



## **MADE HOSPITAL PARTNERS ACCESSIBLE!**

KiwiQA assisted the client in meeting WCAG, ADA, and Section 508 compliance standards with accurate accessible testing.

### **The KiwiQA approach**

The KiwiQA team efficiently completed the task of improving accessibility for the client, addressing their concerns. The client was happy with the quick turnaround and appreciated the importance of accessibility. After the improvements were made, the client understood the significance of accessibility and was reassured.

### **Initial Brief**

Marketing accessibility as a solution solely for disabled individuals is no longer sufficient. Accessibility is necessary for all end users, as everyone may experience situational disabilities at some point in their lives. It is important to consider accessibility in all stages of digital platform development in order to create an aesthetically pleasing and accessible product for all users. We educate our clients on how accessibility aligns with their interests and often receive surprise at the strong connection.

# TAKING A STEP-BY-STEP APPROACH TO ADDRESSING ISSUES

## Problem to be resolved

- A disabled customer had difficulty making an online booking due to the website not being accessible.
- The website was not designed to accommodate disabled users, leading to a negative experience for the customer.



- As a result, the client faced a legal issue
- The client's goal was to prevent any future negative experiences for disabled customers.

# ACCOMPLISHING THE INTENDED RESULTS

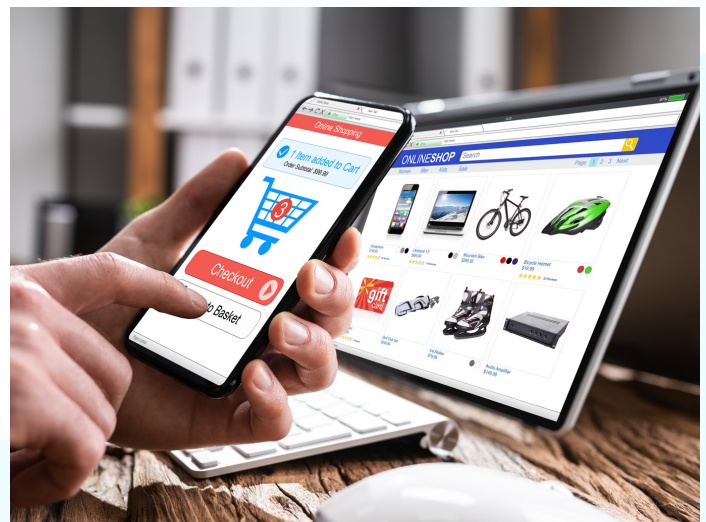
To improve accessibility for our client, we implemented the following changes:

- Conducted an audit of the website's user experience
- Implemented an accessible colour palette for all informative pages



- Adjusted the font size for all text elements
- Added descriptive text and images for important call-to-action elements

- Optimized the website to work with various accessibility tools such as screen readers and automated testing tools.



# WHAT WE ACHIEVED

Our client, who understands the importance of accessibility in the market, took appropriate measures to ensure that their online products/services were accessible. As a business owner, it is their responsibility to make sure their online offerings are accessible to all users. We were able to deliver below features to client without any miss and within given time:



Successfully addressed current accessibility challenge on the website



Implemented upgrades to improve traffic flow and user-friendliness



Working with the company to redesign their app to accommodate users with disabilities



Will provide more specific information about the severity of disabilities to better serve customers.