



DIGITAL ACCESSIBILITY GAP ANALYSIS

REPORT FOR KENYA 2021

By

inABLE

APRIL 10, 2022



ABSTRACT

This report is a gap analysis of the state of digital accessibility in Kenya's government and private sectors. It establishes a summary of the overall accessibility compliance of the Kenyan digital landscape as well as provides recommendations to reach the goal of making accessible experiences for Kenyans with disabilities more common and expected.

The scope of this report is as follows. 33 Kenyan websites and 15 Kenyan mobile apps were audited across the government and private sectors for WCAG 2.1 Level AA compliance. Eight international websites were audited as a comparison. A methodology was created to measure WCAG compliance as a percentage. To go along with the accessibility compliance percentage, common barriers and inaccessible trends were identified to better focus efforts around digital accessibility moving forward.

This report will cover the following:

1. Introduction to digital accessibility and the disability community
2. Laws and standards regarding digital accessibility
3. Testing and scoring methodology
4. Scope of websites and mobile apps audited
5. Summary of testing results
6. Testing analysis and recommendations

Some of the top accessibility barriers that were identified include:

- Lack of keyboard access
- Missing visible Focus indicators
- Insufficient color contrast
- Unlabeled buttons in Mobile apps
- Form fields without proper labels, instructions and error messaging.

PART 1: INTRODUCTION

Digital accessibility is the process of making digital products, such as websites, mobile apps, and other online tools, accessible to everyone. It is about ensuring all users can access the same information, regardless of the impairments they may have.

This is the first installment of the Digital Accessibility Gap Analysis for Kenya. The purpose of this report is to support advocacy efforts to improve access to information and services online for people with disabilities (PWD) in Kenya.



Why is Digital Accessibility Important?

The internet has become a platform for Kenyans with disabilities to:

- Access government services
- Find information on public safety and health
- Attain an education
- Find employment
- Gain access to food
- Find healthcare services
- Make financial transactions
- Shop
- Stream videos
- and more

It gives government entities as well as businesses a mechanism to reach more people than ever before.

However, not everyone's needs are the same. According to the 2019 census, 2.2% (0.9 million people) of Kenyans live with some form of disability. Similarly, to how stairs can be a barrier to wheelchair users in the built environment, people with disabilities can encounter accessibility barriers while trying to browse the web or use mobile apps. This can keep Kenyans with disabilities from being able to access services, get information or make financial transactions.

Kenyans with disabilities access technology through a variety of ways. One example is through assistive technologies. The way that a website or app is built can determine whether users with disabilities are able to accomplish tasks or find information that they need for their everyday life.

We can enable Kenyans with disabilities to live more independent and wholesome lives by making sure that government and private websites and mobile apps are built with accessibility in mind. Accessibility is designing or enhancing digital content and products to include the needs of users with disabilities. Kenyans with disabilities face the same barriers as their peers while also handling the barriers that are a result of their disability. It is the responsibility of governments and private entities to ensure Kenyans with disabilities have equal access to the digital products available to all Kenyans.

In this report, the Digital products that are of interest include:

- Government websites such as Ministry of Education (Homepage & Contact Us)
- Private websites such as KCB (Homepage)



- Government mobile apps such as NHIF (Appendix 5)
- Private Mobile apps such as M-Pesa (Appendix 5)

Defining Disability

In the space of digital accessibility, it is advised to design for disabilities that affect the eyes, ears, hands, and brain. Some common disabilities include:

- People who are blind or have low vision
- People who are deaf or hard of hearing
- People with learning disabilities
- People with cognitive, developmental, or intellectual disabilities
- People with mobility disabilities
- People with multiple disabilities

What is Assistive Technology?

Assistive technologies play a big role in evaluating digital accessibility. Many people with disabilities use assistive technologies to use computer and touch screen devices. Assistive Technology is any piece of equipment, product, or system that is used to maintain or improve the functional capacities of people with disabilities.

Examples of Assistive Tech

This section will highlight some common assistive technologies that people with disabilities use to interact with devices.

Screen Readers

Often used by blind users, screen readers are features or apps that are sometimes built into mainstream devices. Screen readers read the screen's contents and structure to blind users through voice. The user hears information that is on the screen read aloud using a synthetic speech engine. To interact and navigate through the content, screen reader users often use keyboard commands or touch gestures.

[Learn more about screen readers and listen to a demonstration](#)

Screen Magnifiers

Often used by people with low vision, screen magnifiers can enlarge the contents of the screen so that information is easier to access. These tools can often be used with inverted colors for better contrast.

