case study
advise • create • transform • measure

second avenue
reimagine learning

our client

W. W. Norton & Company, Inc.
INDEPENDENT PUBLISHERS SINCE 1923

W.W. Norton & Company is a globally recognized publisher. Beyond traditional textbooks, W.W. Norton offers content-rich digital interatives for course content and administration to thousands of university professors and students across the United States. W.W. Norton supports subject areas ranging from psychology, physics, history, economics and education. For this particular project, Second Avenue Learning supported a technolgy program called Chem Tours, where we were tasked with evaluating interactives for accessibility compliance and converting outdated Flash technology to HTML5.

the opportunity

Delivering interactive content in an ever-changing technology market is a persistent challenge for publishers. A related challenge is meeting changing accessibility standards with that delivery. W.W. Norton leads the way in proactively and strategically combining technology migrations with accessibility initiatives. The industry pioneer chose us to provide a cost-effective solution when they recognized the need to convert interactives within their Chem Tours program to HTML5 to meet current tech standards *and* improve accessibility.

> The Second Avenue Learning team worked to migrate our Chem Tours interactives from Flash to HTML5. While updating the technology was important to us, we also felt that this was an opportunity to identify accessibility improvements for our interactives. Second Avenue Learning helped us develop and implement an accessibility strategy so that we can continue to support learners with diverse needs!
>
> W.W. Norton Editorial Team

Chapter 15 ACID RAIN — Effects of Acid Rain

The acidified lake can also produce acid fog, which can kill plants and damage buildings.

H_2SO_4 and HNO_3

SO_3
NO_2
SO_2 and NO_x
O_2
NO
Acid fog

the accessibility improvements

At the outset, Second Avenue conducted an accessibility audit to determine where the interactives could have improved accessibility. Our evaluation strategy helped W.W. Norton to, not only develop and implement a cost-effective plan to improve accessibility during migration to HTML5, our strategy also enhanced the pedagogical effectiveness of the interactives by:

- Enhancing the interactivity of buttons to support non-visual learners.
- Creating readable content to support understanding of math equations, by allowing individuals with mobile, visual, and cognitive impairments.
- Improving zoom functionality to aid users with low vision who rely on screen enlargement.
- Developing transcripts to allow those with hearing impairments to access audible information.

Mapping the strategy to address accessibility improvements translated seamlessly to a product development strategy.
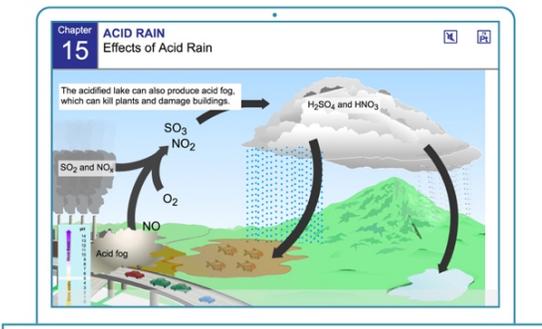
the solution

In executing on simultaneously migrating the technology and improving the accessibility of a large volume of assets, the Second Avenue Learning team demonstrated its expertise in helping partners: 1) Strategize on accessibility initiatives; 2) Evaluate programs for 508 standards compliance; and 3) Develop accessible content in HTML5. What's more, we showcased our ability to tackle such projects in a cost-effective manner!
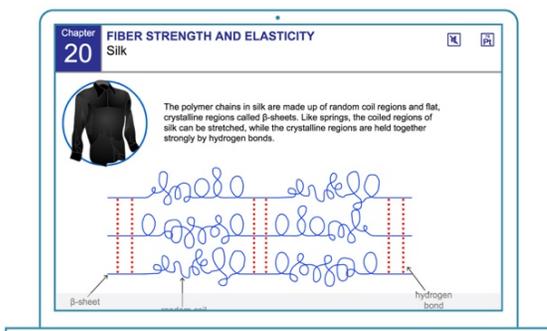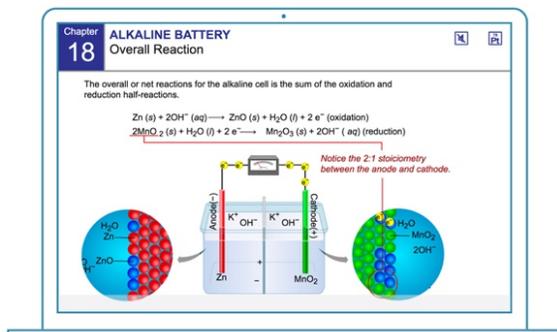
the impact

