

The Economics of Shift Left

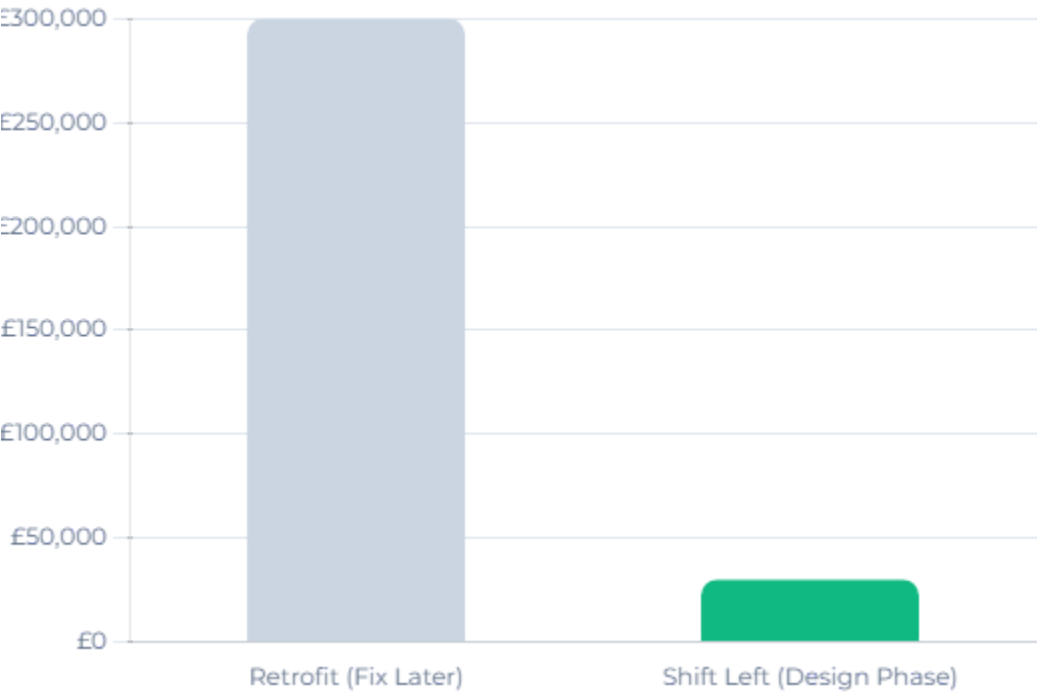
Accessibility is not expensive; remediation is expensive. Discover how fixing defects early reduces costs by 90% and drives operational efficiency.

1. The "Shift Left" Strategy

The cost of fixing a bug rises exponentially the later it is found. Barclays Bank proved that integrating accessibility in the design phase is a financial game-changer.

Barclays Bank Case Study

Cost to implement accessibility: Retrofit vs. Integrated Design

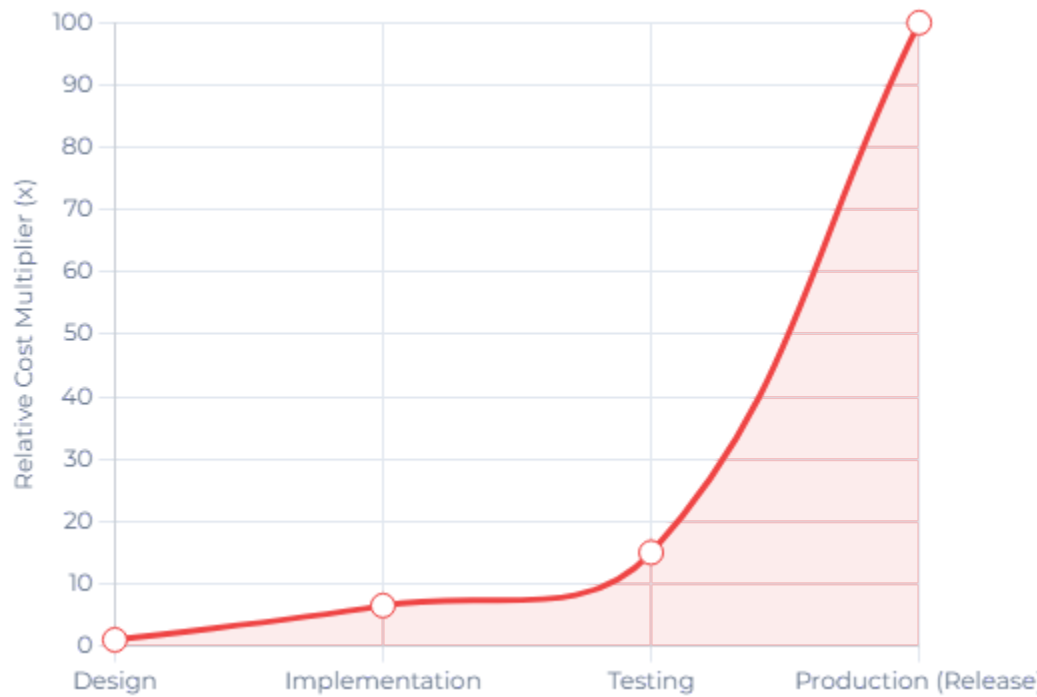


90% Savings

ACHIEVED BY SHIFTING LEFT

The Cost of Change Curve

Relative cost to fix a defect at each stage of software development.



"Addressing accessibility during design is exponentially cheaper than retrofitting."

2. The "Curb-Cut Effect" in UX

Features designed for disabilities often solve problems for everyone. Accessibility improves User Experience (UX) metrics for the general population.



Captions

DESIGNED FOR: DEAF USERS

Reality: Used by **80%** of social media users watching video on mute in public spaces.



High Contrast

DESIGNED FOR: LOW VISION

Reality: Critical for mobile users viewing screens outside in bright sunlight (glare reduction).



Keyboard Nav

DESIGNED FOR: MOTOR ISSUES

Reality: Preferred by power users and developers for speed, efficiency, and data entry.

3. Slashing Support Costs

When a user cannot complete a task online due to accessibility barriers, they don't disappear—they call your support line.

Digital Transaction Cost

~\$0.10 (Pennies)

Live Agent Call Cost

\$5.00 - \$12.00

DOJ ESTIMATE (ANNUAL SAVINGS)

\$192.6 Million

projected savings for state/local govts via digital self-service.



Contact Us

✉ info@khacreation.com

📞 (925) 338-9117