

**WCAG COMPLIANCE  
MARKETDIRECT STOREFRONT**



Our client, a multi-billion dollar company with roots in the imaging industry, offers high-end products and services in over 150 countries, with its main customer bases covering Europe and the United States of America. Since their inception in 1873, this organization has been expanding its premier offerings, to both businesses and individuals, of a comprehensive cross-section of core technologies to verticals spanning healthcare, print and precision.

# 1.- THE CHALLENGES



USER EXPERIENCE

=



BEWILDERING AND NON-COMPLIANT EXPERIENCE FOR THE VISUALLY IMPAIRED



NO ADHERENCE TO WCAG



CONFUSING WEBSITE RESOURCE MANAGEMENT



NOT COMPATIBLE WITH POPULAR NAVIGATION ASSISTANCE SOFTWARE

We were approached by a large imaging solutions organization, who required our assistance to upgrade the experience of the visually-impaired when browsing MDSF, on behalf of one of their own clients, a leading managed print solutions provider.

In order to ensure the highest quality of service would be delivered to the visually-impaired, it was mandatory that we adhere closely to the Web Content Accessibility Guidelines (WCAG), which provides best practices so that a variety of visual aid software clients are able to cleanly integrate with the MDSF site, with the minimum of fuss.

Our primary focus was to create a user-friendly, responsive and smooth experience for visually-challenged users, which included easy API integration with navigation assistance software like screen readers and logical resource management tools for administrators. One of the most popular screen readers is JAWS® – “Job Access With Speech” – developed by Freedom Scientific, so proper compatibility with this product is of the utmost importance.

## 2.- HOW WE HELPED



SYNCOMS

=



EXHAUSTIVE WCAG  
COMPATIBILITY AUDIT



HIGH CONTRAST  
PRESENTATION  
OVERHAUL



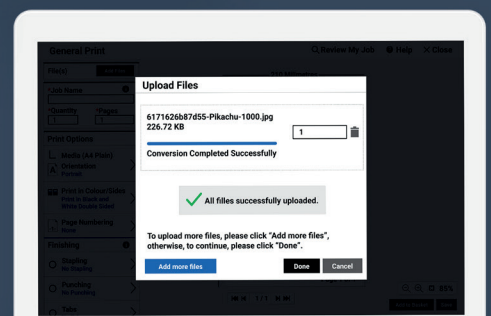
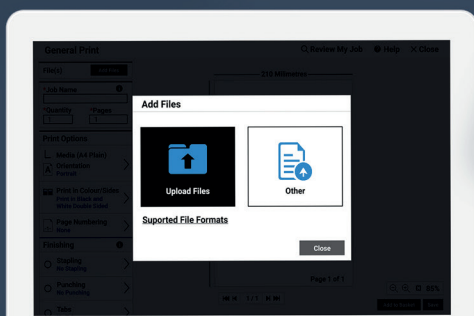
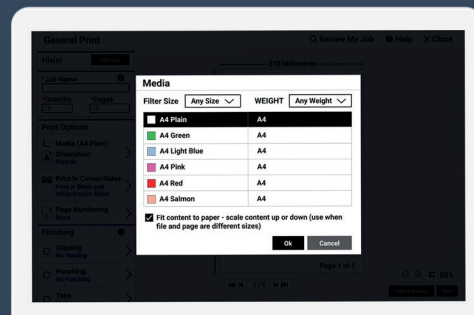
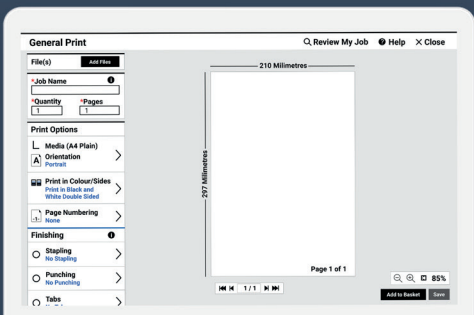
PROPER FUNDAMENTAL  
OBJECT LABELLING



STREAMLINED  
RESOURCE  
MANAGEMENT

Our first point of action was to perform a comprehensive compatibility audit to establish the current state of the MDSF site. This revealed a large number of issues, such as buttons and checkboxes that could not be tabbed to (i.e. navigation using the Tab key), unnamed resources such as modals, checkboxes and input fields that could not be navigated to when using visual aids, in addition to a presentation theme with low-contrast fields.

