

Touchland's Journey to Website Accessibility: A Case Study

Learn how Touchland, a Shopify merchant with a growing e-commerce business, overcame accessibility hurdles and enhanced its online presence with UsableNet's managed service for accessibility.



HAND SANITIZER
FOR THE SENSES

[Discover Now](#)



MANGO PASSION

BEACH COCO

ALOE YOU

CITRUS GROVE

BERRY BLISS

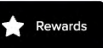
Add to cart \$10

Add to cart \$10

Add to cart \$10

Add to cart \$10

Add to cart \$10



Touchland Website with UsableNet's Manage Service Enabled

About Touchland

Touchland is a lifestyle brand that has redefined personal care essentials on the go starting with a new approach to hand sanitizer. They've developed an award-winning formulation that delivers moisturizing sanitizer without the sticky feeling or chemical—or alcohol-based smell, earning them ten different beauty awards to date.

Touchland initially launched in 2010 in Barcelona, Spain, by owner Andrea Lisbona. In 2018, she launched the company in the U.S. with a Kickstarter campaign that surpassed 450% of its initial fundraising goal and over 1,5000 pre-orders in a month. Touchland products are now distributed via their Shopify website and in over 4,000+ retail stores, including ULTA, Target, and Sephora.

SHOP ALL PRODUCTS

Filter By:

Skin benefits

Premium

Hydrating

Product

Power Mist

Best Sellers

Accessories

Collaborations

Fragrance

Floral

Fresh

Gourmand



BLACKPINK | TOUCHLAND BLUE SANDALWOOD

Hydrating hand sanitizer ★★★★★ 318 Reviews

Sold Out



DISNEY AND TOUCHLAND COLLECTION

Hydrating hand sanitizer ★★★★★ 87 Reviews

Sold Out



SMILEY® X TOUCHLAND MANGO PASSION

Hydrating hand sanitizer ★★★★★ 112 Reviews

Sold Out

GET 10% OFF ✕

Exit Accessibility Mode



https://touchland.com/collections/touchland?pf_t_product=Collaborations#

Touchland Website with UsableNet's Manage Service Enabled

Touchland's Challenges

As Touchland experienced rapid growth, they encountered challenges with their Shopify website's accessibility. With limited internal resources and expertise at the time, they struggled to meet accessibility standards.

Recognizing the importance of inclusivity, they sought a solution to ensure all customers could access their site.

After researching vendors, they chose UsableNet for their proven track record and customizable solutions, confident in our ability to address their unique needs and uphold accessibility standards.

UsableNet's Solution

UsableNet has been working with Touchland since March of 2022. After learning about the various ways UsableNet could help them, they quickly focused in on UsableNet Assistive Managed Service, which took the heavy lifting of fixing and maintaining accessibility off Touchland's plate.

UsableNet Assistive Managed Service Provides the Following for Touchland:

- UsableNet developers use the UsableNet platform to remediate the website to WCAG 2.1 AA
- Automated and manual accessibility testing
- Testing conducted by people with disabilities, including screen reader users
- The first accessibility fixes were delivered in just a few weeks
- Recommended fixes for multimedia content like videos to ensure they were accessible with transcripts or closed captions
- Online accessibility training across teams
- Robust accessibility monitoring and reporting
- Monthly website tests with assistive technology such as screen readers

Examples of What UsableNet Fixed Include:

- Keyboard navigation
- Adding colored backgrounds to interactive elements for sufficient contrast
- Adding skip links for improved navigation for people with disabilities



From now on, when Touchland updates content or code on its website, UsableNet's experts and technology keep the site accessible.

UsableNet still works with Touchland, providing ongoing support with a personalized approach to ensure the continual success of Touchland's accessibility initiatives.

The Results

Touchland's relationship with UsableNet has produced positive impacts on their business, including the following:

- Improved accessibility of the website that directly resulted in an enhanced user experience for all customers, including those with disabilities.
- Mitigated potential legal risks associated with accessibility non-compliance.
- Enhanced brand reputation as a socially responsible and inclusive company.
- Tangibly increased website traffic, conversions, and customer satisfaction metrics.

Touchland's team now has an improved understanding of accessibility standards and a more successful implementation of current standards. Shortly after implementation, rapid results were observed, with noticeable improvements in website accessibility metrics.

"The most helpful aspect of working with UsableNet has been their personalized approach to addressing Touchland's specific accessibility needs. Their expertise, guidance, and ongoing support have been instrumental in ensuring the success of Touchland's accessibility initiatives."

Andrea Lisbona, CEO & Founder, Touchland





Work with UsableNet

Touchland chose UsableNet for several reasons, including our proven track record of success in improving site accessibility and expertise in navigating complex and always-evolving accessibility regulations. They also wanted ongoing guidance from a provider that offered tailored solutions for their business's needs and objectives.

By prioritizing accessibility, they could improve customers' digital experiences and simultaneously advance the business's success.

“Touchland expresses gratitude for the valuable partnership with UsableNet and acknowledges the significant positive impact it has had on the company's accessibility efforts and overall business success.”

Andrea Lisbona, CEO & Founder, Touchland

UsableNet Assistive combines accessibility technology, experts, and legal support in one collaborative service. It's a complete accessibility solution offering quick implementation, significantly improved accessibility, reduced legal risk, and long-term support for organizations of all sizes.

If you're ready to prioritize digital accessibility for an enhanced customer experience and mitigated legal risks, [book a free consultation](#) to learn more about UsableNet's services today.



**Speak with an
Accessibility Expert**



contact@usablenet.com
[212.965.5388](tel:212.965.5388)