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the mobile innovation agency

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Creating beautiful digital products engineered to drive
growth for the world's leading brands.

Time Warner



PEPSICO

WYNDHAM
HOTEL GROUP

Johnson & Johnson





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@LoveAyeshaZ

Myth 1:

Blind people don't use apps

**253 million people
live with vision
impairment**



GLAUCOMA

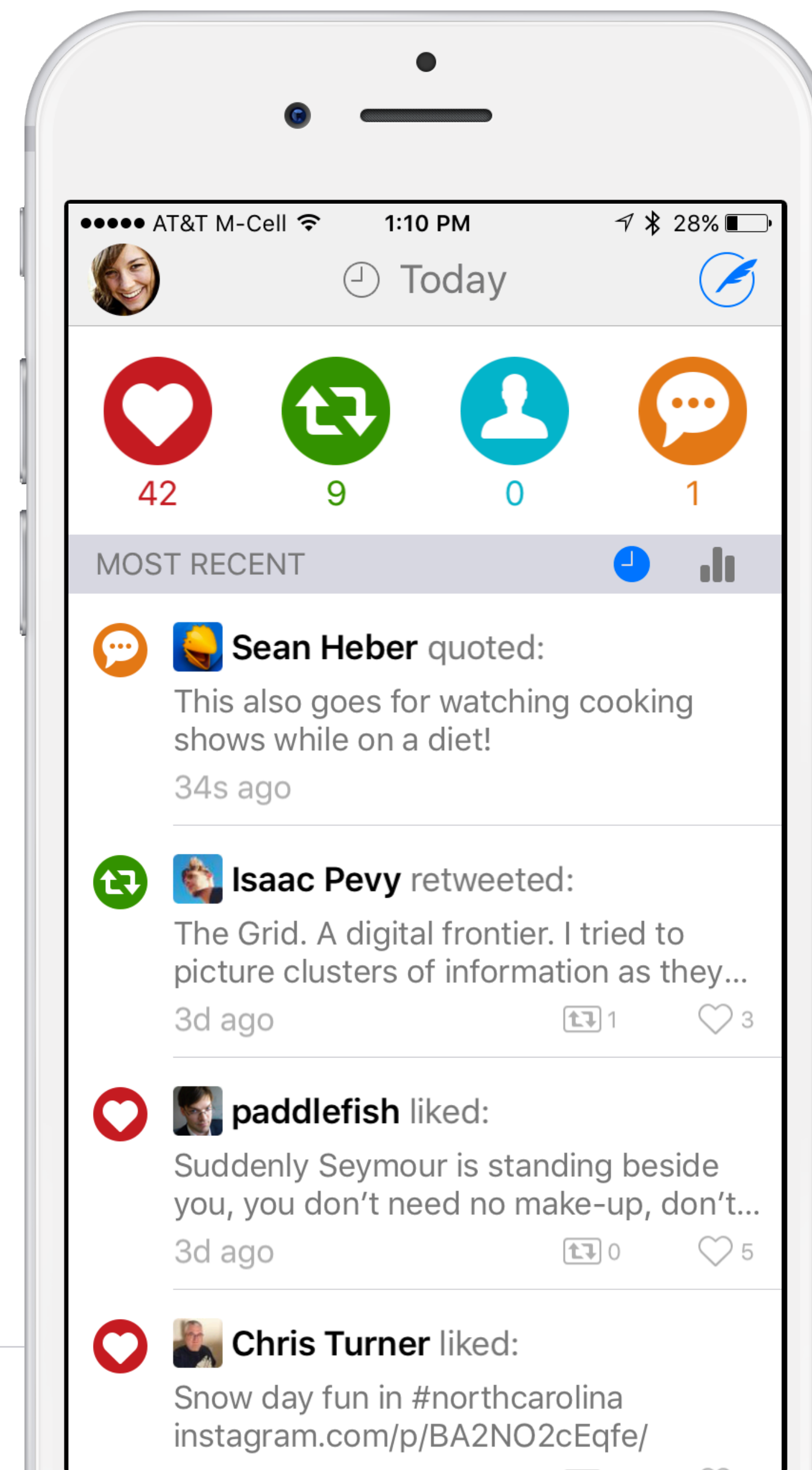
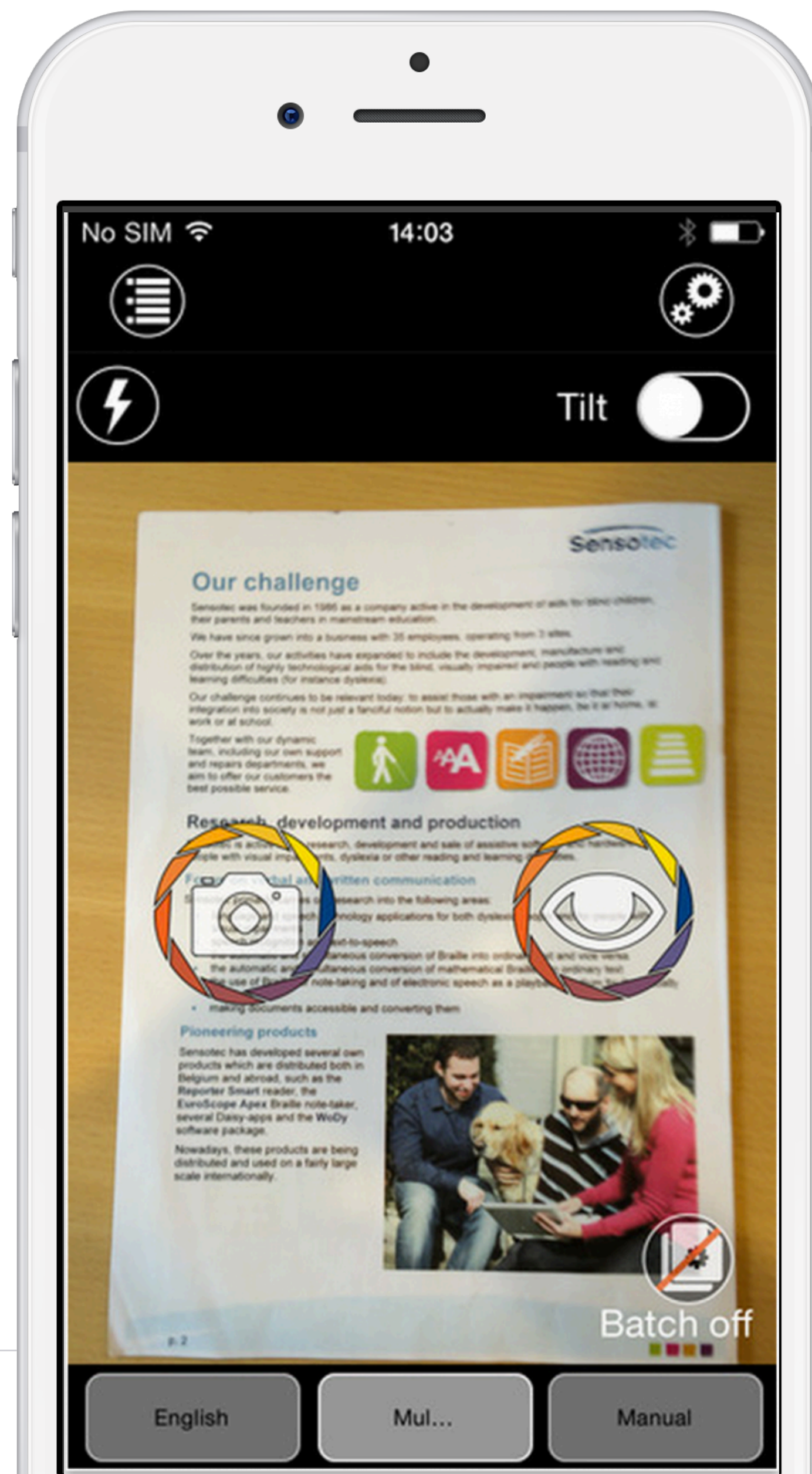
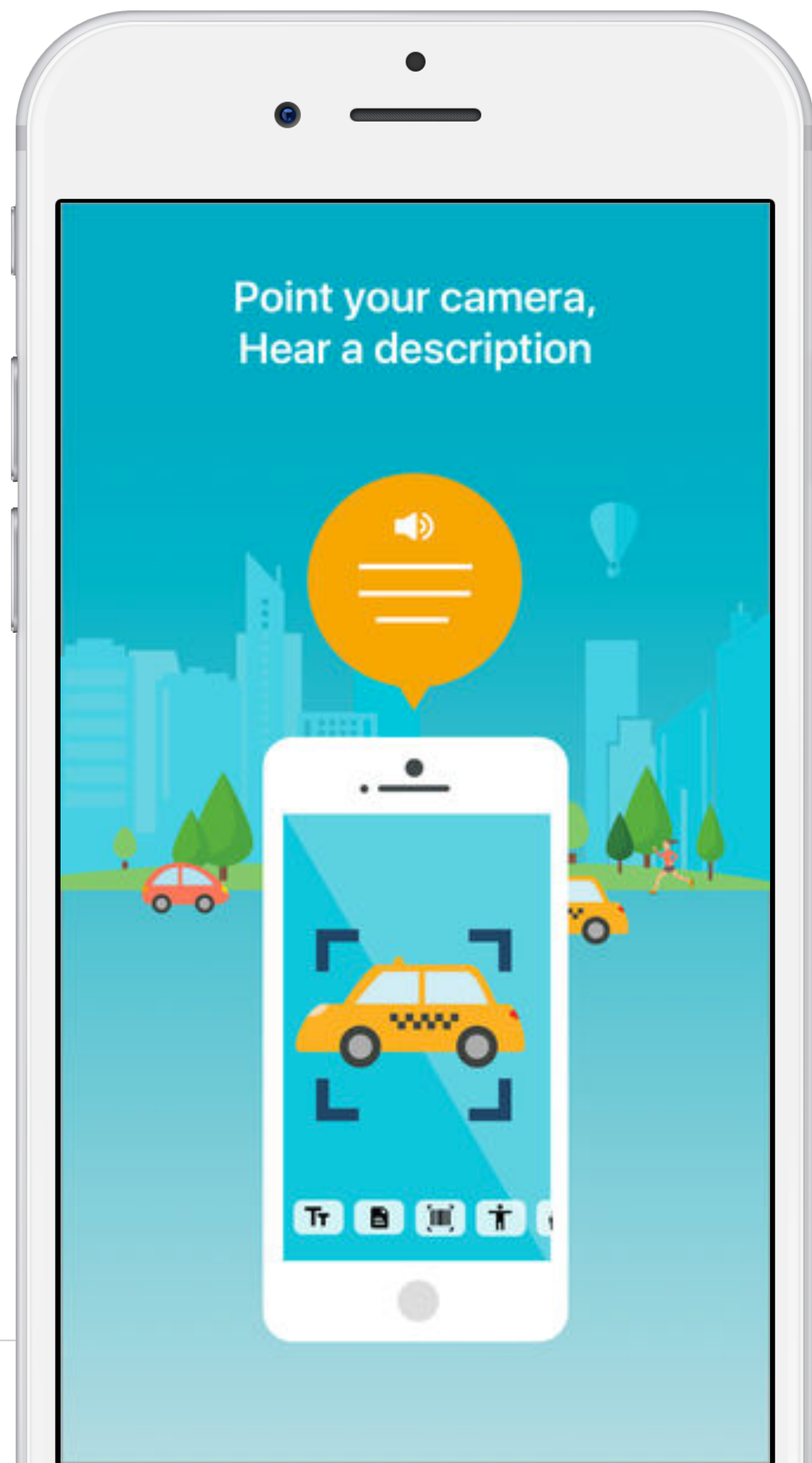


