

# How Hibbett Sports grew e-commerce while committing to digital inclusion

## Hibbett Sports and City Gear

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with nearly 1,110 Hibbett Sports and City Gear specialty stores in 36 states nationwide.

Hibbett has a rich history of serving customers for more than 75 years with convenient locations, superior personalized customer service, and access to coveted footwear, apparel, and accessories.

**HIBBETT**  
SPORTS

**"It is truly a partnership. Our two companies are working together, and we have a level of trust, comfort, and openness that suits our particular business's needs."**

-Kevin Young  
Senior Mobile Product Manager

## The Challenge

Hibbett's e-commerce business grew substantially, more than 100%, between the app and website in three years. Hibbett regularly updated its website's look, feel, and features, so the digital team understood that doing the initial work to make the websites accessible to WCAG (Web Content Accessibility Guideline) and ADA (Americans with Disabilities Act) would be challenging. Even more a challenge, Hibbett needed solutions and services to keep the website and app accessible as they updated the design, code, and content.

## The Goal

Hibbett understood that their customers want to shop online, including those with disabilities. The Hibbett team wanted to ensure that while growing the e-commerce business with updates and code changes, they also kept in mind the needs of their customers using assistive technology. Hibbett wanted their customers with disabilities to be able to always browse and shop on Hibbett's website and app. In addition, they needed a partner to help support their team and advise Hibbett on executing accessibility and usability in an enterprise e-commerce environment.



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**"It's best that you partner with someone with the best interests of the disabled community and their eCommerce partners in mind. UsableNet bridges that gap."**

-Cameron Smith  
Senior Product Owner for Web and Mobile Web

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# The Solution

Hibbett chose UsableNet Assistive, a managed accessibility service for the website, and accessibility audits conducted by UsableNet for Hibbett's mobile app.

The accessibility experts at UsableNet recommended using a combination of automated, manual, and user testing with screen readers. From there, it was easy for Hibbett to install the enable accessibility link on the Hibbett website to make it easy for Hibbett's customers to activate the dynamic remediation of the website.

Once configured, Hibbett was in a maintenance mode where UsableNet provides ongoing support by testing and monitoring any site changes the Hibbett digital team makes.

For the mobile app, UsableNet's experts audited the Hibbett iOS and Android Apps. In addition, UsableNet provided recommendations and reports that guided Hibbett's mobile app design and development teams in addressing accessibility and usability challenges.

