

Audio	Visual
<p>Hi, I'm Johnny with UserWay here to demonstrate our AI-Powered Accessibility Solution.</p>	<p>A man stands at a computer desk in an office.</p>
<p>I'm excited to share with you the power of UserWay's AI and how you can achieve WCAG and ADA compliance for your website while safeguarding your organization against accessibility-related lawsuits.</p>	<p>A popup briefly appears with The text "UserWay's industry-leading artificial intelligence."  The text in the popup changes to show the acronyms WCAG and ADA.  The text in the popup changes to The text "Safeguarding against accessibility-related lawsuits."</p>
<p>Before we dive in, let's talk about why accessibility is essential from a legal perspective.</p>	<p>A popup briefly appears with The text "Why is accessibility important?"</p>
<p>Over 60 million people in the U.S. alone live with some form of disability.</p>	<p>A popup briefly appears with The text "More than 60 million people live with a disability."</p>

UserWay Demo - How UserWay's AI Ensures Your Website is Accessible ADA Compliant  
<https://youtu.be/UBIRDfv4kUo>

<p>Government regulations require equal access to online services for everyone.</p>	<p>A popup briefly appears with The text “regulations require equal access.”</p>
<p>Sites that violate these regulations are exposed to expensive litigation and fines.</p>	<p>A popup briefly appears with The text “Sites violating ADA are legally exposed.”</p>
<p>Many high-profile cases make headlines, such as the cases against Target, Domino’s Pizza, and Netflix.</p>	<p>A popup briefly appears with the following text:  Target Domino’s Pizza Netflix</p>
<p>But thousands more impact small businesses every month.</p>	

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<p>So what does this mean for you?</p>	
<p>Your site must meet hundreds of WCAG requirements, the standard for website accessibility and compliance in the United States and internationally.</p>	<p>An image of a computer screen slides into view. It displays a long list of WCAG requirements and scrolls through them.</p>
<p>With a single line of JavaScript, UserWay achieves more than an entire team of developers.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup appears that shows website code being edited.</p>
<p>UserWay solutions work around the clock, saving your organization significant resources while constantly moving you forward on your accessibility journey.</p>	<p>A popup briefly appears with The text “Save significant resources on your accessibility journey.”</p>

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<p>With UserWay, more people will be able to use your website on whatever device they choose, from smartphones to desktops.</p>	<p>A popup briefly appears with The text “Works on smartphones, tablets, laptops and desktops.”</p>
<p>I'll show you how UserWay's three core components combine to create a truly accessible and compliant website.</p>	<p>A popup briefly appears with The text “3 core components ensure a fully accessible website.”</p>
<p>First, UserWay's AI-powered remediations, which automatically fix accessibility violations in your site's code.</p>	<p>The screen splits with a list on the left side and the presenter on the right.</p> <p>The listed items are:</p> <ol style="list-style-type: none"><li>1. AI-Powered Remediations</li><li>2. User-Triggered Enhancements</li><li>3. Accessibility Fine-Tuning</li></ol> <p>Under AI-Powered Remediations, text appears that reads, “Automatically fix violations at the code level.”</p>
<p>Second, user-triggered enhancements that empower end-users to personalize their experience on your site.</p>	<p>Under User-Triggered Enhancements on the list, text appears that reads, “Enable a tailored user experience.”</p>

<p>And third, accessibility fine-tuning, allowing your team to deliver a more powerful user experience aligned with your organization's brand.</p>	<p>Under Accessibility Fine-Tuning on the list, text appears that reads, "Fully align accessibility with your brand."</p>
<p>Let's see and hear how it works.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>Part 1: AI-Powered Remediations</p>	<p>The screen splits with space for graphics on the left side and the presenter on the right.</p> <p>The left side of the screen shows a circuit board graphic along with text that reads:</p> <p>AI-Powered Remediations</p>
<p>Accessibility starts now, the moment your site loads.</p>	<p>The screen cuts to show the top-left corner of a computer screen with a browser open.</p> <p>A url is being typed into the browser.</p>

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<p>UserWay scans and analyzes your site's underlying code on each page and then automatically applies fixes to every violation it finds.</p>	<p>The camera zooms out from the computer screen to show a webpage.</p> <p>The webpage then slides up on the computer screen to reveal its code.</p> <p>Parts of the code are highlighted and changed rapidly.</p>
<p>Fixes are applied asynchronously so your site's loading time and performance aren't affected.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A graphic is overlaid at the bottom of the screen. It shows bar graphs for 1000ms, 2000ms, 3000ms, 4000ms, 5000ms and 6000ms to show how fixes are not all applied simultaneously.</p> <p>There is also a counter overlaid on the screen showing an increasing percentage to represent fixed being applied.</p> <p>The counter changes to a checkmark when it reaches 100%.</p>
	<p>The screen cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text "Signing Into Your Widget" appears near the top of the screen.</p>
<p>As the site administrator, you can securely sign into your widget and see a summary of the violations that were fixed.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The UserWay widget user interface (UI) pops up on the right side of the screen.</p> <p>It zooms to the bottom-left corner of the widget and a cursor clicks on the word "Manage" on the widget.</p>

