TERRY COSTA

How Terry Costa Pioneered Accessibility in the Fashion Industry

Tina Loyd
Owner/CEO

"We're relieved now being ADA compliant. Our website's accessibility improvements have significantly enhanced the user experience, and we're now litigation proof. As a business owner that's one thing I'm really happy about!"
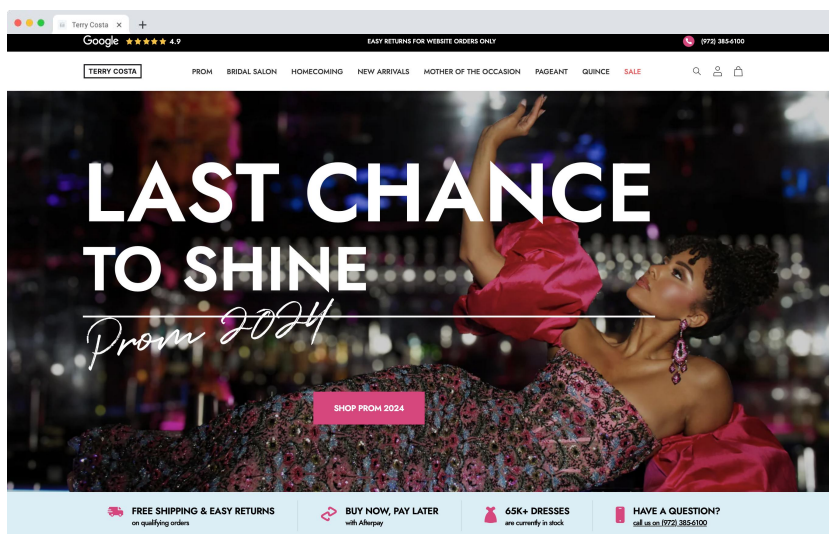
Terry Costa

Established in 1986, Terry Costa has become the leading provider of formal attire for Prom, Homecoming, Weddings, and other special occasions in the Dallas area.

Renowned for its extensive collection of dresses, gowns, and accessories, Terry Costa is a trusted name among high school students, brides, and anyone seeking elegant and stylish event wear.

Their brick-and-mortar store, complemented by a robust online presence, caters to a wide demographic, ensuring every customer finds the perfect outfit for their special day.

The company prides itself on exceptional customer service and a keen eye for the latest fashion trends, making it a favourite destination for fashion-conscious shoppers.

RESULTS

15
different types of violations

16
different top level page types

94
total accessibility issues

SOLUTION

Our remediation team tackle website accessibility issues swiftly and methodically to achieve:

- WCAG 2.1 Compliance
- ADA Compliance
- ACA Compliance
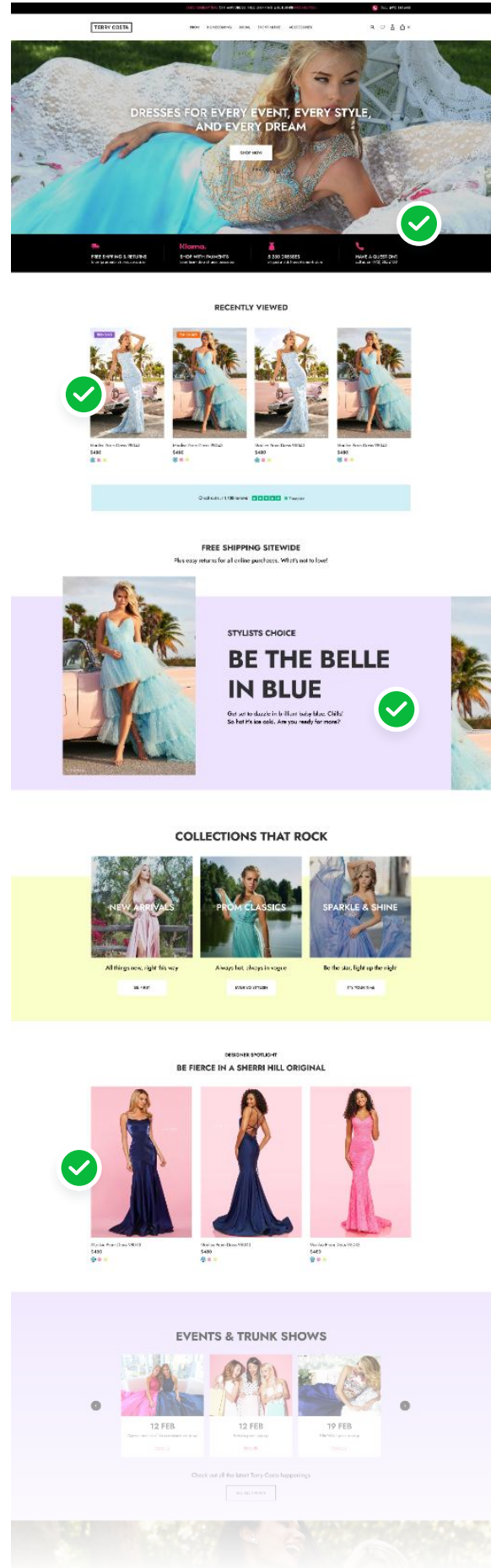- AODA Compliance
- EEA Compliance

