F123 Access
Impact Report 2016
Disclaimer

Notes on the impact study

▪ TERMS OF THE STUDY :
  - F123 Access is a web-browser extension developed by F123 which reformats website pages in order to make them more accessible
  - “Users” refers to visually-impaired people using F123 Access. “Non-Users” refers to visually-impaired people who are not using F123 Access.
  - “Sample” refers to the respondents of the survey, the total of users and non-users.

▪ PERIMETER OF THE STUDY :
  - This report focuses on the impact of F123 Access on the lives of its users.
  - In order to be able to compare answers from non-users and users, following the “control group” methodology, we had the questionnaire answered by non-users as well. We have reached out to them mainly by contacting local foundations and associations.

▪ TIME :
  - The study took place from June 4th 2016 to July 15th 2016.

▪ METHODOLOGY :
  - Our study is based on questionnaires, completed by field work (interviews and observations).
  - We deliberately removed from the sample questionnaires with incoherent answers.
  - We had 105 relevant answers from users and 51 relevant answers from non-users.

▪ LANGUAGE
  – We had three versions of our questionnaire: French, English and Portuguese. We had it carefully reviewed by native speakers.
  – Some information present in this report was originally expressed in Portuguese and translated from it.
Executive Summary

The key findings of our study

“F123 Access (...) puts me on an equal footing with other internet users”

1. F123 Access is a web-browser extension which reformats website pages in order to make them more accessible - that is more easily readable by screen-readers (such as Jaws or NVDA). Overall, users show a high level of satisfaction towards it.

2. Users finds that F123 Access facilitates their online navigation. It allows them to have a broader use of the Internet: especially, they have a greater access to social networks (for instance Facebook and WhatsApp Web).

3. As a result, F123 Access is beneficial to its users in the long-term: it increases their autonomy and improves their professional and social insertion.

4. The study identified 3 paths forward: improving compatibility with JAWS, enhancing communication about F123 Access both towards potential beneficiaries and among users, and widening its scope of action (in terms of functionalities and website reformatting).

1. Entire quote on slide number 29
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    - Objective of the study
    - Methodology
  - General information on the sample
  - Impact of F123 Access
  - Scope of Improvement
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We, Axelle Lhermitte, Margot Bréard, Raphaël Sahakian and Victorien Tixier are four HEC Paris students enrolled in the FACT Impact Planet Program. As part of this program, we received specialized training during four months (starting in February 2016) to conduct a social impact assessment for a social entrepreneur.

FACT Impact Planet is an academic program developed in partnership between HEC Paris and IM’PROVE, a French association created by former students of the school (see following slide for more details).

HEC Paris is a French leader management university, ranked 2nd top European business school according to the Financial Times.

From the left to the right: Axelle, Margot, Victorien, Mara Gabriil, Regina Ramalho, Magda, Raphaël
IM’PROVE

Social impact assessment and promotion of innovative models

- **IMPROVE** (formely named Planète d’Entrepreneur) is a French association created in 2009 that organizes volunteer student-led missions around the world to help social entrepreneurs assess and maximize their social impact. Through inspiring field-work, students apply theoretical knowledge in practice and are empowered to become social entrepreneurial individuals who inspire and actively change their environment.

- We believe that **Social Impact Assessment (SIA)** is a crucial need for social entrepreneurs in order to better monitor their activities and adjust their business planning, and to communicate to their stakeholders. However entrepreneurs lack the time, tools and skills to lead such studies themselves, and lack the resources to finance costly external studies.

- Our activity is based on **three complementary pillars**

  - **Field missions**: we help social entrepreneurs to implement tools for monitoring and evaluating social impact. It allows them to better understand and improve their impact, and communicate with their stakeholders and investors: 61 missions realized.

  - **Training**: we train our students in social entrepreneurship models and teach them how to measure their impact, especially through a unique field experience with inspiring entrepreneurs: 150 students trained.

  - **Research and communication**: we want to improve the knowledge of the complex business models of social entrepreneurship and contribute to the emergence of new tools and indicators to measure performance: 5 research projects and 200 entrepreneurs met.
F123 Consulting is a social enterprise based in Brazil (Curitiba) which was founded by Fernando Botelho and Flávia de Paula. F123 provides consulting services on low-cost technology, disability issues, and project management, but it is best known for its F123 Visual and F123 Access software. F123 Visual is an operating system optimized for use by the blind, and F123 Access is a web browser extension that improves web accessibility and usability for the blind. The F123 Access project is a joint-venture between F123 Consulting and Non-Routine Llc, a software company based in the US.

