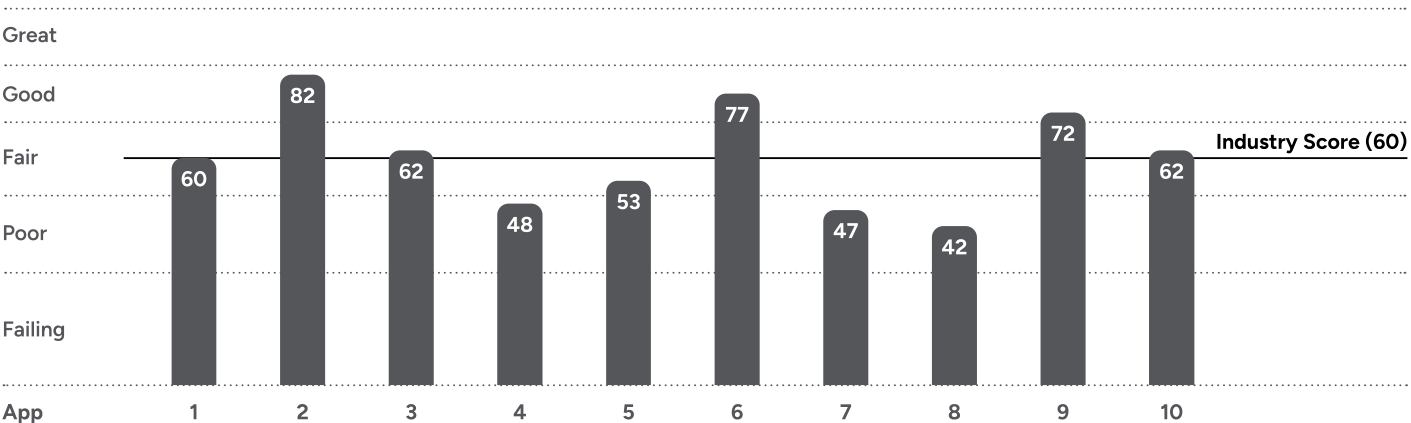
- **Logical grouping and focus:** Most **Streaming** app screens logically group items (87.2%) and provide clear focus management (63.8% had all elements focusable and 70.2% had logical focus order), aiding navigation and demonstrating an understanding of basic accessibility principles.

- **State announcements:** A majority of screens (63.8%) correctly announce element states (e.g., activated or disabled buttons), improving usability for assistive technologies.
- **Alternative navigation support:** Strong alternative navigation support (76.6% of screens) allows users to interact with most actionable elements using alternative input methods.

Biggest failures

- **Poor alt text:** Only 29.9% of screens have proper alt text, hindering screen reader users’ understanding of visual content. This is particularly problematic for images containing embedded text or labels, which are often crucial for conveying information in streaming apps.
- **Screen reader usability:** Despite strengths in focus management, 51.1% of screens have name, role, and value issues, impacting screen reader comprehension and overall usability.
- **Limited font scaling:** Only 40.4% of screens support font scaling, creating barriers for users with low vision. This is a significant oversight, given the visual nature of streaming content and the importance of clear readability.

FIGURE 19: Streaming, App Accessibility Scores



[VIEW FIGURE 19 DATA TABLE](#)

- **Lack of orientation support:** Surprisingly, none of the streaming apps fully support both landscape and portrait modes across all screens. While video players often support landscape orientation for viewing content, other screens, such as browsing categories or searching for content, typically only support portrait. This forces users to frequently rotate their devices, a frustrating and unnecessary barrier, especially for users with motor impairments or those using screen magnification. This highlights a significant disconnect between the accessibility of the streamed content itself and the accessibility of the apps used to access that content.

