

AI: Artificially Inaccessible

A reflection for developers and designers



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Who we are

Accessiway is a leading digital accessibility company made of people who believe in the values of inclusion, diversity and innovation.

+120 people in
4 Countries

+2000 Clients across
20 Countries

+400% YoY Growth



Forbes

Allianz

CAMPARI GROUP

Barilla

REALE MUTUA

UnipolSai ASSICURAZIONI

vodafone

CONAD

ZURICH

ITALIA AGENZIA NAZIONALE TURISMO

D&G
DOLCE & GABBANA

Banca **Sella**

Ogilvy

REGIONE PIEMONTE

AXA

iliad

AUTOGRILL

Chiesi

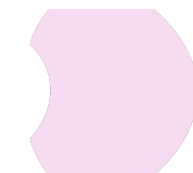
findomestic

BPER:
Banca

FERRETTIGROUP

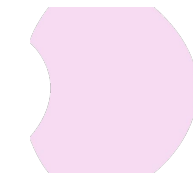


AI in Everyday Life: Real Support



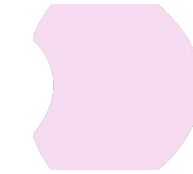
Voice & Communication

Voice assistants (Siri, Alexa, Google) for people with motor disabilities; real-time transcription for deaf and hard-of-hearing users (Google Live Captions, Otter.ai).



Vision & Navigation

Tools like Seeing AI and Be My Eyes with AI to describe images, read text, and identify objects for blind and low-vision users.



Reading, Writing & AAC

Predictive text and Augmentative and Alternative Communication (AAC) tools for people with motor or speech impairments; AI reading assistants for dyslexia.





But AI Can Make Mistakes

- Exclusive Speech Recognition**
Speech-to-text systems struggle with atypical speech (stuttering, accents, dysarthria) — the people who need it most are often left out.
- Wrong Image Descriptions**
A misidentified image can disorient a blind user in safety-critical situations.
- Predictive Text That Alters Meaning**
AI “corrections” can silently change an AAC user’s message, putting words in their mouth they never chose.

