ModCloth Accessibility Evaluation

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RESULTS – INSPECTION & WCAG 2.1 CHECKPOINTS

SUMMARY RESULTS – AUTOMATED & MANUAL CODE INSPECTION

- The Home, Search and Product pages were tested with an automated and manual code inspection.
- Only Level A and Level AA were considered for the inspection, most of the failures occurred on Level A
- 17 checkpoints failed, 16 checkpoints passed and 8 checkpoints were not applicable
- Most failures occurred under the Principle Operable - *User interface components and navigation must be operable.*

PRINCIPLE 1 - PERCEIVABLE

Information and user interface components must be presentable to users in ways they can perceive.

Guideline 1.1 – Text Alternatives
Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.1.1	Non-text Content - Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.	Home Search Product	A	**Fail**	Images do not provide descriptive alternate text (ALT text). Add an alt attribute describing the image, which screen readers voice instead of the image. Spacer images and purely decorative images should use alt="". Do not use alt text containing only spaces since that's voiced as an unlabeled image. Sufficient Techniques: Situation A: ARIA6: Using aria-label to provide labels for objects ARIA10: Using aria-labelledby to provide a text alternative for non-text content G196: Using a text alternative on one item within a group of images that describes all items in the group H2: Combining adjacent image and text links for the same resource H35: Providing text alternatives on applet elements H37: Using alt attributes on img elements H53: Using the body of the object element H86: Providing text alternatives for ASCII art, emoticons, and leetspeak

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Guideline 1.2 – Time-based Media
Provide alternatives for time-based media.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
n/a	Checkpoints under this guideline were not tested – no time-based media present.	Home Search Product	N/A	N/A	*Not Tested - Site does not contain time-based media*

Guideline 1.3 – Adaptable
Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.3.1	Info and Relationships - Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.	Home Search Product	A	Fail	Ensure that information and relationships that are implied by visual or auditory formatting are preserved when the presentation format changes. For example, the presentation format changes when the content is read by a screen reader or when a user style sheet is substituted for the style sheet provided by the author. Sufficient Techniques: ARIA11: Using ARIA landmarks to identify regions of a page ARIA12: Using role=heading to identify headings ARIA13: Using aria-labelledby to name regions and landmarks ARIA16: Using aria-labelledby to provide a name for user interface controls ARIA17: Using grouping roles to identify related form controls ARIA20: Using the region role to identify a region of the page G115: Using semantic elements to mark up structure AND H49: Using semantic markup to mark emphasized or special text G117: Using text to convey information that is conveyed by variations in presentation of text G140: Separating information and structure from presentation to enable different presentations

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Guideline 1.3 – Adaptable
Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.3.2	Meaningful Sequence - When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.	Home Search Product	A	**Fail**	Provide an alternative presentation of content while preserving the reading order needed to understand the meaning Sufficient Techniques: G57: Ordering the content in a meaningful sequence Marking sequences in the content as meaningful AND G57: Ordering the content in a meaningful sequence H34: Using a Unicode right-to-left mark (RLM) or left-to-right mark (LRM) to mix text direction inline H56: Using the dir attribute on an inline element to resolve problems with nested directional runs C6: Positioning content based on structural markup C8: Using CSS letter-spacing to control spacing within a word C27: Making the DOM order match the visual order SL34: Using the Silverlight Default Tab Sequence and Altering Tab Sequences With Properties
1.3.3	Sensory Characteristics - Instructions provided for understanding and operating content do not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.	Home Search Product	A	**N/A**	*Not tested – ModCloth does not contain sensory characteristics*
1.3.4	Orientation - Content does not restrict its view and operation to a single display orientation, such as portrait or landscape, unless a specific display orientation is essential.	Home Search Product	AA	**Pass**	ModCloth does respond to changes in device orientation.
1.3.5	Identify Input Purpose - The purpose of each input field collecting information about the user can be programmatically determined when: • The input field serves a purpose identified in the Input Purposes for User Interface Components section; and • The content is implemented using technologies with support for identifying the expected meaning for form input data.	Home Search Product	AA	**Pass**	ModCloth does provide input fields for each form field

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Guideline 1.4 – Distinguishable

