



MICROASSIST

# Barrier-Free Digital Development

*The U.S. disabled population is growing even as technology dependence increases. With 21 years of accessibility expertise, we make digital content perceivable and navigable by those with disabilities.*

## Digital Barriers Hinder Good Business

**One in five people in the United States has a disability.** For many of them, much of today's internet- and network-hosted content can be difficult or virtually impossible to understand, use, and enjoy:

- **Image details are often hidden** from the blind or visually impaired. This includes charts, graphs, and "text" files (such as some PDFs) rendered as images, as well as "mystery" menu buttons and hard-to-detect hyperlinks.
- **Navigation can be difficult** for those who can't view menus or who struggle with fine motor movement.
- **Multi-media impact may be diminished** for those who can enjoy only portions of the presentation.
- **Motion, timeouts, and other dynamics can startle** or distract those with cognitive impairments.

Inaccessible content, whether on websites, or within online training, applications, platforms, or documents

- creates barriers to information
- prevents purchases and transactions
- deters job applications
- discourages other positive experiences with your brand

Considering these dynamics, inaccessible content is increasingly being viewed as violating the Americans with Disabilities Act—it excludes people with disabilities from independently using your

products and services. Digital accessibility standards and practices, however, allow you to provide equal access to your content for users of all abilities.

## Accessibility Removes Barriers

Based on internationally accepted standards (Web Content Accessibility Guidelines or "WCAG" 2.1) and federal and state laws, digital accessibility:

- **Enables those who are blind or have low vision, are deaf or hard of hearing, or have mobility or cognitive challenges to access your online or network content**, including websites, online training, electronic documents, audio and video, and software or mobile applications.
- **Works with assistive devices** (such as alternative keyboards, screen readers, trackballs and joysticks, and sip-and-puff systems) used by many with impairments.
- **Allows these devices, web browsers, and operating systems to interpret and describe content and page structure.** It also enables any needed personalization, such as changes to color schemes, screen contrast, delivery speed, or font sizes.

**Digital accessibility empowers users with disabilities to independently navigate, browse, use, and otherwise interact with your digital content.**





## Microassist Accessibility Services

Our instructional design, web, and app development teams are well-versed in internationally recognized accessibility standards and federal and state laws governing electronic information. We'll work with you to evaluate access or navigation barriers, ensure compliance across a variety of platforms, and open your public-facing content to those previously prevented from enjoying it.

### Audits and Testing

Accessibility audits identify gaps hampering a fully accessible experience. They cover existing websites, web applications, native applications, mobile devices, tablets, themes, training, and more. Research and usability testing provide insights into how people with disabilities experience applications and products. We also combine manual and automated tests with highly structured processes to gauge accessibility compliance on new, existing, and remediated products.

### Accessible Elearning Development

Microassist began providing accessible online training (elearning) over twenty years ago for government agencies. Our accessible learning modules can include instruction, video, audio, captioning, simulation, social collaboration, webinars, virtual training, instructor-led training, and assessments. We also build accessible learning management systems (LMSs). These fulfill business needs and provide positive learning environments for all students.

### Accessible Website and Application Development

Microassist takes pride in developing accessible websites and applications, making sure that navigation is efficient and meaningful. Our design and development teams are proficient in various computer languages, frameworks, and open source and proprietary packages, and are experts in building accessible sites, mobile apps, and software applications from the ground up.

### Website, Application, and Document Remediation

Existing content can often be remediated rather than starting anew. Remediation services are available for websites, applica-

tions, themes, and components for the web, desktop, mobile, tablets, or other devices. Evaluation, remediation, and conversion services can be used to evaluate your web pages and documents, Microsoft Office application files and PDFs, forms; graphical documents; and other media files.

### Accessibility Documentation and Reporting for Government Vendors and Contractors

Products and services sold to government agencies must be accessible. Microassist has been a government-contracted vendor for over 20 years. Let us help you produce the documentation agencies need to evaluate your offerings, including Policy Driven Adoption for Accessibility (PDAA) for Vendor Assessment reviews and Voluntary Product Accessibility Templates (VPATs). We can also verify VPATs as part of our Accessibility Testing services.

### IT Accessibility Training

Want to get your teams up to speed on accessibility? We provide an extensive list of courses in various formats: online, in our classrooms, or on your campus. Topics cover Microsoft documents, accessibility testing and tools, PDF accessibility, and more. We also custom develop accessible training for online delivery.

### Other Accessibility Services

Our end-to-end accessibility portfolio of services includes consultancy, working with your organization's development teams, and ongoing help desk support and ticketing. Whatever your stage of digital accessibility implementation, we'll help ensure your online and network tools are founded on barrier-free development, empowering people of all abilities to access your services with ease.

With several development awards and ongoing speaking engagements, Microassist is a recognized leader in creating accessible products for state and federal agencies, corporations, and higher education. Our end-product delivery systems include desktop, tablet, and mobile devices.

Contact us today to see how we can help make your content more accessible to those with disabilities.



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