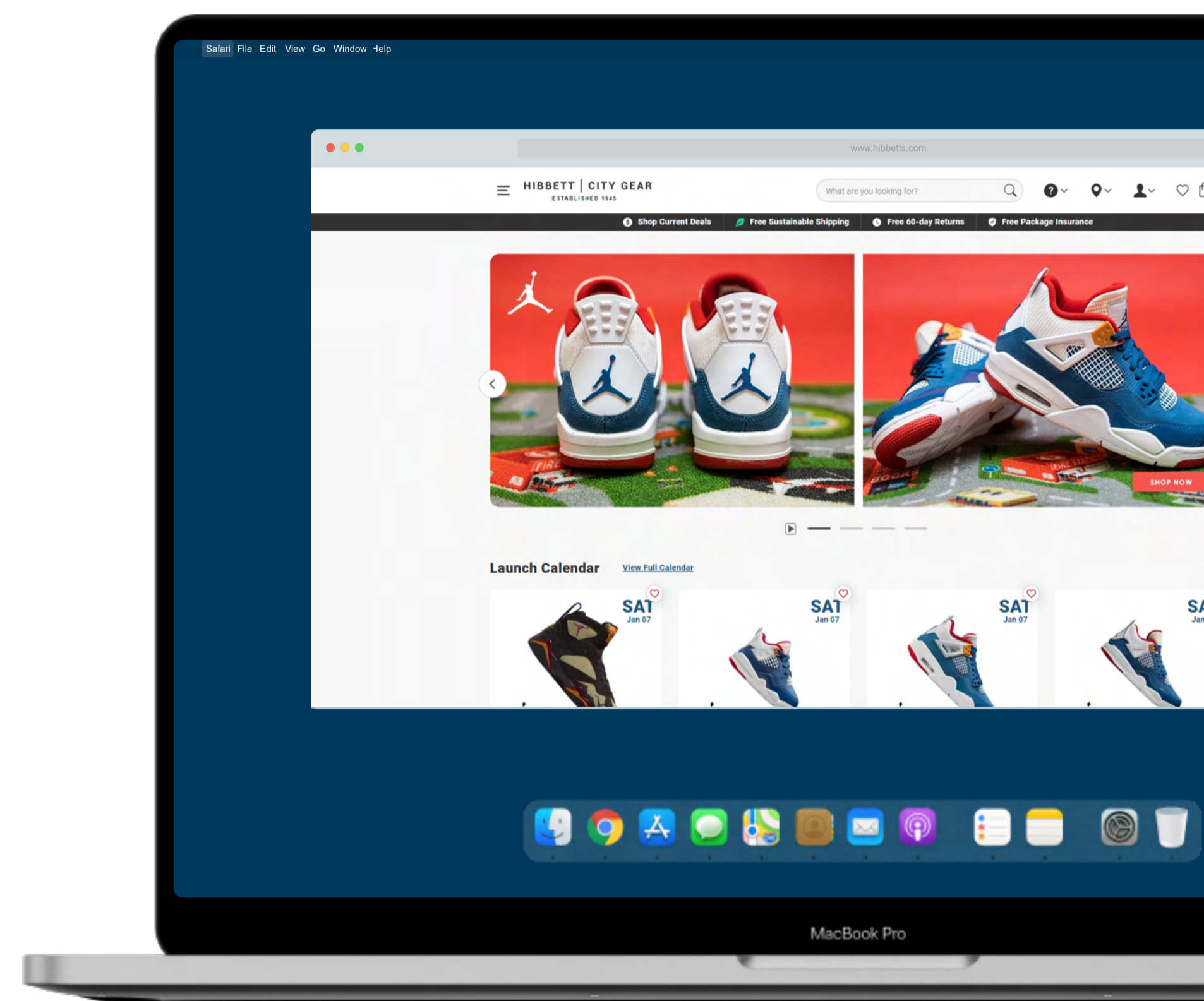
UsableNet generates value for Hibbett in several ways:

- ✔ **Fully Managed Accessibility**  
Accessibility experts work for Hibbett testing, performing accessibility remediation and helping the site stay WCAG-conforming.
- ✔ **Testing for WCAG and Usability**  
Hibbett ensures accessibility for its customers by having UsableNet's accessibility experts test with automated tools, manual reviews, and assistive technologies. People with disabilities, including people with visual disabilities, test the site to ensure it aligns with web content accessibility guidelines (WCAG).
- ✔ **On-going Monitoring & Testing**  
UsableNet provides ongoing support by testing and monitoring any website changes the Hibbett digital team makes. There is a regular status call to proactively plan and coordinate upcoming changes on the website and apps.
- ✔ **Hosted Accessibility Statement**  
Hibbett displays an accessibility statement hosted by UsableNet that communicates the company's inclusion efforts. Critically, it includes how a customer with disabilities can get accessibility support.
- ✔ **Mobile App Audits**  
Accessibility testers, people with disabilities, and UX designers deliver mobile app accessibility audits with comprehensive guidance to advise Hibbett on providing an accessible app experience.



## The Future

The long-term goal of Hibbett is to remain accessible to everyone. Hibbett has a wide breadth of customers, and leadership's goal is to make the shopping experience as frictionless as possible for all customers. As a partner, UsableNet can help Hibbett achieve that goal by supporting the Hibbett team and advising on ADA, WCAG, usability, and accessibility. It's a partnership where UsableNet will continue to support Hibbett.



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**"We had a strong desire to ensure that we have an accessible site that aligns with Hibbett City Gear's commitment to inclusiveness. For inclusivity, one must think about accessibility. And to help execute that, UsableNet is a great partner."**

- Cameron Smith  
Senior Product Owner for Web and Mobile Web

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**Ready to commit to inclusion like Hibbett did?  
Get started with UsableNet today.**

**Contact us**



212.965.5388

**UsableNet**