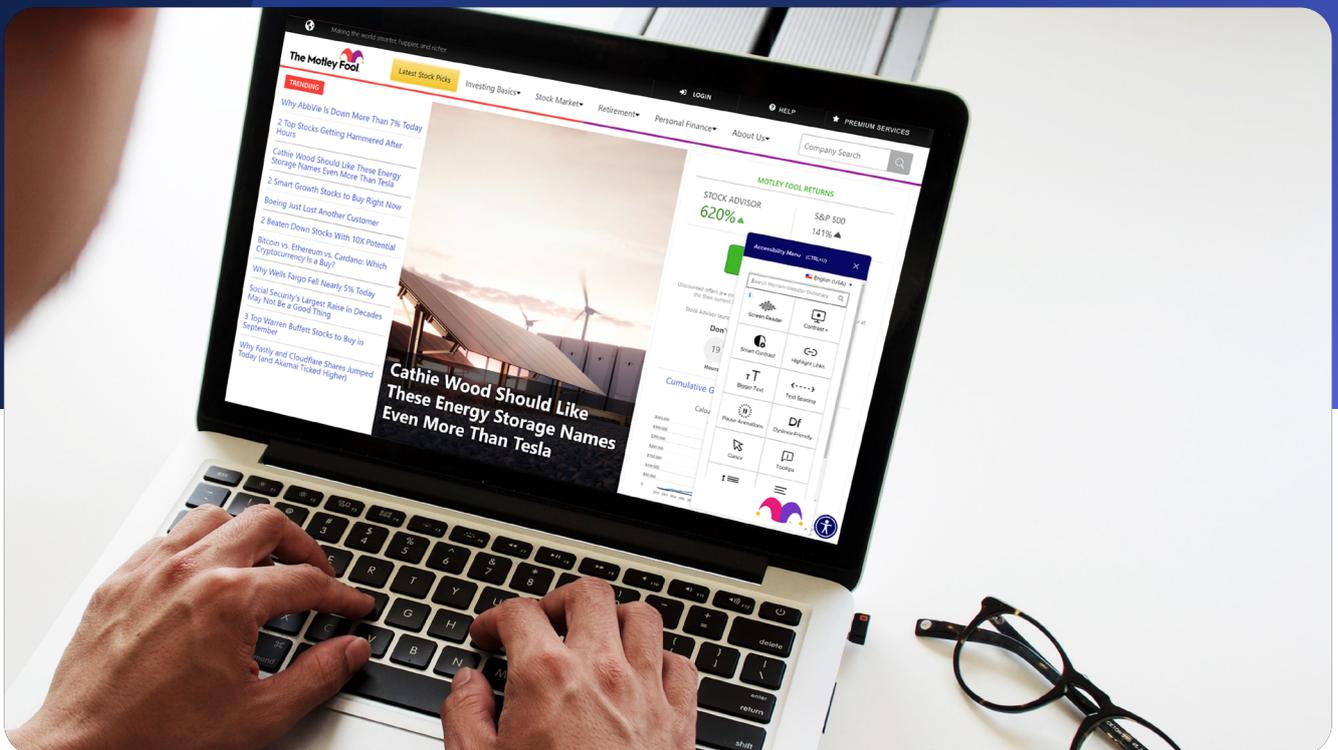




Case Study

UserWay Enhances Accessibility on Fool.com

Organization Type: Financial and investing advice



Client Background

The Motley Fool is a private financial news and investment advisor founded in 1993. Each month, its online content is read by more than 50 million people.



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The Motley Fool's purpose is to make the world smarter, happier, and richer.

Number of pages: **1,911**

Number of pageviews: **Over 20 Million**

Company: **Privately held**

Based in Alexandria, Virginia, its global team provides investment recommendations, stock research and expert analysis via an online subscription service. In addition to its services in the US market, it has operations in Australia, Canada, Germany, Japan and the United Kingdom. Some of its newest ventures include The Ascent, which is a personal finance brand that rates and reviews essential products about everyday money matters, and Millionacres, a service dedicated to helping investors profit from real estate.

