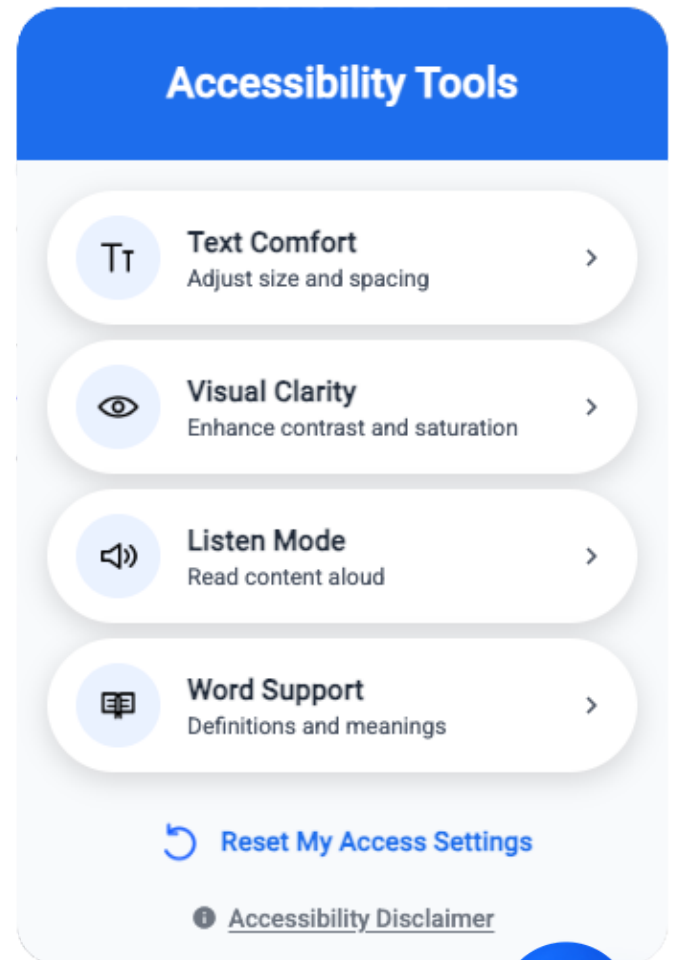




Built for Access.
Designed for Everyone.

BlueAccess by Blue Entity – www.entity.blue

Executive Summary

Digital access is no longer optional — it is essential for participation in modern society. From healthcare portals and education platforms to banking and social communication, the internet has become the infrastructure of daily life. Yet millions of elderly individuals and people with disabilities remain excluded due to inaccessible web design, complex interfaces, and lack of inclusive technology solutions.

Blue Access is an accessibility technology initiative focused on improving digital inclusion through adaptive web tools, AI-driven accessibility enhancements, and education on inclusive design practices. This white paper outlines the global accessibility gap, the societal and economic impact of digital exclusion, and how Blue Entity aims to provide scalable solutions for governments, educational institutions, businesses, and nonprofits.