Through our collaboration, we helped W.W. Norton to highlight a strong commitment to meeting accessibility compliance standards. By guiding W.W. Norton in creating engaging accessible interactives in a cost-effective and timely process, W.W. Norton was also able to improve the pedagogical effectiveness of their Chem Tours interactives, which can be a key differentiator in helping all students understand complex Chemistry content. Complying with accessibility standards, has in effect enabled W.W. Norton to engage with and impact students of diverse backgrounds and needs.
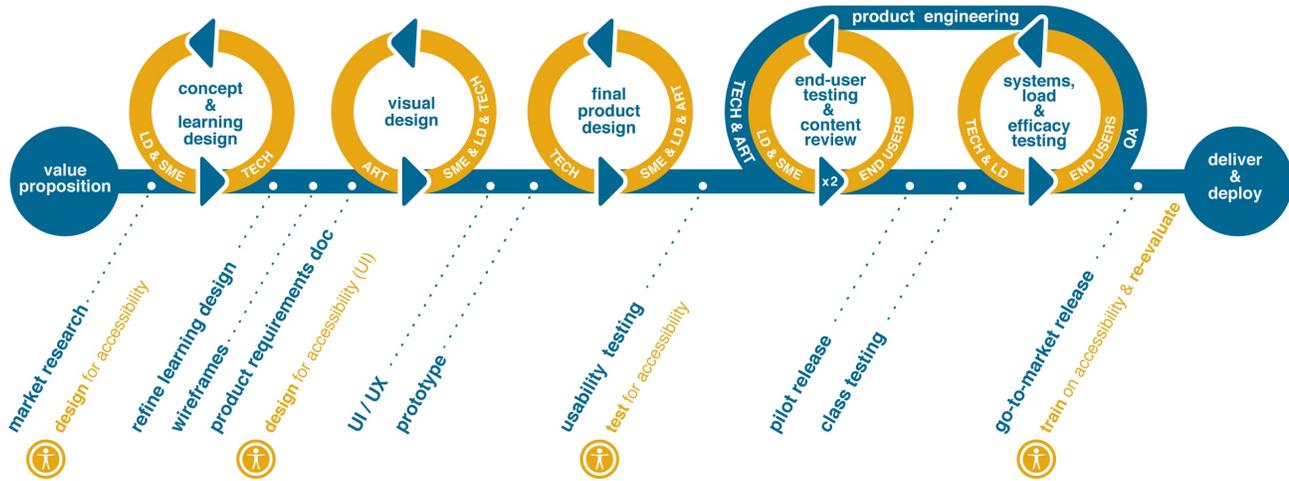
our process

Second Avenue is committed to supporting accessibility initiatives across the education landscape. We are also committed to helping our partners optimize their efforts and spend by integrating accessibility strategies into product design *from the outset.* Thus, those commitments are evident not only in their impact on our learning-, visual- and product-design processes, but also in the product effectiveness and cost efficiencies partners realize from following our integrated approach to implementing accessibility initiatives.

'Accessibility' is *not* a box to check at the end of a product design cycle. As we dispel that common notion partnership by partnership, we are also helping to maximize investments in accessibility initiatives. That's a win for partners and learners alike!

product engineering

value proposition

concept & learning design
LD & SME — TECH

visual design
ART — SME & LD & TECH

final product design
TECH — SME & LD & ART

end-user testing & content review
TECH & ART — LD & SME — x2 — END USERS

systems, load & efficacy testing
TECH & LD — END USERS — QA

deliver & deploy

market research · · · · · design for accessibility
refine learning design
wireframes · · · · · product requirements doc · · · · · design for accessibility (UI)
UI / UX · · · · · prototype
usability testing · · · · · test for accessibility
pilot release · · · · · class testing
go-to-market release · · · · · train on accessibility & re-evaluate

©2017 Second Avenue Software, Inc.