

Accessible websites created 'automatically'

Israel – User1st

SUMMARY OF PROJECT

Founded in 2012 and launched in 2014, User1st is an Israeli-based ICT organization that also operates in the United States and that develops ICT-tools that make websites fully accessible. The tools are cloud-based (no extra software needed) and automatically detect and correct all kinds of errors on web-pages, creating full accessibility. The key aspect of User1st is the full automation of the process.

"User1st is a powerful set of tools to guide website administrators through the process of creating an accessibility skin to a website that meets the recommendations of WCAG 2.0 AA (the guidelines for barrier-free websites) – all without needing to alter the original code or writing new code, thus reducing the time and cost associated with providing accessibility."

– Mr. Amihai Miron, CEO, User1st

FACTS & FIGURES

- Over the past 20 months User1st has sold its services to over 100 companies, including Coca Cola, IKEA, Sheraton Hotels, and F5 Software, as well as to universities, NGOs, and government organizations.
- Over 1 million webpages have been adapted to the WCAG 2.0 AA standard, and more than 100,000 people are using the services of User1st on a daily basis.
- Licenses to use the services of User1st has generated approximately \$2 million in 2015, which is a growth of 200% compared to 2014.

PROBLEMS TARGETED

User1st seeks to tackle the problem of webpage accessibility for persons with disabilities. To date, the process of creating a barrier-free website has been expensive and time consuming, requiring research, risk-

analysis, technical know-how, qualified staff, third parties (to assist, if necessary), and an implementation plan. In worst cases, it can take years to code or re-code existing websites and amend them to meet WCAG 2.0 AA standards. Consequently, many organizations shrink to implement barrier-free websites.

SOLUTION & METHODOLOGY

To offer solutions that are effective and efficient in terms of both time and cost, User1st has created a way for designers of webpages to make them barrier-free without the need to change existing databases. This is done by adding a single line of code to the existing database, allowing the User1st Editor to then detect, fix, and monitor a website. It also provides a test and development interface that enables the process of configuration with wizards and 'drag-and-drop' interfaces. The process also offers the User1st Back-End Code Fix Editor and User1st Client-Side plug-in interface. These add-ons allow the user of User1st to configure a website, its coding and context, and to test it before launching a new configuration. Furthermore, to understand the usage of the solutions delivered by User1st, an online knowledge centre can be uploaded to offer training on the software in use.

OUTLOOK & TRANSFERABILITY

In 2016 over 10 million websites will be adapted to the WCAG 2.0 AA standard through the use of User1st, and more than 1 million users will make use of it. Also, licensing revenue is expected to rise to \$5 million, and an office will be opened in the European Union. User1st is going to tackle the problem of ICT accessibility and will develop solutions for mobile devices, detection tools, and other formats – including HTML, and virtual interactive voice response. As the services of User1st are cloud-based, they can be used worldwide.

Photo: NO

CONTACT

Mr. Amihai Miron

User1st

Yigal Alon 127, Tel Aviv, Israel

+972 (58) 47 79084

admin@user1st.com

www.user1st.com

Nominated by: Amihai Miron, User1st

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