



Mitigating High Legal Risk: Aspire Helps Global Advisory Leader Achieve Highest Accessibility Standard



aspire
SYSTEMS



*attention.
always.*



Key Challenges

- Regulatory compliance and legal risk.
- Inconsistent user experience and limited inclusivity.
- The technical complexity of a multi-platform MS Teams app.
- High operational costs due to defect remediation and potential legal fees.

Solutions

- WCAG 2.1 AAA accessibility audit across multiple platforms.
- A hybrid approach consisting automated and manual testing.
- Early defect detection and cost-effective remediation.
- Enhanced user experience and reduced legal risk.

About The Client

Client is a world-renowned American multinational analytics and advisory company, with a legacy spanning well over eight decades. Best known for its public opinion polls, the client has evolved into a leading management consulting firm. Headquartered in Washington DC, they employ nearly 5000 people and have a revenue of \$500 million. With a mission to help people be heard and thrive, our client focuses on understanding human behavior at scale to help organizations create exceptional workplaces and engaged customers. Their commitment to delivering insightful, data-driven solutions is critical to their global reputation.

The Need

The client wanted to conduct a comprehensive accessibility audit. Their primary focus was to ensure an extension of their MS Teams app, a key tool for their global operations, to be fully accessible to all users. The project was driven by a critical need for regulatory compliance to mitigate legal risks. They needed a strategic partner who would not only meet but also exceed industry standards. Their key objectives included: No unified automation vision: testing remained localized, lacking enterprise-level governance.

- Achieving the highest possible accessibility standard, WCAG 2.1 AAA, for their MS Teams extension app.
- Ensuring seamless functionality and an inclusive user experience across multiple platforms: web, desktop, and mobile.
- Identifying and remediating all accessibility non-conformities before a public release.
- Establishing a robust process for continuous accessibility testing to prevent future compliance issues.



Results

- WCAG 2.1 AAA compliance achieved
- Cost-effective defect resolution
- Reduced legal & compliance risks
- Enhanced inclusivity & user engagement

The Challenges

The journey to full accessibility was complicated by several significant challenges:

- » **Regulatory & Legal Imperative:** As a global leader, the client needed to ensure strict adherence to accessibility standards and legal regulations to avoid significant compliance risks and potential legal challenges, which could result in costs between \$75K and \$150K USD per violation.
- » **Technical Complexity:** The application was a complex MS Teams app extension, not a simple web app, which presented unique testing challenges. It featured diverse interactive elements requiring a nuanced approach to ensure touch-screen accessibility and multi-device functionality.
- » **Inconsistent User Experience:** Without a comprehensive audit, there was no clear visibility into how the app behaved across different browsers, devices, and assistive technologies, leading to an inconsistent and potentially frustrating experience for users with disabilities.
- » **Limited Inclusivity:** The navigation and interaction challenges within the app created barriers to inclusivity, hindering user engagement and adoption among a diverse customer base.





The Solution

The Aspire team began by defining clear scope boundaries and testing coverage areas based on WCAG 2.1 AAA standards. Then, based on the scope identified, Aspire's team executed a detailed audit, utilizing a hybrid approach that combined both automated and manual testing methods. This included a comprehensive suite of tools like Accessibility Insights for Web, ANDI, ACE, Color Contrast Analyzer, and the NVDA screen reader.

This multifaceted approach allowed the team to perform thorough audits across the web, desktop, and mobile platforms. Once identified, accessibility violations were detected, analyzed, fixed, and re-tested, ensuring all issues were successfully verified. By prioritizing testing early in the development cycle, Aspire significantly reduced the cost and effort of defect remediation. The final solution provided by Aspire was meticulously designed to ensure their MS Teams app conformed to the highest possible standard, WCAG 2.1 AAA.

Key Results

By partnering with Aspire, the client was able to achieve a secure, compliant, and inclusive digital product. The solution directly led to:

- **Enhanced Compliance & Reduced Legal Risk:** The comprehensive audit ensured adherence to WCAG 2.1 AAA standards, successfully eliminating potential legal exposure and safeguarding the brand's reputation.
- **Cost-Effective Defect Resolution:** The hybrid testing approach of automated and manual tools saved 20% of effort and enabled the early detection and remediation of 15 critical accessibility defects, significantly reducing the cost of fixes.
- **Seamless Cross-Platform Experience:** The app's performance was validated and optimized across



multiple browsers, devices, and screen readers, ensuring a consistent and high-quality user experience for all.

- **Actionable Insights for Continuous Improvement:** Aspire provided a standardized, easy-to-implement report that consolidated findings, setting the stage for continuous accessibility testing and future-ready product development.

BEFORE The Compliance Gaps

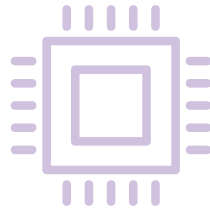
- **Uncertainty in Accessibility Compliance** – No clear visibility into whether the app meets WCAG 2.1 standards.
- **Inconsistent User Experience** – The app's behavior across different browsers, devices, and assistive technologies was unverified.
- **High Legal & Compliance Risks** – Potential exposure to ADA, Section 508, and other accessibility violations.
- **Limited Inclusivity** – Users with disabilities faced navigation and interaction challenges, leading to lower engagement.

AFTER The Accessibility Solution

- ✓ **WCAG 2.1 AAA Compliance Achieved** – Ensured adherence to the highest accessibility standards.
- ✓ **Seamless Cross-Platform Experience** – Validated and optimized performance across multiple browsers, devices, and screen readers.
- ✓ **Reduced Legal & Compliance Risks** – Minimized exposure to lawsuits and regulatory penalties.
- ✓ **Enhanced Inclusivity & User Engagement** – Enhanced business confidence by making the app inclusive and accessible to a diverse customer base.



Technology Snapshot



» **Tools:** Accessibility Insights for Web, ANDI, ACE (Browser Extensions), Color Contrast Analyzer, NVDA (Screen Reader), Android Accessibility Suite, Accessibility Scanner (Android App).

» **Platform:** Web, Desktop, & Mobile.



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