

# CLIENT SERVICES

The American Foundation for the Blind (AFB), a national 501(c)(3) non-profit established in 1921, is dedicated to creating equal opportunities and expanding possibilities for individuals who are blind or have low vision through advocacy, thought leadership, and strategic partnerships.

For over 100 years, AFB has been a leader in addressing the most pressing needs of people with vision loss and their families, breaking down societal barriers, and promoting broad systemic change.

We achieve this by conducting groundbreaking research that drives policy change, developing innovative solutions that enhance accessibility, and fostering strategic alliances that amplify our impact. Our commitment to evidence-based advocacy and our deep understanding of the needs of the community set us apart as a thought leader in the field.

## YOUR PARTNER IN ACCESSIBILITY AND INCLUSION

As part of our commitment to expanding possibilities for people with vision loss, AFB Client Services works directly with organizations to help them achieve their accessibility and inclusion goals. With a proven track record of over 500 successful engagements across various industries, we offer a comprehensive suite of solutions that go beyond compliance and create meaningful, inclusive experiences for all.

Our team of highly-skilled Accessibility Engineers, Usability Experts, and PhD-level Researchers, many of whom have lived experience with disabilities, bring a unique blend of technical expertise, user-centric methodologies and insights, and a mission-driven approach to every engagement.



## RESEARCH & ADVISORY SERVICES

Our Research & Advisory Services leverage our deep expertise, proprietary data sets, and understanding of the blind and low vision community to provide actionable insights to inform your business and inclusion strategies. Our unique assets and proven track record in the field offer distinct advantages for our partners:

### Access to Diverse Participant Pools and Data

AFB's relationships with peer organizations and consumer groups enables us to recruit research participants from diverse segments of the U.S. blind/low-vision population, ensuring insights are representative of the broad range of user needs and experiences vs. a narrow segment.

### Specialized In-House Research Expertise

Our research team is comprised of trained research professionals, all of whom identify as blind, with a combined 35 years of experience conducting quantitative and qualitative studies with blind/low-vision participants. Our expertise enables us to design high-quality and effective studies tailored to the blind and low vision population.

### Insights from Lived Experience

AFB offers a unique ability to contextualize research findings through the lens of lived experience, leading to more nuanced and actionable recommendations.

### Thought Leadership in the Field

AFB sponsors the Journal of Visual Impairment and Blindness (JVIB), the international peer-reviewed journal of record in the blindness field. Our involvement keeps us at the forefront of emerging research and best practices.

Our PhD-level Research and Communications teams can partner with your organization for:

1

### **CUSTOM RESEARCH STUDIES:**

We can design and conduct custom research studies to help you gather insights into the needs, preferences, and experiences of the vision loss community, including:

**Study Design and Planning** - We will collaborate with you to define research objectives, determine study methodology, identify participant criteria, and develop study protocol. We will also coordinate study logistics, including obtaining necessary approvals (i.e. IRB), participant recruitment, and scheduling.

**Participant Recruitment** - We can leverage our network to recruit blind and low vision participants who meet the defined criteria, screen potential participants, obtain informed consent, and schedule them for the study.

**Data Collection** - We will collect data using the agreed-upon methods and means (i.e. survey, focus group, interview, virtual recordings, note-taking), ensuring data collection adheres to quality, completeness, and accessibility standards.

2

### **DATA ANALYSIS:**

We can help you analyze either your own data sets or AFB's proprietary data sets, such as the Barriers to Digital Inclusion Survey data and the Disability Employment Tracker, to uncover trends and provide data-driven recommendations for your specific business and inclusion initiatives.

This includes:

**Questions Refinement** - We collaborate with you to refine your research questions, break them down into sub-questions or hypotheses where appropriate, and develop an analysis plan outlining the methods and techniques to be used.

**Data Review and Preparation** - We review and preprocess data sets, identifying relevant variables and data points aligned with your research questions.

**Data Interpretation** - We conduct an in-depth analysis using the appropriate qualitative and/or quantitative analysis methods. These findings are synthesized into key insights, patterns, and takeaways and contextualized within the broader landscape to develop actionable recommendations.

**Reporting and Presentation** - We prepare a comprehensive report documenting the analysis methodology, findings, and recommendations, including an Executive Summary, Detailed Report, and Virtual Presentation to communicate the findings and address questions and feedback.

## ADDITIONAL ADVISORY SERVICES

Beyond our core services, we also offer **Subject Matter Expert (SME) Advisory**, where we provide direct consultancy to help you develop and implement inclusion strategies into your business, product, research, or marketing campaigns. This flexibility enables access to the expertise of our Research or Communications staff on an as-needed basis to provide timely and actionable support.

### PARTNER WITH US

With over 500 successful engagements, AFB has established itself as a trusted partner to organizations seeking to enhance their accessibility and inclusion initiatives. From technical product evaluations to tailored training and research, we have driven results for a wide range of partners and industries, including renowned brands such as Google, Sony, AT&T, Verizon, Samsung, and Marriott International.

We welcome the opportunity to further discuss our capabilities and collaboratively scope an engagement that aligns with your goals and budget. To schedule a consultation, please contact us at [BD@afb.org](mailto:BD@afb.org).

We look forward to the possibility of partnering with you. Thank you for supporting AFB's mission of expanding possibilities for people with vision loss.