Detailed findings

Use case analysis

As shown in **FIGURE 20**, we evaluated five key use cases for **Streaming** apps:

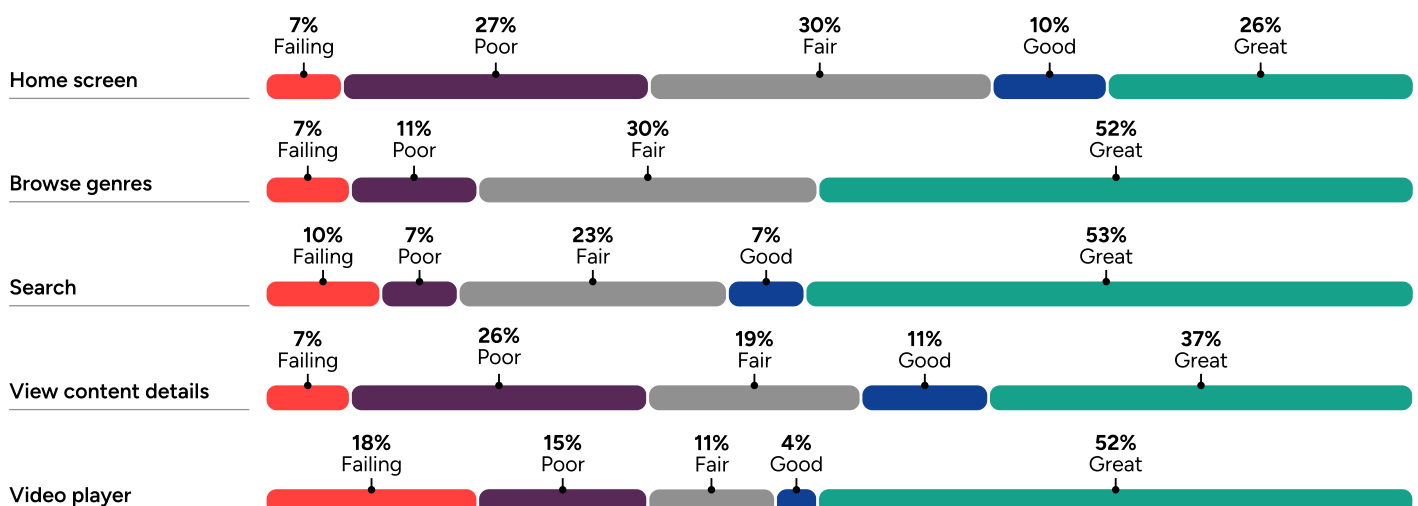
- **Home screen:** The main page displayed upon signing into a Streaming app service.
- **Browse genres:** The screen where users browse content filtered by specific categories or genres.

- **Search:** Type or use voice input to find content.
- **View content details:** The screen displaying information about a selected movie or TV show.
- **Video player:** The interface for playing video content, including controls and captions.

The **Streaming** apps demonstrated relatively strong accessibility across several key use cases. Three of the five use cases tested – browse by genre, search, and video player – achieved **Great** scores on more than half of their attributes. However, the home screen experience remains a significant concern. Only 36.7% of home screen attributes received positive ratings, while a third of the screens rated as **Poor** (26.7%) or **Failing** (6.7%) categories.

This indicates that while the core functionality of streaming apps, such as video playback, is often accessible, the initial user experience and navigation can present significant barriers. Even with a generally accessible video player, the inconsistent and often inaccessible steps required to reach that content diminish the overall user experience. And if a user can't successfully navigate to the actual content, then a **Streaming** app has failed in its primary purpose.

FIGURE 20: Streaming Apps, Accessibility Scores for Top Use Cases

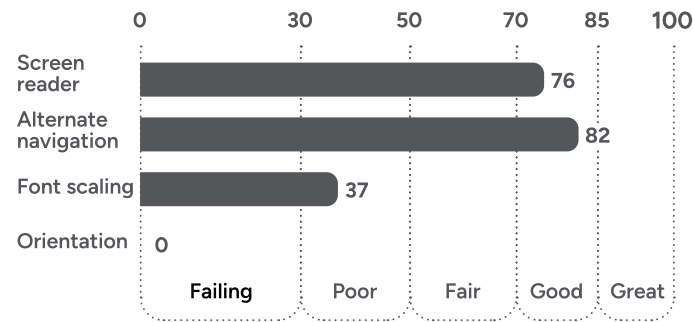


[VIEW FIGURE 20 DATA TABLE](#)

Assistive technology performance

In **FIGURE 21** and **TABLE 10** below, we examine how **Streaming** apps performed against specific assistive technologies. Much like other industries, the apps best supported alternative navigation (**82, Good**) followed by screen readers (**76, Good**), font scaling (**37, Poor**), and orientation (**0, Failing**). **Streaming** was the only industry to reach a **Good** score for screen reader support.

