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business goals
into tech reality.

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Workshop

Orientation Sprint: Accessibility

May 2025



Orientation Sprint: Accessibility

A one-day session that empowers teams to independently understand and implement digital accessibility.

Due to legal regulations such as the European Accessibility Act (EAA), accessibility is increasingly becoming a requirement. At the same time, many companies lack orientation: Where do we stand? What do we need to consider? How do we start meaningfully?

This structured, hands-on workshop provides legal and technical clarity, includes analysis of a real website, and equips your team with tools to independently advance digital accessibility.

What to Expect

Full orientation. Clear focus on independence.

- Where your website violates current standards – and why that will soon become critical
- How to make content, design, and interaction more accessible – using existing resources
- Which parts of your platform can become significantly more accessible with minimal effort
- What your team can implement on its own – and what is better solved structurally



Understanding Accessibility, Knowing the Standards

Defining Accessibility

What exactly does accessibility mean – legally, technically, and in terms of design? We provide clarity in the context of your website.

Understanding the Standards

WCAG, BITV, and EAA explained in plain language – what applies starting in 2025, and what does it mean for your team?

Using Tools

We show how to detect barriers in your own content using tools like Lighthouse, axe, and others – no prior knowledge required.

Identifying Weaknesses

We analyze one of your pages beforehand and show, live, where real issues exist – understandable and concrete.

Prioritizing Actions






You'll receive a realistic assessment: what can be done internally, what requires structure – and where to begin meaningfully.

What You'll Learn from Our Analysis

Key Content Areas	What You'll Learn & Take Away
Legal framework	What WCAG, BITV, and the EAA require – and how that affects your website
Common accessibility barriers	How contrast, structure, text, and media can become barriers – and what to watch out for
Tool-based testing	How to identify accessibility issues yourself using Lighthouse, axe, and screen readers
Live audit of your site	What actual weaknesses currently exist on your website – clearly and understandably
Team-based self-check	How your teams can independently test for and avoid barriers in the future
Action items & priorities	What can be implemented internally, what needs a structural solution – and how to take the next smart step

Your Outcome

By the end of the workshop, your team will understand what digital accessibility truly means – legally, technically, and in practical terms. You’ll know which requirements are relevant to your content, where specific barriers exist on your own website, and which tools you can use to detect and address them yourselves.

Deliverables	Inhalt
 Quick Audit Report	Screenshots & findings commentary for 1–2 key pages of your website
 Tool & Checklist Package	Step-by-step guides for using axe, Lighthouse, and keyboard navigation – including templates
 Actionable recommendations	1–2 specific, realistic to-dos for internal implementation
 Documentation for internal sharing	Clear, structured documentation for marketing, editorial, UX, or compliance teams
 Team knowledge instead of dependency	Your team understands, evaluates, and takes action independently – no external dependency required

Who Is the Orientation Sprint For – and Why?

01

Marketing & Communications

Accessibility is becoming mandatory – directly affecting text, campaigns, images, colors, and contrast.

02

Content & Editorial

Content must be clear, structured, and accessible – not just correct.

03

Product & UX

Navigation, forms, components, and interactions must be usable by everyone.

04

Legal & Compliance

The EAA makes accessibility a legal obligation – with clear liability risks.

Kosten

Fixed Price. No
Upselling. No
Ongoing
Obligation.

Cost

- flat rate -

€ 2.400

net

Plus VAT / travel costs for
on-site sessions

One-Day Workshop

Remote or on-site

(incl. live audit & practical
exercises)



Let's Get Started

Interested?

Accessibility is becoming mandatory. But it can be shaped – if you understand it in time and take targeted action.

Let's talk for 30 minutes – we'll show you how much your team can gain from just one workshop.