Named after the court jester from Shakespeare's play "As You Like It," The Motley Fool isn't afraid to inject humor or new perspectives into its investment analysis. Its lighthearted approach to investing and valuable insights can be found across its website, podcasts, books, newspaper column, radio show, and premium investing services.

“At The Motley Fool, we take our purpose seriously, but that doesn't mean we take ourselves too seriously.”

The Challenge

The Motley Fool was already structured well for accessibility, but its development team was spending a lot of time trying to keep the site updated to current standards. The organization's leaders wanted a way to streamline the process.



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We made a commitment to accessibility 5 years ago and completely updated the code on The Motley Fool website. It was an easy decision to add the UserWay widget with its AI capabilities as the next step.”

Chris Harris

Director of Product, The Motley Fool

Bolstered by support from its legal team, The Motley Fool implemented strong digital accessibility principles and an evaluation process for new and existing pages. While this worked initially, as the site's popularity grew, the team sought out more options to continually maintain its high accessibility standards.

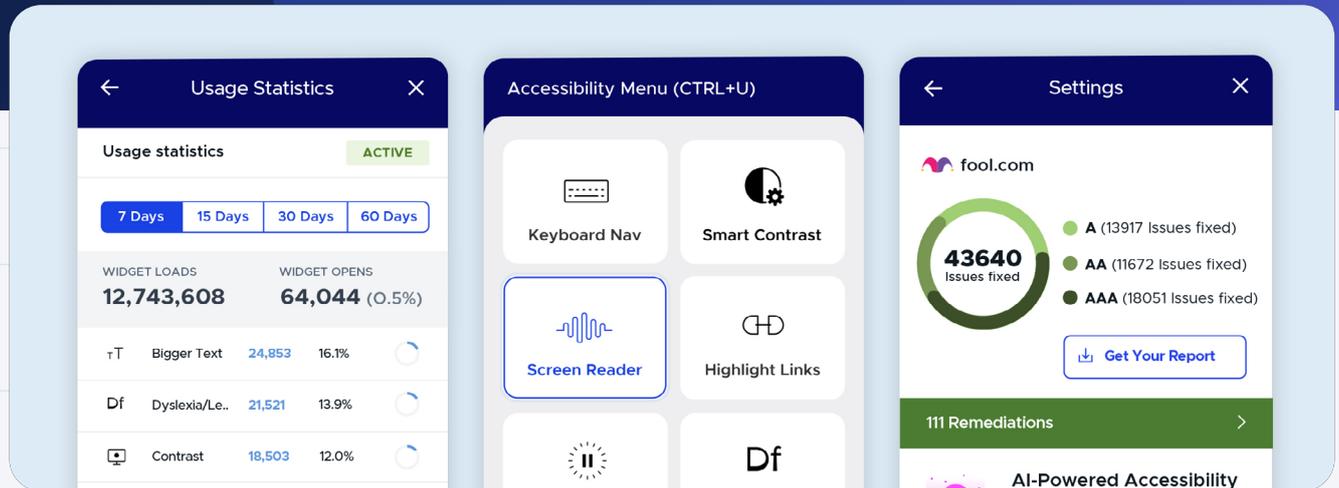
The Motley Fool has long been devoted to ensuring accessibility and addressing the needs of its diverse users. “We made a commitment to accessibility 5 years ago and completely updated the code on The Motley Fool website” Chris Harris, Director of Product at The Motley Fool, said. “It was an easy decision to add the UserWay widget with its AI capabilities as the next step.”

Part of that next step was to be inclusive of site visitors with health considerations that can't easily be addressed with code alone.

Dyslexia, for example, affects 20 percent of the population, while vision loss affects 13 percent. People with these disabilities require solutions that go beyond well-coded websites.

The UserWay Solution

UserWay is a global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone.



UserWay simplifies the process required to make a website fully accessible and ADA compliant. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay’s CaaS (Compliance as a Service) technology, website owners can reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

“ UserWay provides exceptional value to us and our end-users.

