user interviews | FEATURED SEGMENT

Accessibility Panel

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Segment Overview

User Interviews makes it easy to recruit users with disabilities for accessibility research and testing. Our panel includes over 430,000 people who meet accessibility criteria such as visual, auditory, mobility, and cognitive impairments, and use of assistive technology.

Ensure you're designing an inclusive experience for your entire population of users with compliance testing, usability testing, 1-1 interviews, focus groups, and paid market research for people with disabilities. We support in-person, remote, moderated, unmoderated, and multi-day studies for any kind of research.

In this segment breakdown, we will explore some of the common accessibility recruiting requests we see from user researchers:

- Vision impairments
- Auditory impairments
- Mobility impairments
- Cognitive impairments

These populations have been estimated based on self-reported profile and screener data, research participation, and feasibility tests. They're intended to give you a sense of who's represented in our panel. If you're sourcing for a specific accessibility study, the best way to gauge feasibility is to sign up for free and launch a project.

430,000

people who meet accessibility criteria in our panel

Vision Impairments

Condition	Approximate population
Vision impairment	12,000+
Blindness	8,000+
Low vision	6,000+
Color blindness	3,000+
Legally blind	1,500+
Lazy eye	1,500+

Assistive technology	Approximate usage
Screen reader	40,000+
Screen magnification	7,000+
Braille	1,000+

Here's a sampling of some vision impairments and use of assistive technology represented in our panel.

Auditory Impairments

Condition	Approximate population
Hearing loss	14,000+
Hearing impairment	4,000+
Deafness	2,000+
Auditory processing disorder	100+

Assistive technology	Approximate usage
Hearing aid	10,000+
Cochlear implant	150+
Assistive listening device	50+

Here's a sampling of some auditory impairments and use of assistive technology represented in our panel.

Mobility Impairments

Condition	Approximate population
Arthritis	39,000+
Epilepsy	23,000+
Physical disability	7,500+
Multiple sclerosis	3,500+
Fibromyalgia	2,500+
Mobility impairment	1,500+
Musculoskeletal condition	1,500+
Parkinson's disease	1,000+
Cerebral palsy	1,000+
Muscular dystrophy	500+
Tremors	400+
Degenerative disc	200+

Assistive technology	Approximate usage
Wheelchair	400+
Prosthetics	400+

Here's a sampling of some mobility impairments and use of assistive technology represented in our panel.

Cognitive Impairments

Condition	Approximate population
Depression	54,000+
ADHD	22,000+
Dementia	19,000+
Traumatic brain injury	19,000+
Dyslexia	17,000+
Alzheimer’s	16,000+
Autism spectrum disorder	11,000+
Mental illness	4,500+
Anxiety disorder	3,000+
Neurodiverse	2,500+
Learning disability	2,000+

Assistive technology	Approximate usage
Biofeedback	600+

Here’s a sampling of some cognitive impairments represented in our panel. Note that the technologies used to assist cognitive disabilities are vast, ranging from customized education, in home interventions, mobile phone applications, and more. We have not listed many of these due to the greater application of many of these technologies, i.e. smart home devices, voice activation technology, etc.

🔬 Real accessibility research:
Recent recruiting projects filled with User Interviews

CASE STUDY #1

ONLINE USABILITY TESTING FOR PEOPLE WITH LOW VISION

Audience segment: 60 participants with no-to-low vision impairments who aren’t using corrective treatment

Study details: A 90-minute moderated usability test with screen sharing and a follow-up survey