[Learn more about screen magnifiers](#)



Hands-Free Technologies

Some people with mobility disabilities have trouble using a mouse or traditional touch gestures. For those with motor-function disabilities, there are ways to control the computer through various means.

Hands-Free Technologies. – that include technologies that allow the use of voice commands, head wands, mouth sticks, switch controls, and alternative keyboards to control computers and smart devices.

[Learn more about hands-free technologies](#)

Relevant Laws

This section contains a summary of laws and statutes that are relevant to advancing the rights of people with disabilities in the areas of the built environment and digital communications.

The UN CRPD

In 2008 Kenya signed and ratified the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), which forms part of Kenyan law by virtue of article 2(6) of the constitution. Article 9 requires Kenya to ensure the accessibility of the physical environment through accessible signage, including in Braille and easy-to-read formats, and accessible information and communication technologies.

Article 9 further requires Kenya to develop, adopt and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public,¹ To provide training for stakeholders on the accessibility issues facing persons with disabilities,² and to promote the design, development, production and distribution of accessible information and communications technologies and systems at an early stage, so that such technologies and systems are accessible at minimum cost.

Article 21 expands the right to “freedom of expression an opinion, and access to information” to include the provision of information to persons with disabilities in “accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost. It further imposes a duty upon Kenya to facilitate the use of “sign languages, Braille, augmentative and alternative communication, and all other accessible means, modes and formats



of communication” to enhance access by persons with disabilities in official interactions”. It implores Kenya to encourage the private sector, including internet service providers and the mass media, to make their services accessible to, and to provide information in accessible and usable formats for, persons with disabilities.

Kenyan Laws

- The **Constitution of Kenya of 2010**:
 - ❖ Article 54 (e) states that persons with disabilities are entitled “to access materials and devices to overcome constraints arising from the person’s disability”. Further, it provides for the right to education, reasonable access to information and public transport, the use of sign language, braille or any other form of communication that is appropriate. The article also provides for access to devices and materials that enable Persons with Disabilities to overcome barriers and disability related constraints.

 - The **Persons with Disabilities Act of 2003**:
 - ❖ It establishes the National Council for Persons with Disabilities, a state corporation under the Ministry of Labour and Social Protection which is charged with following up and enforcing the law by “mainstreaming disability issues in all aspects of socio-cultural, economic and political development.”

 - ❖ Section 21 entitles persons with disabilities to a barrier- free and disability-friendly environment by enhancing access to buildings, roads and other social amenities, and assistive devices and other equipment to promote their mobility. The Act is currently being amended to reflect development in the issues relating to PWDs as well as progressive laws such as the constitution and the UNCRPD.

 - The **Kenya Information and Communications Act of 1998 as amended in 2013**:
 - ❖ The Act provides for the importance of ensuring that the information being released to the public is accessible to persons with different disabilities.

 - The **National ICT Policy of 2019**³ seeks to facilitate universal access to ICT services and infrastructure across the country.

 - The **National Information Communications and Technology Policy Guidelines of 2020**:
 - ❖ Developed to enhance the effective implementation of the ICT Policy 2019, the Guidelines are aimed at, among other things, providing an all-inclusive ICT environment by encouraging gender equality and accessibility to persons with disabilities.
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- ❖ They expressly recognize the principles enshrined under the CRPD and the role of the government in ensuring their implementation.⁴
- ❖ The Policy also provides for Information Management by: “Government Websites: All government websites and portals will conform to best practices in terms of accessibility for persons with disabilities, colours, layout and editorial style. Government websites will be updated daily, at a minimum.”
- ❖ It also promotes the use of community languages, Kenyan Sign Language, Braille and other communication formats and technologies accessible to persons with disabilities.
- The **National Broadband Strategy 2018-2023:**
 - ❖ The overall objective of the Strategy is to provide quality broadband services to all citizens. The strategy provides for Broadband for persons with Disabilities acknowledging that broadband provides an important link to employment and education opportunities as well as inclusion in society⁵.
- The **Kenya Information and Communications (Universal Access and Service) Regulations of 2010:**
 - ❖ Section 3 (2) provides for the purpose of the Universal Service Fund,⁶ which includes ensuring “the reasonable availability and affordability of basic and advanced communications systems and services to persons with disabilities, at the household and individual levels, particularly where the market is unable to deliver such services in a financially viable manner”. Enforcement and Advocacy

The following entities are involved in the shaping of these laws as well as advocating for their implementation and enforcement.