FIGURE 21: Streaming Apps, Accessibility Scores by Assistive Technologies



[VIEW FIGURE 21 DATA TABLE](#)

TABLE 10: Streaming Apps, Detailed Accessibility Scores by Assistive Technologies

Screen reader			
Are all elements focusable?	Yes	Partial	No
	63.8%	36.2%	0%
Is the focus order logical?	70.2%	29.8%	0%
Are related items logically grouped to reduce navigation fatigue?	87.2%	12.8%	0%
Do the elements have the correct name, role, and value?	51.1%	48.9%	0%
Are the element states being correctly announced?	63.8%	19.1%	6.4%
Are you able to interact with all actionable items?	51.1%	48.9%	0%
Do non-decorative images and videos have meaningful text alternatives and descriptions?	19.1%	38.3%	6.4%
Alternative navigation			
Are all actionable elements reachable using alternative navigation?	Yes	Partial	No
	78.7%	19.1%	2.1%
Can you interact with all actionable elements?	76.6%	21.3%	2.1%
Font scaling			
Is the font scaling up?	Yes	Partial	No
	40.4%	31.9%	27.7%
Is the layout resistant to breaking when the font scales up?	23.4%	48.9%	27.7%
Are you able to see everything, without any loss of information?	12.8%	59.6%	27.7%
Are you able to perform all actions?	36.2%	36.2%	27.7%
Orientation			
Does the app support both portrait and landscape orientations?	Yes	Partial	No
	0%	0%	100%



In focus: Finding lost features in streaming apps

Accessibility in **Streaming** video goes beyond captions and audio descriptions. It's about making those features easy to find and use. [Fable](#) conducted usability testing with users who rely on assistive technology and discovered how seemingly minor design choices can create major barriers.

One issue involved disappearing subtitles. In one app, the subtitles button vanished after being activated. Shamila K. explained, "The fact that the subtitle button disappeared after I added subtitles was a problem because I had trouble accessing it again when I wanted to remove subtitles."

She wanted to temporarily disable subtitles, but the control was gone. A simple fix: Keep the button visible and indicate its on/off state. This benefits all users, not just those with disabilities.

Another challenge: missing headings. Headings help screen reader users quickly navigate content. Caitlin W. noted, "It would be very helpful if sections like Most Popular TV were headings. [TalkBack](#) doesn't see any headings, so I'm required to scroll and swipe to try to locate this section."

She's forced to hunt for content that should be easily accessible. Visible and properly coded headings benefit everyone, including those with cognitive disabilities and anyone looking for information quickly.

These examples highlight the intersection of accessibility and usability. Small improvements, like persistent buttons and clear headings, create a better experience for all users. In **Streaming** media, where finding content quickly is key, accessible design is essential for keeping everyone engaged.



10. Taking action: How brand and product leaders can prioritize accessibility

Creating truly inclusive and accessible digital products requires a fundamental shift in mindset, a recognition that accessibility is not merely a compliance requirement but a core business imperative and a fundamental aspect of good design. We hope this report inspires both brand leaders, responsible for setting the overall strategy and vision, and product leaders and builders, tasked with bringing that vision to life, to prioritize and implement effective accessibility practices.

Actions for brand leaders

Accessibility is not just a “nice-to-have”; it’s a “must-have” as apps become increasingly ingrained in the modern lifestyle. Failing to prioritize accessibility not only excludes a significant portion of your potential customer base but also exposes your brand to reputational and legal risks.

- **Cultivate a culture of accessibility and inclusion:** Building truly accessible products requires a commitment to inclusivity woven into the fabric of your company culture. This is especially critical within product development teams.
- **Tap into the disability market and increase revenue potential:** The disability community represents a substantial market segment. Prioritizing accessibility unlocks significant revenue opportunities, particularly for e-commerce, where inaccessible apps directly translate to lost sales. (Related: Learn more about the [business case for accessibility-first app development](#).)
- **Understand the legal and regulatory landscape:** Navigating and adhering to regional accessibility regulations is not just a legal obligation; it protects your company from costly lawsuits and enforcement actions. Familiarize yourself with relevant regulations and standards such as the [ADA](#), [Section 508](#), [AODA](#), [ACA](#), [EN 301 549](#), and the [European Accessibility Act](#).

