

BlakSheep Creative Web Accessibility Webinar

Introduction

Hello and thanks so much for joining, I hope you are doing well today.

Now here's a **quick rundown of what we'll be going through today:**

- A quick overview of web accessibility and ADA compliance so you can better understand the current climate from a technical and legal perspective.
- A quick overview of our solution and features
- The wonderfully simple process of becoming compliant with us

The presentation takes about 10 minutes to get through and I typically answer all questions throughout the demo just in case you might have questions during the presentation.

[NEXT SLIDE]

About Web Accessibility

Web accessibility is essentially a set of rules, behaviors, code standards, and design guidelines that were created by the W3C and are called the WCAG 2.1.

The WCAG 2.1 is a massive 1,000-page guidebook that encapsulates a range of disabilities that go from hindering internet use to making internet use impossible without adjustments. This spectrum actually comprises 20-25% of the general population depending on if we're going with the CDC or WHO.

There are many disabilities covered, and the primary categories that require attention are:

- blind people using screen-readers,
- the motor-impaired using only the keyboard to navigate,
- epilepsy, color blindness,
- cognitive and learning disabilities,
- visual impairments, and more.

[NEXT SLIDE]

The WCAG 2.1 at the AA level has been adopted as the global standard for web accessibility acting as the benchmark in legislation such as the ADA title 3, Section 508, AODA, EN 301549, and many others.

[NEXT SLIDE]

About the Legislation

I wish I could tell you that the exponential increase in demand for web accessibility has been a result of everyone coming to understand that business owners and people with disabilities have so much to mutually gain from this endeavor.

Frankly, ADA compliance lawsuits are on nothing short of an intense rise. 200% year over year, with reports of 10's of thousands of demand letters and lawsuits, targeting businesses of all sizes. At first, only the largest of enterprises and government institutions were legally pressured to become accessible, which makes sense. One of the most significant shifts in the legal climate was when the DOJ in the end of 2018 officially affirmed that all websites are considered public accommodations and therefore must comply with title 3 of the ADA. Many did not think for a second that it will ever happen to them, but that was not the case at all..

In fact, 2019 ended up tripling 2018 in the number of papers served. This means that for every business hour in 2019, a business was served for not being web accessible. You will also find that in almost every situation, the plaintiff wins the case on its merits because it's a strict liability law and judges are often understandably sympathetic to people with disabilities who really only want equal rights. There is virtually no chance of winning an ADA case when you're not compliant. The lawyers simply advise their clients to write a check since there is no point in fighting it.

A quick example of what's going on as well: A visually impaired woman from Broward County, Florida sued 175 business owners several of which closed down as a result.

Now in the 2020 Covid era, we're seeing those in quarantine have less access to physical locations and amenities, and they are finding more difficulty in accessing the web for essential services.

[NEXT SLIDE]

The Market

What makes the situation even more difficult for business owners are the current alternatives.

The current options in the market today are either free or low cost plugins that do not provide you more than 10-15% of the accessibility you need in order to become compliant.

You also have manual accessibility services that do bring you up to full compliance, but they cost 20-40 thousand dollars per site, they take several weeks or months to implement, and the worst part is the tedious and costly maintenance. Imagine spending all of that time and money and coming to understand that everytime you want to make a change or revision to your site, you have to either spend 1000s of dollars or sacrifice a significant amount of the accessibility that you worked so hard to attain.

Those options, as you can imagine, leave 99% of businesses without a feasible solution, making them:

Easy targets for lawsuits and prevents them from helping people with disabilities.

To solve this impossible situation, we created the Ai accessibility tool.

[NEXT SLIDE]

Our accessibility tool is an AI-powered machine-learning software that was developed with the understanding that successfully automating the process creates a simple, immediate, affordable, and compliant solution that serves as a win-win for the business owner and people with disabilities, who just want equal access to the internet.

Taking into consideration our pricing model, which is a fraction of the cost of manual remediation, our solution is not only a no brainer in comparison to the other alternatives in the market. It actually makes being accessible and compliant a no brainer in general for the majority of businesses that otherwise wouldnt have a reasonable solution.