Created by Melissa DiVietri
BlueAccess by Blue Entity



The Digital Accessibility Gap

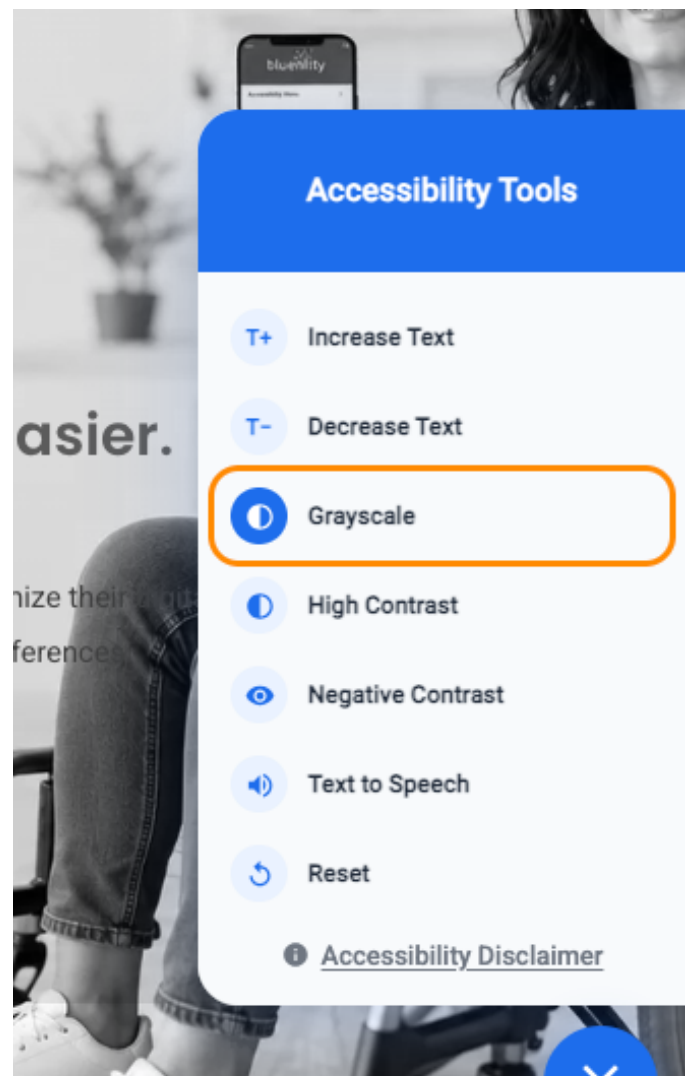
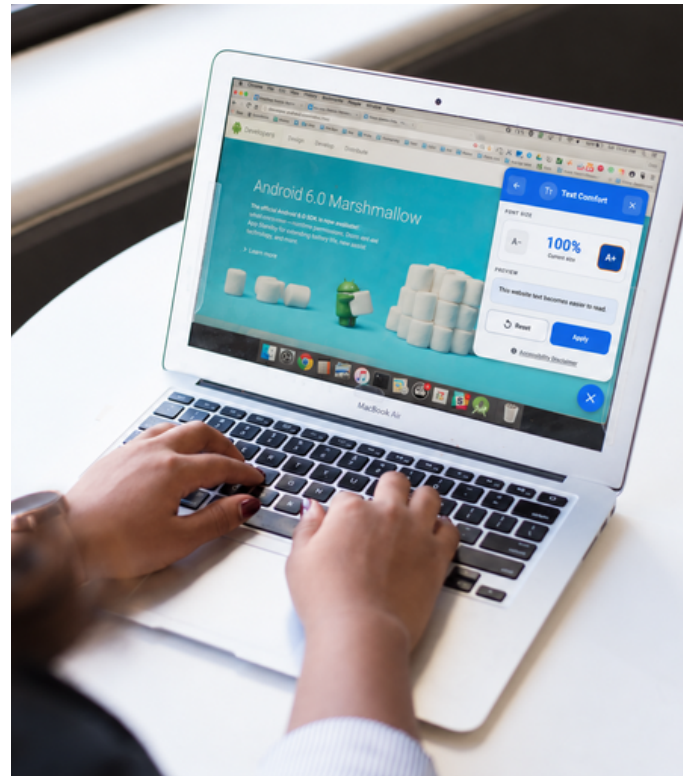
Digital accessibility means designing websites, apps, and online experiences so people of all abilities can access information, navigate content, and interact with digital services independently.

Yet many digital experiences still create unnecessary barriers for people with disabilities. Common barriers include:

- Small text and low color contrast
- Difficult or confusing navigation
- Content that is not compatible with screen readers
- Forms, buttons, or interactive features that are difficult to use
- Overwhelming layouts or cognitive overload

In 2026, 95.9% of the world's top one million homepages had detectable WCAG accessibility failures, with an average of 56 accessibility errors per page.