- **Learn from industry leaders and adopt a proactive approach:** Identify the leaders in your industry and — good or bad — learn their approach to accessibility. You might find accessibility offers you a chance to gain a unique competitive advantage. Don't wait for regulations to force your hand; embrace accessibility as a business opportunity.
- **Acquire accessibility expertise:** Navigating the complexities of accessible design and development requires specialized knowledge. Invest in training your teams or partner with external accessibility consultants. Planning for accessibility should be part of every project from day one. (**Related:** Make a plan with help from the [ArcTouch App Accessibility Checklist](#).)
- **Leverage native accessibility tools and resources:** Familiarize yourself with and use the built-in accessibility features and tools provided by iOS and Android. Integrating these resources into your workflow can help catch basic accessibility issues early.
- **Go beyond native components:** Native components are a good starting point, but not a complete solution. Actively test and optimize for accessibility, conducting thorough assistive technology testing, and addressing issues with labeling, traits, values, and grouping.
- **Prioritize font scaling and orientation:** These features, broadly neglected by the apps included in our study, are essential for users with low vision and limited mobility. Prioritize and test these functionalities throughout the design and development process.
- **Conduct user testing with people with disabilities:** Real-world feedback from users with disabilities is invaluable. Regular user testing is essential for uncovering usability challenges and ensuring a truly inclusive experience.
- **Consider the mobile web-to-app transition:** Maintain accessibility features when redirecting users from the mobile web to your app. Don't inadvertently create a less accessible experience with an app — as studies have shown users who take the extra steps to install an app on their device are likely among a brand's most loyal and valuable customers.
- **Embrace a holistic approach:** Accessibility is about the entire user journey, not just individual screens. Focus on creating seamless and accessible experiences across all user flows. The user journey can only be positive if every step helps usher the user to the end. Accessibility can be the difference between an app succeeding or failing to deliver on its promise for many users.

Actions for product leaders, UX/UI designers, and software developers

Building accessible apps requires a deep understanding of user needs and the effective use of available tools and techniques. It's about moving beyond the minimum level of conformance and creating truly inclusive experiences.

- **Understand WCAG and beyond:** The [Web Content Accessibility Guidelines \(WCAG\)](#) provide a valuable framework for building accessible digital products. While WCAG primarily focuses on web accessibility, its principles can and should be applied to app development. Aim for conformance with WCAG 2.2 Level AA as a minimum target and stay informed about the latest updates, including forthcoming guidance from the W3C's [Mobile Accessibility Task Force \(MATE\)](#). However, recognize that WCAG alone is not sufficient for comprehensive app accessibility.



[ArcTouch](#) designs and develops lovable apps, websites, and connected experiences for companies of all sizes. The software we create helps power the digital lifestyle, and is enjoyed by hundreds of millions of people every day.

If you're looking for a partner to help build a new digital product or want to improve the accessibility of an existing one, our team of [accessibility experts](#) can help.

Get your app reviewed

ArcTouch can perform a complementary accessibility evaluation of your company's app, using the same methodology in this report.

Contact us for more details at arctouch.com or email hello@arctouch.com.



[Fable](#) is the only accessibility platform powered by people with disabilities. We help some of the largest organizations in the world build incredible and accessible digital user experiences for over 1 billion people who live with disabilities.

Fable enables accessibility managers, user researchers, designers, and developers to connect remotely and on-demand to people with disabilities, for user research and testing.

Fable also provides full-service training, embedded research programs and expert-led managed services that help companies operationalize accessibility and move beyond compliance.

Learn more at makeitfable.com or email info@makeitfable.com.

12. Appendix

Glossary

Adaptive switch: A device used by individuals with motor impairments to interact with electronic systems, replacing traditional input methods like keyboards and mice.