Make it easier for users to see and hear content including separating foreground from background.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.4.1	Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.	Home, Search, Product	A	**Fail**	Remove the underline from links makes it hard for color-blind users to see them. Remove the text-decoration :none property from your link styles, or add other style attributes in addition to color changes to make links visible without color vision. Sufficient Techniques: Situation A: G14: Ensuring that information conveyed by color differences is also available in text G205: Including a text cue for colored form control labels G182: Ensuring that additional visual cues are available when text color differences are used to convey information G183: Using a contrast ratio of 3:1 with surrounding text and providing additional visual cues on focus for links or controls where color alone is used to identify them
1.4.2	If any audio on a Web page plays automatically for more than 3 seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume level.	Home Search Product	N/A	**N/A**	*Not tested - no audio on site*

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Guideline 1.4 – Distinguishable
Make it easier for users to see and hear content including separating foreground from background.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.4.3	The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: Large Text Large-scale text and images of large-scale text have a contrast ratio of at least 3:1; Incidental Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement. Logotypes Text that is part of a logo or brand name has no contrast requirement.	Home, Search, Product	AA	**Fail**	Ensure that text and background colors have enough contrast. Some users find it hard to read light gray text on a white background, dark gray text on a black background and white text on a red background. - The contrast ratio should be 3.0 or more for 18 point text, or larger - The contrast ratio should be 3.0 or more for 14 point bold text, or larger - The contrast ratio should be 4.5 or more for all other text Sufficient Techniques: Situation A: G18: Ensuring that a contrast ratio of at least 4.5:1 exists between text (and images of text) and background behind the text G148: Not specifying background color, not specifying text color, and not using technology features that change those defaults G174: Providing a control with a sufficient contrast ratio that allows users to switch to a presentation that uses sufficient contrast SL13: Providing A Style Switcher To Switch To High Contrast (Silverlight)

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Guideline 1.4 – Distinguishable
Make it easier for users to see and hear content including separating foreground from background.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
1.4.4	Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.	Home Search Product	A	**Pass**	ModCloth allows the user to resize text up to 200% without using assistive technology
1.4.5	If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text except for the following: Customizable The image of text can be visually customized to the user's requirements; Essential A particular presentation of text is essential to the information being conveyed.	Home Search Product	A	**Pass**	ModCloth allows users to use text to achieve visual presentation

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PRINCIPLE 2 - OPERABLE

User interface components and navigation must be operable.

Guideline 2.1 – Keyboard Accessible
Make all functionality available from a keyboard.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.1.1	Keyboard - All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes, except where the underlying function requires input that depends on the path of the user's movement and not just the endpoints.	Home Search Product	A	**Fail**	All onclick handlers should have an equivalent onkeyup or onkeydown handler. Some users are unable to use a mouse, so use the keyboard instead. Add an equivalent keyboard event handler to help these users. Sufficient Techniques: G202: Ensuring keyboard control for all functionality Ensuring keyboard control by using one of the following techniques. H91: Using HTML form controls and links
2.1.2	No Keyboard Trap - If keyboard focus can be moved to a component of the page using a keyboard interface, then focus can be moved away from that component using only a keyboard interface, and, if it requires more than unmodified arrow or tab keys or other standard exit methods, the user is advised of the method for moving focus away.	Home Search Product	A	**Fail**	Ensure that that content does not "trap" keyboard focus within subsections of content on a Web page. People who rely on a keyboard or keyboard interface to use the Web including people who are blind and people with physical disabilities. Sufficient Techniques: G21: Ensuring that users are not trapped in content

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Guideline 2.1 – Keyboard Accessible
Make all functionality available from a keyboard.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.1.4	Character Key Shortcuts - If a keyboard shortcut is implemented in content using only letter (including upper- and lower-case letters), punctuation, number, or symbol characters, then at least one of the following is true: • Turn off: A mechanism is available to turn the shortcut off; • Remap: A mechanism is available to remap the shortcut to use one or more non-printable keyboard characters (e.g. Ctrl, Alt, etc); • Active only on focus: The keyboard shortcut for a user interface component is only active when that component has focus.	Home Search Product	A	**Fail**	Enable Keyboard Shortcuts Sufficient Techniques: - Users have a way to turn off single-key shortcuts. - A mechanism is provided to allow users to change character-key shortcuts. The remapping mechanism includes non-printing characters. The alternative shortcuts could be longer strings of up to 25 characters that would directly serve as native speech commands for any speech engine.