The Motley Fool selected UserWay to add an extra layer of accessibility to its already well-constructed site. With the integrated AI technology UserWay provides, it is able to ensure the Fool.com browsing experience is accessible to everyone.

UserWay’s accessibility widget, which is easily integrated on any website by adding just a single line of code, also works behind the scenes to ensure the site remains compliant with WCAG requirements — even as the guidelines, or The Motley Fool platform, are updated and changed. When a user triggers an enhancement, the selection is recorded without collecting any data on the user so their privacy is not compromised.

When The Motley Fool began its extensive accessibility-focused website redesign, its development team was instructed to concentrate on full accessibility. The goal was to make the site work for all audiences, no matter what challenges they faced when using the internet. The team did an excellent job, but learned that keeping the entire site compliant as standards evolve is a difficult process.

“I trust our teams to be aware of accessibility and that they are working to make sure it’s done effectively, but having an additional automated tool, especially one that has a broader range...was interesting to me.”

The UserWay solution is powerful, scalable, lightweight, and secure for one website or a thousand. The Fool.com American and European sites both have enjoyed seamless integration with UserWay technology – without needing to refactor their existing code.

“Integration into Fool.com was seamless. UserWay is intuitive and provides significantly enhanced accessibility and functionality to our site’s visitors.

The contrast tools, screen reader, text controls, and other features all elevate the user experience on our site.

Simply put, UserWay provides exceptional value to us and our end-users.”

Benefits of UserWay's AI



Preserves User Privacy

Visitors to The Motley Fool will never need to select their disability from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.



Fast Time to Market

By implementing the UserWay AI-powered widget, the team at The Motley Fool avoided manually adjusting the code across thousands of pages on its site.



Intuitive User Interface

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy to find in the corner of the screen.



Reduced Workload, Reduced TCO

Before installing the automated widget, the developers for The Motley Fool site were devoting a lot of time each month to staying current with accessibility standards and making code updates.



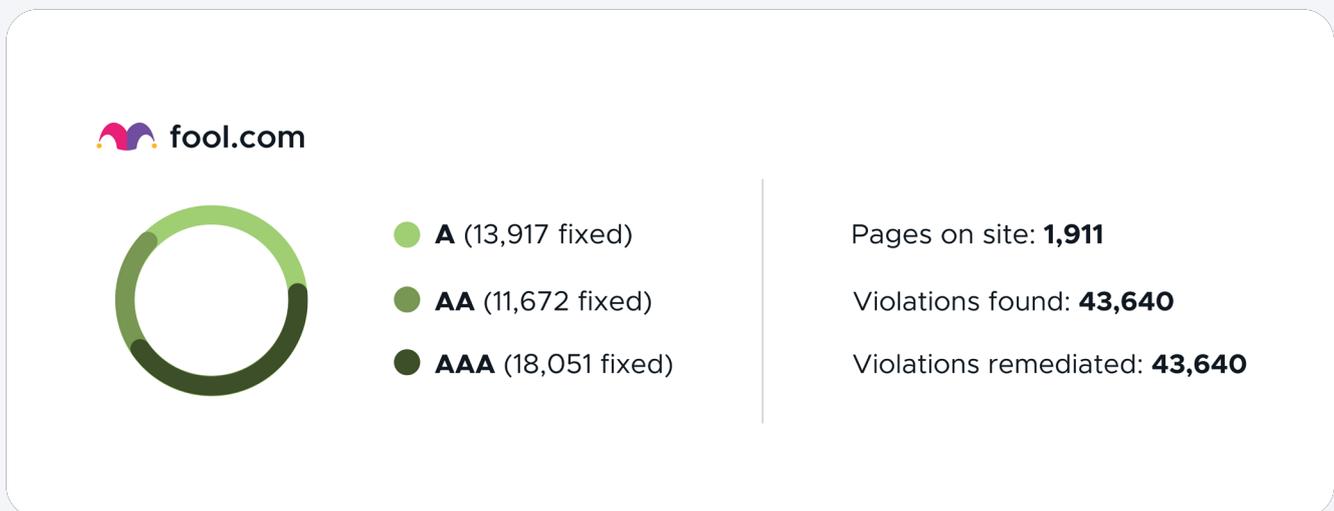
Improved User Experience

Navigation is now much easier for people using screen readers and other assistive devices. Everyone who visits the site can also make adjustments to font sizes and color contrast.

