Ashley: With that, I'm super, super excited to pass it over to Nancy, who is going to walk us through an intro to the web accessibility standards as well as how we can work harder to include folks with disabilities in the digital space.

So Nancy, I will pass it over to you.

Nancy Reyes: Thank you, Ashley. I work in Accessibility Lab. And I help enterprises, organizations, governments to build accessible websites. We can all agree that the internet and mobile devices are essential for our daily life, that's why it's really important that all people have access to the internet. For me in particular at Accessibility Lab.

So we see that our web accessibility standards are not from Mars, they're actually really easy, especially for where you have a lot of usability experience. The key is that we can ensure equal access and opportunity for everyone. As you know, usability is more about efficiency, easy and user satisfaction when interacting with the content but accessibility is more when the content is available for everyone and the functionality can be operated by everyone including those who have assisted technology. Web accessibility can be the difference between being able to use it or not. Accessibility eliminates obstacles when we are integrating, transmitting and receiving or understanding information.

You will see also that accessible design does not affect security. For example, most accessibility requirements, we are not able to see them because they are in code, for example, alternative dates, tags on data entry, header tags, language, etc. We will see some examples.

Accessibility Lab really includes everyone. A lot of organizations seek to provide their users and customers a good user experience but many fail to incorporate people with disabilities. If you include people with disabilities you will increase the number of users, the ones you have, because you will have an accessible website. Other benefits are also social responsibility, competitive advantage against other organizations that do not have accessible websites. Compatibility because for example, screen-readers are like Google, they're basically blind and they are searching for information on your website. So if tag and structure like this on your website you will have big marketing benefits. And also you will comply with the legislation. And for users, of course, accessible online services will offer efficient and secure options for everyday tasks. The most important part is the autonomy they will have because accessibility improves everyone's quality of life, including elderly people, indigenous people, for example, people with slow connections to internet, or with low levels of education etc.

Now I will share you with you these images about how the AXIS website looks with some visual aids. This is the normal vision, we can see the website with all of its colors and everything. This is how a person with Hemianopia sees it. This is also a problem with Macular degeneration. You will see a gray color in the middle. This will be diabetic retinopathy. This will be glaucoma and it's a progressive disease so this circle will be smaller every day.

This is color blindness, for example, Protanopia. A person with protanopia cannot recognize orange colors so this is how they see it. And this is Tritanopia, you see the blue color changes to green. And this would be Achromatopsia which would be white with no color at all. So when we are talking about people with disabilities, we are not just talking about blind people, also all different kinds of visual disabilities, and other disabilities like motor disabilities, cognitive disabilities, hearing disabilities, cognitive etc. Etc.

A little intro about the legislation: well, internationally, we have the Convention on the Rights of Persons with Disabilities. In Article 9, it talks about how digital and physical ability are all important. All access telecommunications, mobile devices, websites, are included in this article. In the case study example of the United States, they have the Americans with Disabilities Act, Section 508 of the Rehabilitation Act, the 21st Century Communications and Video Accessibility Act and the Air Carriers Access Act. Section 508 is specifically about web accessibility standards. Over there if you are not accessible, you can be sued, as per example in Europe and other countries. In Latin America, it works in different ways because we have legislation, but it's not... you know, people and governments, they don't always care about the legislation, so it's in the books but it's not in the reality.

A few examples about us in US, we have companies like Target, the Home Depot and Bed, Bath & Beyond. And for a few universities that didn't offer closed captions in their videos, for example, Harvard University and MIT, and also Netflix. I don't know if you have seen in your Netflix, the option of audio descriptions and closed captions. Closed captions would be for deaf people and audio descriptions would be a voice that explains visual contents for blind people.

For example, in the case of Canada, we have web standards for the government of Canada and other legislation. In each country, we have, normally, legislation about web accessibility. In the case of Europe and the European Union, we have the accessibility requirements suitable for the procurement of ICT products and services that basically says that by this year, all websites must be accessible and next year, all apps should be accessible. So it's really important that you... Well, not just for social responsibility but also for legal issues.

The standard that we are going to talk about is Web Content Accessibility Guidelines [WCAG] 2.1, which is the last one, and it was created by the Web Accessibility Initiate, that is a group of work that belongs to the W3C. And here in the presentation, we will have their website, in case you want to visit.

And about the data in the world, according to the United Nations, 1 in 7 people has a disability and everyone, as we're getting older, we probably will have a disability so it's also for personal concern to do accessible websites.