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Alternative navigation: Methods of navigating a digital interface without using a touchscreen, such as voice control, keyboard navigation, eye tracking, or adaptive switches.

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Alt text (alternative text): Concise text descriptions of images that are read by screen readers, providing context and information for users who cannot see the image.

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App Accessibility Score: A percentage score representing the overall accessibility of an individual app, based on our testing methodology.

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Audio descriptions: Content for people who are blind and others who are unable to see or adequately process video. It includes visual information needed to understand the content, including text displayed in the video.

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Automated testing tools: The use of software to automatically check for accessibility issues within digital products. While helpful for identifying some of the non-ambiguous aspects of technical conformance, automated testing does not replace the need for manual testing and user testing with disabled users.

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Captions: Synchronized text displayed on a screen that transcribes the audio portion of a video, including dialogue, sound effects, and other relevant auditory information.

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Color contrast: The difference in luminance (brightness) between text and its background. Sufficient color contrast is essential for readability, particularly for users with low vision.

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Dynamic font support: A native feature available to developers to scale text labels in a non-linear way, optimizing between readability and usability without increasing all fonts uniformly to unnecessarily large sizes.

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Element states: The different states of interactive elements within an app, such as enabled/disabled, selected/unselected, or expanded/collapsed. Clearly communicating these states to assistive technologies is crucial for usability.

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Focusable elements: Interactive elements within a digital interface that can receive focus, allowing users to interact with them using a keyboard or assistive technology.

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Focus management: The process of controlling which element receives focus within a digital interface. Proper focus management is crucial for keyboard navigation and assistive technology usability.

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Focus order: The sequence in which elements receive focus when navigating with a keyboard or assistive technology. A logical and predictable focus order is essential for efficient navigation.

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Font scaling: The ability to adjust the size of text within an app, typically through system settings or in-app controls. This is crucial for users with low vision.

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Grouped content: Organizing related content into logical groups, improving navigation and comprehension for all users, especially those using screen readers.

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Headings: Designated text elements that define the hierarchy and structure of content, providing context and aiding navigation for all users, especially those using screen readers.

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Image description: A detailed textual description of an image, providing more context and information than alt text. Image descriptions are often used in academic or highly visual contexts.

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Inclusive design: The practice of designing products and services that are accessible and usable by people with the widest range of abilities and characteristics. This includes considering diverse needs related to age, culture, language, disability, and other factors.

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Industry Accessibility Score: A percentage score representing the average accessibility performance of all tested apps within a specific industry.

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Keyboard navigation: Using a keyboard to navigate and interact with a digital interface, essential for users who cannot use a mouse or touchscreen.

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Name, role, and value: Key attributes of interactive elements that convey their purpose and functionality to assistive technologies. The name identifies the element (e.g., “Volume”), the role describes its function (e.g., “adjustable”), and the value indicates its current state (e.g., “75 percent”). Although each platform and framework has different nomenclature — e.g. `accessibilityLabel` and `accessibilityTraits` on iOS — we’ve generically used “name, role, and value” nomenclature for the sake of simplicity.

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Native components: Pre-built user interface elements provided by the operating system (e.g., iOS or Android). Using native components often provides a baseline level of accessibility support.

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Screen magnification: Software that enlarges portions of the screen, making content easier to see for users with low vision.

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Screen orientation: The orientation of a device’s screen, either portrait (vertical) or landscape (horizontal). Supporting both orientations is important for accessibility.

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Screen reader: Software that converts text and other on-screen elements into speech or braille, primarily used by people who are blind or have low vision.

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TalkBack (Android): The built-in screen reader for most Android devices.

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Transcripts: A text version of speech and non-speech audio information in a video needed to understand the content. Descriptive transcripts also include text description of the visual information.

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User testing: A crucial part of the design and development process where real users interact with a product to identify usability issues and share feedback. In the context of accessibility, user testing with people with disabilities is essential for evaluating the effectiveness of accessibility features and identifying potential barriers.