Measurable and Impactful Results

The Fool.com website consists of thousands of pages, which means accessibility violations can be extremely time-consuming to resolve. The UserWay widget completely eliminates this problem.

In the graphic below, you can see how the widget found more than 40,000 accessibility issues on Fool.com. It also automatically corrected them all. To put this in perspective, it would take a small development team more than 2 years to manually recode the site to achieve the same results!



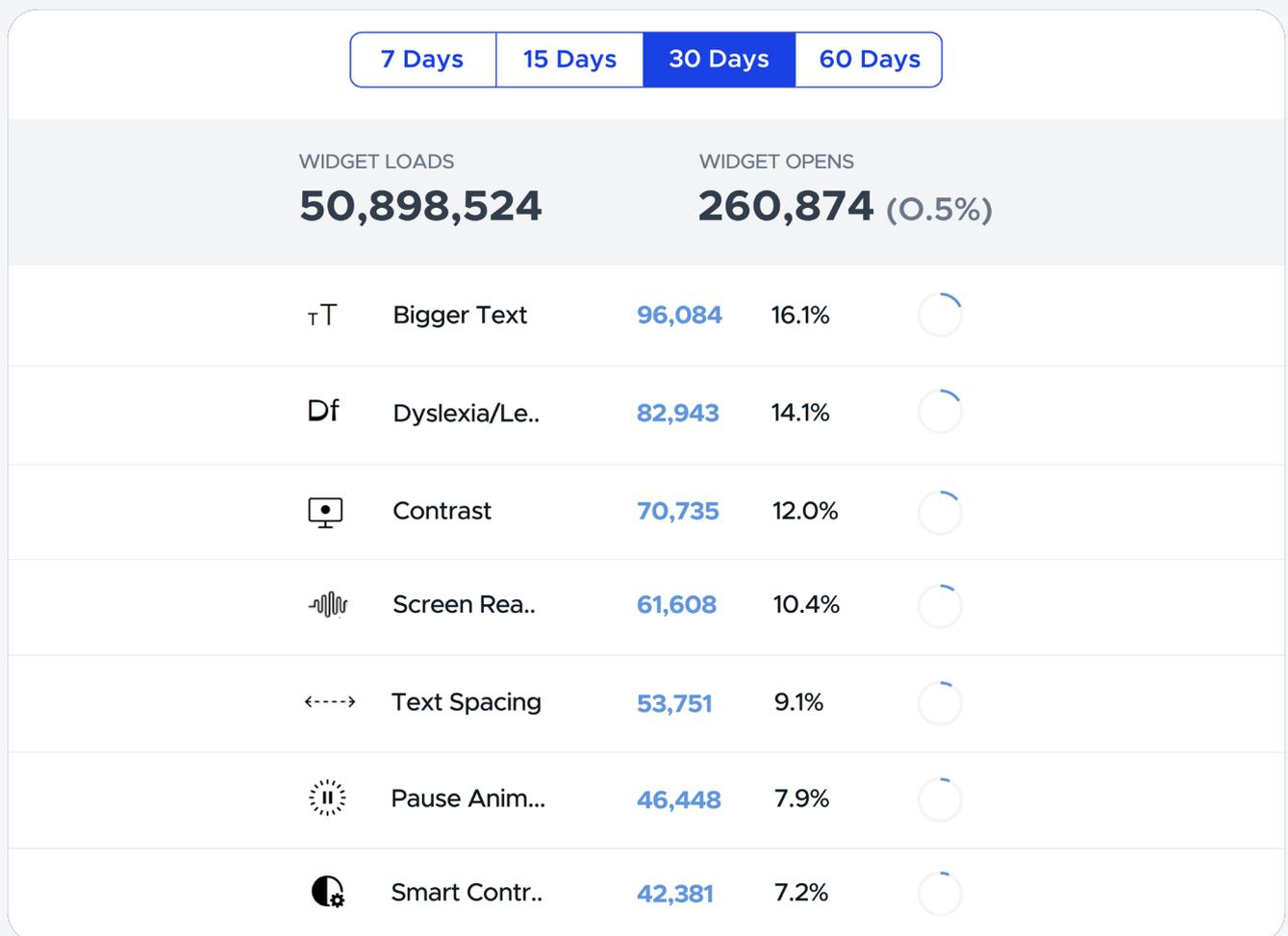
The widget also supports a wide range of assistive tools, including multiple screen reading devices. Rather than needing to stay current with all of the new tools entering the market each year, The Motley Fool development team was able to offload this responsibility to UserWay.