1. The National Council for Persons with Disabilities
2. The Ministry of Labour and Social Protection
3. The ICT Authority (ICTA)
4. The Communications Authority of Kenya (CA)



Previous research and Literature

Below is a list of reports or evaluations on the state of digital accessibility for Kenya:

1. CIPESA: Assessing the barriers to accessing ICT by people with disabilities in Kenya
2. G3ICT: Kenya Digital Accessibility Rights Evaluation Index .
3. Rose Wanbui Njuguna: Accessibility of ICT to Persons with Disabilities in Nairobi County
4. Kenya Banking Industry PWD Digital Accessibility Pilot Project Report,

Appendixes

This report is supplemented by nine appendixes containing information on Kenya's digital assets, accessibility audits and accessibility improvement activities. Each appendix is explained below.

Appendix 1: Government Websites WCAG Checklists

22 Government websites were audited for this report. Ten of them are classified as Government Ministries, eight of them are classified as agencies, two are transportation and two are education. Appendix 1 is a spreadsheet that contains the WCAG audits for those websites. Each of the WCAG criteria is listed and there is a pass/fail criterion for every website tested. Finally, at the bottom of each sheet are accessibility scores for each page and website tested.

The spreadsheet has four tabs listed below.

- Government ministries.
- Agencies.
- Transportation
- Education

To read the full data, please refer to Appendix 1 Government Websites WCAG Checklists.

Appendix 2: Government Websites Bug Reports

For the 22 government websites that were tested, a list of bugs was created for each website. Appendix 2 is a Word document with a list of bugs identified for government ministries and agencies. It is broken down by type of government entity, website and page. To read the full bug reports for government entities, please refer to Appendix 2 Government Bug Reports.

Appendix 3: Private Sector WCAG Checklists

11 websites were tested across different industries in the private sector. Appendix 2 is a spreadsheet that contains the WCAG audits for those websites. Each of the WCAG criteria is listed and there is a pass/fail criterion for every website tested. Finally, at the bottom of each sheet are accessibility scores for each page and website tested.



The industries represented include:

- Telecommunications
- Transportation
- Education
- Media
- Insurance
- E-commerce
- Banking

Each of the industries is separated into its own tab. One to three websites were tested in each industry. To read the full data, please refer to Appendix 3 Private Sector WCAG Checklists.

Appendix 4 Private Sector Bug reports

For the 11 private sector websites that were tested, a list of bugs was created for each website. Appendix 4 is a Word document with a list of bugs identified for private sector websites across different industries. It is broken down by type of industry and website. Please note that for the private sector websites, only the homepages were tested. To read the full bug reports for the private sector, please refer to Appendix 4 Private Sector Bug Reports.

Appendix 5 Mobile Apps Bug Reports

15 mobile apps were also tested to survey the state of mobile accessibility. Appendix 5 contains the scenarios for testing, apps tested, and results. The apps tested are organized by type such as telecommunications, money apps and e-citizen apps. To read the full list of apps tested and their results, please refer to Appendix 5 Mobile apps Bug Reports.

Appendix 6: URLs Tested

Appendix 6 contains all of the websites tested. It includes websites, pages and URLs tested and it is organized by category such as Government ministries, government agencies, transportation and public education. To read the full list of websites tested, please refer to Appendix 6 URLs Tested.

Appendix 7: Common Barriers

Appendix 7 contains a list of the most common barriers encountered when performing the accessibility audits. There are two lists. One for websites and another for mobile apps. To view the most encountered accessibility barriers, refer to Appendix 7 Common Barriers.

Appendix 8: International Audits Report

Eight audits were conducted on international websites as a comparison to the Kenyan websites. The homepage of each website was audited. The types of websites varied. They include government websites, private companies, banks, educational institutions and telecommunications.



Appendix 8 contains the WCAG audits for the international websites that were tested. Each of the WCAG criteria is listed and there is a pass/fail criterion for every website tested. Finally, at the bottom of each sheet are accessibility scores for each page and website tested. To read the full data, please refer to Appendix 8 International Audits WCAG Checklists.

Appendix 9: International Websites Bug Reports

For the eight international websites that were tested, a list of bugs was created for each website. Appendix 9 is a Word document with a list of bugs identified for international websites. To read the full bug reports for international organizations, please refer to Appendix 9 International Websites Bug Reports.