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Data tables

FIGURE 1 DATA TABLE: Industry Accessibility Scores

Industry	Score	Rating
Food & Delivery	57	Fair
Payments	54	Fair
Fitness	50	Fair
Shopping	41	Poor
Streaming	60	Fair

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FIGURE 3 DATA TABLE: iOS vs. Android Apps, Assistive Technology Support

Assistive Technology	Platform	Score	Rating
Screen reader	iOS	61	Fair
Screen reader	Android	56	Fair
Alternative navigation	iOS	68	Fair
Alternative navigation	Android	83	Good
Font scaling	iOS	27	Failing
Font scaling	Android	54	Fair
Orientation	iOS	5	Failing
Orientation	Android	11	Failing

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FIGURE 5 DATA TABLE: Assistive Technology App Performance Rating, by Industry

Industry	Screen Reader	Alternative navigation	Font Scalling	Orientation
Food & Delivery	61	81	52	0
Payments	59	73	49	0
Fitness	56	71	35	30
Shopping	43	70	31	11
Streaming	76	82	37	0

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FIGURE 2 and 4 DATA TABLE: App Accessibility Scores, All Industries / iOS vs. Android, App Accessibility Scores

Industry and Platform	App 1 Rating and Score	App 2 Rating and Score	App 3 Rating and Score	App 4 Rating and Score	App 5 Rating and Score
Food & Delivery - iOS	45 Poor	25 Failing	86 Great	50 Fair	29 Failing
Food & Delivery - Android	64 Fair	61 Fair	75 Good	63 Fair	65 Fair
Payments - iOS	45 Poor	76 Good	23 Failing	26 Failing	75 Good
Payments - Android	71 Good	62 Fair	26 Failing	43 Poor	70 Good
Fitness - iOS	90 Great	35 Poor	33 Poor	27 Failing	19 Failing
Fitness - Android	84 Good	61 Fair	69 Fair	35 Poor	37 Poor
Shopping - iOS	21 Failing	20 Failing	75 Good	35 Poor	55 Fair
Shopping - Android	23 Failing	42 Poor	51 Fair	55 Fair	36 Poor
Streaming - iOS	60 Fair	62 Fair	48 Poor	53 Fair	77 Good
Streaming - Android	82 Good	47 Poor	42 Poor	72 Good	62 Fair

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FIGURE 2 DATA TABLE: App Accessibility Scores, All Industries

	Failing	Poor	Fair	Good	Great
Portion of App Scores across Industries	17.3%	28.8%	30.7%	19.2%	3.9%

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FIGURE 4 DATA TABLE: iOS vs. Android, App Accessibility Scores

Platform	Overall Score	Overall Rating
Android	56	Fair
iOS	48	Poor

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FIGURE 6 DATA TABLE: Accessibility Performance of App Home Screens, by Industry

Industry	Failing	Poor	Fair	Good	Great
Food & Delivery	18%	25%	25%	0%	32%
Payments	23%	17%	27%	10%	23%
Fitness	23%	27%	23%	0%	27%
Shopping	30%	33%	20%	0%	17%
Streaming	7%	27%	30%	10%	26%

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FIGURE 7 DATA TABLE: Food & Delivery, App Accessibility Scores

Apps	Score	Industry score
App 1	45	57
App 2	64	57
App 3	25	57
App 4	61	57
App 5	86	57
App 6	50	57
App 7	75	57
App 8	29	57
App 9	63	57
App 10	65	57

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FIGURE 8 DATA TABLE: Food & Delivery Apps, Accessibility Scores for Top Use Cases

Step	Failing	Poor	Fair	Good	Great
Home screen	18%	25%	25%	0%	32%
Choose address	22%	22%	22%	22%	12%
Select restaurant	4%	13%	21%	8%	54%
Choose menu item	20%	13%	17%	17%	33%
Add to cart	17%	27%	23%	3%	30%
Checkout	10%	20%	17%	10%	43%

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FIGURE 9 DATA TABLE: Food & Delivery Apps, Overall Accessibility Scores by Assistive Technologies

Assistive Technology	Industry Score	Status
Screen reader	61	Fair
Alternative navigation	81	Good
Font scaling	52	Fair
Orientation	0	Failing

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FIGURE 10 DATA TABLE: Payments, App Accessibility Scores

