

# CASE STUDY: HOW WE AUTHORED 12,000 ALT TEXTS IN JUST 20 DAYS – WITHOUT AI

## ACCESSIBILITY AT SCALE

At ASAVA, accessibility is executed through expertise, structure, and rigorous quality control. When a global education publisher required large-scale alt text authoring within a compressed timeline, we delivered entirely through trained human specialists.

No automation. No AI shortcuts. Just precision writing supported by disciplined workflows.

12,000 images. 20 days. 100% human-authored.

## CHALLENGE

The client needed accessibility-ready alt text for a high volume of educational visuals, including technical diagrams, data-heavy charts, complex graphs, and instructional imagery.

The engagement demanded:

- A rapid turnaround across thousands of assets
- Zero tolerance for errors or inconsistencies
- Strict structural uniformity across diverse subjects
- Full WCAG alignment for screen reader compatibility

Given compliance deadlines, even minor rework would have created significant risk.

## STRATEGIC RESPONSE

ASAVA implemented a scalable, human-driven accessibility workflow designed for high-volume accuracy. We began with a structured image audit and complexity classification to allocate the right expertise to each asset type. Trained accessibility specialists authored every description following ASAVA's standardized short and long description framework aligned with WCAG standards.

Parallel production teams worked within clearly defined quality checkpoints. Every alt text passed through two independent quality layers—one for accessibility compliance and one for subject-matter accuracy. Batch-wise deliveries ensured continuous validation and eliminated last-minute surprises.

Every line was written, reviewed, and validated by experts.

## RESULT

- 12,000 alt text descriptions delivered in 20 days
- Zero AI involvement
- 100% accuracy with no rework required
- Full WCAG compliance
- Consistent tone, structure, and technical depth

## CONCLUSION

This project reinforces ASAVA's capability to execute large-scale accessibility authoring with discipline and reliability. By combining expert writers, structured production workflows, and uncompromising quality assurance, we deliver accessibility at scale without automation dependency.

Human expertise. Structured precision. Accessibility delivered right.