

Case Study

Automated Accessibility Audits at Scale for a Global Education Publisher

Magic
EdTech

The Client

A global provider of education content and digital learning platforms. The client develops reflowable eBooks, interactive learning materials, and complex assessments used by millions of students worldwide.

The Challenge

With Title II accessibility deadlines approaching, the client needed to audit a massive catalog of legacy and current digital learning products within a strict six-month window. The work covered hundreds of thousands of eBook pages, over a million assessment items, a large distributed testing workforce, and coordination with multiple remediation suppliers.

The client needed a partner that understood its content ecosystem, could scale quickly, and use automation to keep delivery on track.

Critical Success Parameters

- ✓ Audit all content against WCAG 2.1 AA standards.
- ✓ Scale the testing team to 350+ members at peak volume.
- ✓ Consolidate high-volume accessibility work with a partner capable of managing scale and complexity.
- ✓ Use prior knowledge of the client's content and platform ecosystem to reduce onboarding risk.
- ✓ Automate work assignment, tracking, and productivity management.
- ✓ Standardize bug reporting across a large distributed team.
- ✓ Coordinate remediation across multiple third-party suppliers.
- ✓ Generate accessibility certifications to support international sales.
- ✓ Demonstrate an automation-led delivery model instead of just a people-scaling model.

Our Approach

- ✓ Built a custom Jira integration to pull title details, calculate work volumes, and generate tester work packets.
- ✓ Used Magic's proprietary accessibility tool 'Magically' to automate 50% of checks, including alt-text counts, list structure, and table-code validation.
- ✓ Started with selected product lines, proved delivery capability, and then scaled the model across additional content and platform areas within the higher ed business.
- ✓ Built on prior familiarity with the client's content ecosystem to reduce onboarding time and execution risk.
- ✓ Deployed an in-house Bug Repository Tool with standard templates for consistent defect logging.
- ✓ Used senior reviewers and native assistive-technology testers for manual checkpoints and regression testing.
- ✓ Ran daily automation scripts to reassign tasks during workforce changes and maintain delivery momentum.
- ✓ Managed issue tracking and sign-off across three external remediation suppliers through a centralized Jira workflow.
- ✓ Worked across procurement, content leadership, product stakeholders, and platform accessibility teams to align scope, timelines, workflows, and sign-off.



Key Result Highlights

Audited **300+** eBook titles covering **300,000+** pages.

Audited **1.5 million** assessment items within the required timeframe.

Delivered the audit ahead of the six-month schedule.

Automated approximately **50%** of accessibility checkpoints.

Secured follow-on audit and remediation work for subsequent components.