Created in 2015, F123 Access is aimed at improving visually-impaired people’s web accessibility. The software is available in English, Spanish and Portuguese. It is free and can be downloaded from the F123 Access website.

**Desired outcomes of F123 Access:**

1. **Fluid navigation online**
   - Increased number of accessible websites
   - Less time spent trying to resolve online problems

2. **Better Inclusion**
   - Social Life
   - Education
   - Professional Insertion
   - Autonomy

1 software

1200 users

$0 price
Introduction

- Presentation of stakeholders

General context

- Objective of the study
- Methodology

General information on the sample

Impact of F123 Access

Scope of improvement

Conclusions
Blindness and visual impairment

Blind and visually impaired people confront innumerable hardships in accessing education and integrating fully into societies across the world.

<table>
<thead>
<tr>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision impairment is defined as having 20/40 or worse vision in the better eye even with eyeglasses. Blindness is the most severe vision impairment, not correctable by standard glasses, contact lenses, medicine, or surgery.</td>
</tr>
</tbody>
</table>

There are 4 levels of visual function, according to the International Classification of Diseases -10 (Update and Revision 2006):

- normal vision
- moderate visual impairment
- severe visual impairment
- blindness.

Moderate visual impairment combined with severe visual impairment are grouped under the term “low vision”: low vision taken together with blindness represents all visual impairment.

Some key numbers:
- **285 million people** are estimated to be visually impaired worldwide: 39 million are blind and 246 have low vision.
- About 90% of the world's visually impaired live in low-income settings.
- **82%** of people living with blindness are aged 50 and above.

Sources: World Health Organization, Fact Sheet N°282 Updated August 2014 and Centers for Disease Control and Prevention, Updated February 2011
Web Accessibility Overview

95% of existing websites are not fully accessible.

**DEFINITION**

*Web accessibility means that people with disabilities can use the Web* – that is to perceive, understand, navigate, and interact with it.

**Importance of Web Accessibility**

The Web is an increasingly important resource in many aspects of life: education, employment, government, commerce, health care, recreation, and more. It is essential that the Web be accessible in order to provide equal access and equal opportunity to people with disabilities.

**Visual disabilities impact on accessing the Internet**

People with visual disabilities typically rely on changing the presentation of web content into forms that are more usable for their particular needs. The main tool for blind people is a software application called screen reader that convert the content of a webpage into synthetized speech. Screen readers can only read websites whose structure is correctly coded by web developers.

**Example of barriers for visually-impaired people**

- Images, controls, and other elements that do not have equivalent text alternatives or audio-description tracks
- Missing visual and non-visual orientation cues, page structure, and other navigational aids
- Inconsistent, unpredictable, and overly complex navigation mechanisms and page functions
Brazil still offers scant resources to educate and prepare visually impaired people to join the labor force. Of the 5 million books and other educational materials in the municipal libraries of São Paulo, for example, only 5,000 works are adapted for the blind.

In terms of facilities, only 90 of the 5,000 public schools and two of 600 computer learning centers are equipped with the appropriate technology for blind users.

Instituted in 1991, the “Lei das Cotas” (as it usually referred to) provides regulations aiming to increase disabled people's accessibility and requires that every company whose number of employees exceed 99 must hire disabled people as a percentage of their staff.

More recently, in 2016, the “Lei de Inclusão da Pessoa com Deficiência” establishes a legal framework for people with disabilities. It prescribes priority service in public agencies for people with disabilities, and emphasizes other public policies favorable to them.

Specifically, article 63 states that every websites must be accessible for disabled persons.

Brazil key numbers:
- 207 million people in Brazil (2015)
- 6.5 million visually-impaired people
- 152,000 blind people¹
- 6 million have a low vision¹

Legal Framework
- GDP per capita : $15,690$ (IMF, 2014)
- IDH : 0.76 (75th)

Sources: ¹Censo 2010, do Instituto Brasileiro de Geografia e Estatística (IBGE)
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Objectives of the study

The goals of the study are to assess the impact of the use of F123 Access and also to build recommendations on how to improve it.

Double Objective

Assessing the impact of F123 Access for its users

Find ways of improvement for the software

Impacts to assess

Focus of the study:
- Short-term: web accessibility, fluid online navigation.
- Long-term impact: perception of autonomy, social integration and professional insertion.

Scope of improvement

Focus of the study:
- Assessing the awareness on F123 Access from non-users.
- Listing inaccessible websites that users and non-users would like to access.
- Identify obstacles that prevent potential beneficiaries from using F123 Access by collecting non-users’ answers.
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Methodology (1/2)

To conduct our study, we designed a two-part questionnaire.