CATARACTS



HYPEROPI









Myth 2:

Making my app accessible
is very difficult

Implement Dynamic Type

AAAAA
AAAAA
AAAAA
AAAAA
AAAAA
AAAAA
AAAAA
AAAAA



Ensure Proper Contrast

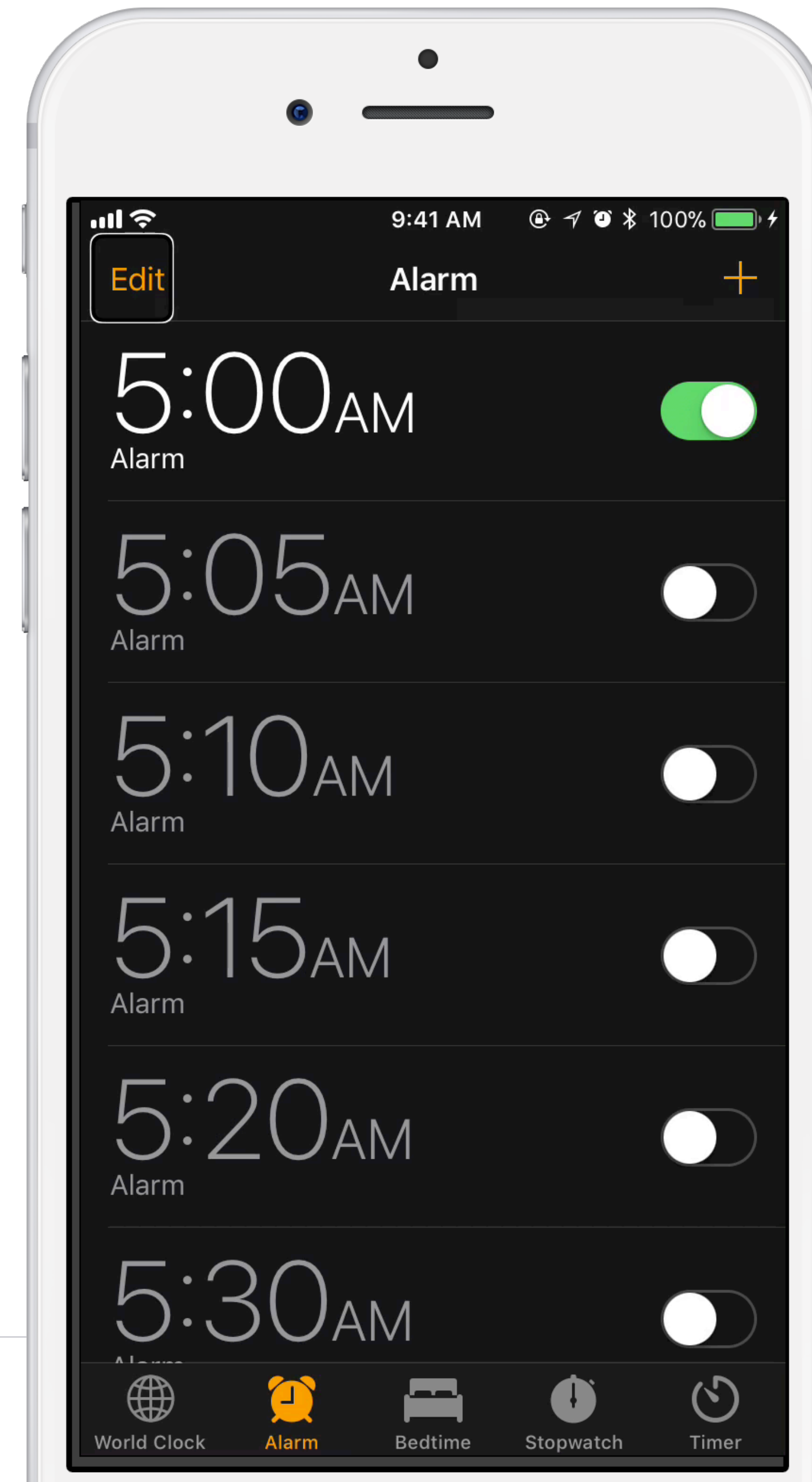


This is an example of
bad contrast.



