

Case Studies: Government



CAPFacts



Computer/Electronic Accommodations Program (CAP), DoD: Marketing and Training

The Challenge

The Computer/Electronic Accommodations Program (CAP) needed a fully accessible training and marketing CD-ROM. As the federal government's centrally funded provider of assistive technology, it was critical that CAP's products meet or exceed the requirements of Section 508. In addition to the CD-ROM, CAP needed to improve its Web site's online accommodation process and update the program's overall brand identity, including all print collateral. CAP looked to Keymind to execute the development of the CD-ROM and lead the update of its brand identity and marketing materials.

Keymind was faced with three large efforts that were interdependent in terms of content, presentation, and time frame.

Our Strategy

Keymind's approach was to coordinate the development of all three efforts simultaneously. Beginning with the brand update, Keymind sketched out a high-level view of CAP's current marketing materials. These materials were then evaluated in terms of CAP's diverse target audience. The unique needs and desires of the target audience shaped the

benchmarks for each product (CD-ROM, print collateral and online accommodation process).

Keymind's goal was to raise the bar for accessible training and marketing tools. By creating products that exceed 508 standards, the tools would not only be accessible to individuals with disabilities, but would also provide them with an enhanced and relevant experience. For the Web site's online accommodation process, Keymind designed a user-focused workflow and custom Content Management System (CMS).

The Impact

In a six-month period of time, Keymind exceeded CAP's initial requirements, producing a tremendous number of products, including the CD-ROM, online accommodation process, new logo and identity design, brand strategy document, fact sheets, news bulletin, folders, stationery, business cards, and booth assets. Keymind has been recognized with three Horizon Interactive Awards for the work it has done for CAP.

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