

**Most website providers comply with WCAG 2.1 A standards right out of the box, but this hasn't stopped a rise in litigation regarding compliance issues. To combat this, fusionZONE has created a multi-level toolkit solution that will give the dealer's website a higher level of protection, no matter which website provider is used. Designed for accessibility and minimal legal exposure, ADAPT includes both practical, hands-on tools, as well as fully-automated, web accessibility technical tools, ensuring the highest compliance at any given time. ADAPT caters to a wide range of disabilities: vision impairment, epilepsy, motor impairments, cognitive impairments, color blindness, etc. This toolkit addresses the overarching disabilities issue from comprehensive legal and technical perspectives as opposed to bandaging with multiple small fixes on websites which may not solve the problem. ADAPT's technology will not change the viewing capability for the majority of users; it provides fast, premium, feature-rich websites to consumers – those with and without disabilities.**

#### **The Problem:**

Dating from 1991 and prior to the development of websites, the Americans with Disabilities Act still drives a significant amount of the online compliance requirements along with WCAG (Website Content Accessibility Guidelines). However, there is currently no legal standard or regulation to address what makes an 'ADA Compliant' website or app. Absent of standards, compliance is whatever the court decides it is going to be. There are multiple states that are hotspots for suits. Litigation is expected to double or triple in the coming years with dealers being targeted as an easy mark to pay huge legal fees.

**How ADAPT was Designed.** Federal cases with Amazon, Netflix, and Nike have highlighted the potential liability to dealers and built a precedent for legal action. Domino's Pizza presented the case that since there are no compliance standards, companies shouldn't be able to be sued if there is no law. The Supreme Court refused to review that question and now there exists a very risky environment for anyone doing business on the internet. As fusionZONE designed ADAPT, they looked at the commonality of the lost cases:

## **Business Intelligence**

# **ADAPT**

**A Toolkit Solution for Continuous Website Protection and Compliance that meets ADA Guidelines.**



*"ADAPT alleviates our concerns, provides accessible features, and keeps us in the loop on required changes, without disrupting the customer experience on site."*

Joey Gabarda  
Owner, Dealer/Operator  
Classic Honda of Midland



[www.fzadigital.com](http://www.fzadigital.com)

*"We designed ADAPT to meet or exceed all published legal standards for ADA accessibility. We analyzed case law and applied legal and technical expertise to create a well-thought through product designed to protect our dealers."*

Ed Barton  
CEO  
fusionZONE Automotive

**4 Pillars of Accessibility.** Based on case law and previous legal settlements, these are the four critical areas that are addressed by ADAPT to avoid litigation and enable a high degree of website usability for disabled consumers:

1. Accessibility Statement must be highly visible with contact info and real-time help available.
2. Real-Time Accessibility allows the user to make immediate changes to improve their experience; whether it's contrast, size of font, spacing, page zoom, etc. It's important to offer an easy-to-use tool that activates multiple changes.
3. Screen Reader. fusionZONE added a built-in screen reader so if the user is not at their own computer, they have highly functional accessibility.
4. Auditing. Automated and manual audits are run on a monthly basis, with feedback going to developers and designers to take corrective action.

#### **Technical Requirements for a Compliant Site.**

1. Perceivable. Easy to see or hear regardless of disability. For example: place an alt text tag on an image, alternative options for CAPTCHA, providing captions for all media content.
2. Operable. User could navigate the site without running into limited functionality. User can navigate using only their keyboard; has the ability to pause scrolling info; and pages are titled with a topic or purpose.
3. Understandable. Ensures pages are readable and have the capability to correct user mistakes. Provide instructions for all user input fields, confirm financial transaction before submitting.
4. Robust. Ensures compatibility between website and the technologies someone may use to provide assistance. HTML docs include start and end tags and no duplicate attributes. The site must have the correct structure in order to use a screen reader.

