



# Making the world more accessible

One product at a time

## Challenge

Accessibility is a critical but often overlooked aspect of learning product design and development. Today, more often than not, accessibility is driven more by legislation than learning design choice. It is an afterthought in the design and development phase.

While there is an increasing focus towards developing “**born accessible**” products, there are still many legacy products, already in widespread use, that aren’t accessible and therefore contain barriers to learning for students with physical, cognitive, and neurological disabilities.

One of the biggest challenges in eliminating these barriers is evaluating the sheer amount of legacy content, followed by ensuring that accessibility compliance is achieved within defined timelines and costs. This is exactly the problem that MagicA11y solves. MagicA11y helps close the gap, enabling companies with insight relative to **100%** of their content - instead of the typical **10-15%** representative sampling - and therefore provides significant help in ensuring inclusion for all.

## Solution

MagicA11y is an accessibility automation tool that helps edTech companies, schools, universities, and institutions leverage automation to make their learning products more accessible. This is not, however, just another accessibility “**browser plugin**”. Rather, it is a robust toolkit that harnesses the power of automation to detect accessibility gaps in learning products and suggest recommendations to bridge them. It traverses all of a product’s content to ensure a path to compliance is laid without any manual intervention.

As a result, MagicA11y helps reduce both the time and cost of conducting these audits - while simultaneously making the audits themselves comprehensive - and thus makes it easier for companies and institutions to achieve accessibility overall.

## Learning Impact Outcomes

MagicA11y helps an institution serve all of its students better. It ensures that differently abled students get better access to knowledge and information - and have an equivalent learning experience to their peers. By doing so, it helps institutions alleviate issues of equity and access.

Institutions procure a variety of learning products each year. It can be challenging to ensure that they are accessible and comply with WCAG guidelines and/or 508 standards. More often than not, they have to depend on their source suppliers to make that assessment for them.

However, with MagicA11y, they can do that evaluation themselves. Not only that, MagicA11y gives institutions the tools to go back to their suppliers and bring to their attention the existence of gaps in their products they are providing.

## Return on Investment

Most educational companies and institutions employ a “**spot check**” approach to accessibility audits. They evaluate **5-10%** of their content (selected at random, or focused on the experience of a subset of user personas), check those for accessibility issues, and extrapolate the findings to the overall content. They use this approach because it helps them save time and reduce the amount of money they would otherwise spend on full audits.

This is less than ideal, to say the least. When this approach is taken, critical accessibility problems can remain hidden, lurking in the remaining **90%** or **95%** of the content. This corner cutting approach also makes accessibility a ‘tick the checkbox’ item; it does not treat it as a necessary, strategic goal and a moral good.

MagicA11y changes that. Companies and institutions can now review all of their content for accessibility issues at the same time and at the same cost that they would spend on mere spot checks. Importantly, the ROI on the tool is almost **60-70%** better than what one would see on a fully manual approach to achieve the same end. It ensures that content is evaluated holistically and at scale, and it helps ensure that issues are identified quickly so that remediation can happen promptly.