[NEXT SLIDE]

We developed our solution side by side with leading experts in accessibility and assistive technologies in order to ensure the highest success rate in the industry with respect to going above and beyond the standards for compliance.

This is evident in the fact that none of our clients have ever received a compliance lawsuit after implementing our solution.

Accessibility Statement

It is important to note that one of the legal requirements of being ADA compliant is to have an accessibility statement that highlights your websites accessibility. This document on the right is our accessibility statement which also acts as a certificate of performance. It explains all the adjustments the solution has made to the website, browser and assistive technology compatibility and describes how to report feedback.

The statement will be personalized to the name of your domain and dated. It will be available to all users within the interface and sent to you via email, within 48 hours from the installation once the AI completes its process.

[NEXT SLIDE]

Monthly accessibility compliance audits.

The statement will be reinforced with monthly accessibility compliance audits, which can be downloaded and shared as proof of ongoing compliance efforts. I like to think of it as a track record of your websites compliance.

Our Process

From our experience, business owners have found that the best part of becoming compliant with us is definitely the super simple process.:

1. **[Installation]** First, you install our single line of JavaScript code which takes 5 minutes to install and can integrate with any website or CMS platform.
2. **[Interface]** Then, your website instantly displays our accessibility interface that I'll show you in the next slide.
3. **[AI Process]** simultaneously, the AI kicks in, and in up to 48 hours, it is finished, and the website is accessible and compliant. This is also when you receive the accessibility statement to your email.
4. **[Maintenance]** and our biggest advantage is the automatic maintenance. The AI re-scans the website every 24 hours, making sure that any changes or additions are also being remediated.

Ultimately, after the 5-minute installation, you can forget about compliance issues; everything else is done automatically, even for websites that update daily.

Features Explanation

OK, so let's dive into the features:

We achieve compliance by leveraging two components.

The first is our accessibility interface that is responsible for handling the UI, design and cognitive-related adjustments.

This interface is structured by disability profiles and enhancement features. That way, users with different disabilities can simply select the profile that best suits their needs. Among these profiles, you'll find; an epilepsy safe profile, a visually impaired profile, cognitive disability profile, ADHD friendly profile.

This interface is also fully customizable and can be fitted to your websites brand and design.

The second is our AI, machine learning-powered process, that handles keyboard navigation adjustments for the motor-impaired and blind people's screen-readers.

A screen-reader is a software used by blind people to operate computers and websites and it's installed on the operating system. It basically reads aloud the content focused on the screen, and it also helps with navigation and orientation aspects. Adjustments to those screen-readers are what the legislation requires.

accessiBe handles all on-site aspects using a "Contextual Understanding" AI technology that is responsible for remediating menus, drop-downs, pop-ups, forms, icons, buttons, and all other elements by applying the appropriate screen-reader text and website behaviors.

To automatically provide accurate alternative texts for images, also known as alt tags, our solution utilizes IRIS and OCR technologies to scan and learn the objects as well as the text that is embedded within the image.

By the way, everything I mentioned is fully supported in 14 different languages.

[NEXT SLIDE]

Features Demo:

As I've mentioned, the interface includes both accessibility profiles and enhancement features. These profiles enable users with disabilities, to instantly adjust the entire website to their

specific disability. All profiles have been defined alongside people with disabilities and of course in adherence to the WCAG.

For example, enabling the epilepsy safe mode immediately stops all moving objects and tunes down potential dangerous colors.

(scroll the page and show everything moving)

See the flickering GIF **here**? And the automatic video at the **bottom**? The video in the corner **here**? When enabling the profile all of these immediately stop. Even the GIF!

(scroll the page and show everything frozen).

The other profile that I want to show you is the visually impaired profile. Enabling it scales the content by 100%, increases the websites' saturation, and also activates a text magnifier window using mouse hover. Also, as you can see, the font was changed to a more readable font in case fonts like the title here, may look smudged due to its spikes for certain people.

(enable profile - Visually impaired).

Show on the demo website the content scaling, and hover with the mouse on text to show the magnifier.

The last 2 profiles that I want to show you are the cognitive disability profile and the ADHD profile. Both of these will assist users to focus on the more essential elements, therefore helping them to comprehend your content better.