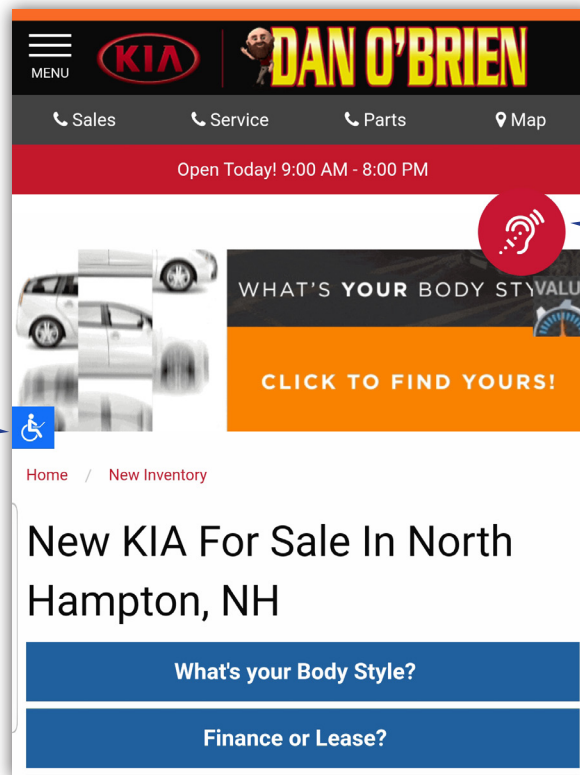
**Litigation Outcomes.** Although the majority of cases are settled out of court, typically, the dealer pays the attorney's fees - five figures up to \$150,000. In addition, they are tasked with instituting a set of ongoing processes and policies to ensure that the problem is fixed and that the site remains accessible.

#### **How It Works:**

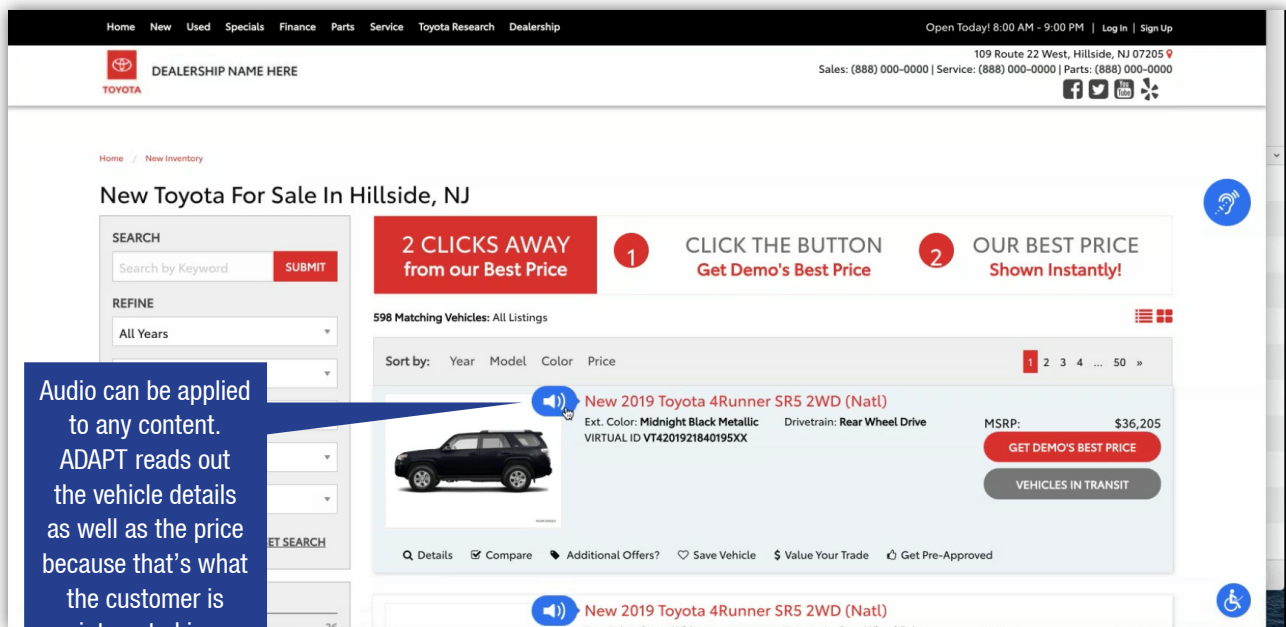
With ADAPT, the dealer's website can instantly adapt to a myriad of potential user requirements, including color blindness, epilepsy, motor impairment, and sight impairment. The user merely clicks on the ADAPT icon. There are over 50 features available to tailor the website to the consumer's personal needs. Also residing on the website, ADAPT's screen reader can be toggled on or off via the ADAPT icon. When activated, individual copy snippets can be read aloud directly from the site without the need to install a third-party screen reader.

**Screen Reader.** ADAPT's screen reader supports dozens of languages with multi-voice support (male, female, or accents), speed pitch control, and it sounds natural, just like Siri. The screen reader allows the user to click on a button to turn on 'text to speech.' The user can then click on text or hover over images to listen to the content.

