[In the US, about 74.6 million people have some type of physical disability.]

[Globally, more than 1 billion people use assistive technology.]

[23% of disabled respondents say they never go online.]

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The first time I met someone who was disabled and watched them use the Internet through

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assistive technology, I realized that I had never considered how these people were engaging online.

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It changed the way I thought about getting a message across to an audience. It's changed

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the way I thought about how websites should be built, how users should interact with apps. It

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really transformed my understanding of digital as a whole. So from that point on I was pretty much

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invested in, not only learning more about this new perspective, but also in helping corporations

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bridge this gap that a lot of them are not even aware exists.

[Brands with inaccessible websites are failing to accommodate a growing portion of the population.]

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My name is Jason McKee and I am an accessibility consultant.

[Accessibility is the practice of making your websites usable by as many people as possible.]

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When I learned what accessibility was, I realized that I wanted to be part of the solution.

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I realized it's a large problem.  It affects up to a billion people,

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and it affects everything you do online, on your phone, your computer, whatnot.

[15% of the world’s population has some sort of disability.]

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Perspective Tester is an accessibility consultancy. It helps corporate clients

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find the best solution to address accessibility in their organization.

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Every company with an online presence is required to understand

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what is sufficient and compliant for accessibility.

[Laws and guidelines exist to make websites more accessible, only a few companies understand that noncompliance to those laws means discrimination against people with disabilities.]

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One of the challenges with accessibility is

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it's not a quick fix. It's not just pushing a button or buying a piece of software.

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It doesn't fit in with some of the other compliance

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techniques and tactics that are out there.

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Accessibility means that the people who are designing and developing for you

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understand accessibility.

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This is the start of an education process. This is not going to go away.

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It will eventually be accepted as a layer of QA.

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Was this viewed and tested for accessibility? That's going to be standard.

[Perspective Tester will ensure your website complies with all major guidelines such as WCAG, ADA, CCPA, Section 508 of the Rehabilitation Act of 1973 and AODA.]

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I think before any big decisions are made I think a simple consultation with someone who

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is an expert and understands this, and hopefully can also bring along the perspective of a disabled

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user who is certified in testing for accessibility and understands the legal requirements as well,

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that can give you a clear picture of what users are experiencing on your site.

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Then you can start deciding on what are our options for improving.

[How can you schedule a consultation with Perspective Tester?]

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The easiest way is to go to perspectivetester.com, and contact us through there.

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We'll be in touch and we'll talk about what your options are.