Why the road to accessibility starts with UserWay™
https://youtu.be/sGaqErg5jaI

Audio	Visual
The internet should be accessible to everyone.	The words "The internet" rush into the center of the screen. The scene then quickly cuts between different video clips. The first shows a woman typing on a computer. She has a prosthetic arm and hand that look futuristic. The next shows a woman with a smartphone raised to her ear. The next is a close-up of an ear with a cochlear implant. The next shows a blind man that is wearing dark glasses in a park. He is holding a smartphone beside his head and typing on it with one finger. The text "should be accessible to everyone" is overlaid on the clips.
And the law agrees.	The next clip shows a judge striking a gavel.

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The ADA is so much more than the law.	The scene transitions to President Biden making a statement. A tweet appears on the side of the screen with text that looks like it is being typed. The text reads: The ADA is so much more than the law…
But compliance is more complicated than ever.	The screen transitions to white. The word "BUT" rushes into view and covers most of the screen, then slides away. A box pops onto the screen. It contains the letters WCAG. The box then multiplies into numerous boxes that spread across the screen. Each one contains a WCAG requirement. Some of the ones listed include the following: 2.4 Navigable 2.1 Keyboard Accessible 1.1 Text Alternatives 1.3 Adaptable 3. 2 Predictable The boxes continue to multiply. Each shrinks to make room for the others.
Even at the enterprise level	The scene cuts to a dark blue screen. It has the following words: Even at the enterprise level,

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it's a daily struggle.	The text switches to: it's a daily struggle.
Our new homepage looks great	The scene cuts to a bright pink screen. The following text appears: Our new homepage looks great…
but is it accessible?	The scene cuts to a dark navy screen. The following text appears: but is it accessible?
Keeping legacy code compliant	The scene cuts to a bright yellow screen. The following text appears: Keeping legacy code compliant…

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has been totally unmanageable.	The scene cuts to a dark navy screen. The following text appears: has been totally unmanageable
We thought having our phone number on the site was enough.	The scene cuts to a bright pink screen. The following text appears: We thought having our phone number on the site was enough.
[Multiple voices speaking at once]	The scene cuts to a dark navy screen. Multiple text phrases rapidly fade in and out.
Remediating thousands of violations can take months of developer time. And that's for the code your team wrote.	The screen transitions to a background that fades from white to gray. Numerous boxes spread across the screen. Each contains lines that represent HTML code. Some of the lines of code flash red to represent violations. A mouse pointer clicks on multiple boxes.

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What about all those third-party services?	More boxes appear with titles that read as follows: Chatbots Shopping Carts Photo Gallery These new boxes have locks on them and are filled with lines of code that are red.
UserWay's got you covered.	The screen transitions to a background that fades from white to gray. The UserWay logo appears in the center.
You probably already know us	The screen transitions to a dark blue background. The UserWay logo changes from full color to white.
from our accessibility widget	The UserWay logo fades away and the universal symbol for accessibility drops into view.

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on over 1 million websites.	The universal symbol for accessibility is replaced by a browser window. The websites for Coca-Cola, Disney and many others are rapidly switched in the browser window. The browser stops on the Walmart website. It displays a shoe, its name, price and other purchasing information.
But UserWay's Pro version	Three-dimensional balls begin floating around the screen. Text appears in them that lists features of the UserWay widget.
features our automated AI solution	The balls fly into the Walmart website.
and a robust set of tools for managed compliance.	Numerous boxes spread across the screen again. Each contains lines that represent HTML code. Some of the lines of code flash red to represent violations. The red lines flash to green, then turn blue to represent the code being fixed.

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Such as	The screen transitions to a background that fades from white to gray. The Walmart website changes to show options for four different shoes.
PDF remediations	Documents that contain the text "PDF" expand from some of the text on the Walmart webpage. The PDFs all merge into a dialog box with the name "PDF documents." The dialog box has a button labeled "Remediate." The dialog box then slides out of view.
scanning and monitoring	The Walmart webpage loads the previous page that features one shoe, its name, price, and other purchasing information. Multiple parts of the webpage become highlighted in red.
and audits.	An Audit Report dialog box appears. It shows data about WCAG violations for the page. The browser window and dialog box then slide away.

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All ensuring you reach the highest standards of compliance.	The screen transitions to a background that fades from white to gray. Numerous boxes spread across the screen again that represent WCAG criteria. They are all slightly transparent. A box appears in the foreground with a bar running from left to right. On the left, it has text that reads "Free." On the right, the text reads "Pro." The bar starts filling with a dark green color starting on the left/Free side. As it moves right toward Pro, a percentage indicator increases from 20% to 90%. This represents how many violations the free widget corrects versus the Pro version.
So	The bar expands on the right. Beyond the word "Pro" is a new section labeled "Managed." When the bar fills the "Managed" section, the percentage changes to 100%+. Above the bar, text appears that reads "Beyond Compliance."
when you need to know where you are on your accessibility journey	The scene changes back to the Walmart website. It displays a shoe, its price, and other purchasing information.

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sign into the widget	The camera zooms in on the bottom-right corner of the webpage. The universal symbol for accessibility is highlighted. A mouse pointer clicks the symbol.
to find out.	The UserWay widget pops open to show the tools available for users.
And	The mouse pointer clicks the "Manage" link inside the widget interface.
when you want to do something about it	The Widget box changes to show information about accessibility issues.

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simply review	The Widget box changes to show a list of remediations and how many of each type have been fixed. The list has the following items: Color Contrast Image alts External link target Empty Controls Heading
refine	The mouse clicks the "Image alts" button. The widget box changes to show an image of a shoe from two sides. Beside the image, there is a box with the word "Shoes" in it.
and save	The mouse clicks in the box that contains the word "Shoes." The word is deleted and the following is typed in the box to replace it: Women's Lightweight Sneakers The mouse then moves down the widget box and clicks the "Save" button.
to ensure you're both accessible and right on brand.	The scene changes back to the Walmart website. It displays the shoe, its price, and other purchasing information. The name for the shoe page has changed to "Women's Lightweight Sneakers"

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	A microphone icon appears beside the shoe image.
[Screen reader] Women's lightweight sneakers	Each word the screen reader announces is highlighted as it is spoken.
With UserWay	The scene transitions to a woman looking at a laptop. She is on the Walmart website looking at the shoe page that was edited in the previous scenes.
give your users the accessible experience they need	Buttons from the UserWay widget float above the laptop. A mouse pointer clicks on some of the buttons. When the "Big Text" button is clicked, the text on the laptop gets larger.

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and your stakeholders	The screen transitions to a background that fades from white to gray. Numerous boxes spread across the screen again that represent the metrics available in the UserWay widget.
the compliance they demand.	The boxes slowly move across the screen, then quickly slide away.
It's time you take control of your accessibility journey.	Text appears that reads: It's time you take control of your accessibility journey.
It's time for UserWay.	The previous text on the screen is replaced by the UserWay logo. Small boxes slide across the bottom of the screen. Each box contains a logo for a UserWay client. Some of the clients shown include the following: UNICEF Payoneer Walmart Toyota Mount Sinai

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	The following text appears below the UserWay logo: Start your accessibility journey today
	All items on the screen fade away. The url UserWay.org appears.