This is an example of
good contrast.

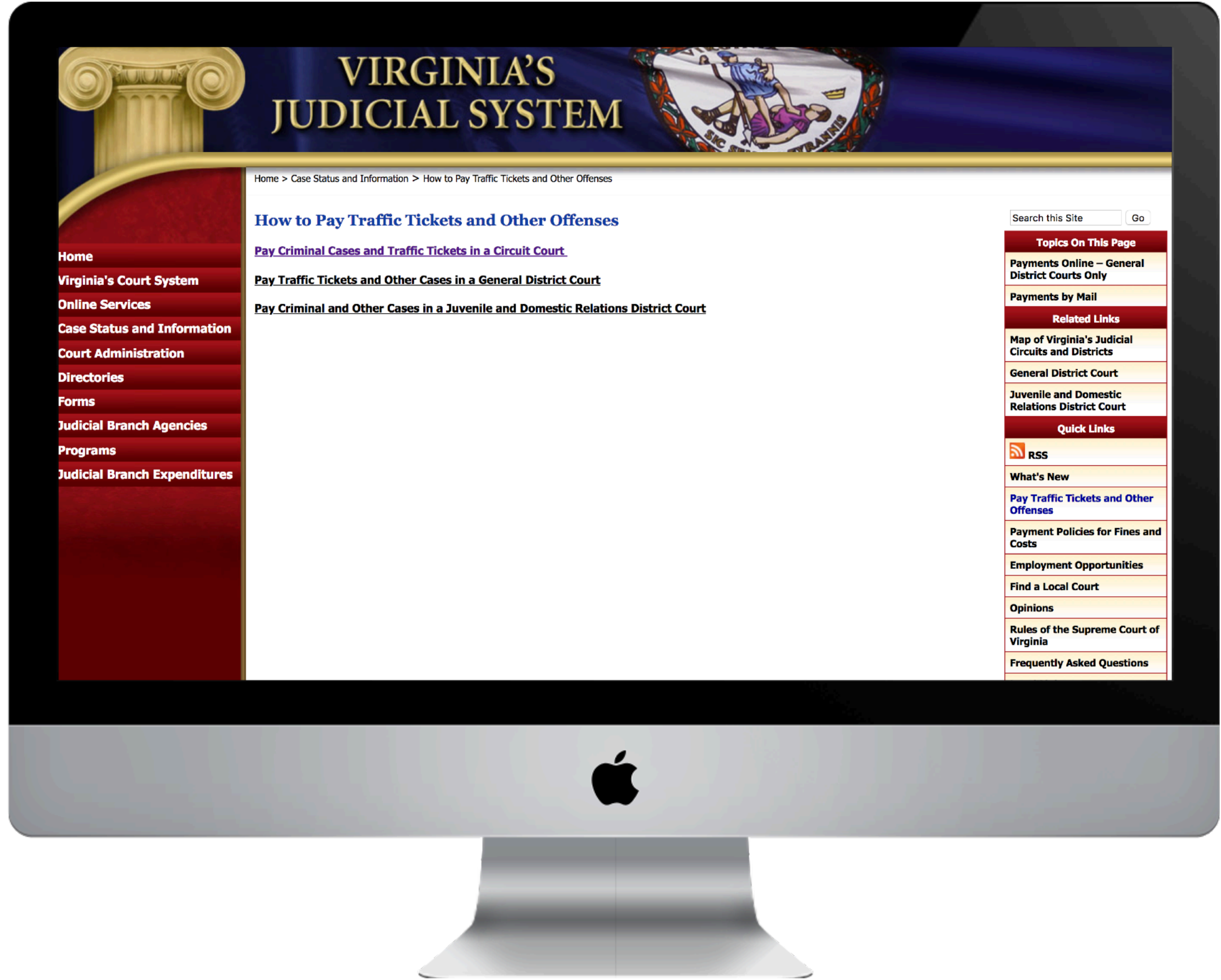
Screen Readers