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	<p>The widget changes to a login form.</p> <p>A username and password appear in the form and the cursor clicks the Login button.</p> <p>A summary graphic with a breakdown of violation types and the number fixed appears.</p>
<p>Imagine how long it would have taken your development team to tackle those.</p>	<p>The widget UI disappears.</p> <p>An animation overlay appears. It includes The text "1.2K Violations Fixed."</p>
<p>Every image on your site needs to be accessible to visually impaired users.</p>	<p>The screen cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text "Image Alts" appears near the top of the screen.</p>
<p>This means adding clear descriptions, or alt-tags, to each image or ensuring they're marked as decorative.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>Four boxes appear on the right side of the screen. Each has an image of a product, a price and text that reads, "View Product."</p> <p>A red outline appears around the first product box and alt text is displayed to describe it.</p> <p>The red outline switches to each of the boxes. As it does, alt text describing each product appears.</p>

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<p>Otherwise, the screen reader will ignore the image altogether.</p>	<p>All of the product boxes disappear.</p>
<p>A typical site has thousands of images.</p>	<p>The video cuts to an image of a computer screen. It displays an ecommerce website and quickly scrolls down the page to show a long list of product images.</p>
<p>That's a lot of work for any content team.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>But not with UserWay.</p>	



<p>Our machine learning and computer vision AI automatically generate the image alts.</p>	<p>The widget UI appears on the right side of the screen.</p> <p>It contains three images. Beside each image is a text box. Under each image is a toggle button with the word “Decorative” beside it.</p> <p>Text types into each text box to describe the corresponding image beside it.</p>
<p>So screen readers will be able to announce them when needed.</p>	
<p>[Screen reader: A woman wearing glasses. Link.]</p>	<p>The video cuts to an image of a computer screen. It displays a list of products with images.</p> <p>A product image that shows a woman wearing glasses is highlighted with a red outline.</p>
<p>You can even refine the description to reflect your brand’s unique voice.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The widget UI appears on the right side of the screen.</p> <p>It contains three images. Beside each image is a text box. Under each image is a toggle button with the word “Decorative” beside it.</p> <p>One image is the woman wearing glasses. New descriptive text is typed into the text box beside it.</p> <p>A Save button appears beneath the text box. A cursor clicks it.</p>

<p>[Screen reader: A woman wearing our gold-rimmed sunglasses. Link.]</p>	<p>The video cuts back to the image of a computer screen. It displays a list of products with images.</p> <p>A product image that shows a woman wearing glasses is highlighted with a red outline.</p>
<p>Decorative images and icons are marked accordingly, as required by the WCAG.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The widget UI appears on the right side of the screen.</p> <p>It contains three images. Beside each image is a text box. Under each image is a toggle button with the word "Decorative" beside it.</p> <p>The toggle buttons slide to the right and turn green.</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text "Accessible Pricing for e-Commerce" appears near the top of the screen.</p>
<p>Sometimes discounted prices are presented in a way that screen readers don't pick up on.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A product box appears. It contains a yellow hand bag image. Below it, it reads, "Eco Tote Bag."</p> <p>Two prices are listed below the text. One in red shows \$99 with a strike line through it. The other in black shows \$79.</p> <p>Text below the prices reads, "View Product."</p>

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<p>Here is how this info sounds without UserWay...</p>	<p>The video cuts to an image of a computer screen. It displays a list of products with images. The yellow tote bag and its pricing information are highlighted.</p>
<p>[Screen reader: 99 dollars, 79 dollars. Link.]</p>	
<p>Not only is this confusing, but it's an accessibility violation.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A product box appears. It contains a yellow hand bag image. Below it, it reads, "Eco Tote Bag."</p>
<p>Here's how it sounds with UserWay...</p>	<p>The video cuts to an image of a computer screen. It displays a list of products with images. The yellow tote bag and its pricing information are highlighted.</p>