Guideline 2.2 – Enough Time
Provide users enough time to read and use content.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
N/A	Checkpoints under this guideline were not tested – no time-based media present.	Home Search Product	N/A	N/A	*Not Tested - Site does not contain time-based media*

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Guideline 2.3 – Seizures and Physical Reactions

Do not design content in a way that is known to cause seizures or physical reactions.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.3.1	Web pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.	Home Search Product	A	Pass	ModCloth does not contain any flashing elements and achieves conformance on this checkpoint

Guideline 2.4 – Navigable

Provide ways to help users navigate, find content, and determine where they are.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.4.1	Bypass Blocks - A mechanism is available to bypass blocks of content that are repeated on multiple Web pages.	Home Search Product	A	Fail	Allow people who navigate sequentially through content more direct access to the primary content of the Web page. Creating links to skip blocks of repeated material using one of the following techniques: Success Techniques: G1: Adding a link at the top of each page that goes directly to the main content area G123: Adding a link at the beginning of a block of repeated content to go to the end of the block G124: Adding links at the top of the page to each area of the content
2.4.2	Page Titled - Web pages have titles that describe topic or purpose.	Home Search Product	A	Pass	ModCloth contains page titles on each of these pages and passes this checkpoint
2.4.3	Focus Order - If a Web page can be navigated sequentially and the navigation sequences affect meaning or operation, focusable components receive focus in an order that preserves meaning and operability.	Home Search Product	A	Fail	Add a focus order so that users that use a screen reader or a sighted keyboard user can both use successfully and doesn't make them jump around randomly Succession Techniques: G59: Placing the interactive elements in an order that follows sequences and relationships within the content

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Guideline 2.4 – Navigable
Provide ways to help users navigate, find content, and determine where they are.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.4.4	Link Purpose (In Context) - The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.	Home Search Product	A	**Fail**	Each a element must contain text or an img with an alt attribute. A link name allows screen readers to voice what the links does. If there is no link text or the `alt` text is blank, screen readers have nothing to read, so read out the URL instead. To add a name do one of the following: - Add text between the a element start and end tags - Add an aria-label attribute - Add an aria-labelledby attribute - Add an img alt attribute if the link contains an img element Sufficient Techniques: G91: Providing link text that describes the purpose of a link H30: Providing link text that describes the purpose of a link for anchor elements H24: Providing text alternatives for the area elements of image maps G91: Providing link text that describes the purpose of a link
2.4.5	Multiple ways - More than one way is available to locate a Web page within a set of Web pages except where the Web Page is the result of, or a step in, a process.	Home Search Product	AA	**Pass**	ModCloth provides a search bar as well as a sitemap on each page and achieves conformance of this checkpoint.

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Guideline 2.4 – Navigable
Provide ways to help users navigate, find content, and determine where they are.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.4.6	Headings and Labels - Headings and Labels	Home Search Product	AA	**Fail**	Form field labels should be unique on a page, or be close to text providing context. Form fields with the same label need extra context (such as a heading) to explain the differences between the fields. Labels and headings do not need to be lengthy. When headings are clear and descriptive, users can find the information they seek more easily, Sufficient Techniques: G130: Providing descriptive headings G131: Providing descriptive labels
2.4.7	Focus Visible - Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible.	Home Search Product	AA	**Fail**	The CSS outline or border styles makes it difficult or impossible to see the dotted link focus outline. Change the style to avoid obscuring the focus outline around focusable elements to help a person know which element has the keyboard focus. Sufficient Techniques: G149: Using user interface components that are highlighted by the user agent when they receive focus C15: Using CSS to change the presentation of a user interface component when it receives focus G165: Using the default focus indicator for the platform so that high visibility default focus indicators will carry over G195: Using an author-supplied, highly visible focus indicator

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Guideline 2.5 – Input Modalities
Make it easier for users to operate functionality through various inputs beyond keyboard.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.5.1	Pointer Gestures All functionality that uses multipoint or path-based gestures for operation can be operated with a single pointer without a path-based gesture, unless a multipoint or path-based gesture is essential.	Home Search Product	A	**Fail**	Ensure that content can be controlled with a range of pointing devices, abilities, and assistive technologies. Some people cannot perform gestures in a precise manner, or they may use a specialized or adapted input device such as a head pointer, eye-gaze system, or speech-controlled mouse emulator. Sufficient Techniques: G215: Providing controls to achieve the same result as path based or multipoint gestures G216: Providing single point activation for a control slider
2.5.2	Pointer Cancellation For functionality that can be operated using a single pointer, at least one of the following is true: No Down-Event The down-event of the pointer is not used to execute any part of the function; Abort or Undo Completion of the function is on the up-event, and a mechanism is available to abort the function before completion or to undo the function after completion; Up Reversal The up-event reverses any outcome of the preceding down-event; Essential Completing the function on the down-event is essential.	Home Search Product	A	**Pass**	ModCloth allows user to abort, undo and perform other pointer cancellations and is in conformance with this checkpoint.
2.5.3	Label In Name For user interface components with labels that include text or images of text, the name contains the text that is presented visually.	Home Search Product	A	**Pass**	ModCloth's title in CTA seen by users must match identically to title of the CTA in the code and is in conformance with this checkpoint.