A **common part** in order to **compare** the results of users and non-users about

- Their demographic profile and web habits
- The fluidity of their navigation online
- Their professional and social integration

A **specific part for users**:
- Understanding the impact of F123 Access on their lives
- Collecting their recommendations and expectations
- Assessing their satisfaction (net promoter score)

A **specific part for non-users**:
- Detecting their needs and what prevents them from using F123 Access

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**Short-term impacts**

<table>
<thead>
<tr>
<th>Web accessibility</th>
<th>To what extent is the Internet accessible to you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to cope with problems</td>
<td>Attitude towards online difficulties</td>
</tr>
<tr>
<td>Autonomy online</td>
<td>Frequency of need for help</td>
</tr>
</tbody>
</table>

**Long-term impacts**

<table>
<thead>
<tr>
<th>Social Integration</th>
<th>To what extent the internet helps get in touch with your acquaintances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autonomy in general</td>
<td>To what extent the internet increases your autonomy</td>
</tr>
<tr>
<td>Professional integration</td>
<td>To what extent the internet helps you professionally</td>
</tr>
</tbody>
</table>
Methodology (2/2)

Organization of numerous meetings in the field to collect qualitative data and communicate about F123 Access.

<table>
<thead>
<tr>
<th>Visits to several associations for blind people in order to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Communicate about F123 Access</td>
</tr>
<tr>
<td>- Discuss about web accessibility problems</td>
</tr>
<tr>
<td>- Forward our questionnaire to their contacts to acquire more non users answers</td>
</tr>
</tbody>
</table>

**Contacted associations:**
- Foundation Dorina Nowill
- Lara Mara
- Cadevi

<table>
<thead>
<tr>
<th>Organisation of a focus group with the help of the Metro of Sao Paulo, gathering around 30 people with 10 blind people.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structure of the meeting:</td>
</tr>
<tr>
<td>- Debates in small groups about web accessibility issues and potential solutions</td>
</tr>
<tr>
<td>- Administration of the questionnaire</td>
</tr>
<tr>
<td>- Live Demonstration of F123 Access by Fernando Botelho</td>
</tr>
</tbody>
</table>

**Meeting with Mara Gabrilli,** ex secretary of disabled people, currently **federal deputy** of the state of Sao Paulo, and **founder of an NGO** for people with deficiency.

**Objectives of the meeting:**
- Communicate about F123 Access
- Learn about the legislative context for web accessibility for blind people
- Forward our questionnaire to her mailing list
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Demographic profile of Non Users
The average non user is an employed man, between 50 and 64 years old.

Our sample consisted of 51 non-users
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The average user is a male, between 18 and 49 years old. Users are in average much younger than non-users.

Our sample consisted of 105 users.
Online habits of Users (1/2)

Users go online more often than Non-Users

- In general, around 90% of the sample go online at least once a day, and around 40% more than 2 hours a day.
- More precisely, only 5% of users go less often than once a day against 8% for Non Users.
Online habits of Users (2/2)

Cellphones and computers are the most popular way to surf on the web. Users seem to be more resilient than non-users.

**Devices used to surf on the Web**

- **Cellphone**: Non-Users 82.0, Users 74.3
- **Personal Computer**: Non-Users 94.0, Users 99.0
- **Tablet**: Non-Users 17.7, Users 12.4
- **Shared computer**: Non-Users 13.7, Users 14.3

**Attitude towards online problems**

- **I rapidly give up**: Users 0%, Non-Users 10%
- **I can spend some time trying but will give up after a while**: Users 20%, Non-Users 30%
- **I keep trying until I find a solution**: Users 50%, Non-Users 40%

More than 90% of the respondent use their personal computer to go online, and almost 75% their cell phone.

Less than 5% of the users will give up easily when they face a problem online, against 10% for the non-users.
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    - Long-term impacts
    - Synthesized impact
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Positive feedbacks on F123 Access overall

Users are enthusiastic about their experience of F123 Access and highly recommend it.

How likely are you to recommend F123 Access to your family and friends? (% of answers per grade)

Users intend to highly recommend F123 Access to their family and friends.

- The average **recommendation rate** is **8.6** out of **10**.
- **66%** are active ambassadors of F123 Access.
- The **Net Promoter Score**\(^1\) is **46%**

- “I like F23 access because it makes some popular websites very accessible.”
- “I think this has great potential for the future.”
- “I like because it is a facilitating tool for the visually impaired to use some social networks or websites that help you professionally.”
- “Simple, intuitive and very useful. It is marvelous.”