<p>[Screen reader: The previous price was 99 dollars; the current discounted price is 79 dollars. Link.]</p>	
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text “Keyboard Focus” appears near the top of the screen.</p>
<p>Users navigating with a keyboard often rely on a focus outline to know where they are on the page.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The video cuts to an image of a computer screen. It displays a website with a horizontal navigation menu at the top.</p> <p>A red box switches to different menu items.</p>
<p>You can tailor the focus style to match your brand colors.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The widget UI appears on the right side of the screen. It shows a color picker and other color options.</p> <p>A cursor clicks buttons and changes options in the widget UI.</p>

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	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text "Skip Link" appears near the top of the screen.</p>
<p>WCAG rules state that users should have the ability to skip past repetitive content.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>One example is navigation menus that appear on every page of your website.</p>	<p>Four duplicate versions of an e-Commerce website appear on the right side of the screen. They are stacked at an angle to show the nav menu on each one.</p> <p>A red box highlights and cycles through the nav menus.</p>
<p>UserWay provides a built-in skip link.</p>	<p>The duplicate web pages disappear.</p> <p>A rectangular box appears in their place with the words, "Skip to main content." There is also an enter symbol to the right of the text.</p>

<p>Simply hit the tab key to trigger it.</p>	<p>The box slightly expands as the presenter presses the tab key.</p> <p>The box disappears.</p>
<p>UserWay also adds a skip link revealing the Accessible Navigation Menu with shortcuts to headings, landmarks, and links.</p>	<p>The video cuts to an image of a computer screen. It displays an e-Commerce website.</p> <p>A dialog box appears over the web page. It has tabs at the top for Headings, Landmarks and Links.</p> <p>A cursor clicks each tab. The dialog box switches the content below each tab as they are clicked.</p> <p>The dialog box disappears.</p>
<p>Accessible navigation menus are critical to every website, and they should work with the tab, arrow, and enter keys.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>Graphics of tab, arrow, and enter key buttons appear on the right side of the screen.</p>
<p>UserWay remediates complex nav menus adding helpful tooltips to guide your users.</p>	<p>The video cuts to an image of a computer screen. It displays an e-Commerce website.</p> <p>A red box highlights nav menu items as it switches to them.</p> <p>Each highlighted nav menu item shows a tool tip.</p>

	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text “Pop-ups” appears near the top of the screen.</p>
<p>Popups require special handling to ensure people with disabilities can use them.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>Example website popup boxes appear near the bottom of the screen. Then they disappear.</p>
<p>Inaccessible popups can be ignored by screen readers and are often impossible to dismiss using the keyboard.</p>	<p>A popup appears with The text “All popups must be accessible.”</p>
<p>With UserWay, your popups now meet WCAG requirements.</p>	<p>A popup appears with The text “UserWay makes your popups accessible.”</p> <p>An example website popup appears near the bottom of the screen.</p>

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<p>The close button is focused when the popup first appears...</p>	<p>The video cuts to an image of a computer screen. It displays an e-Commerce website.</p> <p>The website is grayed out in the background and has a shopping cart popup displayed in the foreground.</p> <p>The camera zooms on the button to close the popup. The button is highlighted in red.</p>
<p>...the focus remains contained within the popup...</p>	<p>Text and buttons are highlighted sequentially in the popup.</p>
<p>...and hitting the escape key on the keyboard closes it.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>The example website popup is on the right side of the screen.</p> <p>The popup disappears when the presenter presses the escape key.</p>
<p>Websites often feature links that are vague, and can pose barriers to accessibility.</p>	



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<p>These include links such as “Click here,” “Download now,” and “Learn more.”</p>	<p>Click here, Download now, and Learn more links appear in boxes on the right side of the screen.</p>
<p>Without more context, these links aren't very helpful to users, especially those relying on screen readers.</p>	<p>The links all disappear.</p>
<p>UserWay's AI automatically fixes vague link violations.</p>	<p>Two dialog boxes for NVDA and JAWS screen readers appear on the right side of the screen, then disappear.</p>
<p>Here's how this info sounds without UserWay...</p>	<p>The two dialog boxes for NVDA and JAWS screen readers reappear on the right side of the screen.</p>

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<p>[Screen reader: Click here, click here, download, learn more, learn more.]</p>	<p>Examples of vague links are listed in the dialog boxes. The screen reader says each one as it is highlighted.</p>
<p>Here's how it sounds with UserWay...</p>	<p>The video cuts to an image of a computer screen. It displays an e-Commerce website with a yellow tote bag image highlighted. Below the tote bag is its price and a link with the text "Learn more."</p>
<p>[Screen reader: Learn more about the yellow eco tote bag. Link.]</p>	<p>When the "Learn more" link is clicked, the screen reader provides a longer explanation.</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text "Broken Links" appears near the top of the screen.</p>

