



Word Wizards[®] inc.

508 compliance
transcription
graphic design

Response to
Alliance for Innovation (AFI)
RFP AFI-2025-118

ADA Digital Accessibility

WCAG 2.1 AA / 2.2 AA Compliance Services

Workstreams 2, 3, 4, 6, and 7

Tab 5: Value-Added Services

Submitted by

Word Wizards Inc.

UEI: N5FGWMP1ZW89

SBA Certified Woman-Owned Small Business (WOSB)

WBENC Certified | GSA Contract: GS-07F-0641X

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Tab 5: Value-Added Services

EVALUATION SECTION 4: OFFEROR VALUE-ADDED FEATURES & INNOVATION

The Human Perspective: Our Core Differentiator

The value Word Wizards brings to this contract extends beyond technical capability. It is rooted in our fundamental understanding that digital accessibility serves real people with real needs. On the receiving end of every remediated document, every captioned video, every accessible form are individuals who rely on assistive technology to navigate their daily lives—to access government services, complete essential forms, understand public information, and exercise their rights as citizens.

This human perspective informs every aspect of our consulting approach. We do not simply help agencies check compliance boxes; we help them create content that genuinely works for people with disabilities. Our team includes professionals who work directly with assistive technologies and understand firsthand how accessibility decisions impact real user experiences. This lived understanding ensures that our guidance produces not just technical compliance, but genuine usability.

Integrated Expertise: The One-Stop Shop Advantage

Most accessibility consulting firms must coordinate multiple vendors or partners to address the full spectrum of accessibility needs—graphic designers for visual content, programmers for forms functionality, video production houses for multimedia, document specialists for remediation. Word Wizards has consolidated all of this expertise under one roof, developed organically over decades of evolution from our roots in traditional media, graphic design, desktop publishing, and web development.

This integrated expertise means agencies receive holistic guidance from practitioners who understand how accessibility considerations intersect across different content types and technologies. When we advise on document design, we bring the perspective of having coded accessible forms. When we recommend captioning workflows, we understand the video production process from the inside. This cross-functional knowledge produces more practical, more implementable guidance.

Innovation: Human-AI Hybrid Workflows

Word Wizards has pioneered human-AI hybrid workflows that combine automated processing efficiency with human expertise and judgment. This approach enables cost-effective handling of high-volume content while maintaining quality standards that pure automation cannot achieve. Our partnership with technology providers positions us to deliver ongoing enhancements as AI capabilities mature, including improved processing accuracy, expanded document type support, and AI-assisted audio description.

Roadmap and Planned Innovations

During the contract term, Word Wizards anticipates introducing the following innovations that will benefit participating agencies:

WCAG 3.0 Readiness: As WCAG 3.0 development progresses, we will develop guidance materials helping agencies understand implications for their compliance programs and prepare

for the transition to new standards. Our history of navigating every major standards transition positions us to guide agencies through this evolution.

Enhanced Automation Capabilities: Continued development of our human-AI hybrid workflows will enable even greater efficiency for high-volume content, including improved processing accuracy, expanded document type support, and AI-assisted audio description capabilities.

Expanded Training Modalities: Development of additional self-paced learning resources, micro-learning modules, and potential certification pathways for agency staff seeking to formalize their accessibility expertise.

No-Cost and Low-Cost Value-Added Services

Word Wizards provides additional value to participating agencies through services offered at no cost or reduced cost:

- **Complimentary Consultations:** 30-minute accessibility consultations for agencies evaluating their needs, understanding their options, or seeking guidance on prioritization, provided at no charge.
- **Conference/Webinar Engagement:** Participation in AFI webinars, virtual events, and conferences to share knowledge, answer questions, and support agencies in their accessibility journeys.
- **Educational Content:** Accessibility awareness materials and resources that agencies can use to build organizational understanding of accessibility importance and requirements.

Conclusion: The Perfect Partner for Your Accessibility Journey

Word Wizards is uniquely positioned to serve as your accessibility consulting partner. No other firm can offer:

- Over 40 years of continuous operation spanning the history of digital content services and accessibility
- Integrated in-house expertise across documents, forms, video, graphic design, and programming
- A track record of innovation that has shaped industry standards and practices
- Human-AI hybrid workflows that combine efficiency with quality
- The practical wisdom that comes only from having performed remediation for over 25 years