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1. The Net Promoter Score is calculated by subtracting the % of detractors (rate below 6) to the % of promoters (rate above 9)
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Short-Term Impact

In the short-term, F123 Access improves online navigation and increases users’ perception of web accessibility.

Do you agree with the sentence: "Internet is not accessible for me?"

- Almost 60% of users disagree or strongly disagree with the sentence: "Internet is not accessible for me."
- Only 3.5% of users need help online very often whereas 9.5% of the non-Users do.
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Impact of F123 Access on social inclusion

In the long term, F123 Access significantly improves blind people's integration into society, thanks to a better access to social networks and communication online.

**Sociability**
- The internet helps me keep in touch with my acquaintances

**Use of social networks**
- I use the internet to go on social networks

**Online communication**
- F123 Access facilitates my communication online (only for users).

<table>
<thead>
<tr>
<th>Question</th>
<th>I strongly agree</th>
<th>% of yes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>Non Users</td>
</tr>
<tr>
<td>46%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>

**Conclusion**
- The internet is a tool of communication for F123 Access users.
- F123 Access makes social networks more accessible for its users.
- Users praise F123 Access for facilitating their social interactions online.

« I love this application, because it makes Whatsapp Web more accessible » A Brazilian user
« I would never be able to use Facebook without F123 Access. » An English-speaking user
Impact of F123 Access on autonomy

Users report a stronger autonomy than non users, and have a broader use of the internet.

Do you consider that the use of the internet improves your everyday autonomy?

- **I strongly agree**
  - Users: 69%
  - Non Users: 49%

What do you use the internet for?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Users</th>
<th>Non Users</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>researches</td>
<td>94%</td>
<td>84%</td>
<td>10%</td>
</tr>
<tr>
<td>reading the news</td>
<td>64%</td>
<td>50%</td>
<td>+ 14%</td>
</tr>
<tr>
<td>studies</td>
<td>77%</td>
<td>68%</td>
<td>+ 14%</td>
</tr>
<tr>
<td>e-shopping</td>
<td>61%</td>
<td>41%</td>
<td>+ 21%</td>
</tr>
<tr>
<td>e-mails</td>
<td>92%</td>
<td>90%</td>
<td>+ 14%</td>
</tr>
<tr>
<td>Social Network</td>
<td>88%</td>
<td>74%</td>
<td>+ 14%</td>
</tr>
<tr>
<td>bookings</td>
<td>27%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

“**F123 Access facilitates my navigation online** as it provides me with the resources that **put me on equal footing with other internet users**, although I cannot see and use technical assistance whereas they see and have never encountered difficulties using their computers.” A Brazilian user
Impact of F123 Access on professional life

Overall, F123 Access improves the professional insertion of visually-impaired people.

Users are more likely to have a job than non-users.
- Percentage of unemployed people

Users are more likely to use the internet in a professional context.
- Percentage that strongly agrees with “The Internet helps me professionally”

F123 Access helps me professionally

48% of users either agree or strongly agree that F123 Access is helpful for their professional life.

However, we can note that 41% are indifferent to that statement (perhaps because of the high number of students among users).

“F123 Access is great for my work (involving social media and communication with the public) and my personal life.” A Brazilian user.
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Synthesized Impact of F123 Access

In the short-term as well as in the long-term F123 Access improves almost every aspect of the navigation online and on the daily life of its users.

We created 5 indicators in order to synthesize the positive impact of F123 on Autonomy, on the complexity and frequency of one’s ways of Using the internet, on Social Inclusion, on Professional Inclusion and on Web Accessibility.

Each indicator is obtained by regrouping answers in the questionnaire and calculating average for users and non users.
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  - Interesting insights
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Recommendation 1: Improving compatibility with Jaws

Users of NVDA are much more satisfied of F123 Access than users of Jaws.

How likely are you to recommend F123 Access to your family and friends?
(0 = Very Unlikely, 10 = Extremely Likely)

- The NPS among users of NVDA is much higher (60.3) than among users of Jaws (13.0).
- The percentage of “detractors” (people giving a rate of 6 or below) among users of Jaws is much higher (34.8%) than among users of NVDA (14.3%).

1. The Net Promoter Score is calculated by subtracting the % of detractors (rate below 6) to the % of promoters (rate above 9)
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Recommendation 2: Communicating on F123 Access (1/2)

F123 Access’ low number of users may be due to its lack of visibility.

