

# ABOUT ASHLEY HOMESTORE

For more than 75 years, Ashley HomeStore has set out to prove furniture can be made a better way. Built on the values of hard work, family, and affordable styles, they design and craft pieces that are comfortable and livable.



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



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



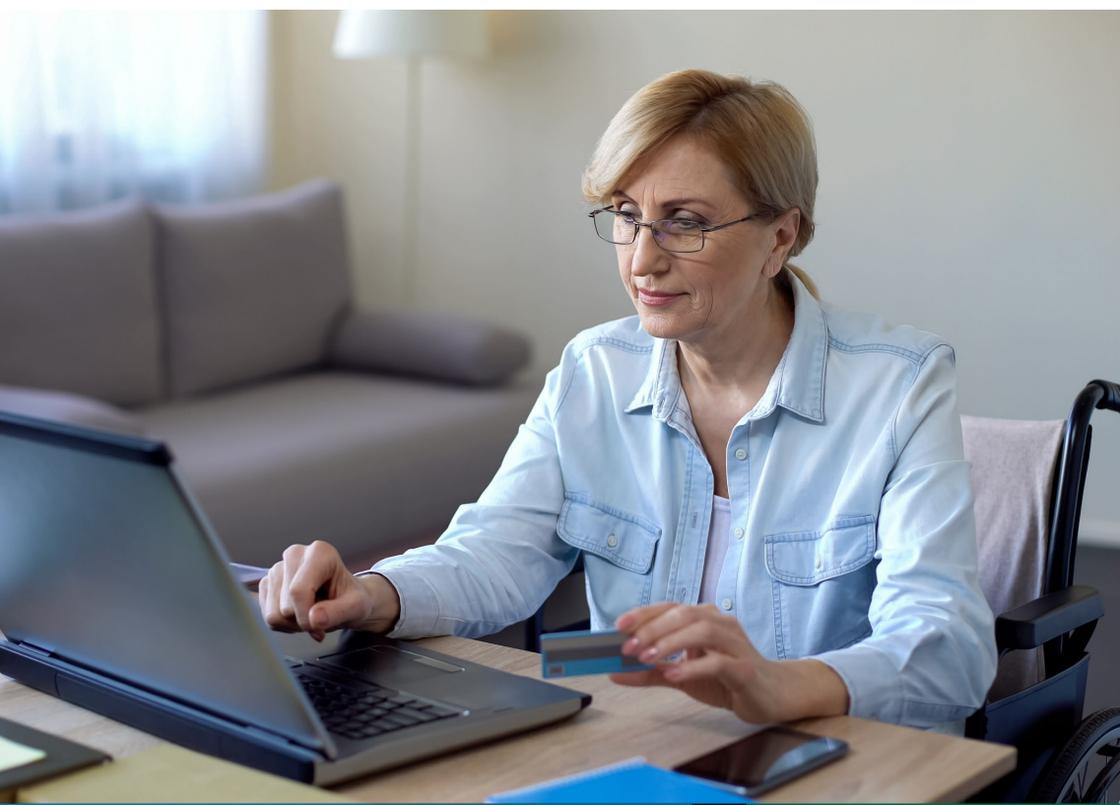
**Brand Disability Channel:** When a visitor clicks on the recognizable interactive icon featured on the website, they are redirected to Ashley HomeStore's Brand Disability Channel. This microsite gives the brand an opportunity to highlight community involvement programs, website features and services 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, standards, and regulations, 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 barrier-free environment for customers with disabilities.

<sup>1</sup> Pathway Study

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