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<p>A page that you link to might be here today, but gone tomorrow.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>When a link doesn't work, it's not just frustrating, it's an accessibility violation.</p>	<p>A popup appears with the text, "Broken links are an accessibility violation."</p>
<p>UserWay assesses each and every link on the site and removes broken references.</p>	<p>The video cuts to an image of a computer screen. The screen is split in half, with the top showing a website and the bottom showing its code.</p> <p>The site links in the code are highlighted.</p> <p>A box appears with text and graphics that show the violations that have been corrected.</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text, "External Link Targets" appears near the top of the screen.</p>

<p>Any link that will open in a new tab or window must inform the user in advance.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup appears with the text, "Links that open in a new tab must be announced."</p>
<p>The site's code reflects this change without affecting the user interface.</p>	<p>The video cuts to an image of a computer screen. The screen is split in half, with the top showing a website and the bottom showing its code.</p> <p>New code is being added, but the website design above it doesn't change.</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text, "Form Labels" appears near the top of the screen.</p>
<p>Many WCAG rules are devoted to ensuring that the input fields are adequately labeled for visually impaired users.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A web form pops up on the right side of the screen. The input blanks are labeled First name, Last name, and Email. Each form blank is highlighted sequentially.</p> <p>The form then disappears.</p>

<p>A visually impaired person would hear an inaccessible field as...</p>	
<p>[Screen reader: Input field, blank.] [Screen reader: Input field, blank.] [Screen reader: Input field, blank.]</p>	<p>The screen cuts to only show the website form. The screen reader speaks each time an input field is highlighted.</p>
<p>UserWay makes any form, regardless of complexity, accessible by ensuring every input field has an associated, informative label.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "UserWay ensures all forms are accessible."</p> <p>A popup briefly appears with the text, "All fields should have informative labels."</p>
<p>With UserWay, they now hear...</p>	

<p>[Screen reader: Please enter your first name, input field, required, blank.]</p>	<p>The screen cuts to only show the website form. The screen reader speaks each time an input field is highlighted.</p>
<p>Form labels can also be tailored to fit your organization's brand voice.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>[Screen reader: Register with GearTime for our special deals. Button.]</p>	<p>The screen cuts to only show the website form. The screen reader speaks when the Register button is selected.</p>
<p>Any errors that occur when a user submits an online form must be announced while automatically moving the focus to the first erroneous field.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A web form pops up on the right side of the screen. The input blanks are labeled First name, Last name, and Email.</p> <p>When the Registration button is pressed, the email form is highlighted. Red text appears below it that reads "Please enter a valid email address."</p> <p>The form then disappears.</p>

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<p>Otherwise, users will be stuck and prevented from accessing your services.</p>	<p>A popup briefly appears with the text, "Form field errors may cause confusion."</p>
<p>These users won't know which field was incorrect or even if they succeeded in submitting the form at all.</p>	
<p>With UserWay, they would hear...</p>	<p>The screen cuts to only show the website form.</p>
<p>[Screen reader: Please enter a valid email address.]</p> <p>[Screen reader: Input field, required, current value: john@mysite.]</p>	

	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text, “Accessible Colors” appears near the top of the screen.</p>
<p>Prioritizing look and feel, design trends, and brand guidelines is great, but did you know that certain color combinations on your website could be considered illegal?</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A box appears on the right side of the screen that contains a color palette with 6 different colors. Four of the colors are different shades of gray, one is red and one is blue.</p> <p>The word “Illegal” is stamped on the color palette.</p>
<p>Any color that doesn't meet the WCAG contrast minimums renders your content difficult or impossible to read and exposes you to accessibility-related lawsuits.</p>	<p>The color palette disappears.</p> <p>A popup briefly appears with the text, “Non-compliant colors may harm legibility and accessibility.”</p> <p>A popup briefly appears with the text, “Color contrast problems increase lawsuit risk.”</p>
<p>You can resolve all color issues by reviewing each element individually, or all at once, for your entire site.</p>	<p>The UserWay Widget UI pops up on the right side of the screen.</p> <p>It displays a list of colors on the site with recommended colors beside them. Each item on the list has an option to either “Edit” or “Accept.”</p> <p>A cursor moves through the items clicking some of the Accept buttons.</p> <p>The cursor moves to the top of the UI and clicks a button to accept all of the</p>



