One of the leading EdTech Company faced a major setback during COVID-19. Despite surfacing with innovative and contemporary online courses, they couldn't reason for the dwindling traffic and loss of revenue until they considered web accessibility.

REDEFINING ACCESSIBILITY

ADDRESSING ACCESSIBILITY ISSUES, PROVIDING EQUAL EDUCATIONAL OPPORTUNITIES AND CREATING A POSITIVE USER EXPERIENCE

THE KIWIQA APPROACH

Ensuring that websites and apps are accessible to all users is essential for making our daily lives easier and more efficient. Both automated and manual testing should be used to ensure that accessibility is thoroughly tested. It is recommended to incorporate accessibility into the software development life cycle to avoid retrofitting costs and potential legal issues that could arise from non-compliance. In addition, ignoring accessibility can also harm a company's reputation and business.

TAKING A STEP-BY-STEP APPROACH TO ADDRESSING ISSUES

Problem brief to be resolved

The following issues were sought after by the client from the test-partner to be solved:

- Our client has been in the market for over a decade and wants to establish a strong presence

- The client requested the assistance of KiwiQA to address a specific issue

- Time constraints were a concern for the project

- Needed full-fledged research on the client's current scope and future interests

- Needed technical expertise for development team

OUR SPECIFIC ACTION STRATEGY

Scope of work to achieve the definitive goals

To generate accessibility audits and report generation

Design Review – Semantic layout and accessible colour palette

PDF Accessibility

Effective Integration with management for creating new content for the website

VPAT Generation

ACCOMPLISHING THE INTENDED RESULTS

- Applying Semantic Markup
- Adding Alt Text for images and Link Text for links
- Improved Keyboard-Only navigation
- Better functionality for Screen Readers
- Providing captions, subtitles, and transcripts for multimedia
- Making PDFs accessible with easy language
- Using accessible colour contrast, keeping font size & family in check

WHAT WE ACHIEVED

Overcame accessibility challenges and created equal learning opportunities for all users. These included an automated testing platform, manual testing tools & resources, and best practices for creating accessible content. We implemented strategies and policies to ensure accessibility in content development for a more compelling user experience for all, including those with disabilities.

We delivered the below within given time:

- Fixed colour & contrast, alt & link text, and keyboard accessibility
- These changes resulted in a 20% increase in traffic within 48 hours
- We worked for 6 following months to make recommendations and changes based on global accessibility regulations
- Gave the training to make informed decisions about accessibility
- The client's website now conforms to WCAG 2.1 level AA
- Increased raevenue, user engagement, and brand recognition
- With 2 year-long partnership, the client is satisfied with accessibility work done. And we will continue the same.