ADAPT includes a highly recognizable icon indicating disabilities compliance, which provides visible reinforcement to the legal community that this site is actively pursuing compliance.

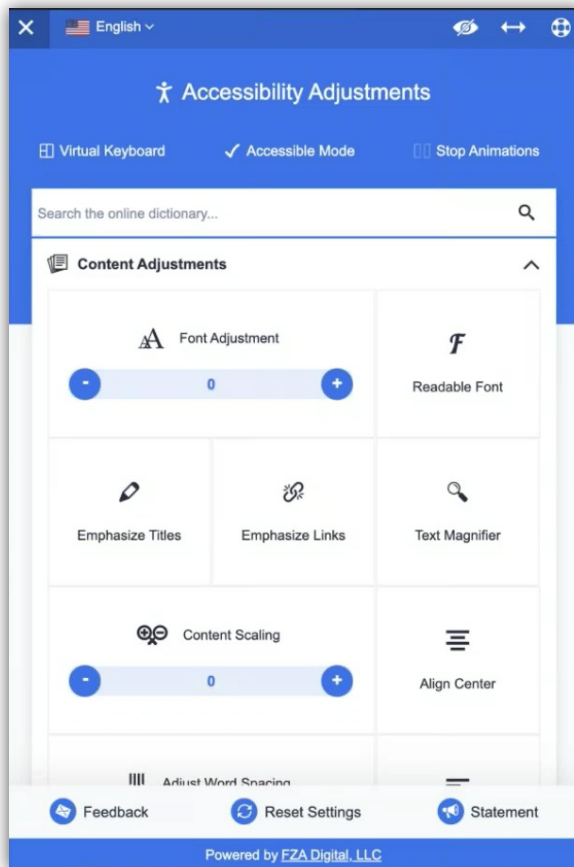


Clicking the assistive listening systems icon will read the copy on the page aloud.



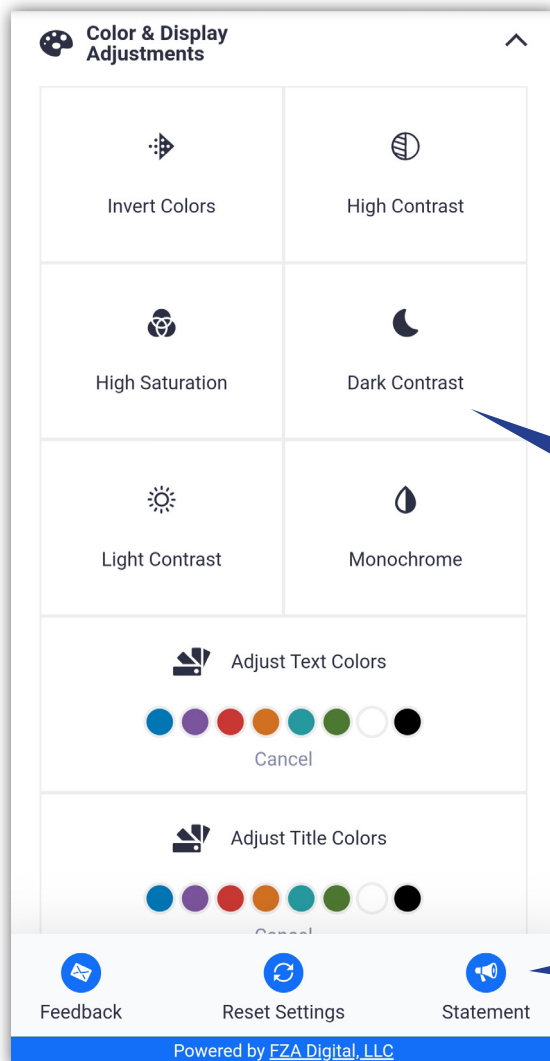
Audio can be applied to any content. ADAPT reads out the vehicle details as well as the price because that's what the customer is interested in.

**Accessibility Adjustments.** A user with the accessible screen reader applications already installed on their computer will receive an announcement for the Accessibility Adjustments. *There is an accessibility tool on this site. Click in the left bottom corner and it will pop up.* Then the customer can make their adjustments: font sizes or style adjustments; content scaling to make the image bigger. Users can instantly change the word spacing or use the magnifying glass. With each action, the look and feel of the website improves for that user.



