

## Case Study

# WCAG 2.0-Compliant Digital Learning Elements for a Leading Publisher

**Magic  
EdTech**

### The Client

The client is one of the largest publisher for K12, Higher Ed and Professional Learning materials. It is the market leader in this segment.

### The Challenge

The client was looking to develop modular, reusable & tiered digital interactive learning elements, called SCOs/Gadgets.

### Critical Success Parameters

- ✓ The modules needed to be reusable in ePubs and WCAG 2.0 compliant by design.
- ✓ They should require minimal-to-no further audit and fixing of accessibility defects for interactivities in ePubs.
- ✓ Must build collaboration between students and teachers.

### Our Approach

- ✓ Develop a wide range of gadgets with highly complex multimedia and visual interactivity (for example, layered interactive images, drag & drop, editable tables, canvas image based activities, interactive videos, etc.)
- ✓ Developed a strategy and plan to conduct an accessibility feasibility analysis & accessibility audit at module/integration level of SCOs/Gadgets.
- ✓ Provided design and implementation consultation & remediation for implementing WCAG 2.0 compliant SCOs/Gadgets.



### Key Result Highlights

Provided remediations and consultation on alternative instructional design to make multimedia-rich SCOs accessible

Built WCAG 2.0-compliant complex SCOs

Integration-level accessibility audit successfully completed

Provided recommendations for fixes on complex accessibility bugs