Well, the disabilities that affect the navigation of web content can be visual, hearing, motor, especially for people who cannot use the mouse, and cognitive disabilities and other types of disabilities. In order to compensate the disability and being able to navigate the web, we have things that we call assistive technologies. Here, for example, we have a high contrast keyboard, some switches, and a mouse big track, which is like a normal mouse, but bigger. And we also have here a braille display, for example, a person who is deaf and who is also blind only can navigate the

website through a braille display, which reads through a software and show to the user in a tactile way all the information in text that the content has, so that's why it's really important to have always text equivalents in our websites.

And also here we can see some switches, and we can set up these switches to a keyboard functionality, for example, a tab button and Select. Here is another example about some switches connecting to a tablet, and here is another example that it's called Tobii eye tracking, which is, for example, for people who cannot move arms or legs and they are just able to move their eyes. So this device is used to... Thanks to your eyes, you can select links, you can press enter, and you can do a lot of things in a website. And we also have a search for the screen-readers, we have different brands on the market, for example, for devices that are from Apple, they already have installed the voiceover. And in the case of Android we have Google TalkBack or voice assistant. And if you're a user of Windows, you can download NVDA, which is free. And it works really good.

Does anyone have any questions so far?

I know I'm speaking a lot.

Okay, if not, I will continue.

Ashley: I think we have maybe some folks typing in the chat, but if you want to continue, I can maybe flag it when it's ready.

Nancy: Okay, perfect. Thanks.

Okay, well, I will show you some easy examples about the standards, first thing to know is that the card is divided in three levels of accessibility, level A, AA, AAA. A is the most basic and AAA is the most complete. If you have a website that complies with level AAA, you comply with the success area of level A, AA, and AAA. And it's divided in four principles and 13 guidelines. The four principles are perceivable, operable, understandable and robust. And the most basic example about non-text content, is the AltText. If you provide, for example, an image in your code or a button, you need to add an alternative text that describes the functionality or the meaning of the image. Here is an example... We have a photo of a panda eating bamboo.

So for example, the blind person that cannot see the image will be able, through his or her screen-reader, to recognize the graphic, and the screen-reader will read the alternative text that you put. If here is empty, it will just let the user know that it's decorative or they will not know that there is an image, and it's really important because if you are offering important content on the image, they can miss it.

About multi-media content, if you, for example, have a pre-recorded audio only, you will need to provide a textual description and in the case of video only, also pre-recorded, you must provide a textual description or audio that explains the content of the video.

Also, for example, if you are... For all the videos that you have in your website, you must have captions and audio description or textual descriptions of the content. Remember that text is the most

universal format, but because you can convert text in audio and in tactile format, so it will help all users, doesn't matter if they are using assistive technologies or what type of assistive technology. Here, for example, we have an audio that has the closed caption button and to the right, we can see the transcript of that video, so it's that simple. You can offer the text in a link or on the same screen or in a PDF document as you wish, but always provide a text. How about if we have live content, for example, live audio, well those do offer captions in live. And in a level AAA of accessibility, we must offer an English interpreter to all videos. A lot of deaf people cannot read text and their main language is sign language. So it's really important for a lot of people. If you are in a radio interview or something, or you have audio only content in live, you also need to provide a textual description about the content for deaf people, so they can now understand what they are speaking. And another example about structure of website or an app... Well, it's the information-relationships success criteria would say that information, structure, and relationships conveyed through presentations can be programmatically determined or available in text. Our recommendation is that we structure our content in a really simple way, for example, here with bullets, just one title and one image, it will be more simple than a lot information together on the same screen.

Other success criteria, sorry about the Spanish here, is to make a meaningful sentence, because the screen-reader and other assistive technologies will go to the code directly not to the information that we see on the screen, so maybe sometimes we can see in the screen a lot of design in order and everything, but if in the code they have an incorrect sequence, this screen-reader will read it like that. So it's really important that you check that. And about sensory characteristics also... Well, the success criteria says that instructions provided for understanding and operating content do not rely solely on sensory characteristics or on comments such as shape, color, size, visual location or on audio or sound.

And here is a simple example, if you assume that this arrow means continue or next, maybe not all people can understand the meaning, but if you provide also a text label, it will be more complete, so you can offer both to be more accessible.

Another requirement is orientation. It's about... It just tells us that content does not restrict its view and operation to a single display orientation, so just portrait or landscape. A lot people, for example, people in a wheelchair, they have their tablet or cellphone adapted to a wheelchair in a fixed way and they cannot move it.