Apps	Score	Industry score
App 1	45	54
App 2	71	54
App 3	76	54
App 4	62	54
App 5	23	54
App 6	26	54
App 7	26	54
App 8	43	54
App 9	75	54
App 10	70	54

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FIGURE 11 DATA TABLE: Payment Apps, Accessibility Scores for Top Use Cases

Step	Failing	Poor	Fair	Good	Great
Home screen	30%	33%	20%	0%	17%
Select contact	40%	37%	7%	3%	13%
Create transactional details	33%	30%	7%	3%	27%
Confirm transaction	20%	20%	17%	3%	40%

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FIGURE 12 DATA TABLE: Payment Apps, Accessibility Scores by Assistive Technologies

Assistive Technology	Industry Score	Status
Screen reader	59	Fair
Alternative navigation	73	Good
Font scaling	49	Poor
Orientation	0	Failing

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FIGURE 13 DATA TABLE: Fitness, App Accessibility Score

Apps	Score	Industry score
App 1	90	50
App 2	84	50
App 3	35	50
App 4	33	50
App 5	61	50
App 6	27	50
App 7	69	50
App 8	19	50
App 9	35	50
App 10	37	50

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FIGURE 14 DATA TABLE: Fitness Apps, Accessibility Scores for Top Use Cases

Step	Failing	Poor	Fair	Good	Great
Home screen	23%	27%	23%	0%	27%
Choose workout type	26%	15%	22%	7%	30%
Browse workouts	33%	20%	10%	10%	27%
View workout details	20%	17%	13%	13%	37%
Workout player screen	13%	29%	29%	4%	25%

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FIGURE 15 DATA TABLE: Fitness Apps, Accessibility Scores by Assistive Technologies

Assistive Technology	Industry Score	Status
Screen reader	56	Good
Alternative navigation	71	Good
Font scaling	35	Poor
Orientation	30	Failing

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FIGURE 16 DATA TABLE: Shopping, App Accessibility Scores

Apps	Score	Industry score
App 1	21	41
App 2	23	41
App 3	20	41
App 4	42	41
App 5	75	41
App 6	35	41
App 7	51	41
App 8	55	41
App 9	55	41
App 10	36	41

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FIGURE 17 DATA TABLE: Shopping Apps, Accessibility Scores for Top Use Cases

Step	Failing	Poor	Fair	Good	Great
Home screen	23%	17%	27%	10%	23%
View product details	13%	20%	13%	20%	34%
View cart	17%	30%	17%	3%	33%
Choose address	0%	0%	25%	17%	58%

[RETURN TO FIGURE 17](#)

FIGURE 18 DATA TABLE: Shopping Apps, Overall Accessibility Scores by Assistive Technologies

Assistive Technology	Industry Score	Status
Screen reader	43	Poor
Alternative navigation	70	Good
Font scaling	31	Poor
Orientation	11	Failing

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FIGURE 19 DATA TABLE: Streaming, App Accessibility Scores

Apps	Score	Industry score
App 1	60	60
App 2	82	60
App 3	62	60
App 4	48	60
App 5	53	60
App 6	77	60
App 7	47	60
App 8	42	60
App 9	72	60
App 10	62	60

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FIGURE 20 DATA TABLE: Streaming Apps, Accessibility Scores for Top Use Cases

Step	Failing	Poor	Fair	Good	Great
Home screen	7%	27%	30%	10%	26%
Browse genres	7%	11%	30%	0%	52%
Search	10%	7%	23%	7%	53%
View content details	7%	26%	19%	11%	37%
Video player	18%	15%	11%	4%	52%

[RETURN TO FIGURE 20](#)

FIGURE 21 DATA TABLE: Streaming Apps, Accessibility Scores by Assistive Technologies

Assistive Technology	Industry Score	Status
Screen reader	76	Good
Alternative navigation	82	Good
Font scaling	37	Poor
Orientation	0	Failing

[RETURN TO FIGURE 21](#)



We help companies create
lovable apps, websites, and
connected experiences.

Get your app reviewed

ArcTouch can perform a complementary accessibility evaluation of your company's app, using the same methodology in this report.

Contact us for more details at arctouch.com or email hello@arctouch.com.