case study
advise • create • transform • measure

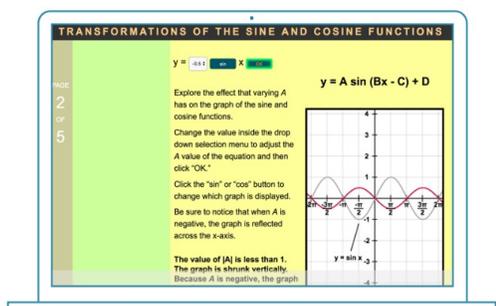second avenue
reimagine learning

our client

Pearson Education is the largest educational publisher in the world, producing leading products and services across every academic discipline. For this project, we worked with the Math team in the Pearson Higher Education division to create accessible math interactives.

the opportunity

Migrating content, interactives, and simulations from outdated technology to current technology standards can be a costly and time-consuming process. Our partner, Pearson Education leads in creating cutting-edge interactives and has consistently prioritized new technology initiatives across disciplines. [Pearson is also recognized as one of the leading publishing houses for accessible content and technology.] Pearson recognized that many interactives within their online Higher Education Mathematics courses were built in Flash and no longer met current technology standards. For the project, Pearson sought to convert their content to HTML5 and to improve the accessibility of the interactives in a cost-effective and time-sensitive process.

The Second Avenue Learning team worked with the Pearson team in a collaborative manner to identify and implement accessibility solutions for the Flash to HTML5 conversion project. At each phase of the process, the Second Avenue Learning team checked in to ensure that their work met Pearson's expectations and made improvements where necessary.

Erica Lange, Producer, Production & Digital Studio, Mathematics & Statistics,

the accessibility challenges

By implementing an accessibility evaluation prior to launching into development work on Pearson's math interactives, Second Avenue Learning supported Pearson in efficiently scaling their accessibility and technology migration initiative. This included evaluating challenges resulting from Flash, as well as outlining accessibility challenges with the overall design and content. Pearson committed to increasing access to content by:

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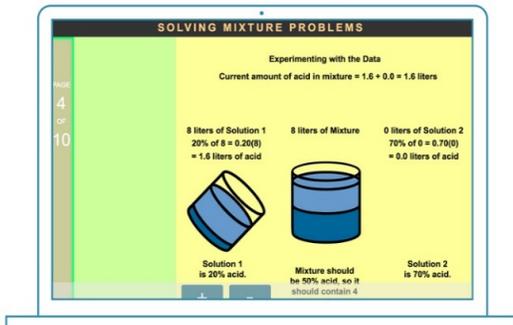
- Creating readable content to support understanding of math equations, allowing access to individuals with mobile, visual, and cognitive impairments.
- Improving zoom functionality to aid users with low vision who rely on screen enlargement.
- Developing transcripts to allow those with hearing impairments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

Once we had mapped out the accessibility challenges, we were able to drive a strategy to improve the pedagogical effectiveness of the content.

the solution

The Second Avenue Learning Team are experts in helping partners streamline accessibility initiatives as part of a technology migration process. For Pearson, Second Avenue Learning created a specialized team to drive an accessibility audit and then migrate the content from Flash to HTML5. By approaching accessibility as part of the product design process, we improved the overall effectiveness of the content. To support our partner in a time- and cost-sensitive manner with a large volume project, we aligned the technology migration with the accessibility improvement strategy.
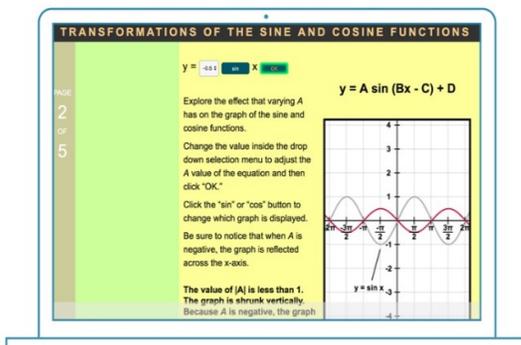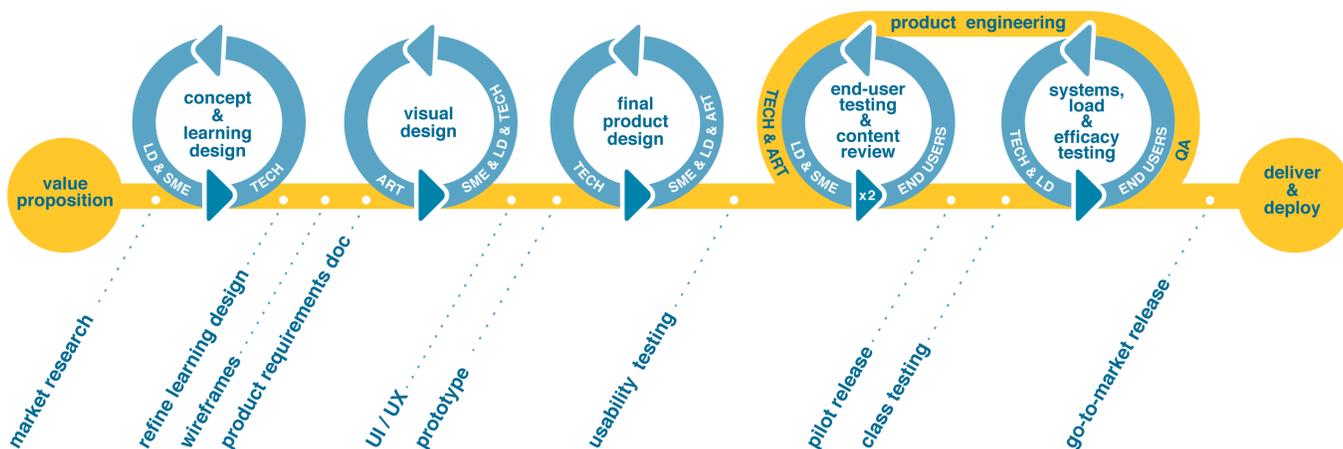
the impact

Through our collaboration, Pearson improved the pedagogical effectiveness of their mathematics interactives, aligning their technology initiative to their mission to support learners with diverse backgrounds and needs. By prioritizing accessibility Pearson can showcase its commitment to supporting its learners, which can be a key differentiator in a competitive market. Second Avenue Learning guided Pearson in creating engaging accessible interactives aligned with Pearson's brand in a cost-effective process aligned with Pearson's editorial calendar.

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our process

Meeting accessibility standards is at the forefront of both Second Avenue Learning's partnership model with our customers and our technology design process. By starting with an evaluative process before launching into learning, visual, and product design, Second Avenue Learning can help its partners set clear goals and expectations so that they can meet accessibility compliance standards. By partnering with our clients as they develop their strategies, we can offer our expertise in how to prioritize accessibility improvements and manage their budgets to support both their businesses' and their learner's needs.