

Web Accessibility

Peapod's Continued Commitment to their Customers

Peapod, an Ahold Delhaize USA company, was the first online grocer in the U.S. and has delivered more than 40 million orders in its nearly 30 years of operation. With a presence in more than 24 metro areas around the U.S., Peapod is known for its intuitive website and award-winning mobile app. Peapod delivers to both homes and businesses and offers more than 200 locations where shoppers can pick up their orders.

CHALLENGE

Andrew and Thomas Parkinson, the founders of Peapod, were pioneers of online grocery delivery as a concept in 1989—long before the internet had worked its way into every aspect of our lives. The brothers created the smart shopping solution by combining their backgrounds in consumer product marketing and technology. With this pioneering spirit, Peapod became known for its friendly, reliable service, effortless digital shopping experience, and simple meal planning tools.

In fact, since 1993, the company has offered a screen-readable version of the website, as well as a telephonic grocery ordering service for those unable to easily use the website.



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As part of a commitment to accessibility, Peapod voluntarily entered into a settlement agreement with the U.S. Department of Justice. The company agreed to ensure their website and mobile app met accessibility standards according to WCAG 2.0 Levels A and AA, as well as to:

- Create and implement an **accessibility policy** for web and mobile.
- Solicit feedback from web/app visitors about accessibility.
- Implement an automated accessibility testing tool.
- Submit annual reports to the DOJ.

With this DOJ review in mind, Peapod's VP of E-Commerce Development Tim Franklin was on the hunt for an accessibility partner to help them meet the September 2018 compliance deadline set by the DOJ.

SOLUTION

Just as Peapod pioneered the online shopping experience, UsableNet pioneered web accessibility, helping hundreds of organizations globally deliver inclusive web and app experiences for people of all abilities. Peapod was looking for a service that offered robust, integrated testing tools, automation, and an annual audit for the DOJ.

Initially, Peapod used one of UsableNet's competitors, but the competitor didn't offer an integrated testing tool to streamline the remediation and ongoing maintenance. This added time in the form of billable hours, complexity in remediation, and a lot of project management overhead.



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For the second round of testing, Peapod needed an automated testing tool to complement audits and manual testing, so they turned to UsableNet to hit their new DOJ deadline in 2018. Working with UsableNet, Peapod was able to complete an expert audit, conduct user testing with members of the disability community and integrate the **AQA Testing Platform** into their DevOps. With AQA, a cloud-based testing platform, Peapod's entire team was able to quickly remediate issues found in the audit and user testing, and continuously test for accessibility ongoing.

RESULTS

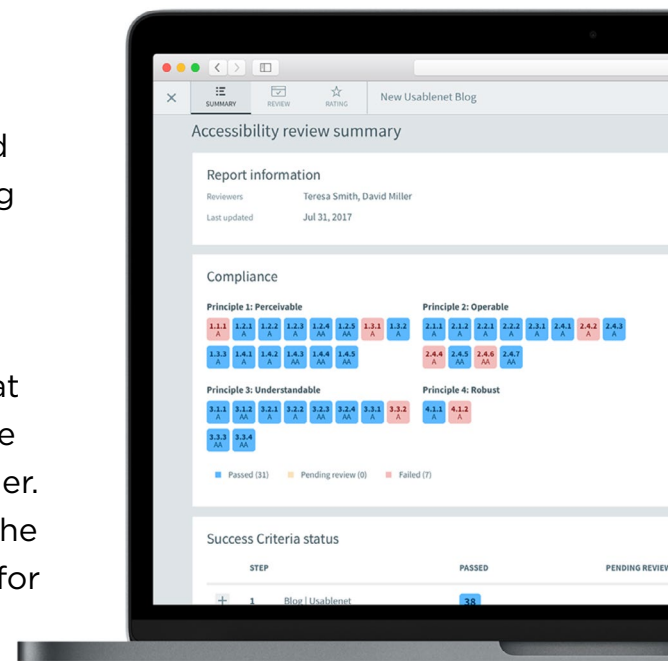
Right away, the Peapod team began seeing the power of the manual audits and AQA automated testing tool, and how easily teams could use it to collaborate on solutions. "We immediately saw results with [UsableNet's] ability to efficiently execute an audit on our site and integrate their automated testing tool," Franklin said. "We like AQA because it integrates with our tools so that every time we do a release, it goes through the site and finds violations that our developers may have introduced."

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On May 11, 2018, the updates were complete, and the DOJ confirmed that Peapod was officially in compliance and had fulfilled its commitment to making all of its consumer-facing interfaces usable, functional, and accessible to shoppers of all abilities.

Franklin wants current and potential customers to know that Peapod has always been focused on asking how it can make the user experience on the website and app better and easier. When Peapod updates its digital properties, Franklin said, the company is focused on eliminating barriers and limitations for its diverse customer base.

Franklin said that Peapod is happy that the AQA platform is "updated frequently with valuable features," and that the company plans to continue using UsableNet going forward.



Are you ready to ensure your digital properties are compliant and accessible the way Peapod did?

Test your site with **UsableNet AQA** now for free.

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