	<p>recommendations.</p> <p>Afterward, the widget UI disappears.</p>
<p>Any inaccessible colors will be slightly tweaked to make sure that they not only remain on-brand but are also 100% compliant.</p>	<p>An illustration of a computer screen slides in from the right. It displays a mockup of a website.</p> <p>A vertical line moves across the screen slightly changing the colors to make them easier to differentiate.</p> <p>The computer screen slides off screen and the color palette appears.</p> <p>The word “Compliant” is stamped onto the color palette.</p> <p>The color palette then disappears.</p>
<p>UserWay will even handle these color updates for you if you want.</p>	<p>Part of the UserWay Widget UI pops up on the right side of the screen.</p> <p>It shows a toggle switch beside text that reads “Automatically fix color violations.”</p> <p>A cursor appears and changes the toggle switch from off to on.</p> <p>A graphic with a checkmark appears under the toggle switch. Text also appears that reads “Congratulations! All color contrast issues fixed!”</p> <p>The UI then disappears.</p>
<p>Just turn on the “Automatically fix color contrast” option.</p>	

<p>You'll notice how non-compliant colors are automatically remediated across your site.</p>	<p>A popup briefly appears with the text, "Non compliant colors are automatically fixed."</p> <p>An illustration of a computer screen slides in from the left. It displays a mockup of an e-Commerce website. The text is light gray against a slightly lighter gray background.</p> <p>The text on the website mockup changes to a darker gray that is more legible.</p> <p>The computer screen slides off the screen.</p>
<p>When customizing individual colors, you'll know whether your chosen colors comply with AA or, even better, AAA standards.</p>	<p>The UserWay Widget UI pops up on the right side of the screen. A color picker is shown inside it.</p> <p>A cursor appears and makes color adjustments. The camera zooms to the bottom-left corner of the UI. Some colors show the text "PASS AA" while others show "PASS AAA."</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text, "Accessible Headings" appears near the top of the screen.</p>
<p>Properly defined headings help users understand page structure and quickly navigate to the information they need.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>

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<p>Headings that are out of sequence, or do not follow a well-structured visual hierarchy, are an accessibility violation.</p>	<p>The screen cuts to a dark background with example website code. There are multiple tags displayed for headings, but they are out of order.</p> <p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>UserWay automatically fixes these, ensuring no headings are missing or out of place.</p>	<p>The screen cuts to a dark background with example website code. There are multiple tags displayed for headings, but they are out of order.</p> <p>The code begins to move around on the screen and puts the heading tags in order.</p>
<p>And we do so without impacting your site's look and feel.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A box pops up on the bottom of the screen that contains website code. A cursor clicks a toggle switch at the top that is labeled "Accessible Headings."</p> <p>Parts of the code change to become compliant.</p>
	<p>The video cuts to a dark background. A small UserWay logo is in the bottom-left corner.</p> <p>The text, "PDF Documents" appears near the top of the screen.</p>

<p>PDF documents linked from your website must be made accessible.</p>	<p>A popup briefly appears with the text, "All PDFs must be accessible."</p>
<p>These often include brochures, reports, or product catalogs.</p>	<p>The screen splits with a list on the left side and the presenter on the right.</p> <p>The list text:</p> <p>PDF Remediations</p> <ol style="list-style-type: none"><li>1. Brochures</li><li>2. Reports</li><li>3. Product Catalogs</li></ol> <p>The list slides off the screen and the presenter fills it again.</p>
<p>Just choose to have them remediated by UserWay.</p>	<p>The UserWay Widget UI pops up on the right side of the screen.</p> <p>It contains a checklist of PDF document names.</p> <p>A cursor checks the boxes and then clicks a button at the top of the UI that reads "Remediate PDF documents."</p> <p>The UI changes to display the message "All PDFs are remediated successfully!"</p>
<p>This also applies to videos which must have captions, transcriptions, and audio descriptions.</p>	<p>The screen splits with a list on the left side and the presenter on the right.</p> <p>The list text:</p> <p>Video Remediations</p> <ol style="list-style-type: none"><li>1. Captions</li><li>2. Transcriptions</li><li>3. Audio Descriptions</li></ol> <p>The list slides off the screen and the presenter fills it again.</p>

<p>These can also be remediated by UserWay.</p>	
<p>I've covered just a few of the hundreds of critical accessibility remediations UserWay applies to your website.</p>	<p>A popup briefly appears with the text, "Many more accessibility remediations available."</p>
<p>Now, let's turn from AI and automation to user-triggered enhancements.</p>	<p>The video cuts to a dark background. An infographic appears with two icons connected by a line between them.</p> <p>The text under the left icon reads "AI &amp; Automation."</p> <p>The text under the right icon reads "User-Triggered Enhancements."</p>
<p>This is where your users take control of their experience on your site.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "Manually controlled functions."</p>