And since implementing the widget, the real-time data it collects shows the accessibility tools are being used by thousands of people every day. All users now have the opportunity to customize the site to fit their needs.

The combination of previous manual code work from the client’s team – in addition to UserWay’s solution – ensures Fool.com is fully accessible and compliant for millions of visitors.

Future Plans

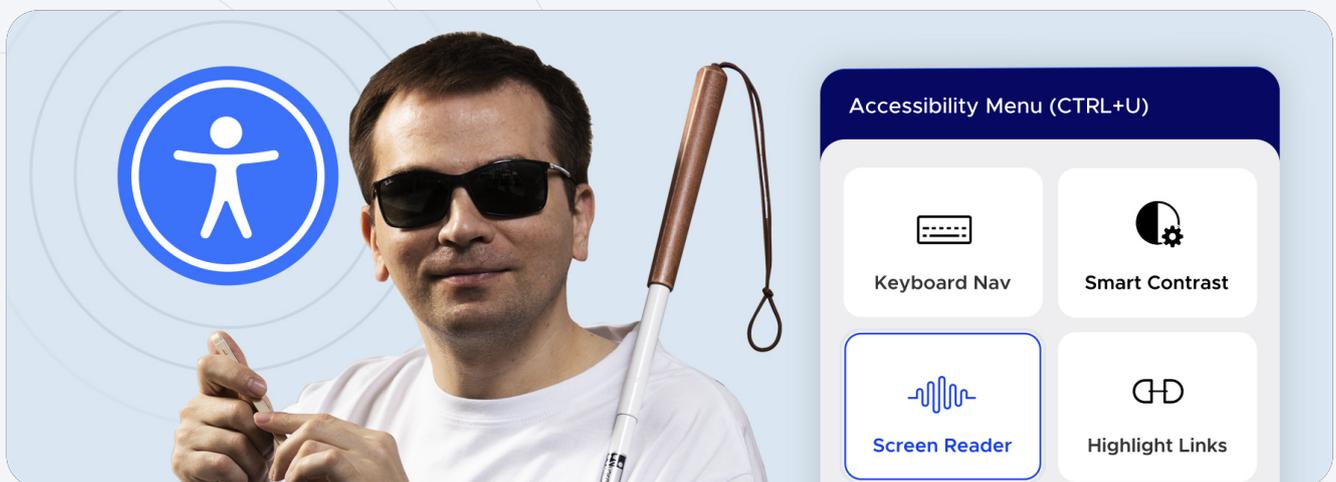
The Fool.com design team wants to investigate the UserWay features its users interact with most often. It plans to analyze the anonymized data and begin implementing those enhancements into future versions of site designs.



“We’re going to make changes to the site based on the widget data. So if we find that 40% of our visitors increase font size or change the color contrast, then we’ll adjust the site to match.”

Ready to find out how UserWay can help you improve accessibility across your websites and other digital assets?

Visit UserWay.org to learn more about the widget and other tools that can help your organization meet ADA requirements.



No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.