So we should assure that our websites have the design in both orientations. About color, well, there are a lot of recommendations about color that we use, this requirement is about... It tells us that color should not be used as the only visual means of conveying information indicating an action, proper response or distinguishing a visual element.

For example, here, we have the accessible message using color, we are using text and we are using shape with the arrow, but if we are just using color, it will not be accessible because a lot of people cannot distinguish color. For example, here, we have an example, which is in Spanish but I think you can understand, we are indicating status with just color, and if people cannot understand or see color, we are not being specific about the status. So here we can use color, but we can also complete with text and be accessible.

And the same with forms, for example, if you have this form, I sent it without any information, and the response was everything in red. But if I cannot see red, I cannot see what is the problem. So I use red because it's nice and a lot people can see it, but the recommendation is that I use labels with text also to indicate what is the problem with the form.

And here is another example, I have a chart, one that is accessible and one that is not accessible. Both are using color. The one that is accessible has labels and arrows to indicate which color belongs to which subject. In this case in the chart that is not accessible, I just used color to indicate which thing is which... So it will be really difficult for someone who cannot see the color to understand this chart.

Also, we have requirements about color contrast. In the standard, we actually have two requirements. One is level AA and another is level AAA. AA is minimum color contrast and AAA is more high color contrast. And you can use a lot of websites/free pages, like the one that I'm going to show you, to test color contrast. For example, here you just put in Google, "WebAim color contrast checker". We are going to check things like that, I've used a lot of validators of color. This is the one that I pick because it's really easy to use, and you just put here the code of the color, or you put the lightness or the darkness for a foreground color and background color. And that way the results are in normal text or large text. For example, with this question, we can see that it is failing standard AA and the standard AAA, and also that by enlarging the background or its lightness... We would see that it's already passing in large and normal text. It's still failing in AAA, but that's good enough for some people.

For color contrast, you can use any color that you want but you need to make sure that the background and the foreground have enough contrast. Any questions so far?

Ashley: Yes, we have a few that have popped up in the chat that I think we can re-visit. So one... someone was asking or saying that it would be really wonderful to have a compilation of the various laws for country that you've referenced. I'm not sure if that's something that you have already Nancy or your team?

Nancy: Compilation about the legislation in Mexico or in which country? I have the information about Europe, Canada, and Mexico.

Ashley: Yeah, I think, yeah, any of that that you'd be willing to share, I think that would be helpful. I think folks would be interested.

Nancy: Yes, yes, I can share it. In fact on our website, I can show you also, we have in our menu, we have legislation, and we have an introduction of all of our framework, and the importance of web accessibility and the right to information for all people with disabilities. Here is the normative framework in Mexico. And if you need the information about US, we can share this presentation and they have the names of the legislation in the slides about the US. So I hope...

Ashley: Perfect, yeah, I think David is the one who asked this question and is writing... Okay, perfect. He said, That's perfect. So yeah, we can share the presentation and we'll also definitely link to the LA lab website so that folks can read more, just quick... Two other questions. So Tiffany was

asking which tool was used to read the access website?

Nancy: The access website?

Ashley: Yeah, when you showed the different examples of folks with visual impairments, did you use a specific tool that...

Nancy: The visual disabilities?

Ashley: Yes, yeah.

Nancy: Ah... Okay. It's this tool. Let me share my browser. You can see my browser right?

Ashley: Yes!

Nancy: It's a plugin called No Coffee Vision Simulator.

Tiffany: Amazing name.

Nancy: You can select sensor Macular Degeneration and you can enhance the gravity, well not the gravity but the... Whether you can see or not.

That was the question, which tool I had?

Ashley: Yeah, yeah.

Tiffany: Thank you.

Nancy: Just google it and add it to Chrome. I don't know if it works for another browser.

Ashley: Yeah, that's awesome, thank you for sharing Nancy.

Nancy: What was the other question?

Ashley: The last one was mine, I'll save it until the end so we can keep going.

Nancy: Oh, Okay. Another example, it's about the resized text, that can be resized without assistive technologies up to 200% without loss of content or functionality. For example, another success criteria which is level AAA, because it can be complicated in places, is for the visual presentation of blocks of text that is available to achieve the following:

Foreground and background colors can be selected by the user, for example, here... This is, sometimes can be difficult... or too much work, that's why it's level AAA. Other requirements like width, it's not more than 80 characters, it's really easy. The ideas that you use short lines of text is that people that use magnifiers on their screen, they will be able to read more easily, if our line of text is really long, they will have to scroll to the right and the left, right and left. And it will be

really annoying. And also that text is not justified because if you justify text, you will see spaces between words so that can affect, also, users with magnifiers. And also that your lines and your paragraphs have enough spacing.