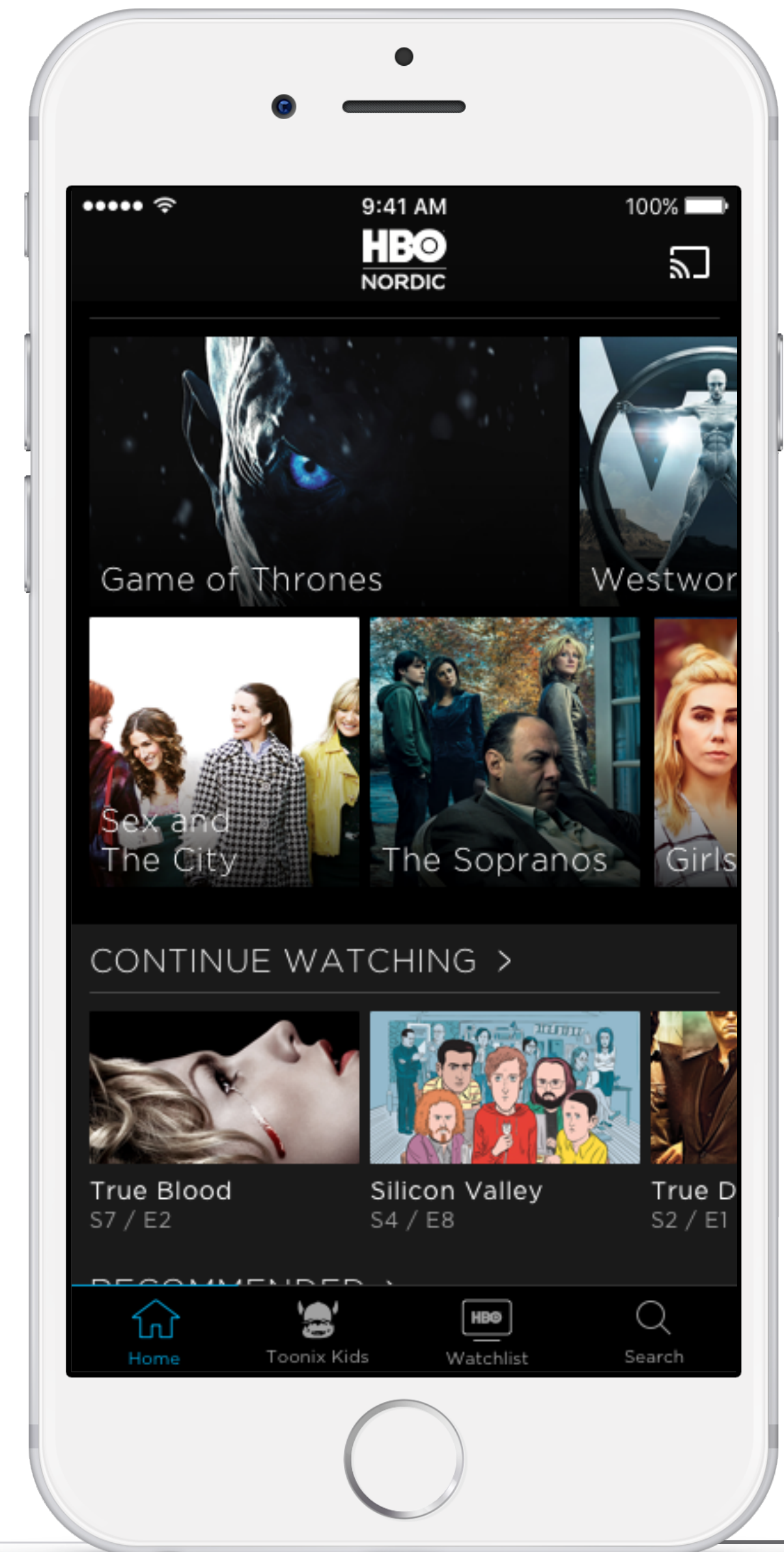
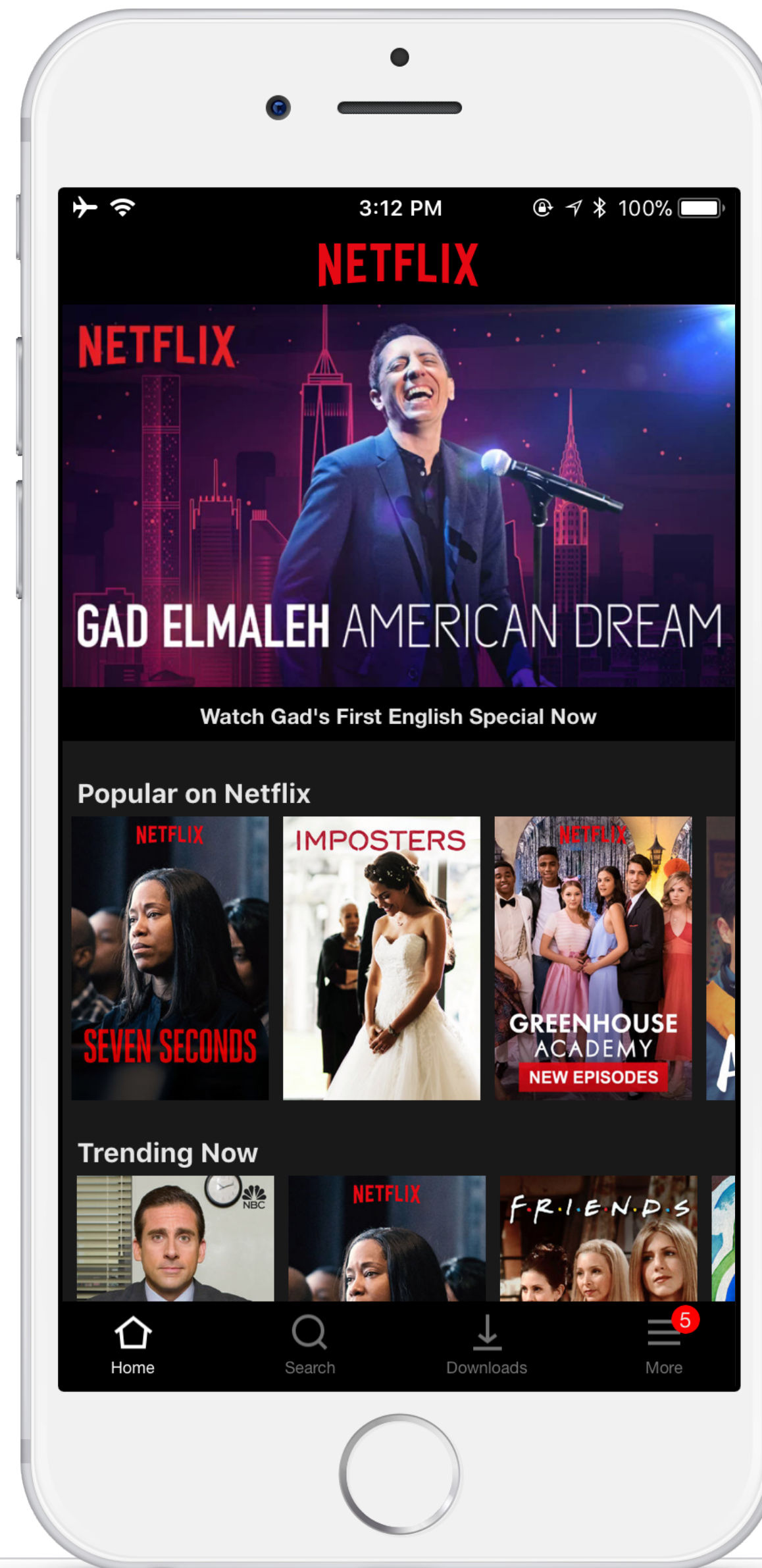
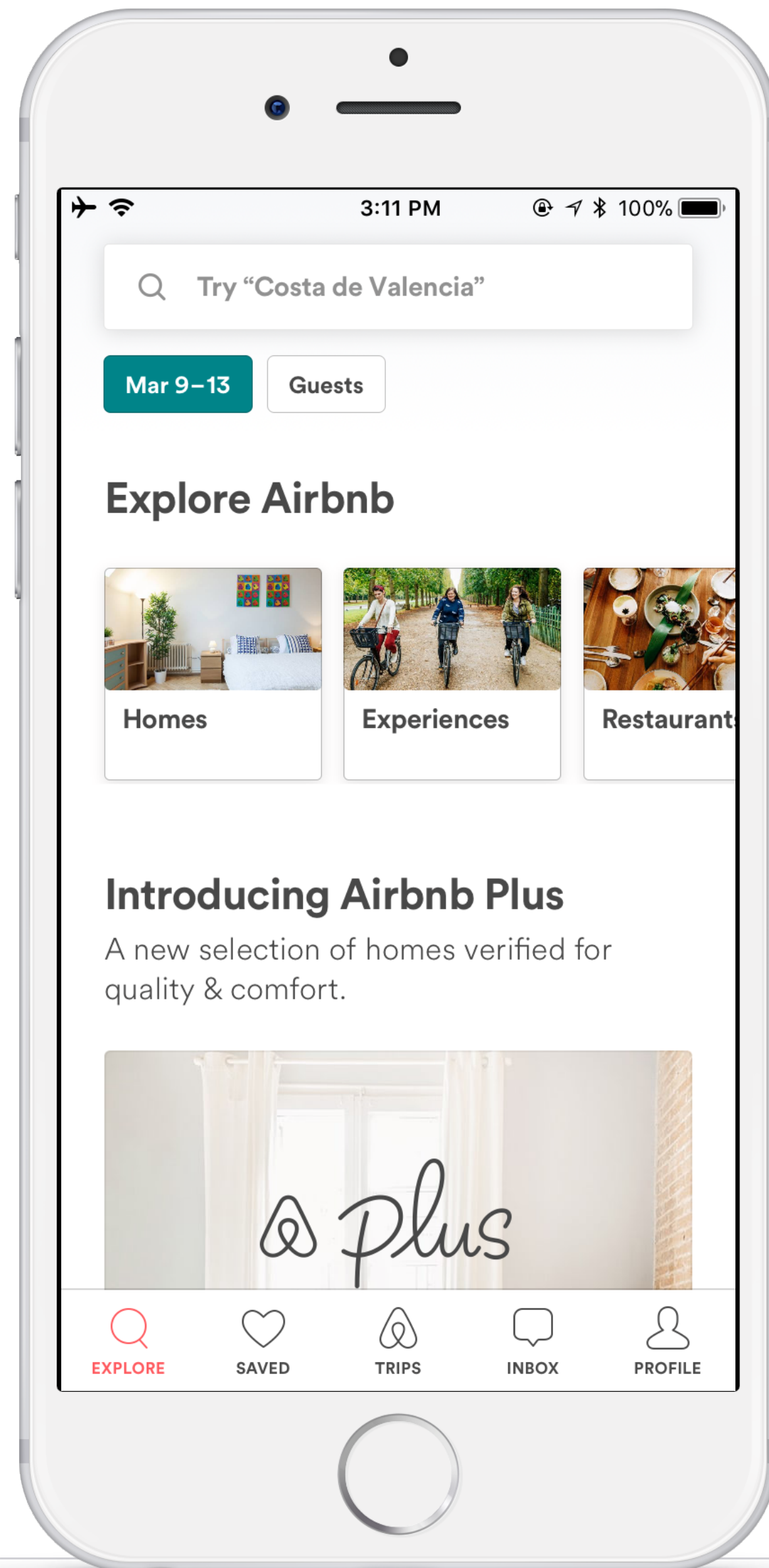


Myth 3:

Making my app accessible will make it ugly







**"We don't want to
be left behind."**

- Ethan,
Macular Edema and Retinal Detachment



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