

— CASE STUDY —

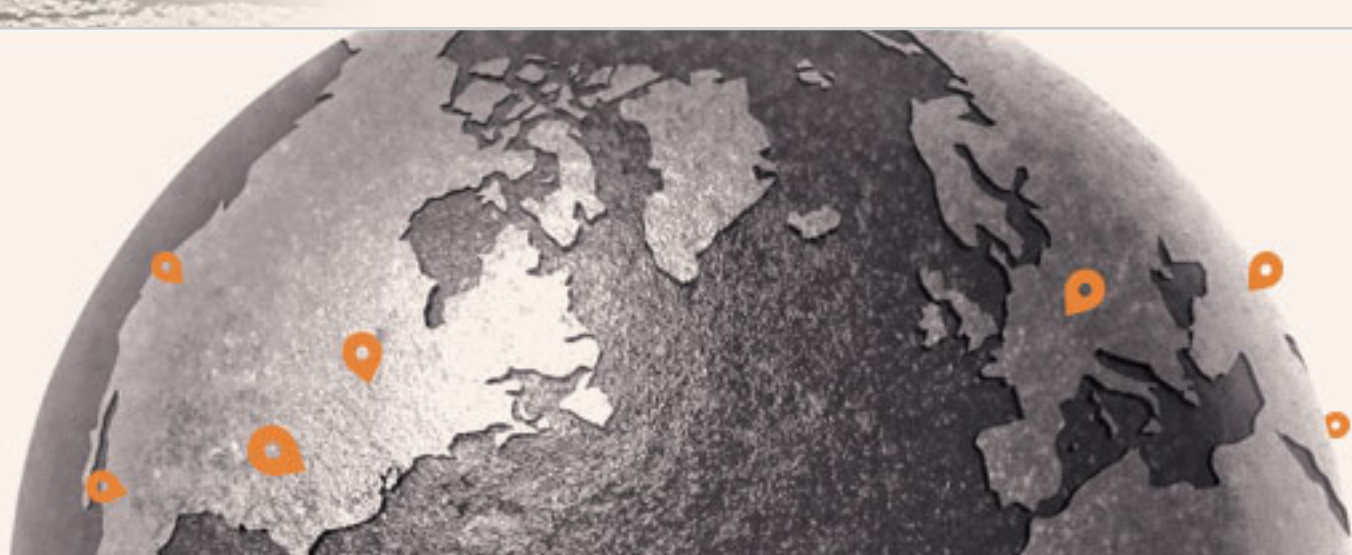
# ABOUT ASHLEY HOMESTORE

For more than 70 years, Ashley HomeStore has set out to prove furniture can be made a better way. They design and craft timeless styles that are comfortable and livable. For their guests, living the American dream is as affordable as it is priceless.



ASHLEY HOMESTORE  
RECENTLY OPENED ITS  
**700<sup>th</sup>**  
FURNITURE RETAIL STORE IN  
VERO BEACH, FLORIDA.

ASHLEY HOMESTORE  
CAN BE FOUND IN  
**36**  
COUNTRIES.



ASHLEY FURNITURE PARTNERED WITH  
THE TUNNEL TO TOWERS FOUNDATION  
TO DONATE FURNISHINGS WORTH  
**\$38,000**  
FOR A NEWLY BUILT, BARRIER-FREE HOUSE.

EVERY YEAR, OVER  
**3 MILLION**  
POUNDS OF WOOD FURNITURE WASTE  
IS KEPT OUT OF LANDFILLS, DIVERTED  
INSTEAD TO CLEAN-BURNING ENERGY.



## DISABILITY BY THE NUMBERS



Over half (54%) of consumers with disabilities would shop more frequently or spend more money in restaurants and stores that have made an effort to be accessible and welcoming to people with disabilities.<sup>1</sup>



71% of customers with disabilities will leave your website once they realize it's difficult to use. The spending power of these customers represents about 10% of total online spending.<sup>2</sup>

## THE GOAL

To make Ashley HomeStore's digital properties welcoming to customers of all abilities.

## THE SOLUTION

Ashley HomeStore is working with **eSSENTIAL Accessibility** to implement a comprehensive accessibility solution, which includes:



### Assistive Technology:

eSSENTIAL Accessibility's assistive technology browser and Android application is featured on the website, so customers with physical disabilities can shop online, take advantage of the Room Planner tool, and track orders.



### Brand Disability Channel:

When a visitor clicks on the recognizable interactive icon featured on the website, they are redirected to Ashley HomeStore's Brand Disability Channel. This microsite gives the brand the opportunity to highlight community involvement programs, website features and services for people with disabilities.



### Digital Accessibility Evaluation and Remediation:

Technical and functional testing by people with disabilities was completed on the user interface of Ashley HomeStore's digital properties to identify barriers faced as per WCAG 2.0 Level A and AA. Key recommendations and fixes with code-level snippets are provided upon completion of the evaluation.



### PDF Remediation

In addition to document remediation services, eSSENTIAL Accessibility provided Ashley HomeStore with legal and technical guidance on how to make their furniture assembly instructions accessible.

## THE RESULTS



**Achieve and maintain compliance:** By having all digital properties comply with web accessibility requirements, such as the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG), Ashley HomeStore is able to mitigate risks, such as customer complaints or an accessibility lawsuit.



**Project a disability-friendly and inclusive brand:** Placing a recognizable and interactive icon on the homepage allows Ashley HomeStore to immediately signal its commitment to serving customers with disabilities.



**Enhance the digital customer experience:** By making digital properties accessible, Ashley HomeStore provides a seamless experience and a barrier-free assembly for customers with disabilities.

<sup>1</sup> Pathway Study  
<sup>2</sup> Click-Away Pound survey, U.K