Another requirement is that basically the website should have a responsive design. And another requirement is a not enough contrast, as we here can see in the image, these icons have low contrast. Here, we are using the same colors but the black with the white will have more contrast and be more understandable for our readers.

And here we have more examples of contrast, the focal place in an input to see the difference between focused and non-focused. And, for example here, if we have dark background color, we can show the focus with a light color. And also always in the links, we need to show the user where they are in case they navigate with the keyboard. And here we have this same examples, both with low contrast and high contrast, and right ones are better because they have higher contrast.

Another example and really basic requirement of web accessibility is a keyboard navigation. All functionality of the content must be operable through a keyboard interface.

Sometimes developers just test with the mouse and they check the menu and sub-options on the website. And they just test it with the mouse. And that is a big mistake because you're forgetting all the users that use just the keyboard or switches or other devices or assistive technologies that depend on the keyboard navigation.

Whatever they're moving, blinking or scrolling of the content. Well, if there is such situation, you must ofer a mechanism for a user to pause, stop or hide the content. For example, a person who has deficit of attention, they will have problems with the moving or blinking of the content.

And there is another requirement that is called bypass blocks. It's just a mechanism that you must have available on a website, to skip content that are unrelated. For example, here in the White House website, if you cannot see this link at least you navigate with the keyboard. But if you are blind and you're navigating between other pages from the White House, you will find this link really helpful to not repeating all the information over and over. And also about the focus order, another example that is similar to the sequence of the content, that all focusable components must receive focus in an order that preserves meaning and operability. Sometimes, for example, in this form, if the inputs in the code are disordered, it will be awful for blind users or keyword users, but if you just have your code in order, it will be really simple to navigate. About links, it's really important that you don't use generic text for links, for example, "click here," or "more information," "more information," won't be descriptive to users who are blind or any other user. The recommendation is that the purpose of each link can be determined from the link text alone or from the link text together with its... For example, its icon. Like in here that we have the icon and the text they receive focus together, so you can see it together and you can hear the description, if you are blind, you just hear "Facebook link" and that's it. But if you are blind and you just listen to "Click Here" you will not know where are you going. Another example is that focus always must be visible: your operable user interface has a mode of operation where the keyboard focus indicator is visible. It can be with the underline or... the design that we want, we just need to show the user where they are. Another recommendation is that Section Headings are used towards the content. If

you would use headings, don't skip Heading levels. You just use, for the main title, you must use Heading Level 1 and Heading Level 2, and don't start with Heading Level 6 because that would be wrong. A person, for example that is blind, with a screen-reader can, with a shortcut of the keyboard, can get a list of headings and they can understand the content more quickly. They, of course, are not like us, where we just scroll and find information that is interesting for us. It depends on these headings or the shortcuts or tags in the website can not be used effectively. So use the headings the way they're supposed to be used.

Another example is the target size, for example, if we're in an app or if our website is responsive, the size of the target for pointer inputs should be at least 44x44 CSS pixels, of course, if we have a buttons or icons that are too small, with our fingers and if they are together really close from each other, it will be difficult and you will probably make a mistake and select another that you didn't want to select. Another simple success criteria is the default human language of each page can be programmatically determined. This will just take a minute to pull the main language of your website. It's really important that you do it because screen-readers will recognize that language and will use the pronunciation according to that language. So if you have a website in Spanish and you heard the language in English, the computer will pronounce it in English.

Another simple recommendation is the abbreviations, a mechanism for identifying the expanded form and that training for abbreviations is available. Don't assume that all people understand what you mean with your abbreviations, so offer the long version too at least the first time. Quick recommendations are the input assistance. The most important thing that you need to know is that you must avoid the user to make mistakes with clear labels and instructions, but if they already are making mistakes, you must provide an error identification. This message of error must be specific about the error and must be accessible for assistive technologies. It is wrong that you can just put in all the requirements "Required" "Required" "Required". If you are blind, you will not know which label is required so you need to specify if the "Name" is required, if the "last name" is required etc. And in another level of accessibility, the recommendation is that if an input error is generated and suggestions for correction are found, the suggestions are provided to the user, unless it would jeopardize the security of the content. So here we have a simple example about the email that is missing some information, the domain, so the suggestion includes that recommendation.