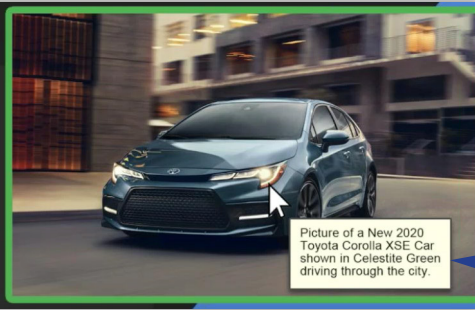
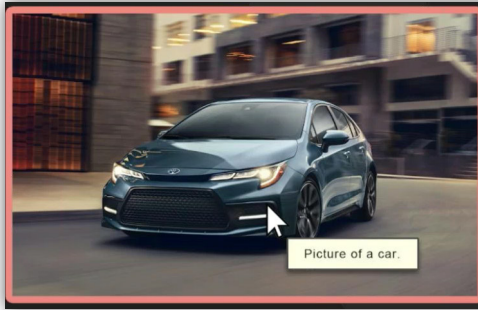
### Compliant Sites are Well-Designed.

Contrary to popular belief, compliant websites do not have to be ugly. A well-structured site has the benefit of being accessible but also has really good SEO strength.



The accessibility adjustments include contrast and color choices for improved reading capabilities.

Users can read the Accessibility Statement and get contact information as well as provide feedback on the site.

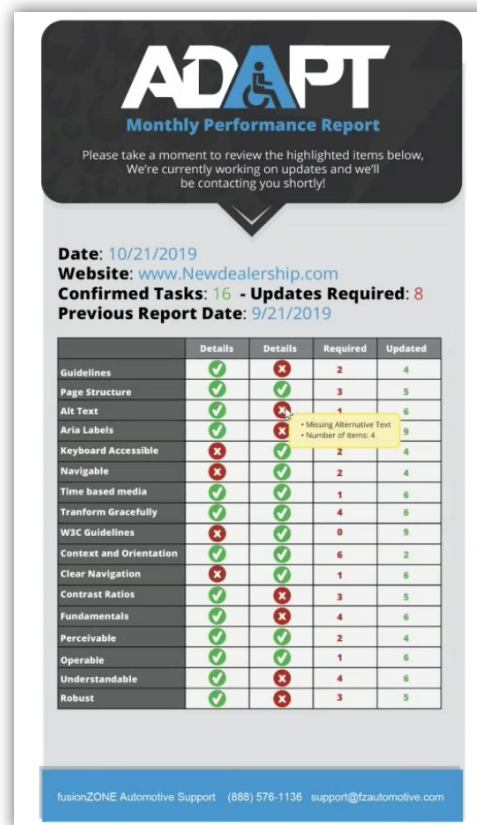


Alternate text must be available for photos. As dealers update sites, the tool, in real time, will correct missing alt text and audits will alert developers of corrections required.

All actions must be able to be completed on a keyboard. The ability to enable the virtual keyboard is particularly important for mobile users. The keyboard addresses motor coordination disabilities.

**Audit.** Using ADAPT, dealers will make fundamental changes to the code, the tags, and the website design – not settling for a temporary band-aid. Auditing will be documented to protect the dealer by illustrating that the right steps are being taken to achieve compliance through continuous improvement. After the initial 48 hours, ADAPT’s self-auditing AI will re-scan and re-analyze the dealer’s website every 24 hours to ensure that any new content, widgets, or pages are also adapted for a variety of disabilities and are now compliant.

**Audit Report.** Trained ADA specialists identify compliance issues and include which items need to be fixed and why. The report also gives the dealership ammunition to show that reasonable and continuous improvements are being made. It will document compliance corrections and make suggestions for accessibility improvements.



**Pricing.** For each domain, \$199/month covers the 4 pillars and the onsite tools. ADAPT is offered at a competitive price point; bundling multiple industry options in an effort to reach optimum compliance can become expensive and less effective.

**Onboarding.** On a fusionZONE hosted site, the toolkit is installed within 3 business days. Once installed, the toolkit is available immediately for “on the fly” accommodations for accessibility and AI generation of corrections another 48 hours later.

## What do dealers say about ADAPT?

*“In the light of recent lawsuits in the automotive industry around web accessibility, fusionZONE made us aware of the various pitfalls on websites that could lead to legal issues. They presented us with their ADAPT toolkit which we felt really covers the elements required to avoid litigation as well as providing our customers with the best experience on our sites. When we looked at alternative products in the market, we found that they all came up short; providing some elements but not all to address accessible concerns. ADAPT alleviates our concerns, provides accessible features, and keeps us in the loop on required changes, without disrupting the customer experience on site.”*

*Joey Gabarda  
 Owner, Dealer/Operator  
 Classic Honda of Midland*