<p>Part 2: User-Triggered Enhancements</p>	<p>The screen splits with space for graphics on the left side and the presenter on the right.</p> <p>An icon of a joystick appears on the left side. Text is displayed under it that reads “User-Triggered Enhancements.”</p> <p>The joystick animates and its button is pressed.</p> <p>The icon and text slide off the screen and the presenter fills it again.</p>
<p>To ensure that your site can adapt to the individual needs of each visitor, UserWay offers easy-to-use functions that can be triggered at will.</p>	<p>A popup briefly appears with the text, “Adapt to individual customer needs.”</p>
<p>These functions are intuitive, easy to enable, and work in tandem with UserWay’s AI-powered remediations.</p> <p>Let’s take a look.</p>	
<p>One of the most powerful features is UserWay’s integrated screen reader.</p>	<p>The UserWay Widget appears on the right side of the screen.</p> <p>A cursor clicks on the Screen Reader button.</p> <p>The widget then disappears.</p>

UserWay Demo - How UserWay's AI Ensures Your Website is Accessible ADA Compliant  
<https://youtu.be/UBIRDfv4kUo>

<p>Unlike standard screen readers, UserWay's is engineered specifically for websites.</p>	<p>A popup briefly appears with the text, "Our screen reader is engineered specifically for websites."</p>
<p>It supports over forty languages and multiple reading speeds.</p>	<p>The UserWay Widget UI pops up on the right side of the screen.</p> <p>It quickly scrolls through all of the language options.</p> <p>A cursor clicks a language to display three reading speed options.</p> <p>The UI then slides off the screen.</p>
<p>You are now experiencing what a visually impaired person would hear when visiting your website.</p>	<p>The video cuts to a dark background. Screenshots of website homepages are stacked like a deck of cards.</p>
<p>[Screen reader: Welcome to CNN.]</p> <p>[Screen reader (spoken in German): Welcome to CNN.]</p> <p>[Screen reader (spoken in French): Welcome to CNN.]</p> <p>[Screen reader (spoken in Spanish): Welcome to CNN.]</p>	<p>As the screen reader speaks, the website screenshots shuffle to display the language being spoken.</p>

## UserWay Demo - How UserWay's AI Ensures Your Website is Accessible ADA Compliant

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<p>Users will appreciate the ease with which they can enable a screen reader without installing any additional software.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "No additional software is needed for UserWay's screen reader."</p>
<p>Videos, slideshows, GIFs, and animations can be distracting and trigger involuntary physiological responses.</p>	<p>The screen splits with a list on the left side and the presenter on the right.</p> <p>The list text:</p> <p>Accessible Animations</p> <ol style="list-style-type: none"><li>1. Videos</li><li>2. Slideshows</li><li>3. GIFs</li><li>4. Animations</li></ol> <p>The list slides off the screen and the presenter fills it again.</p>
<p>These can now be paused by any visitor to your site.</p>	<p>A box with a website appears in the bottom-right corner of the screen. The website is playing a video in its background.</p> <p>The UserWay widget pops into view. A cursor appears and clicks the "Pause Animations" button.</p> <p>The background video on the website example stops playing.</p> <p>Then the widget and website example disappear.</p>



<p>Providing these controls is an accessibility requirement.</p>	<p>A popup briefly appears with the text, "Pausing animations is an accessibility requirement."</p>
<p>Increase text size, spacing, and line-height to improve readability and meet WCAG text styling requirements.</p>	<p>A website example appears in the bottom-right corner of the screen. The site is full of text.</p> <p>The UserWay Widget pops into view. A cursor clicks the buttons for Bigger Text, Line Spacing and Line Height.</p> <p>The text in the website example adjusts as the buttons are pressed.</p> <p>Then the widget and website example disappear.</p> <p>A popup briefly appears with the text, "Easily meet WCAG text styling requirements."</p>
<p>Your users can reduce eye strain by taking advantage of high contrast modes that make content more accessible and easier to read.</p>	<p>A website example appears in the bottom-right corner of the screen. The site contains text and images against a white background.</p> <p>The UserWay Widget pops into view. A cursor clicks the contrast button multiple times.</p> <p>Each click changes how the website example is displayed.</p> <p>The website example then disappears.</p>