Project setup: Document signing; premium screening

Research team: An American retail chain with over 800 stores worldwide

CASE STUDY #2

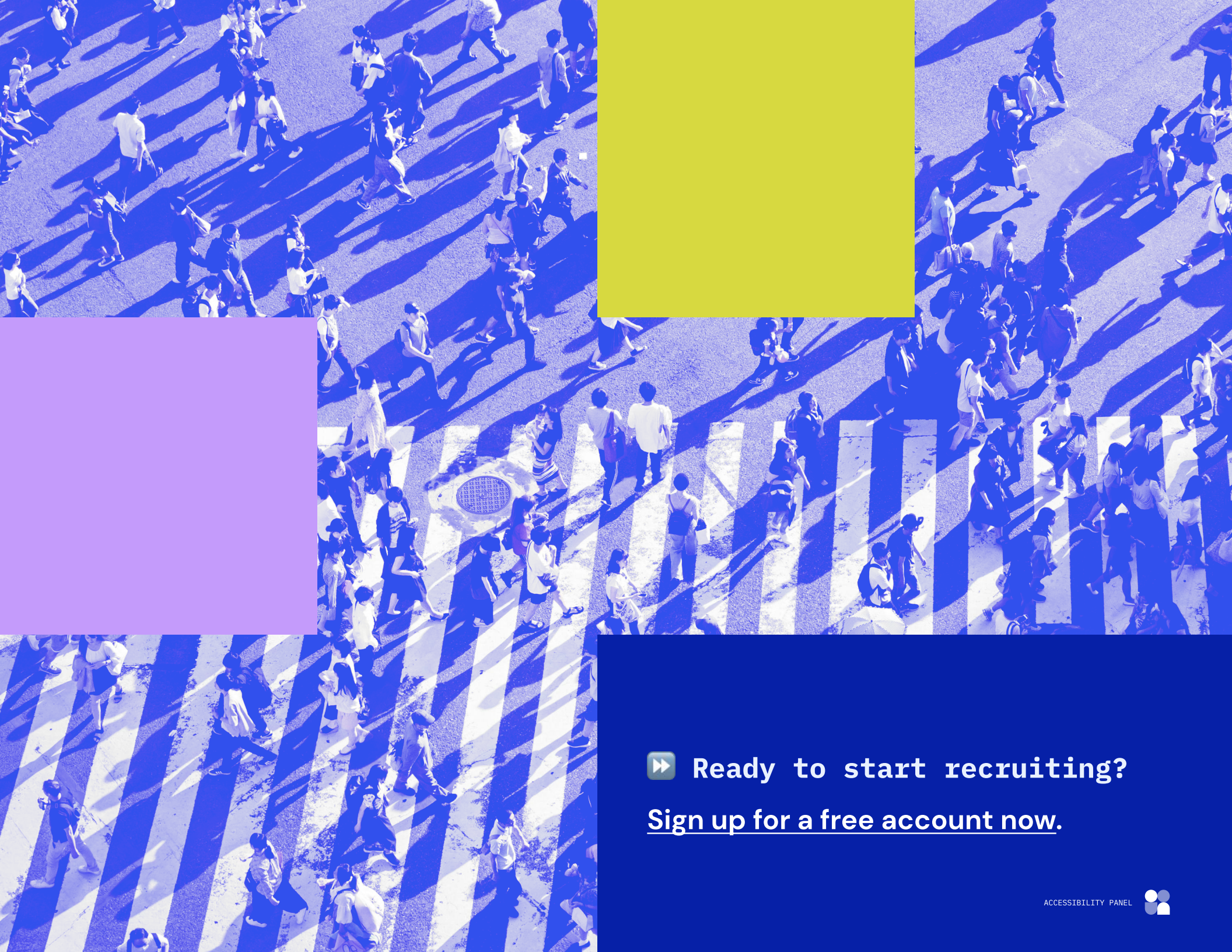
MIXED METHODS RECRUIT FOR A YEAR-LONG ACCESSIBILITY RESEARCH PANEL

Audience segment: 10 participants with varying levels of physical ability

Study details: 15-minute remote interviews, discussion panels, and surveys over the course of a year

Project setup: Double screening; re-recruit participant tool for follow up sessions

Research team: A well-known multinational technology company



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ACCESSIBILITY PANEL