

JAZZERCISE AND USABLENET

Fitness industry pioneer [Jazzercise](#) is the original dance-fitness program. Founded in 1969, the company now boasts up to \$100M in annual sales as it continues to innovate and evolve. The more than 8,000 franchisees worldwide teach over 30,000 classes offered each week.

The high intensity dance fitness program is a fusion of cardio, strength training, Pilates, yoga, and kickboxing all set to modern, hit music. With almost 250,000 customers a year, [Jazzercise](#) is at the top of its game because, simply put, the program really works.



THE CHALLENGE

Jazzercise is a global company with a robust online presence. Its customers rely heavily on its digital properties to access program updates, view schedules, sign up for classes, purchase apparel, and more.

In 2018 there was a historic rise in ADA Website Accessibility lawsuits. Jazzercise like many other industry leaders faced potential litigation based on ADA Website Accessibility issues. From 2017 to 2018, ADA-based Website Accessibility lawsuits increased 181%.

Amid the volatile legal landscape, the Jazzercise team saw an opportunity - they wanted to commit to a long-term plan of accessibility for the company's digital assets in order to better serve all of their customers. Given the complex nature of the Jazzercise websites, company executives knew they needed more than a short-term project to find and fix any accessibility issues that might exist.

Jazzercise needed to find the right blend of tools and an experienced Accessibility partner to help guide them.



THE SOLUTION

Jazzercise selected UsableNet to enable and empower their team with accessibility audit tools and services. The combination of manual testing, automation, developer tools, and support was the most cost-effective way to scale accessibility across their complex site and change cycle.

“The versatility of the AQA platform allowed us to easily scale across internal and external teams, and complete the remediation work very efficiently.”

– Jeff Uyemura, Digital Manager at Jazzercise

In working with UsableNet, Jazzercise found a knowledgeable partner that was able to provide training, guidance and enable them to fix, test and report on accessibility faster, and with less overhead than other vendors.

Jazzercise used AQA to test for accessibility in each step of their process and monitor key metrics through dashboards and reporting. AQA tackles the needs of teams working on complex, dynamic environments where content and code is changing at a rapid pace.



THE RESULTS

After the first audit and with support from UsableNet's experts, Jazzercise's remediation resolved ~70% of the issues within the first six months.

“We’ve had tremendous success with UsableNet’s tools. Our sites are now accessible, and we’ve achieved a roughly 20% increase on our success criteria score across the board.”

– Jeff Uyemura, Digital Manager at Jazzercise

Understanding how important the customer experience was to Jazzercise, UsableNet accessibility experts recommended prioritizing the issues that would have the highest impact on the user experience first. The UsableNet team also stressed to the Jazzercise team the importance of starting to define the due diligence process, so updated and new releases to the Jazzercise site wouldn't break what had already been fixed.

“Throughout the remediation process, UsableNet has helped educate us on what the goals and expectations are to maintain ADA compliance. We have since changed our long-term processes for design and development to ensure that our web properties always remain accessible”

– Jeff Uyemura, Digital Manager at Jazzercise

THE FUTURE

For Jazzercise, the long-term vision is to incorporate UsableNet's services and tools as part of an ongoing web development plan. UsableNet's tools make it very simple to not only identify what needs to be addressed, but also verify those issues have been resolved properly.

Managing the Website for almost 250,000 customers worldwide and keeping all digital assets accessible is a big task. But with the help of the Accessibility Experts and tools from UsableNet, Jazzercise has committed to a long-term plan of ensuring the company's digital assets are always accessible to everyone.

ARE YOU READY TO MAKE THE COMMITMENT TO CUSTOMER INCLUSION THE WAY JAZZERCISE DID?

**Test the Power of UsableNet AQA
on your site now for free**

ABOUT USABLENET

UsableNet is a global technology leader in digital inclusion and usability. For 20 years, companies around the globe have relied on UsableNet to improve their website and mobile app accessibility. We provide accessibility solutions to Fortune 1000 companies, small/medium enterprises, government, and education organizations across industries including retail, travel, hospitality, food services, automotive, financial services and healthcare.