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>60% of non-user respondents have never heard of F123 Access.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Targeting more women and non-Brazilian people: 90% of users who answered the survey are males, and only one English non-user respondent knew about F123 Access.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLARITY</th>
<th>30% of non-users who have heard of F123 Access would not install it because they are “not sure of what it is”.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Real confusion between F123 Visual and F123 Access: need to clarify the distinction and promote the new software.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEARD ON THE FIELD…</th>
<th>“It could be more spread out, especially through the Brazilian National Organisation for Blind People (ONCB) network”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“The most efficient way to make a software visible are demonstrations in specialised schools.” Mr. Camargo, IT Teacher in Dorina Nowill</td>
</tr>
</tbody>
</table>
Recommendation 2: Creating a web-community (2/2)

Users say F123 Team is easy to reach but would like to be able to communicate more with other users.

Less than 10% of the users say they cannot get in touch easily with F123 Team

More than 60% of the users are satisfied with their ability to interact with F123 Team.

Almost 60% of the users feel they need some interaction with other users.

“I can’t get in touch easily with F123 Team”

- Agree or strongly agree: 61.3%
- Indifferent: 29.0%
- Strongly disagree or disagree: 9.7%

“I would like to interact more with other users”

- Strongly disagree or disagree: 7.7%
- Indifferent: 33.0%
- Agree or strongly agree: 59.3%

“The development team is extremely helpful, always willing to assist in any questions with the use of their services, as they are always open to correction suggestions and new features.” (A Portuguese-speaking user)
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Recommendation 3: Widening its scope of action
5 main types of websites to improve can be spotted from the qualitative answers of both users and non-users.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Services companies websites</td>
<td>Banks (Brazil and India), Airlines (Brazil), Railways (India), Accommodation (Apartments, Hotels)</td>
</tr>
<tr>
<td>2</td>
<td>Communication websites</td>
<td>Google services, Yahoo, msn messenger, LinkedIn, Dropbox</td>
</tr>
<tr>
<td>3</td>
<td>Governmental websites</td>
<td>INSS, municipalities fiscal notes</td>
</tr>
<tr>
<td>4</td>
<td>Retail websites</td>
<td>eBay, mercadolivre, Fnac</td>
</tr>
<tr>
<td>5</td>
<td>Information websites</td>
<td>Radios, Estadoao, Globo</td>
</tr>
</tbody>
</table>

Facebook, Whatsapp Web and YouTube, websites, whose accessibility is improved by F123 Access, are very often requested by non-users.

Some problems are common to all websites:
- Captchas
- Emojis
- Images
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Interesting insights

- Conclusions
Interesting insights

F123 Access is praised by many users but some mention the need for continuous improvements.

- Whenever asked about what they like about F123 Access, many users agree on the fact **F123 Access makes accessing the Internet way easier.**
  
  “The F123 provides me, through a creative and useful system, with significant improvements in websites that do not have a full accessibility. Thanks to the changes made by the software, it is much easier and practical to surf the Internet”

- F123 Access is a very interesting solution and has **great potential** for the future.
  
  “F123 Access has a great potential to make Internet browsing and communication accessible. The idea that someone can go into my computer to fix inaccessibility problems is exciting. There is much work that needs to be done. Once it is done, this tool will go a long way in helping people with disabilities. »

- Many users are **expecting** a lot from F123 Access.
  
  “I think F123 Access can improve a lot and I believe in this project.”
  
  “So far I have nothing to complain about, I keep waiting for new improvements.”
  
  “But what I do not like is that it [F123 Access] always needs improvement and it is not always immediate.”

- However, F123 Access needs to become **even more efficient.**

  Some users say they would be willing to pay if the software becomes “more robust and more efficient”. A few of them mention technical glitches or the fact it seems to slow down their navigation.
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Conclusions
Conclusions

The comparison between users and non users experiences online demonstrates a positive impact of F123 Access.

- **In the short term F123 Access makes the Internet more accessible for users.**
  - On the whole, users report a **better online experience** than non users: they are able to surf on a **greater variety of websites** and benefit from a **more fluid** navigation.
  - Users are aware of this improvement as testified by the **high level of satisfaction** towards F123 Access (**NPS : 46**).

- **In the long run F123 Access has a positive impact on the quality of life of its users.**
  - Users reach a **better social integration** thanks to an easier access to **social networks**.
  - According to the comparison with the control group of non users, F123 Access **improves the autonomy of its users**.
  - F123 Access has a **positive impact on the professional insertion** of its users, although it is less pronounced than for the two previous fields.

- **In the future, improvements remain to be done in order to meet blind people’s needs.**
  - Despite the very high satisfaction rate of the users, the **latter expect constant improvements** from F123 Access.
  - That is why the study identified **3 main dimensions of improvement** : a better **compatibility** with **JAWS**, a more **efficient communication** about the software, and a **wider scope of action** in terms of the amount of reformatted websites.
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