PART 2: STANDARDS AND TESTING METHODS

Standards

This report used the Web Content Accessibility Guidelines (WCAG) 2.1 level AA standard to measure the accessibility of Kenyan websites. This standard is used by many other organizations all over the world. WCAG 2.1 adds to the existing WCAG 2.0 criteria. The guidelines were created by the World Wide Web Consortium (W3C).

The WCAG 2.1 standards have four principles of accessibility. These principles are used to measure website accessibility. The four principles are:

1. Perceivable
2. Operable
3. Understandable
4. Robust

The criteria behind the principles laid out in WCAG 2.1 are used as a checklist. Each of the checklist items belong to one of the four principles and have numbers associated with them such as 1.1.1 Non-text content.

Perceivable

This principle states that website users must be able to perceive all of the information that is being presented regardless of their ability to see or hear. Checklist items include “1.1.1 Non-text content,” “1.3.1 info and relationships,” and “1.3.2 meaningful sequence.”

Operable

This principle states that user interface components and navigation must be operable. The interface should not require interaction that a user cannot perform. Checklist items include “2.1.1 Keyboard,” “2.1.2 no keyboard traps,” and “2.2.1 timing adjustable.”



Understandable

This principle states that the content and interface must be understandable. Users must be able to understand the information as well as the operation of the user interface. The content or operation cannot be beyond their understanding. Checklist items include “[3.1.1 language of page](#)” and “[3.1.2 language of parts](#).”

Robust

This principle states that as technologies and user agents evolve, the content should remain accessible. Checklist items include “[4.1.1 parsing](#)” and “[4.1.2 name, role, value](#).”

WCAG 2.1:

Below is a list of criteria that are new additions to WCAG 2.1.

- [WCAG 1.3.4 Orientation](#)
- [WCAG 1.3.5 Identify Input Purpose](#)
- [WCAG 1.4.10 Reflow](#)
- [WCAG 1.4.11 Non-text Contrast](#)
- [WCAG 1.4.12 Text Spacing](#)
- [WCAG 1.4.13 Content on Hover or Focus](#)
- [WCAG 2.1.4 Character Key Shortcuts](#)
- [WCAG 2.5.1 Pointer Gestures](#)
- [WCAG 2.5.2 Pointer Cancellations](#)
- [WCAG 2.5.3 Label in Name](#)
- [WCAG 2.5.4 Motion Actuation](#)
- [WCAG 4.1.3 Status Messages](#)

Check out [What’s new in WCAG 2.1](#) for more information.

Accessibility Testing

To measure compliance with WCAG 2.1 guidelines, testing was performed on several private and public Kenyan websites. Testing involves measuring whether the elements and content that make up a webpage are reflecting success criterion from the [WCAG 2.1 checklist](#). Success Criteria are the specific components that a webpage must adhere to to succeed for each of the criteria mentioned above. Websites were tested on some of the following:

- Color contrast: all text must meet the required 4.5:1 color contrast ratio against its background.
- Text resizing: text can be resized without assistive technology up to 200 percent without loss of content or functionality.
- Alt-text: text descriptions should be included for images, logos, and pictures.



- Keyboard access: all links, buttons, and controls should be accessible by keyboard.
- Heading structures: Pages should be structured using proper heading tags.
- Forms: all input fields should have text labels. Required fields and error messages should be easy to perceive and correct.
- Captions and transcripts: captions and transcripts should be provided for video or audio content.
- Audio description: videos should have an audio description track that describes important visual information.
- Link labels: all links must have accessibility labels that are unique and descriptive.
- And more.

Testing Methods

The following two methods were used to measure WCAG 2.1 compliance:

Conformance Testing

Compliance testing also known as Conformance testing is a nonfunctional testing technique which is done to validate, whether the system developed meets the WCAG 2.1 A/AA standards or not. Web Content Accessibility Guidelines (WCAG) 2.1 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

Automated testing: an automated test is usually a website or browser extension that generates a report when the user submits the URL of a webpage. The result is a list of WCAG errors and failures. Note: automated testing is effective at detecting some but not all types of accessibility barriers.

Manual testing: manual testing means that a person with a disability tests the website using assistive technologies. The user goes through certain flows or a series of steps to see if they can accomplish tasks. Examples include, trying to fill out a contact form or paying a mobile phone bill.

Automated Testing Tools

Several automated tools were considered for the purposes of testing websites' accessibility. The tools include ANDI, aXe, Accessibility Insights, total1y and WAVE.

Manual Testing Tools

Manual testing included using a combination of assistive technologies, web browsers, and operating systems.



