

AccessNow is mapping Canada's accessible spaces with Google AI.



“We’re focused on building a bold new chapter of inclusion, one where accessibility becomes a default, not an afterthought, and Google AI is helping us get there.”

Maayan Ziv,
Founder & CEO

The Challenge

Canada's disabled community faces significant barriers when navigating the world, not only due to inaccessible places but also from a lack of information about accessible ones. AccessNow sought to change this by developing a platform using Google Maps that rated locations across Canada based on accessibility. However, as their platform grew globally, AccessNow needed to accelerate their scale, while ensuring they were providing trustworthy answers to their community.

Solution & Partner

AccessNow chose Google Cloud to grow, house, and protect their data. AccessNow also integrated Google's AI image recognition tools to make rating locations easier for their community. Now, when a user uploads a photo of a building's entrance, AI automatically analyzes the image to detect and tag key accessibility features like ramps, automatic door openers, or stairs. This analysis is then used to automatically rate and plot the location's overall accessibility on the platform.

Impact

With support from Google AI, AccessNow's platform now provides vital accessibility information to nearly two million places across 100 countries. The organization has also partnered with the Canadian government to consult on accessibility nationwide. With the help of Google Maps and Google AI, AccessNow is working to turn accessibility into the default, not an afterthought.