<p>Highlight links to make them stand out.</p>	<p>A website example appears. It contains a large image and some text under it.</p> <p>A cursor appears and clicks the Highlight Links button in the widget.</p> <p>A link that wasn't easily visible in the example website becomes highlighted in yellow.</p>
<p>Make the cursor larger, or transform it into a horizontal bar or reading mask that focuses the reader's attention on a specific area on the screen.</p>	<p>A computer screen slides in from the right. It replaces everything that was visible.</p> <p>The UserWay widget is visible beside the computer screen.</p> <p>The computer screen displays a website.</p> <p>A cursor appears and clicks the Cursor button on the widget multiple times.</p> <p>The cursor on the website changes into a bar, then it switches to mask all of the page with a gray overlay except for a narrow horizontal area of the screen.</p> <p>The cursor then changes back to normal.</p>
<p>Convert any stylized fonts into simpler, more legible ones for an easier and more accessible reading experience.</p>	<p>The cursor clicks the Font button on the widget.</p> <p>All of the text on the website changes to a different font.</p> <p>The screen returns to the presenter standing at a computer desk in an office.</p>

<p>Apply our dyslexia friendly font.</p>	<p>The UserWay Widget appears on the right side of the screen.</p> <p>The widget disappears.</p>
<p>Dyslexia impacts up to 10% of the world's population.</p>	<p>The video cuts to a dark background. An illustration of the earth appears. Text below it reads "10% of the world's population has some form of dyslexia."</p> <p>A bubble animates above the earth that contains 10 gray human symbols. One changes to pink.</p>
<p>UserWay goes above and beyond even the strictest WCAG requirements with our proprietary Dyslexia Friendly Font.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "Exceed even the strictest WCAG standards."</p>
<p>UserWay crafted this custom typeface after extensive research into the mechanics of dyslexia fluency, reading accuracy, and comprehension.</p>	<p>The video cuts to a dark background. An infographic briefly appears that shows how the Dyslexia Friendly Font is different from other fonts.</p> <p>The infographic slides off the top of the page and is replaced from below by a paragraph of text.</p> <p>A vertical line swipes across the text to show how it changes when the Dyslexia Friendly Font is applied.</p>

<p>Users can now look up idioms, acronyms, and complex words without leaving your site, thanks to a powerful dictionary with audio support.</p>	<p>The screen splits with a list on the left side and the presenter on the right.</p> <p>The list text:</p> <p>Accessible Dictionary Support</p> <ol style="list-style-type: none"><li>1. Idioms</li><li>2. Acronyms</li><li>3. Complex Words</li></ol> <p>The list slides off the screen and the presenter fills it again.</p> <p>The UserWay widget pops on the right side of the screen.</p> <p>A cursor appears and types a word into the dictionary search box. The definition appears directly below the search box.</p> <p>The widget disappears.</p>
<p>In addition to being a WCAG requirement, it ensures your content is more accessible to readers of all levels.</p>	<p>A popup briefly appears with the text, "Ensure your content is accessible to readers of all levels."</p>
<p>UserWay also offers real-time statistics and metrics that provide insights into how your users are using the widget to modify and enhance their experience on your site.</p>	<p>The screen splits with space for graphics on the left side and the presenter on the right.</p> <p>An icon of a line graph appears on the left side. Text is displayed above it that reads "Real-Time Statistics."</p> <p>The icon and text slide off the screen and the presenter fills it again.</p> <p>A popup briefly appears with the text, "Access real time usage statistics &amp; metrics."</p>

<p>These statistics tell a powerful story about the most frequently-used accessibility features, which you can learn from to optimize the user experience on your website.</p>	<p>The widget UI appears on the right side of the screen. It shows a list of statistics, including the number of widget loads, widget opens, and how many times each accessibility feature was used.</p> <p>All of the usage statistics increase in a blur.</p> <p>The widget UI then disappears.</p>
<p>Those are just a few of the many enhancements UserWay makes available to your end-users.</p>	<p>A popup briefly appears with the text, "This data helps you optimize your site's UI &amp; UX."</p>
<p>Part 3: Accessibility Fine-Tuning</p>	<p>The video cuts to a dark background. An infographic appears with three icons arranged horizontally. Lines connect the icons together.</p> <p>The text under the left icon reads "AI &amp; Automation."</p> <p>The text under the middle icon reads "User-Triggered Enhancements."</p> <p>The text under the right icon reads "Accessibility Fine-Tuning."</p>
<p>The third part of this demo shows UserWay's tools that help ensure that your website's accessibility is fully aligned with your brand.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "Ensure the widget matches your brand."</p>

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<p>After deploying UserWay on your site, the first thing you'll notice is the universal symbol for accessibility.</p>	<p>A blue circle icon appears on the right side of the screen. It contains an illustration of a human with its arms pointed outward.</p>
<p>This can be customized to align with your organization's brand.</p>	
<p>For example, you can change its color, size, and position.</p>	<p>An example website appears in the bottom-right corner. The universal symbol for accessibility moves onto it.</p> <p>The color, size and position of the icon changes.</p>
<p>You can even replace it with your own custom icon.</p>	<p>The icon changes to purple and contains an illustration of a human in a wheelchair.</p> <p>The icon and website example move off the screen.</p>