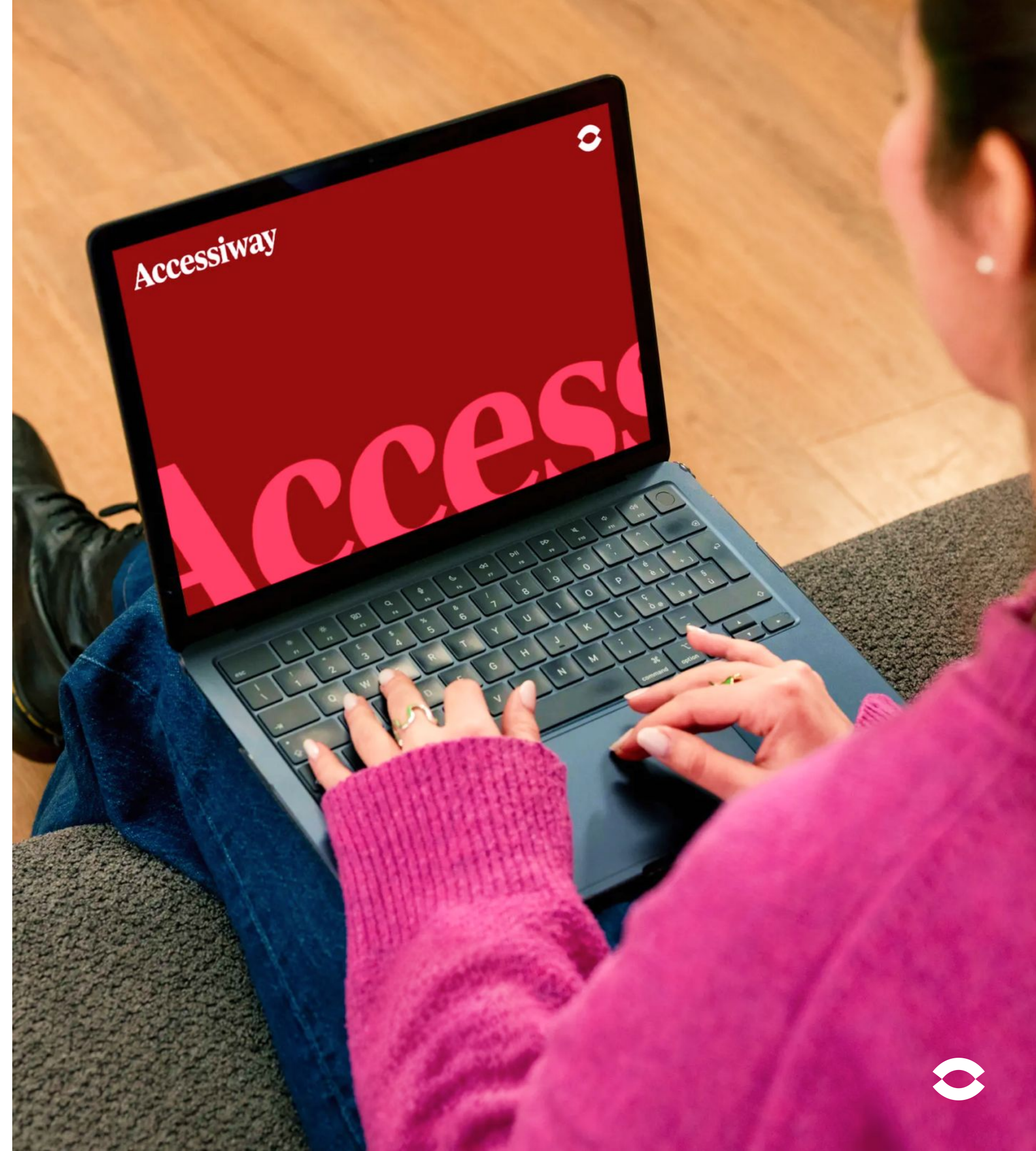


AI and Coding

- AI generates the code; the developer describes the objective in natural language
- Main tools: GitHub Copilot, Cursor, Replit Agent, Claude, v0
- It drastically lowers the technical barrier → anyone can create software

But who checks accessibility of the generated code?

We've introduced the new tech, now let's align on what we mean by accessibility>>





Understanding Accessibility

Definition

The ability of digital assets to be used by people with disability.

Numbers

1.3 B people worldwide/101M people in Europe only have specific accessibility needs.

Regulations

Companies are required to comply with WCAG Accessibility Standards worldwide.

Accessibility Regulations

Across the Globe

USA

- Law: ADA
- Target: All websites
- Date: 2018

Canada

- Law: AODA
- Target: Private, Public, NGO
- Date: 2005 - 2025

EU

- Laws: EAA
- Target: Private, Public
- Date: June 2025

Australia

- Law: DDA
- Target: Private, Public
- Date: 2014

Argentina

- Law: Argentina Digital Law
- Target: Private, Public, NGO
- Date: 2014

Brasil

- Law: Law no. 13,146/2015
- Target: Private, Public
- Date: 2016



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Common Issues



Quotes from Axe-con

Screen readers interpret AI-generated code inconsistently.

Matt King (Meta)

Copilot often generates interfaces that are not navigable with a screen reader.

Ed Summers (GitHub)

AI code systematically omits essential ARIA attributes.

Wilco Fiers (Deque)

"When I use AI tools to write code, I always have to double-check with a screen reader. AI doesn't 'think' about accessibility unless you explicitly ask it to."

Alessandro A., a blind software developer - AccessiWay



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Reflections from AXE-con



Some other quotes from the Axe-con 2026

AI can multiply inclusion... or amplify existing biases.

Rana el Kaliouby

AI code increases regulatory pressure on the EAA.

Deque
(Barrell & Kumar)

How do you test non-deterministic AI-generated interfaces?

Anna Cook (Microsoft)

Study of 1,000+ people with disabilities → many are excluded from AI tools themselves.

