



CASE STUDY

Accessibility Takes Priority for Missouri Family to Family

Missouri Family to Family partnered with SJC Marketing to create a site that would not only be accessible but go beyond the minimum standards for accessibility.

Introduction

Missouri Family to Family, a program through the University of Missouri—Kansas City, is a team offering resources, peer support and training. Utilizing lived experience, the navigators at Missouri Family to Family assist with understanding a new diagnosis, developing a good relationship with those involved with a child's individualized education program (IEP) and accessing state resources, among many other services.

Until recently, Missouri Family to Family had a website that was essentially a landing page. The features appeared to be interactive, but operated in a way that seemed similar to an empty restaurant menu. It looked like they had something to offer, but you couldn't see what it

was. The site featured a white background with bare bones information.

Missouri Family to Family wanted to be able to share critical information that they knew was needed by families. They also wanted it to be organized in a way that made sense to users while showcasing a new logo and color scheme that would accurately reflect their important work.

Above all else, the site needed to be accessible. This meant body copy that was large and eliminated any big titles. It would be vibrant, clean and easy to navigate. Missouri Family to Family anticipated maintaining and hosting the site themselves, so they needed a design that would support that idea.

Solution

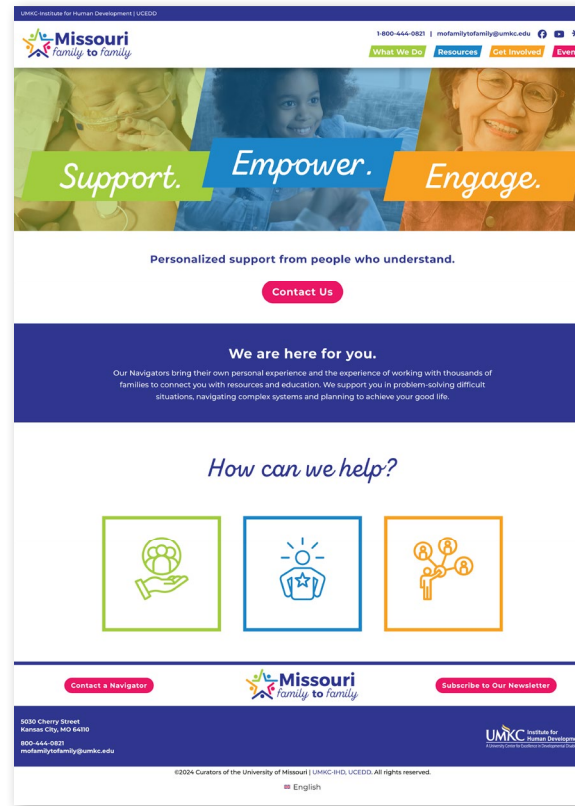
Missouri Family to Family partnered with SJC Marketing to create a site that would not only be accessible but go beyond the minimum standards for accessibility. It was important to exceed global standards, because the visitors to Missouri Family to Family have a wide variety of needs and include many families impacted by developmental disabilities.

With up to 1 in 4 adults in the United States experiencing some form of disability according to the CDC, an inaccessible site risks alienating a lot of visitors.

The site would also adhere to the accessibility guidelines of the University of Missouri System, which are more stringent than Web Content Accessibility Guidelines (WCAG). Considerations for accessibility included adequate font size, organizing concepts into a clear hierarchy, multilingual functionality (focused specifically on English and Spanish), as well as alt text and descriptive text on images.

The website would also feature a high-contrast design and assistive device readability allowing screen readers to pick up the content and tell what it is).

Accessibility isn't just for organizations like Missouri Family to Family. It's a key priority for every website design project, including yours. With up to 1 in 4 adults in the United States experiencing some form of disability according to the CDC, an inaccessible site risks alienating a lot of visitors.



Results

Today, Missouri Family to Family has the vibrant, clear design they wanted. Their new logo, designed in-house by their team, features bright colors against a white background. The organization had a clear vision of what they wanted in their design, as well as consistency

in their branding. The result is a site that welcomes visitors and provides easy access to information and resources.

Most importantly, the site elevates accessibility to a central priority, making the site welcoming to visitors of all abilities and their families.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

sjc.marketing