Case Study

Inclusive & Accessible Product Strategy for a Math Problem Authoring Tool



The Client

The client is one of the top 3 educational publishers in the world. They develop cutting-edge K12, Higher Ed, and Professional Learning digital products.

The Challenge

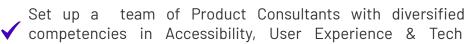
Client had acquired a math authoring tool 30 years ago, which evolved over time and leveraged modern HTML5 based front-end along with canvas for drawing. They wanted to explore a way to make the tool and the outcomes accessible such that it can be used by individuals with disabilities.

Critical Success Parameters

- Feasibility analysis for accessibility implementation both in tool and outcomes.
- Mitigation strategy to overcome non-compliances

Design thinking for accessible product, solution considerations, and implementation roadmap along with indicative pricing support in execution.

Our Approach





Conducted user interviews and product analysis to arrive at the final analysis and recommendations



Stage-wise prototypes built to align with client expectations

Seamless handover to help the implementation team absorb the recommendations before they implemented the same in the final tool.



Key Result Highlights

Helped highlight and streamline multiple interdependencies and clear them before project initiation.

Played a key role in the project success. The transformed product got better adoption.

45% new registrations were realized post the implementation.