



# ShowerLoop Project

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*Category: Web Development, Sustainability | Date: 2016*

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This case study details the revitalization of the website for ShowerLoop, an innovative eco-friendly recirculating shower system project, with a focus on implementing WCAG 2.0 AA compliance and modern design principles.

## The Challenge

The ShowerLoop project needed a website revamp that would effectively communicate its innovative water-saving technology while ensuring accessibility for all users and maintaining a modern, professional design that aligned with the project's environmental values.

*"Creating an accessible, informative web presence for sustainability projects is essential for broadening their impact and reaching diverse audiences."*

## The Approach

I implemented a comprehensive website redesign that focused on:

- Implementation of WCAG 2.0 AA compliance standards
- Responsive design for optimal viewing across devices
- Improved user experience and information architecture
- Enhanced technical documentation for the project

- Modern design principles that reflected the project's innovative nature

## Technical Implementation

The technical implementation involved several key components:

- Semantic HTML structure for improved accessibility
- Responsive CSS framework implementation
- Accessibility testing and remediation
- Performance optimization for faster loading
- Documentation of maintenance procedures

## Results & Impact

The revamped website significantly enhanced the ShowerLoop project's online presence, making information about this innovative water conservation technology more accessible to a wider audience. The implementation of accessibility standards ensured that the project's message could reach people of all abilities, while the improved design and user experience helped to effectively communicate the project's environmental benefits.

## Lessons Learned

This project reinforced the importance of accessibility in web design, particularly for projects focused on sustainability and environmental impact. It demonstrated that technical excellence in web development can directly contribute to the success of innovative environmental initiatives by improving their reach and impact.

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**Accessibility:** This website is designed and developed to meet WCAG 2.1 Level AAA standards, ensuring the highest level of accessibility for all users. Features include high contrast ratios, keyboard navigation, screen reader compatibility, and responsive design. The site supports both light and dark modes with automatic system preference detection.