



# My Blind Spot<sup>®</sup>

INSPIRING ACCESSIBILITY FOR ALL

[MyBlindSpot.org](http://MyBlindSpot.org)

# My Blind Spot

**My Blind Spot's mission is to inspire accessibility for people of ALL abilities.**

Today, it cannot be argued that our globalized society is inextricably tied to accessing digital communications and information. That is why MBS advocates, nonnegotiablely, to infuse inclusive digital design into our social and corporate cultures. As a forward-thinking New York based nonprofit, driven by our mission and beliefs, My Blind Spot works with governmental agencies, corporations, and community based organizations to create inclusive design practices that ensure accessible, usable and functional digital environments for all.

Our partners committed to accessibility and inclusion work with us because they truly want to become disability ready.

How can we come together to make this happen?

We know accessibility. We live and breathe inclusion. And our team of certified accessibility professionals will help your organization with the whys of inclusive digital design and how to do it right.



# Our Services:

## Introduction to Accessibility Governance and Best Practices for Executives

MBS shares the business case for inclusive digital design with executive management teams, highlighting its benefits in product innovation, customer satisfaction, employee morale, brand reputation, and talent acquisition.

## Accessibility Management and Testing

Our experienced staff of accessibility program managers and technical experts, including professionals who are themselves “disabled,” guide organizations in evaluating, remediating, and executing inclusive design across organizational structures, achieving real results quicker and easier.

## Accessibility Program Management

The MBS AccessAbility testing team evaluates websites, software products, and mobile applications, ensuring organizations understand where usability problems may exist for people with disabilities. We document all accessibility violations and teach how to bake inclusive design into each phase of the development process.

## Usability Testing

MBS offers usability testing, relying on individuals with disabilities to provide real-world feedback from end users. This hands-on approach allows us to compile and prioritize data, ensuring accessibility and usability of your digital platforms, reducing risk to litigation.

## Vetting and Qualifying Outsourcing Partners

Third party procurement partners left unchecked for compliance may have adverse effects on usability, accessibility and functionality of your digital offerings. MBS assesses, audits, and checks third party contractors’, vendors’ and consultants’ level of ability to deliver inclusive solutions, ensuring they complement, rather than detract, from inclusively designed digital platforms.

## Ongoing Detailed Customized Reports and Maintenance

As your websites, mobile apps and digital platforms require frequent updates, the MBS AccessAbility testing team provides ongoing monitoring, testing and remediation for evolving digital offerings, which includes a regularly updated certificate of compliance, verifying and validating your digital platforms meet WCAG accessibility standards and guidelines.

## Accessibility Policy and Statement Development

MBS helps guide organizations in the development and phasing in of public-facing Accessibility Statements, internal accessibility policies, and procedural guidelines reflective of organizational commitments to inclusion.

## Customer Support Training in Disability Awareness

MBS offers training for your Customer Support associates who may have direct interactions with end users with disabilities. Additionally, MBS can serve as your Disability Customer Service Associate team, fielding all inquiries from consumers with disabilities, until such focused trainings are completed.

**Accessibility compliance should not be your exclusive goal. The real goal is a thoughtful and universally inclusive set of business principles and processes that impact consumers and employees of ALL abilities.**



## Business Drivers for Accessibility

Since the rise of the Internet in the 1990s, most businesses have established an online presence to sell their products and services. Unfortunately, this digital migration has unintentionally created new barriers for many users with disabilities. Over the past two decades, **legislation, lawsuits, and settlements** have worked **slowly to improve equal access** to the web and other digital infrastructures. Additionally, some organizations have come to recognize that persons with disabilities **represent an important market and employee labor force**. But there is much work still to be done!



## Market Potential

- Globally, the estimated population of people with disabilities is 1.3 billion, constituting an emerging market larger than the size of China.
- Their friends and families constitute a global population of 2.3 billion people, and often act on their emotional connection to the disabled community.
- Globally, PWD have a collective discretionary spending power of **\$8 trillion**, with **\$4 trillion** of that power in the US.
- In the USA, PWD have \$175 billion of disposable income.
- Approximately 75% of disabled consumers will walk away from a business because of **inaccessibility**.
- According to a recent study sponsored by the National Business and Disability Council: “Nearly all consumers (90%) would be more likely to **support a business** that takes steps to ensure easy access for people with disabilities at their physical locations and websites.”
- As the Baby Boomers continue to age, the range of disabilities that can impact their ability to utilize technology is growing.
- In most large companies, 10-12% of the workforce will have a disability: most will have non-visible impairments. Sources: The Return on Disability Group, Data and Strategy Survey, Cyngal, U.K. Labor Force Survey

## Legislation/Standards

Worldwide, legislation and standards governing inclusive digital design continue to evolve. The development of accessible and usable digital offerings for the disability community are becoming the norm. They include:

- **Americans with Disabilities Act (ADA)**
- **US Rehabilitation Act: Section 503** (federal government contractors), **Section 504** (rights in education, employment and other settings) and **Section 508** (requirements for electronic and information technology developed, maintained, procured, or used by the Federal government)
- **Air Carrier Access Act (ACAA)**: Department of Transportation legislation requiring all airline websites to meet the WCAG standards.
- **21st Century Communications and Video Accessibility Act (CVAA)**: FCC legislation requiring communications services and products to be accessible to people with disabilities.
- **W3C's Web Content Accessibility Guidelines (WCAG)** for international standards
- **The UN Convention on the Rights of Persons with Disabilities (UNCRPD)**
- **EN 301-549** established a comprehensive set of accessibility requirements for public procurement of ICT products and services in Europe and is being considered as an international standard.



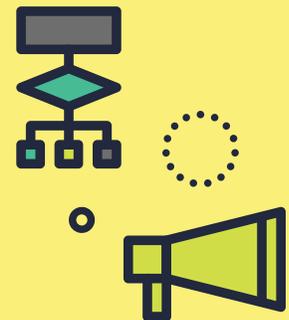
## Digital Risk Management

For nearly 2 decades, the number of complaints resulting in litigation or structured settlements has **increased**. These complaints are driven by people with disabilities being barred from **accessing websites, mobile apps, learning management systems, internal employee systems, electronic documentation and other digital content** critical to end user experiences. Precedents have been set across all organizational structures including governmental agencies, corporations, educational institutions, and community based organizations

**Contact us for additional details relating to your industry and how the legislation and standards impact you.**

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**access=ability**  
infinite possibilities





**Our Mission:**  
**To inspire accessibility  
for people of all abilities.**

My Blind Spot's experience-driven services guide organizational disability-awareness, inclusive policies, ICT procurement practices, accessibility auditing, training and testing, customer-facing accessibility statements, support for addressing customers with disabilities, building organizational accessibility "maturity" in both process and knowledge, workplace tools assessment, and risk reduction.

**Are these goals a part of your organizational accessibility initiatives? Then let's become a TEAM, because Together Everyone Achieves More.**

**Contact My Blind Spot today, arrange a meeting, and let's discuss how we can help you develop a smarter holistic approach to inclusion for your employees and consumers who just happen to have a disability.**

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*My Blind Spot is a 501 (c) 3 tax exempt organization*

