Ablr. Frequently Asked Questions

COMPANY

Who is Ablr.?

We are a team of passionate people with different experiences and abilities focused on delivering disability, inclusion and accessibility strategies. Our mission is to eliminate the barriers that have excluded people with disabilities from many aspects of life and promote inclusivity for all people. We do this by providing companies with the tools and resources to break down accessibility and cultural barriers. Our vision is to remove the barriers of unconscious bias around disabilities.

Why was Ablr created?

Through our lived experiences, we understand the challenges that many people in the disability community face when trying to access digital content on the web, and we knew we had to do something about it.

COMPLIANCE

Why is digital accessibility important in the first place?
Simply stated, accessibility is a civil right. People of all abilities rely on the web for education, health care, entertainment, shopping, and employment, and we need to ensure that people who use assistive technology can do so, as well.

What are the ADA (Americans with Disabilities Act) requirements?
The Americans with Disabilities Act (ADA) became law in 1990. The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else.

While the internet was not around when the ADA became law, certain websites accessible to the public fall under the same umbrella of protection. The ADA gives civil rights protections to individuals with disabilities similar to those provided to individuals on the basis of race, color, sex, national origin, age, and religion.

As a civil rights statute, the DOJ has the lead role in enforcing the ADA by investigating complaints from aggrieved parties and filing discrimination suits on their behalf. Disabled individuals may also bring their own private claims against businesses for alleged violations, and indeed such private lawsuits have constituted the bulk of ADA litigation since 1990.

What are the Web Content Accessibility Guidelines (WCAG)?
Web Content Accessibility Guidelines (WCAG) is developed through the W3C   process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals,

organizations, and governments internationally. The WCAG documents explain how to make web content more accessible to people with disabilities.

What are the incentives for compliance?
- Simply said, it's a civil right.
- According to Gartner research:
  - By2023, digital products that are WCAG compliant will outperform their market competitors by 50%.
  - By 2025, all G20 countries — which account for 90% of the global world products will establish enforceable legal standards for digital accessibility, leading to a moment, in which businesses scramble to achieve compliance.

What happens to websites, apps and other digital User Interfaces that are not compliant?

- Organizations that forgo a digital accessibility program incur the risk of legal action, leading to potentially significant financial losses. In the absence of a digital accessibility program, organizations also exclude people with disabilities, alienating up to 46% of the addressable market – which includes people with disabilities, and their friends and families.
- Digital products that are not accessible, tend to have poor content and coding practices, resulting in suboptimal organic search engine rankings.
- Digital products that exclude people with disabilities are subject to negative word-of-mouth and reporting, resulting in brand erosion and loss of customer loyalty.

What types of disabilities does Ablr.'s accessibility services help?
We provide accessibility services that primarily focuses on people with disabilities, but many accessibility requirements improve usability for all people – no matter their ability. This includes those in limiting situations, such as:

- *Providing sufficient contrast benefits people using the web on a mobile device in bright sunlight or in a dark room.*
- *Captions benefit people in noisy and in quiet environments.*
- *Some people have age-related functional limitations, and may not identify these as "disability".*

Accessibility includes:

Requirements that are technical and relate to the underlying code rather than to the visual appearance. For example, they ensure that websites work well with assistive technologies. This includes screen readers that read aloud content, and screen magnifiers that enlarge content. Voice recognition software used to input text is another form of assistive technology. These aspects are typically not a focus of usability research and practice.

Requirements that relate to user interaction and visual design. Inadequate design can cause significant barriers for people with disabilities. That is why they are included. For example, understandable instructions and feedback for website forms and applications is good usability. They also help people with cognitive and learning disabilities. Without such requirements, some people with disabilities may be excluded from using the Web.

How does Ablr.'s process cover all accessibility needs?
Accessibility compliance is an ongoing process and it requires regular maintenance as new content and products are developed. As functionality is updated or development and upkeep responsibilities change hands, it is important to provide monitoring, testing, and remediation and Ablrs covers all of these areas.

Ablr.'s PLATFORM

What standards or guidelines does Ablr.'s accessibility services use?
WCAG 2.1 AA which includes Section 508.

What is the difference between Ablr. and its competitors and why should companies choose Ablr.'s accessibility services?
There are a lot of firms that claim to provide accessibility services, but we are one of the only firms that not only can help make your website and digital content accessible, but also make sure that it is actually usable for people with disabilities. We are able to do this because many of our certified testers are blind or low vision and are everyday users of assistive technologies and we provide user experience in our reporting.

What kind of report(s) does Ablr.'s accessibility services produce? For instance, can clients know how Ablr.'s process is performing?
Ablr.'s accessibility services produce a detailed report with all violations found along with methods on remediating, impacts to the user and information to help strategize a remediation plan.

Is there something Ablr.'s accessibility services does not address? Are there technological limitations, and if so, why?

We cater to the all the accessibility needs of our clients including training audits, validation testing, reporting, monitoring, conformance statements, and ACR (Accessibility Conformance Report) / VPAT (Voluntary Product Accessibility template), creation.

Can Ablr.'s accessibility services assist me in Canada, the EU or elsewhere? Absolutely. We are aligned with the current, international standards of the Web Content Accessibility Guidelines (WCAG) level 2.1 AA which h covers both public and private sectors.

GETTING STARTED

How do I get started today if I want to make my website compliant in accessibility?
Contact us through email, form or phone to schedule a call with one of our dedicated reps so we can custom fit an accessibility audit for you.