E-Mail

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You x Factorial

The Kick-Off for Real Accessibility

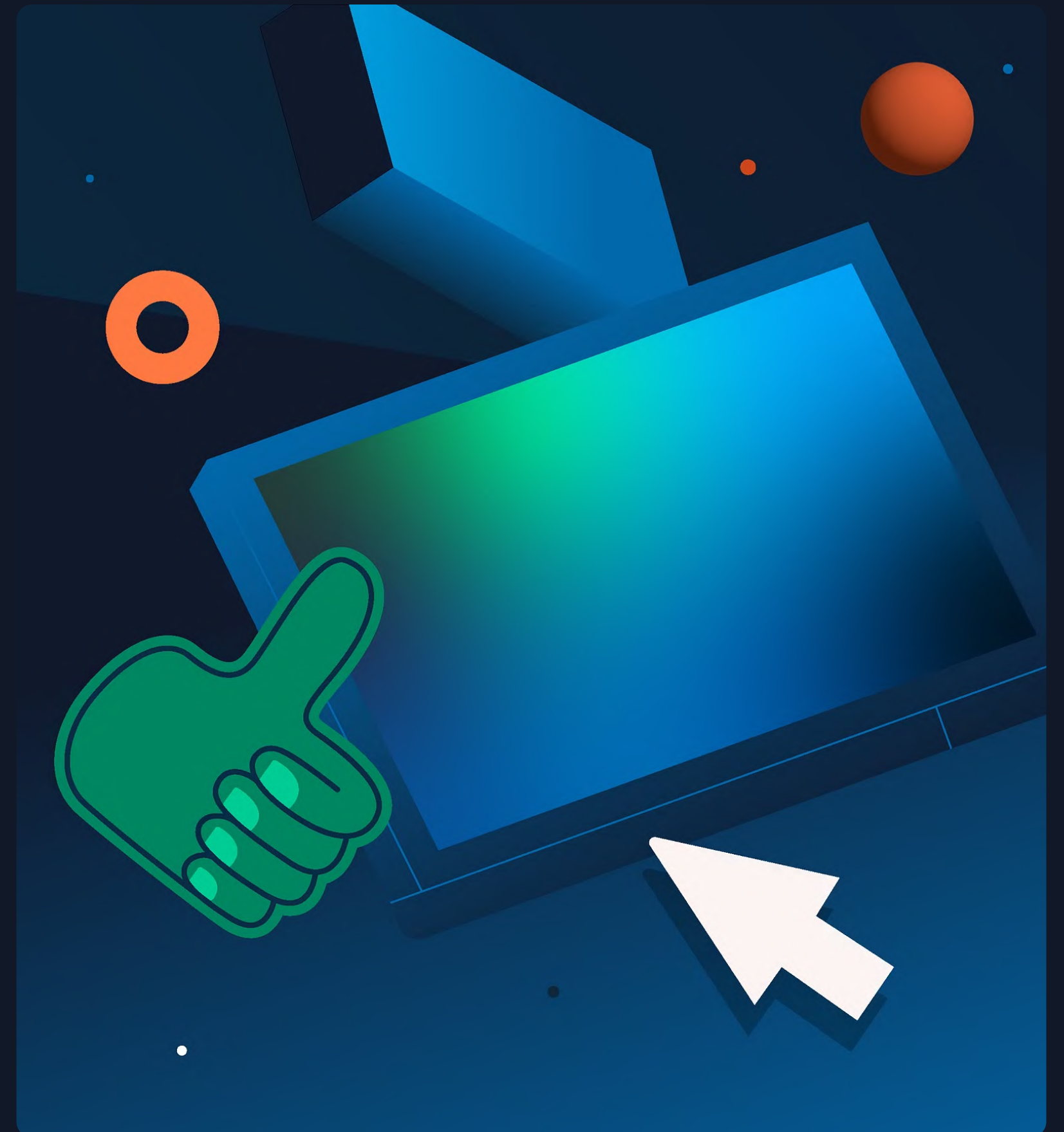
Let's get started together – so your team understands where the real barriers are on your website, how they can be independently resolved, and what really matters now.

We Are a Technology Partner

Our Core

We develop and orchestrate digital ecosystems to unlock the full potential of data. Our goal is to create innovative user interactions.

That's how we bring our clients up to par with the world's leading digital players.



“

“We recommend Factorial as a technically and creatively highly skilled agency partner. Factorial helps us future-proof our business model and expand it through innovative services.”



Caren Siebold,
Managing Director, dpa mediatechnology GmbH

“

“Agile team, clear processes, well-organized communication – that was a real success factor.”



Tino Runtzler,
Director Tech Product and Revenue stern | GEO | Capital

Occhio

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