Windows Ten version 20h2 was used for testing. For this operating system, the following assistive technologies were used:

- JAWS version 2021.2107.12
- NVDA version 2021.2

For Windows, the browsers tested include the following:

- Google Chrome version 94.0.4606.81
- Mozilla Firefox version 92.0 Extended Support Release version

For mobile app testing

- Screen Reader: Talkback version 12.5.02.1
- Operating System: Android 9

Gap Analysis Digital Accessibility Scoring Methodology

In this section, the methods for measuring website and mobile app accessibility that were used for this report will be explained.

Measuring Accessibility for Websites

One to three pages were tested from each website. The pages tested always included the homepage. Measuring and scoring was reported through a pass/fail system. For example, for 1.1.1 Non-text Content, a page was classified as “Pass” if all important images had sufficient alt-text. If at least a few significant images were missing alt-text, the page received a “Fail” for 1.1.1. To read all of the audits conducted for government and private websites, please refer to Appendix 1 and 3. If the WCAG criterion was not relevant to the page, it received a score of “N/A.”

Finally, the total number of passes for each page were counted and were averaged against the total number of WCAG criterion minus the total number of N/A criterion for that page. This produces a percentage number that will be used as an Accessibility score for that page. An 80% score was used for minimum compliance. Below is a breakdown of this calculation.

Key:

- Total number of passes for this page = X
- Total number of WCAG criterion = 51
- Total number of N/A for this page = Y
- Total number WCAG criterion minus total number of N/A for this page = W

Calculation:

- $51 - Y = W$
- $(X * 100) / W = \text{Accessibility Score}$



Measuring the Accessibility of Mobile Apps

15 Kenyan mobile apps were tested for accessibility. They were tested using the same principles as WCAG 2.1.

The following process was used to test and measure mobile accessibility. A user with a disability attempted to complete a task and logged issues that they encountered. Some tasks included:

- Sign up or login
- Pay phone bill
- Check minutes
- Contact customer support
- Logout

The bug reports are organized by category of app, the task completed, results of the task and its impact on users with disabilities.

To learn more or to read the complete mobile app bug reports, please refer to Appendix 5 Mobile App Bug Reports.

Breakdown of Websites and Mobile Apps Tested

Websites

A total of 49 pages across 41 websites were audited in this report. The websites are separated in a few ways. Government and private websites is the first distinction. Then they are broken down by industry.

The breakdown is as follows:

- 30 pages on 22 Government websites
 - 10 Ministry websites
 - 8 agency websites
 - 2 transportation websites
 - 2 education websites
- 11 pages on 11 Private websites
 - 2 telecoms websites
 - 1 education website
 - 2 media websites
 - 2 insurance websites
 - 2 e-commerce websites
 - 2 banking websites



- 8 pages on 8 international websites
 - 1 banking website.
 - 3 e-commerce websites.
 - 4 NGO websites.

Mobile Apps

Government and private mobile apps were tested across various industries as well. The breakdown is as follows.

- 4 Government mobile apps
- 11 Private mobile apps
- No international mobile apps were tested

Part 3: Testing Results

This section contains a breakdown and analysis of the testing results.

Kenyan Websites Audit Results Summary

Accessibility Scoring Summary for Websites

As mentioned in the previous part, each page tested received a percent score based on how many passes it received. The minimum compliance percentage is 80%. Below are a series of tables showing a breakdown of website accessibility scores.

Government Websites Scores

Measure	Ministries	Agencies	Transportation	Education
Number of Pages Tested	18	8	2	2
Average Score	64.2	62.9	53.4	57.5
Total scores over 80%	0	0	0	0

Private Websites Scores

Measure	Telecoms	Education	Media	Insurance	ECommerce	Banking
Number of pages tested	2	1	2	2	2	2
Average score	56.8	58.3	64	53	47.5	60.5
Total scores over 80%	0	0	0	0	0	0



Top Five Errors for Kenyan Websites

Below is a list of the top five website accessibility failures for Kenyan websites that were discovered during testing:

- Keyboard access- Users cannot access some of the interactive elements using Keyboard.
- Color Contrast- Majority of the elements on the pages do not contrast with their backgrounds.
- Focus Visible- Most of the interactive elements do not visually indicate when they receive focus.
- Bypass Blocks- The pages didn't have a skip to main content link to bypass the repetitive content and pages are not marked with landmarks.
- Focus order is not logical as users use the keyboard to navigate the pages.