Legal Setbacks Spark ADA Compliance Urgency for Terry Costa

In September 2023, Terry Costa faced a lawsuit concerning ADA (Americans with Disabilities Act) compliance, culminating in a $9,000 settlement. This legal challenge prompted them to seek a proactive solution to avert similar issues in the future.

Upon conducting a thorough ADA compliance audit on their website, numerous violations of WCAG (Web Content Accessibility Guidelines) standards were uncovered.

Key issues identified included missing alt tags on images, absent form labels, multiple form label errors, non-compliant navigation lacking skip links, keyboard inaccessibility of custom controls, empty headings and buttons, broken ARIA (Accessible Rich Internet Applications) references, and insufficient contrast in text and images.

- ✅ Ensure images provide informative alternative text
- ✅ Provide visual labels or instructions for user input
- ✅ Navigation is not ADA compliant and doesn't have a skip link
- ✅ Ensure custom controls are keyboard accessible
- ✅ Ensure heading level matches the heading's visual importance/level
- ✅ Ensure button text is meaningful within context
- ✅ Ensure ARIA regions, landmarks and HTML sections are identifiable
- ✅ Ensure text and images of text provide sufficient contrast

Implementing Effective Compliance Measures

Addressing the identified compliance issues, we prioritized the top 10 most critical violations due to their significant impact and visibility.

Our remediation team adopted a structured approach over several weeks, targeting these key accessibility barriers.

We meticulously rectified the identified issues, ensuring ADA and WCAG 2.1 standards adherence.

This included adding alt tags to images, correcting form labels, fixing navigation to include skip links, making custom controls keyboard accessible, filling empty headings and buttons with appropriate content, repairing ARIA references, and enhancing text and image contrast.

Our systematic method promptly eliminated the most severe obstacles, significantly improving the website's usability and accessibility.

RESULT

Terry Costa's Triumph in Accessibility and User Experience

The Terry Costa website experienced a substantial enhancement in accessibility compliance. By initially focusing on the most critical and visible issues, we significantly improved accessibility across major sections of the site.

Over time, our dedicated accessibility team systematically addressed the remaining violations, ensuring each ADA remediation process was executed accurately and quickly.

Rigorous testing confirmed WCAG compliance for every resolved issue, while seamless integration preserved the client's branding, aesthetic, and overall site functionality.

Consequently, the Terry Costa website achieved full accessibility compliance, significantly reducing the risk of future legal actions.

This proactive stance meets legal requirements and greatly enriches the user experience for all visitors, demonstrating a commitment to inclusivity and customer satisfaction.

project ADA!

Unlock the power of ADA compliance with our consulting, auditing, and remediation services.

Click here to discover how we can help you