



# CASE STUDY

## ACCESSIBILITY

### Transformative Journey To Accessibility at Multinational Technology Corporation

#### OVERVIEW

A global technology company wanted to break barriers and foster a more accessible online learning environment for all. Four years ago, the JAG team forged a groundbreaking collaboration to assess and transform the company's digital content -- essentially hundreds of assets (videos, PPT, PDFs) leveraged by employees.

#### CHALLENGES

JAG needed to make all content accessible to address challenges related to visual, auditory and motor impairments, ensuring that every user, regardless of ability, could engage with the digital content in a meaningful and effective manner.

#### SOLUTIONS

For this ongoing partnership, JAG brought together a team that included a senior instructional design specialist, a project manager (PMP) and multiple accessibility experts with years of experience modifying and enhancing content for all users. Together, team members integrated inclusive and best-in-class design principles and technologies (JAWS, NVDA) across the company's digital landscape. The team enhanced content for users of all abilities by making revisions and enhancements that included:

- Providing text to explain pictures
- Adding closed captioning synchronized with content
- Adding text to colored images
- Separating content from player skin
- Adding text readable by assistive technology
- Adding contrasting color palettes for people who are color blind
- Adding visual equivalents to audio alerts
- Eliminating blinking or flashing text or animations

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#### RESULTS

The company has continued to partner with JAG for accessibility compliance. Over four years, the team has remediated content across multiple management and employee pathways. The team pivoted quickly when the coronavirus pandemic struck, remediating content that was COVID-specific on-the-go, and has since transitioned back to content regularly used by users across the company.

125

REMIEDIATED  
VIDEOS

300

REMIEDIATED  
POWERPOINTS

200

REMIEDIATED  
PDFs

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