–WebAIM



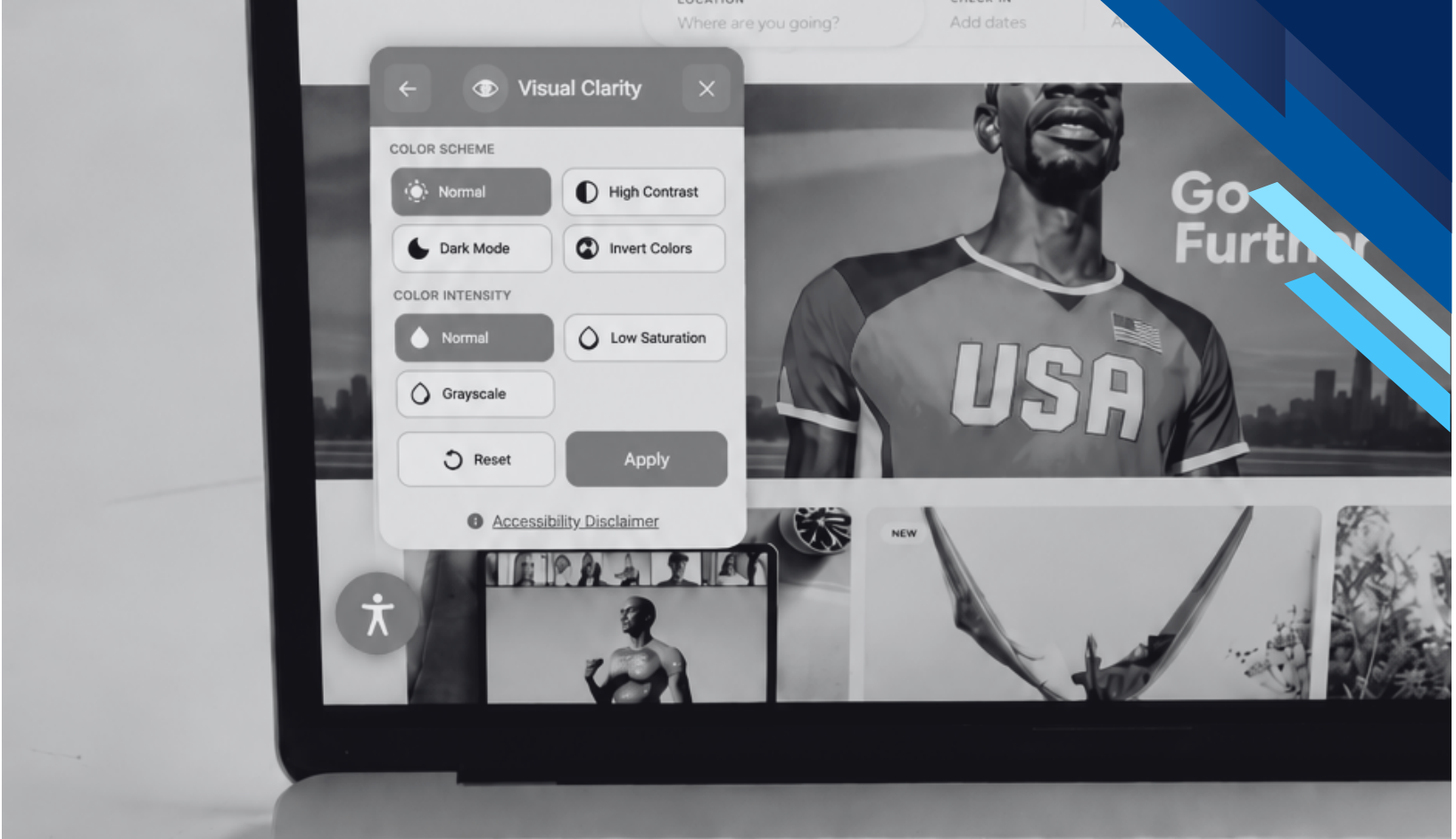


Digital barriers can be just as limiting as physical ones.

Just as stairs can prevent a wheelchair user from entering a building, an inaccessible website can prevent someone from accessing information, completing a form, making a purchase, scheduling an appointment, or using an essential service.

Accessibility removes those barriers and creates a digital experience designed for more people to participate.





**56 accessibility errors
were detected per home
page on average.** –WebAIM

Digital accessibility is not a niche issue. When websites are inaccessible, organizations risk excluding a significant portion of the people they serve.

Website Access

Your website should work for everyone. People with disabilities may experience barriers when navigating websites, reading content, completing forms, making purchases, or using digital tools.

Accessible design helps remove those barriers, improves usability, expands your audience, and creates a more inclusive online experience for every visitor.



Disability Inclusion and Web Standards

International web accessibility standards such as the Web Content Accessibility Guidelines (WCAG) provide structured recommendations to improve digital usability across disabilities including visual, auditory, physical, cognitive, and neurological conditions.