These issues cause a large number of integration conflicts with navigation assistance software such as JAWS® and were a point of priority to tackle, in our journey towards proper accessibility.



We produced all-new CSS to ensure large fonts and high contrast themes were enabled and set about labelling all unnamed resources.

In addition, we also instigated focus control for all modals and improved the overall efficiency of the site, reducing unnecessary mouse-clicks and creating a more enjoyable user journey, overall.

At the conclusion of our development, all objects were now labelled, including buttons, modals, checkboxes and dialogue boxes. Additionally, we implemented Rapid Checkout and other important aspects of a good MDSF UX, also ensuring their compatibility with JAWS® by creating an environment for easy API integration with it and other navigation assistance software.

# 3.- THE RESULT



ALL RESOURCES ARE NOW COMPATIBLE WITH WCAG



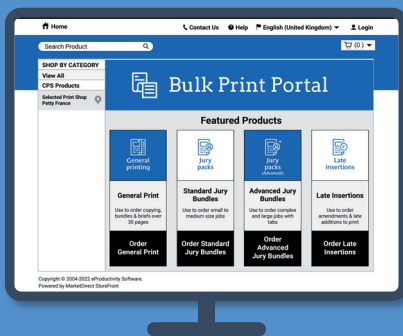
TOTAL COMPATIBILITY WITH THE TOP 5 MOST POPULAR NAVIGATION ASSISTANCE SOFTWARE



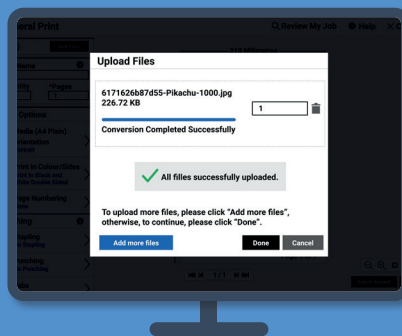
FUTURE COMPATIBILITY IN THE EVENT ADMINISTRATORS WISH TO MODIFY THE SITE OR ITS CONTENTS



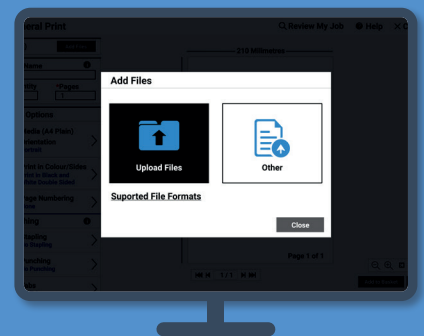
MASSIVELY STREAMLINED, PROPERLY-ORGANIZED BACK-END AND FRONT-END CODE BASES



The high contrast theme with large fonts and tabbed navigation has been very well-received by the visually-impaired customer-base who are the focus of care of our client's client.



All user interactions are now announced and manageable by the visually impaired using screen readers; there are no hidden objects or unreachable resources, viewable only by the sighted.



The labelling and unique re-labelling of all site resources has not only improved efficiency for any future development, but also ensured compatibility with any navigation assistance software. Moreover, this newly-encoded flexibility will guarantee future efforts to integrate with any API, due to the now-comprehensive and streamlined front-end code.

# 4.- CLIENT TESTIMONIAL

“ All of our client's customers have the same right to access their website offerings, without hindrance or prejudice, so when it was discovered that the visually impaired were encountering difficulties accessing the MDSF platform, we knew we had to act immediately and that only Syncoms would be able to do the job properly.

Syncoms are also eager to open up MDSF to everyone, everywhere, regardless of impairment or disability, and happily, they leapt at the chance to assist us in this endeavour. They listened closely to our requests and went above and beyond in implementing a properly-compatible and user-friendly instance of MDSF, including a browsing theme specifically created for the visually impaired user.

Moving forward, we are thrilled to have such a flexible site, which has opened up some interesting, future integration possibilities and our client is definitely satisfied with their MDSF platform, which may now be enjoyed by all of their users, regardless of ability. ”



UK +44 (0)208 181 4013  
US +1 (0) 321 209 0211  
hello@syncoms.com

11th Floor, 140 London Wall,  
London, EC2Y 5DN  
www.syncoms.co.uk