

Success Story

Consum Supermarkets

Discover how, in less than 4 weeks, the Consum supermarket coop made their website accessible to everybody without making any major changes to its platform



What they needed

To make the **Consum website more accessible to everybody**. This was fully aligned with their social values, given that the supermarket is a worker-consumer cooperative.

Making their website accessible to persons with disabilities was one of its priorities, but Consum had already made a significant investment in its web platform and was looking for a way of **making its existing platform accessible** to everyone, **without having to re-build it from scratch**.

Moreover, Consum also required the implemented solution to be **fully aligned with its brand image** while respecting user accessibility criteria.

Salient characteristics of the Consum web platform (main domain):

Content management:

Wordpress

Monthly accessible visits:

Approximately 3,000

JavaScript Libraries:

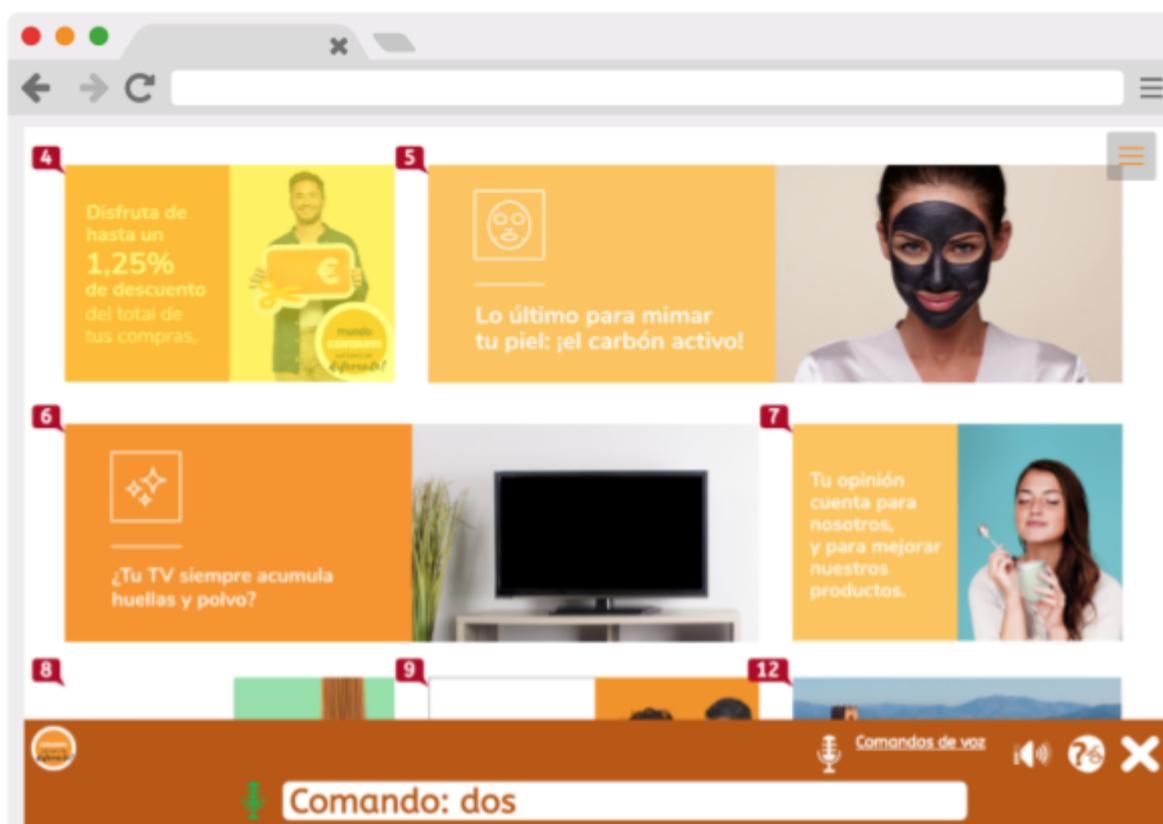
jQuery, GSAP

How this was solved by inSuit

We implemented **inSuit as a SaaS**, and therefore the customer only needed to **add a simple activation script**.

inSuit's implementation team **customised** the settings bar as well as the user interface colours following **Consum's brand identity manual**, generating the needed rules for optimal operation of inSuit on its website.

In **less than 4 weeks** inSuit was **fully deployed and functional on Consum's web portal**, allowing persons with motor, visual, and intellectual impairment as well as the elderly and those with visual impairment to navigate around the webpage according to their needs and preferences.



The result

Right now, **their website is used each month by thousands of users with disabilities or difficulties in accessing websites**; they can now use inSuit to visit Consum's website and see its latest offers, store location and the rest of the content and services provided by the web page, such as its customer service section.

“As a business participating in the social economy, Consum is firmly committed to society and one of the ways in which it could put this into practice was to offer inSuit as an accessibility tool on its corporate websites.”

Mónica Alós

Corporate Communication Technician, Consum

Would you like an accessible website?

Contact us and we will review your case to find the best solution for your needs.

[Contact us](#)