Kenyan Mobile Apps Testing Results

Below is a list of the top five accessibility failures of Kenyan mobile apps that were discovered during testing:

- Users cannot swipe to some of the Interactive elements e.g., Virtual Keyboard.
- Buttons are missing accessibility labels
- Form fields do not have proper labels, or the labels are not tied to the form fields programmatically, instructions to fix errors are not communicated to screen-reader users.
- No instructions given to users on how to activate interactive elements e.g., double tap to open.
- There are several decorative icons that are being announced yet they do not provide meaningful information to screen-reader users.

International Websites Audits Summary

The table below contains the results of accessibility audits for international websites. The reason for auditing international websites is to provide a comparison of the accessibility of Kenyan websites and international websites.

Measure	All International Websites	World Bank Homepage	UNHCR Homepage	Red Cross Homepage	Oracle Homepage	Samsung	UNEP Homepage	UNICEF Kenya Homepage	Coca Cola Homepage
Number of pages tested	8	1	1	1	1	1	1	1	1
Average score	73.3	78.1	80.6	61.8	78.1	78.1	68.8	71.9	68.8
Total Scores over 80%	1	0	1	0	0	0	0	0	0



Part 4: Analysis and Conclusion

Analysis

In this report, a total of 41 websites and 49 pages were audited. That includes Kenyan and international websites. The results are striking for both Kenyan and international websites.

For Kenyan websites, none of the websites or pages that were tested complied with the minimum 80% accessibility score. While some websites were close, the overall take away is that Kenyan websites are not usable by Kenyans with disabilities according to this gap analysis.

For international websites, the results were slightly better. Eight pages were audited from eight websites and only one page received a score higher than the minimum 80% compliance score. This comparison should not be used to convey the notion that Kenyan websites are on par with international websites in terms of accessibility. On the contrary, the comparison is to show that people with disabilities are oppressed and lack access to websites around the world. It is critical that organizations all around the world address the accessibility gap that exists on the internet. The lesson to take away from this data is that adopting the standard is not nearly enough. There needs to be enforcement of the standard in order for it to be adopted in a meaningful way.

Recommendations

The audits conducted for this gap analysis reveal that there is still a lot of work that needs to be done to create a digital landscape that empowers Kenyans with disabilities to have equal access to public and private services.

It is recommended that more awareness is needed around holding government agencies and organizations accountable for the accessibility of their websites. Another recommendation is to create digital accessibility guidance for the government, telecoms, transportation, non-profit and educational sectors to follow. Below are the recommendations of this report in more detail.

Recommendation 1: Adopt WCAG 2.1 Level AA

The first recommendation is to set the standard. It is recommended that the country of Kenya adopt the WCAG 2.1 Level AA standard and continue to keep up with the current standards as they are updated. Adoption of WCAG will begin the process of creating a more accessible digital landscape because it will act as a reference for developers and content creators in Kenya.

Recommendation 2: Legal Mandates

The second recommendation is that Kenya create a national standard and it should be legally required of governments, businesses, and nonprofits to comply with WCAG 2.1 or a successor standard. This will give organizations in Kenya more incentive to take the standard more seriously.



Recommendation3: Transition Plan

To further guide Kenyan organizations in realizing the goal of a more accessible digital landscape, a transition plan with legal requirements should be adopted by the country of Kenya regarding the full implementation of Kenya Standard KS2952. The plan would include a long-term set of goals and milestones for organizations to reach.

Using the methodology of measuring compliance that was used for this report or a similar framework, organizations should be required to reach a certain level of compliance by a specific deadline.

Below is an example.

- 2-year goal: all organizations in Kenya should have websites and mobile apps that have a minimum of a 70% WCAG accessibility score.
- 5-year goal: all organizations in Kenya should have websites and mobile apps that have a minimum of an 80% WCAG accessibility score.
- 10-year goal: all organizations in Kenya must have websites and mobile apps that have a minimum of a 90% WCAG accessibility score.

There should be a body within the Kenyan government that oversees this effort by keeping track and measuring the accessibility of Kenyan websites as the transition plan unfolds. This body should be able to have a mechanism to persuade organizations that are not meeting their goals.

CONCLUSION

When Kenyans with disabilities have better access to digital services, they will have more time and energy to focus on improving their lives by applying for jobs, government services, getting an education and independently managing their own money as well as paying their own bills. It is crucial that the digital landscape in Kenya improve for accessibility so that they can get one step closer to having equal rights and a level playing field with their able-bodied peers. It is also an opportunity for Kenya to push expectations forward by becoming a leader in digital accessibility.