AFB



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The Challenges





1

Accessibility of the Tool

Is the AI tool usable by people with disabilities?
Does it work with screen readers? Does it support keyboard navigation?
E.g. Cursor, GitHub Copilot, v0 — are they accessible to developers with visual impairments?





2

Accessibility of the Output

Is the generated code accessible? Does it have correct ARIA attributes, sufficient contrast, keyboard navigation?

This is the most direct responsibility of the developer building the tool.





3

Accessibility of the Generated Content

Is the generated content accessible? Does it have correct ARIA attributes, sufficient contrast, keyboard navigation?

This is the indirect responsibility of the developer who built the tool.



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How to Do Better



“To Do Better” in practice

Prompt engineering: explicitly ask for **accessible code** compliant with WCAG 2.2 AA.

Example: "Generate an accessible React component with ARIA roles, keyboard navigation, and alt text".

"Person with disability in the loop": include users with disabilities in testing.

Accessibility is not an afterthought: it must be integrated into the initial prompt.



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Conclusions



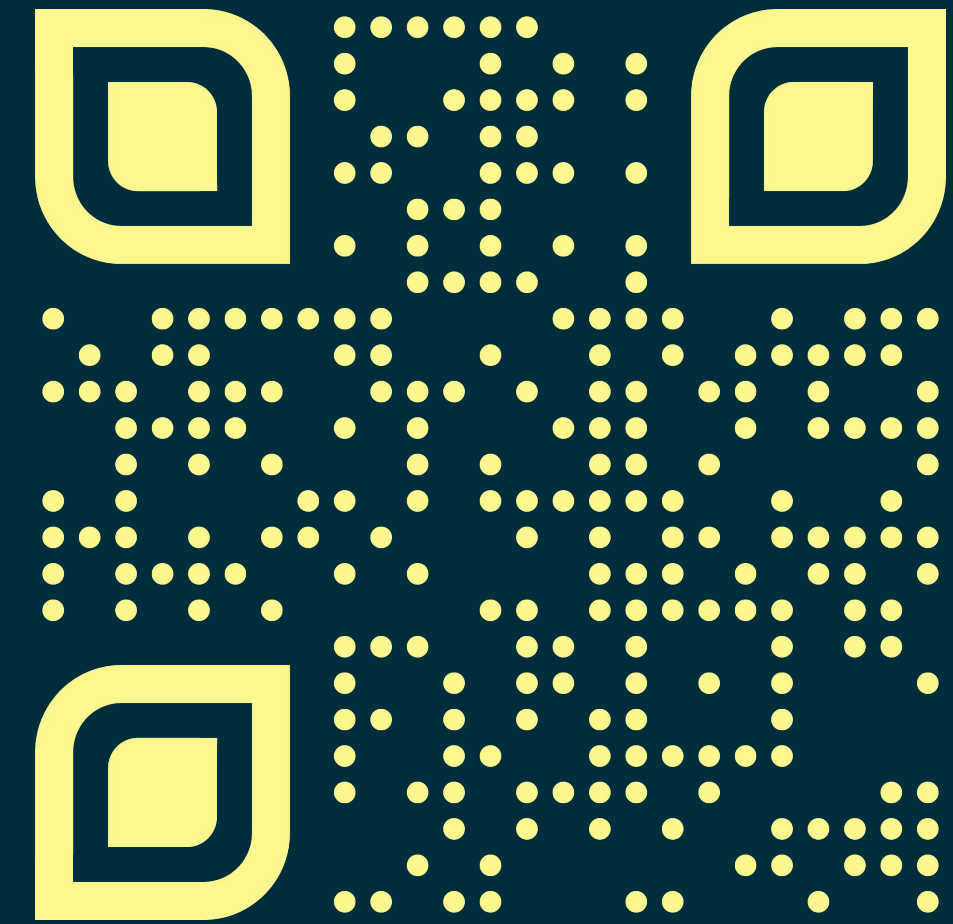
Vibe coding is a real revolution.

But without accessibility, it risks building an even more exclusive web.

The responsibility is ours: every prompt is a choice for inclusion.



**Thank you!
Questions?**



**Get to know more at
accessiway.com**

Thank You!

Access