<p>Additional branding options allow you to feature your organization's logo in the widget itself.</p>	<p>The UserWay Widget appears on the right side of the screen.</p> <p>The parts that are blue change to red. The logo at the bottom changes to a different one.</p> <p>The widget disappears.</p>
<p>UserWay empowers members of your team to independently modify the accessibility layer of your site without the help of software engineers and frontend developers.</p>	<p>A popup briefly appears with the text, "Easily access your site's accessibility layer without relying on developers."</p> <p>The UserWay Widget appears on the right side of the screen.</p> <p>A cursor appears and clicks the Manage button in the bottom-right corner.</p> <p>The widget UI changes to display the Settings options.</p> <p>The cursor then clicks the Remediations button.</p> <p>The widget UI changes to display the Remediations options.</p>
<p>Simply open the ARIA editor to edit the accessibility attributes for any element on the page.</p>	<p>The cursor clicks the Launch The Aria Editor button.</p> <p>The widget UI changes to display a list of attributes.</p> <p>The cursor clicks one, then its html code appears below it.</p> <p>The code is edited and then the widget closes.</p>

<p>For example, on this element, the screen reader announces...</p>	<p>The video cuts to a dark background. A sample website product page slides into view.</p> <p>Three products are shown. Each has a photo, a name, a price, and a link that reads "View Product."</p> <p>The first product is a deck of cards. Its name is listed as "007 Deck of Cards."</p> <p>A cursor appears and clicks the name.</p>
<p>[Screen reader: Zero zero seven deck of cards. Link.]</p>	<p>The spoken text is displayed near the bottom of the screen.</p>
<p>To provide a better user experience, you can modify the screen reader's output.</p> <p>Simply click on any element on the page and update it.</p>	<p>The camera zooms out to display more of the product page. Now, eight products are visible along with a nav menu.</p> <p>The cursor clicks on the 007 Deck of Cards name again.</p> <p>A box opens with the following text:</p> <p>UserWay Aria Editor Click any element on the page to edit its label</p> <p>The box also includes an area to edit the label.</p> <p>The cursor moves to the text and changes the name from "007 Deck of Cards" to "Double-O Seven Deck of Cards."</p> <p>The box closes and the cursor clicks the name for the deck of cards again.</p>



<p>[Screen reader: "Double-o seven deck of cards. Link.]</p>	<p>The spoken text is displayed near the bottom of the screen.</p>
<p>In this example, you can add helpful context that might be too long to fit on a button.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p>
<p>For example, this button reads "Sign Me Up," and you hear...</p>	<p>A sample website appears on the right side of the screen. It contains a logo, a heading, an image and a button.</p> <p>The camera zooms in to make the button larger on the screen.</p> <p>The button text is "Sign Me Up."</p>
<p>[Screen reader: Sign me up for the latest deals and promotions. Button.]</p>	<p>The video cuts to a dark background. The website example slides into the center of the screen.</p> <p>The button becomes highlighted around its edge like it is being clicked.</p> <p>The spoken text appears on the screen below the website example.</p>

<p>I've shown you how UserWay ensures your site is accessible and compliant with WCAG and ADA requirements and provides your business with an important protective legal framework.</p>	<p>The screen returns to the presenter standing at a computer desk in an office.</p> <p>A popup briefly appears with the text, "Easily meet all WCAG and ADA compliance requirements."</p> <p>The screen splits with space for graphics on the left side and the presenter on the right.</p> <p>An animated graphic appears on the left side. Text is displayed under it that reads "Protective Legal Framework."</p> <p>The animation slides off the left side of the screen. The presenter then fills the screen.</p>
<p>With UserWay, your users will benefit from a seamless and accessible online experience while ensuring their civil rights are protected.</p>	<p>A popup briefly appears with the text, "Seamless and compliant experience for all your users."</p>
<p>Contact us today, or request a meeting with one of our team members by visiting <a href="https://UserWay.org">UserWay.org</a>.</p>	<p>The video cuts to a dark background. An illustrated version of a web browser slides into the center of the screen.</p> <p>The text "UserWay.org" types into the search bar.</p> <p>The web browser illustration then slides out of view.</p>

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Thank you for helping make  
the web more accessible for everyone.

An animated version of the UserWay logo  
appears.

Text appears beneath it that reads “An  
Accessible Internet. For Everyone.”