Importantly, these guidelines benefit not only disabled users but all users — improving usability, search visibility, and customer satisfaction.

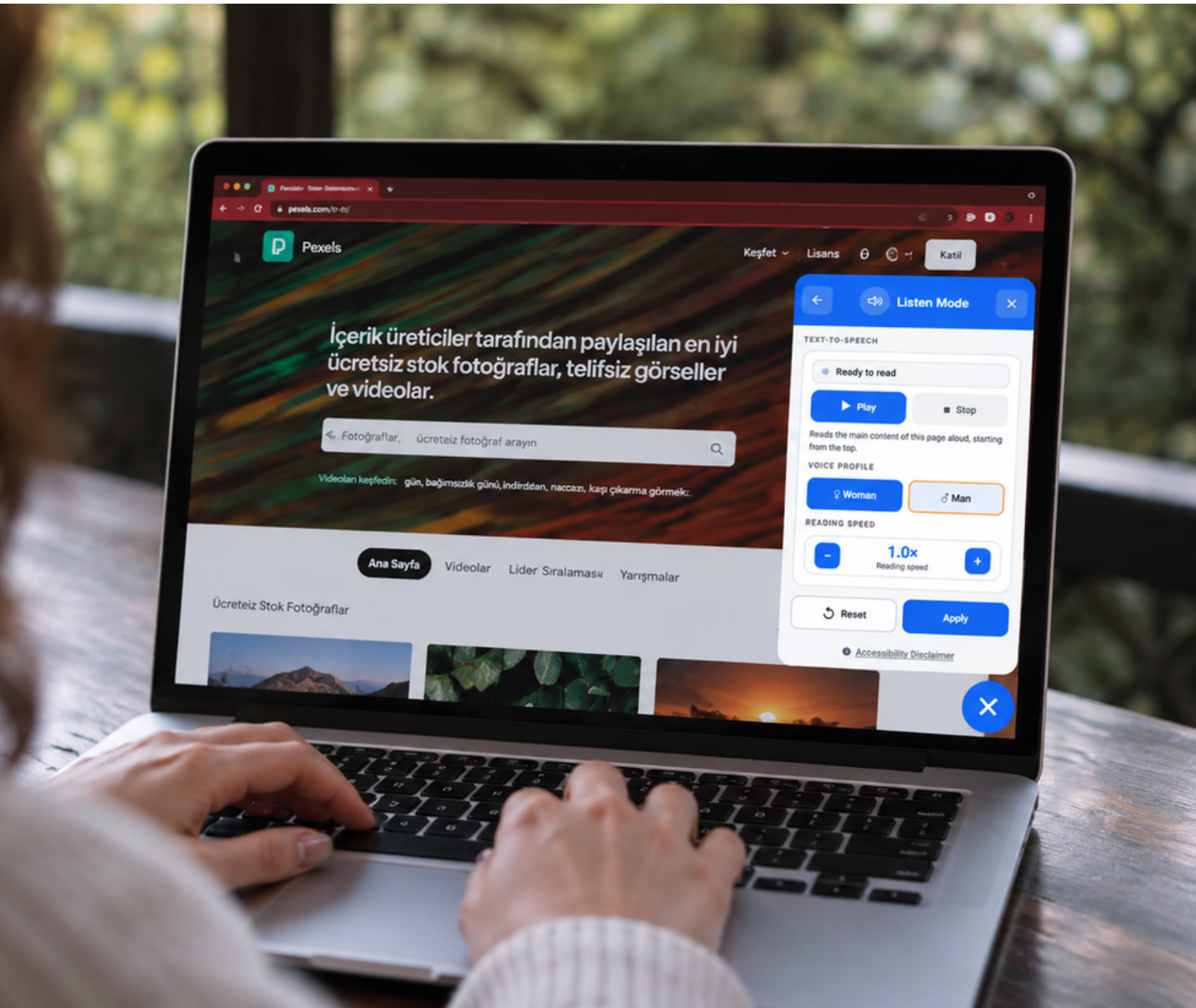
Accessibility is increasingly recognized as both:

- A human rights issue
- A business performance strategy
- A compliance requirement



What sets Blue Entity apart is perspective. Accessibility is not just something we study – it is something we experience.