The cognitive profile slightly scales the content, highlights headings and titles, as well as adds a reading guide that follows the mouse cursor.

Activate the profile and show changes in the demo site - take a couple of seconds to show this.

The ADHD friendly profile, also slightly scales the content, but it also adjusts the saturation alongside a reading mask.

Activate the profile and show changes in the demo site - take a couple of seconds to show this.

Now before getting to the last 2 profiles I want to briefly touch on the enhancement features.

(Scroll down to the features in the interface)

In addition to the profiles' functionality, users can choose specific adjustments like **increase the fonts** if they are too small. Look at the title **here** as I do this. They can also **emphasize titles and links**, and set their preferred **scaling, spacing, height**, and alignment.

{prospect name}, can you see the changes?

The interface also enables people with color blindness, to change the website to a **dark mode**,
(scroll the page)

Or monochrome mode,

Depending on the severity of their situation, they can also change specific colors that they don't see, to colors that they do, like **changing all the green titles, to red**.

The last interface feature I'll show you is the **online dictionary**, which helps people with cognitive and learning disabilities to understand certain phrases that they encounter on your page, like "**binge-watching**" for example.

The interface adjustments ultimately replace the old-fashioned method of compromising the website's design in favor of accessibility. Our interface makes all the necessary adjustments when needed, by the user, according to their specific disability - On the fly.

All the options I showed you, and over 50 others, are what we like to call an "accessibility on demand". I won't go over all of them, but you can do that later if you want, so I'll cancel the current settings, and move on to the next part of the demonstration.

Demonstration - AI Process

So, our background process is where the AI kicks in, and also where the magic happens. This process is responsible for handling the more complex accessibility requirements which as explained earlier, mostly relate to keyboard navigation and screen-reader adjustments for the motor impaired and the blind.

This is also the same as the last 2 profiles that you can see on the interface, though people with disabilities actually enable them using different methods and not via the interface, as you'll see in a moment.

Activating accessiBe - Motor Impaired

People with motor impairments activate the adjustments by **clicking the TAB key**, which is the universal key for keyboard navigation, and then the adjustments button that pops-up, as you can see **right here**.

Activating accessiBe - Blind

Blind users receive an announcement to their screen-readers inviting them to turn accessibility adjustments on by **clicking Alt+1** on the keyboard.

So, I just clicked Alt+1 to turn the accessibility adjustments on, and as you can see, a success message popped-up and the interface icon now shows a check-mark.

Keyboard Navigation

OK, now I can simply start navigating the entire website using just the keyboard. I can trigger open the **quick navigation** menu to easily **browse between pages and sections**, or simply **TAB** to skip it and just start navigating.

As you can see, all the website's links, forms, buttons, and menus are easily navigable, as well as triggering open **drop-downs**. I can even **navigate this slider** and **trigger popups** using only the keyboard.

(continue tabbing to the middle of the page)

When **triggering popups**, accessiBe lifts the keyboard focus and lands it back down within it.

(click on "ADD TO CART" and change the item #)

To **close the popup**, I can simply hit the **ESC** key and then **continue navigating** from where I left off very easily.

By the way - drop-downs, pop-ups, forms, and icons are some of the biggest accessibility challenges, which accessiBe excels in remediating.

Image Recognition

To show one of the most exciting features of accessiBe, which is obviously the automatic image recognition technology, **let me turn it off**, and show it live.

So, **take a look at the console**, can you see it well?

Note that this image has no alt text. Now see what happens when I **click Alt+1**, to turn accessibility on, as a blind person would have.

Did you see the code changing live? Take a look at the immediate alt text accessiBe has created for this image: Image contains: Woman holding clothes. Image Text: EXTRA 30% OFF SHOP NOW.

Now, let me **cancel settings** and show you a few other examples.

(Show the GIF, social media links, shopping cart, favorites, brand logos, image, stars, and discounted pricing)

Now I'll **turn on Accessible Mode** and **show you these elements again** with our remediation.

Impressive, right?!

Conclusion

Thank you for joining me today. We look forward to what you think and we are here to help with anything that you may need moving forward.

THANK YOU FOR WATCHING!