Well, as a final recommendation, you don't need to be an expert in web accessibility, you just need to do a quick test with the keyboard and the screen reader and see your website works and try to simulate the experience of a person with disabilities. You can use for Windows, NVDA or JAWS and if you have Mac, you can use VoiceOver Screen-reader. And that's all, here is my email if you want more information or have more questions or need help with your website. And Ashley, I don't know if you can tell your question...

Ashley: Yes, mine was, I guess, a more general question about... I know when we talked about charts and graphics and things like that, of not using a color specific or a color reliant key or legend to help people navigate that, and so I was just curious if AltText is enough, if someone hovered over those graphics and there was alternative text, if that would be sufficient or if it should actually be built into the graphic itself?

Nancy: Well... It's difficult if you... A lot of graphics are not accessible, especially if you create that

graphic with the software or an app. The recommendation will be that you offer a table, for example, I have these... Let me see if I can find, sorry, of where I am. If you can offer an accessible version which will be text and you can offer the exactly accessible version, which will be the graphic, because you can... If it's a simple graphic, you can probably describe it in an AltText, but if it's a complicated graph or it will be really difficult to include all that information in alternative text... Here are, for example, the results of a screen-reader survey that a company made. To present the results, they present the graphic and the table. Oh you are not seeing my screen, right? Sorry, I want to share it.

Ashley: You're good.

Nancy: Okay, here is a simple example. For example, here is the graph and here is the table. So you have the really accessible version because screen-readers will understand the table if you are creating the table with accessibility in mind, and here would be not accessible for blind person. You, here can also have other alternative text for this image, but if you have, for example, more complicated information it will be really difficult that you include all that in an AltText, so it will be better to use a table.

Ashley: Okay, perfect. Yeah, that makes a lot of sense. Thank you. I'll just open it up. I think we have just a few more minutes. If folks have other questions for Nancy or any follow-up. I would say that was super informative, Nancy. I feel like I've heard all of this a million times, but I learn something new every single time. It's really quite impressive. Excited to actually apply this all to the usable website.

Tiffany: Yes, I just wanted to also say thank you so much 'cause it is so informative and there are so many pieces to it, but there are also so many tools to help specifically like us as designers test for these things and then be more inclusive in the design so that's amazing, thank you.

Nancy: Thanks.

Ashley: I see a few other folks chatting here, so Fabian was able to share a list of the laws or some of the ones that are in Venezuela, not exclusively web-related but just in case so that's a super helpful link, it'll be good practice for me with my Spanish. Looks like a resource fully in Spanish.

Right, and I see a few other folks typing. I'm also, Nancy, so I've been capturing some notes in the RiseUp Pad as you were speaking, but... we'll, obviously, if you're okay, share the presentation as well, and maybe we can also add a quick section here in the notes document with a list of quick tools that folks might be able to use. I know you mentioned quite a few in your presentation, and so I'll start that list and if you have any others to add, we can share those out, I know people will be excited.

Nancy: Sure. Yes I will do that.

Ashley: Perfect, I'll add the ones that we already highlighted from the presentation. I see a few other people typing, so we'll just give them a moment to ask their questions or share their comments.

Alright, again, a comment from David here of... "Awesome presentation, Nancy. I've been thinking throughout the presentation and the challenges that it brought to us, I think one of the biggest is how we can incentivize designers, developers, and even journalists to make the content accessible." So that's probably a whole other conversation- One that, Nancy, you probably have a lot of experience of convincing people beyond just the basics of abiding and being inclusive, but I don't know if there are any other justifications that you've used in the past that have been effective when actually trying to convince people to maybe spend some extra time to make things a bit more accessible?

Nancy: Well, yes, in our experience, we just need to have awareness activity between the group and just cover their eyes and put their app or computer in front of them and with a screen-reader, tell them to try to use it, and they will probably feel really frustrated because they won't be able to do it. So that's a really interesting way to increase awareness about the importance of accessibility.

Ashley: Awesome, yeah, I know. We've done that with a few usable participants in previous rounds, and it's really just been transformative for them to see those, to see either other users navigating their tool using these assistive technologies or using these tools themselves. So I'll second that, Nancy, it's been really impressive to see how that really transforms people's opinions.