By combining lived experience, accessibility education, and practical business strategy, we help organizations identify barriers others may overlook and create experiences that are more usable, welcoming, and inclusive.





Organizations that invest in accessibility gain access to:

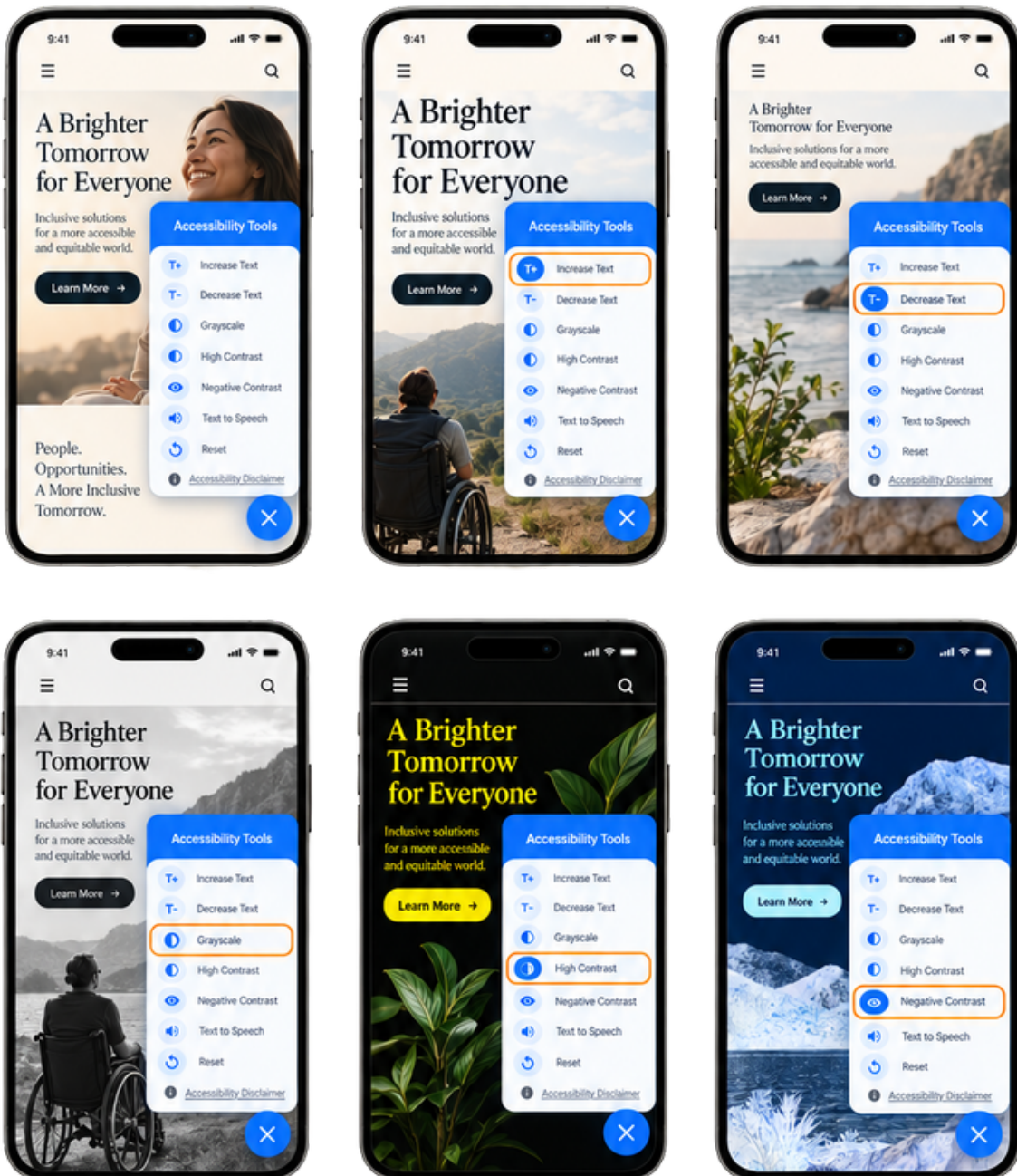
- An underserved global population of disabled users
- A rapidly growing elderly demographic
- Improved SEO and usability outcomes
- Reduced legal and compliance risks
- Stronger ESG and DEI positioning

Accessible digital services expand market reach and strengthen reputation while delivering measurable economic returns.

Mobile Optimized



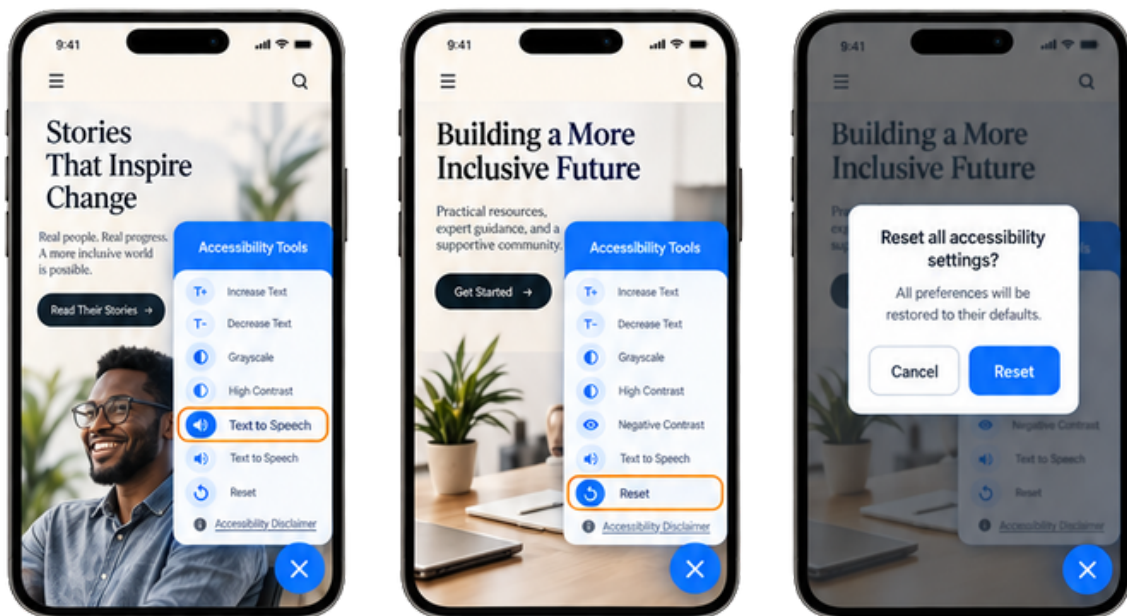
Blue Access is designed as a next-generation accessibility platform that makes web and mobile experiences easier to navigate.



Adaptive Accessibility Layer

AI-driven customization tools that allow users to personalize web experiences, including:

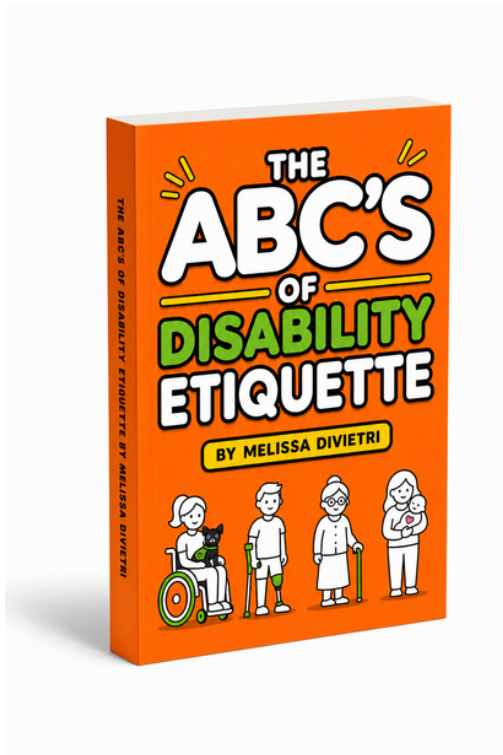
- Font resizing and readability modes
- Color contrast and visual clarity adjustments
- Simplified navigation layouts
- Screen reader enhancements
- Motion reduction and sensory-safe settings



Inclusion Education & Implementation

Blue Access delivers customizable training using awareness initiatives:

- Disability awareness workshops & webinars
- Accessibility implementation consulting
- Accessibility strategy development



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