Yeah, I think others, just noting here, we're seeing that trend for websites using more and more visual elements to try and deliver information and the popularity of the infographics. There's a few more questions of how did you become interested in doing this work and how did you get started? And in general, would you say that the modern web is getting better or worse with accessibility?

Nancy: Well, I think it's getting better but really slow... And especially in countries, in developing countries, where they don't care and they don't assign budget, so we need a lot of work ahead of us. I started because I have some friends with disabilities and I see the challenges that they face. So that's why I invited all of you to help us to make accessible websites and solutions.

Ashley: Awesome, alright, I know we're a bit over time, but the questions are still coming in, so if we want to stick around for just a moment more, again, following up of prioritizing making things attractive versus making sure that they're accessible. So I think, Nancy, you did a great job of highlighting in this presentation that we can have it all, it can be an attractive website, or an attractive infographic while still being accessible for those who need it.

Nancy: Yes, definitely.

Ashley: Alright, let's just take a one moment for anyone who has final thoughts, you can add them there in the chat. Lots of people typing. You've inspired as Nancy.

Nancy: I hope so.

Ashley: Most definitely.

Nancy: Well, it will improve usability of your website definitely, so you will see it will be so much better if you think in accessibility.

Ashley: Very true, even down to the color choices. Alright, well, one more saying "it's slightly encouraging to hear that it's getting better even though it's at a slow pace, would've thought it was getting worse," so... Thank you, Nancy.

Nancy: Thank you.

Ashley: One more, "where can we find great examples of websites that are very accessible?"

Nancy: Well, you can visit Target. I believe it's Target.com. I think Amazon is also accessible. A lot of US government websites are accessible, the White House, Harvard University. I can share some links.

Ashley: I have to say, I'm surprised by the White House, given our current administration, I'm surprised they didn't strip it of all positive things.

Nancy: I think you can thank the past administration and older administrations.

Ashley: Yes, for a strong infrastructure that they could just build on... Yeah.

Alright, I see a few more folks typing... It's just so great, I don't wanna cut it off... Alright, here's a question about, Nancy, for you and your team when you're doing this work. How do you get the resources? Human Resources of folks who actually design the website or computer hardware? This seems like a person who's pursuing advocacy for accessibility, or your team who's pursuing advocacy as well.

Nancy: Well, we started not knowing anything about that but we studied and trained ourselves. We actually went to US to take some training courses and... Well, a lot of information you can learn it online so if you're interested, I can also share some links where you can start. And yeah, it's difficult to find someone who is also an activist and passionate about it, but now we have a team, so it's great after years of working.

Ah yes, there are themes in Wordpress that you can use. Actually, Wordpress has improved a lot of accessibility, you just find that theme in Google or in the Wordpress Home that complies with the WCAG standards and use that to save a lot of effort in working in accessibility.

Ashley: Alright, great, looks like we have lots of folks who are thinking introspective-ly, about how they can take this back and make it actionable even in their own sites. So that's really exciting to hear.

I also, just as we close out here, again, I wanna be mindful of time, I know we're already a bit over, and it's quite late here for us folks on the East Coast or in Central America, so we'll try and sign off as quickly as possible. But I did want to note that in the past, Nancy has provided some support to the tools that we funded under the UX Fund, which is part of our project and will be another part of our project moving forward, so that's a funding pool that's specific for usability and accessibility improvements. And Nancy and her team were really wonderful and provided that support under our last round of the UX Fund. Hopefully we can organize something similar under this next round

that's coming up in a few months, but just so that folks know any of the tools that we work with coming out of this great event where you all have helped us identify some of the most prominent open source tools that teams are using, we will be making sure that accessibility is prioritized. And I also will commit here now to internalizing this within Internews and trying to push some of these forward within our own team and our own sites here, both Usable and the SafeTag site, so... Yeah, again, a huge thank you to Nancy for all of this incredible information, we had some technical glitches with the recording, I hope that we'll be able to piece it together based on everything that we got, but if not, we took incredibly detailed notes in the Rise Up Pad. Nancy, we'll let you do some proofreading just to make sure we haven't gone too off-the-rails or inaccurately captured anything, but hopefully we'll have that recording as well to share with folks. I think that is it. Otherwise, we'll reconnect again tomorrow for most of us, but it'll be 9 AM Eastern time for our normal Thursday sessions and we'll be talking about personas and organizational archetypes. So thank you all for staying and thank you, Nancy, for such a wonderful presentation.

Nancy: Thank you, Bye!