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Guideline 2.5 – Input Modalities
Make it easier for users to operate functionality through various inputs beyond keyboard.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
2.5.4	Motion Actuation Functionality that can be operated by device motion or user motion can also be operated by user interface components and responding to the motion can be disabled to prevent accidental actuation, except when: Supported Interface The motion is used to operate functionality through an accessibility supported interface; Essential The motion is essential for the function and doing so would invalidate the activity.	Home Search Product	A	**N/A**	ModCloth does not have interactive elements that become disable or change based on the motion of the device or alternative means.

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PRINCIPLE 3 - Understandable

Information and the operation of user interface must be understandable.

Guideline 3.1 – Readable
Make text content readable and understandable.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
3.1.1	Language of Page - The default human language of each Web page can be programmatically determined.	Home Search Product	A	Pass	ModCloth has the language tag for English and is in conformance with this checkpoint.
3.1.2	Language of Parts - The human language of each passage or phrase in the content can be programmatically determined except for proper names, technical terms, words of indeterminate language, and words or phrases that have become part of the vernacular of the immediately surrounding text.	Home Search Product	AA	N/A	Not tested - no foreign language found on site

Guideline 3.2 – Predictable
Make Web pages appear and operate in predictable ways.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
3.2.1	On Focus - When any component receives focus, it does not initiate a change of context.	Home Search Product	A	Pass	The focus state does not trigger an action until the user activates the focus state with a specific action and is in conformance with this checkpoint.
3.2.2	On Output - Changing the setting of any user interface component does not automatically cause a change of context unless the user has been advised of the behavior before using the component.	Home Search Product	A	Pass	User must activate submit in order and is in conformance with this checkpoint.

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Guideline 3.2 – Predictable
Make Web pages appear and operate in predictable ways.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
3.2.3	Consistent Navigation Navigational mechanisms that are repeated on multiple Web pages within a set of Web pages occur in the same relative order each time they are repeated, unless a change is initiated by the user.	Home Search Product	AA	**Pass**	ModCloth provides consistent navigation on each of these pages and is conformance with this checkpoint.
3.2.4	Consistent Identification Components that have the same functionality within a set of Web pages are identified consistently.	Home Search Product	AA	**Pass**	ModCloth provides consistent identification on all components on each of these pages and is conformance with this checkpoint.

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Guideline 3.3 – Input Assistance
Help users avoid and correct mistakes.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
3.3.1	Error Identification - If an input error is automatically detected, the item that is in error is identified and the error is described to the user in text.	Home Search Product	A	**Pass**	ModCloth provides an error notification when user submits incorrect email address and is in conformance with this checkpoint.
3.3.2	Labels or Instructions - Labels or instructions are provided when content requires user input.	Home Search Product	A	**Fail**	All fieldset elements should be labeled with legend elements. The first child element inside a fieldset must be a legend element, which provides a label or description for the group. legend elements in other positions may be ignored. Content authors must place instructions or labels that identify the controls in a form so that users know what input data is expected. Sufficient Techniques: G131: Providing descriptive labels ARIA1: Using the aria-describedby property to provide a descriptive label for user interface controls ARIA9: Using aria-labelledby to concatenate a label from several text nodes ARIA17: Using grouping roles to identify related form controls G89: Providing expected data format and example G184: Providing text instructions at the beginning of a form or set of fields that describes the necessary input G162: Positioning labels to maximize predictability of relationships G83: Providing text descriptions to identify required fields that were not completed H90: Indicating required form controls using label or legend H44: Using label elements to associate text labels with form controls H71: Providing a description for groups of form controls using fieldset and legend elements G167: Using an adjacent button to label the purpose of a field

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Guideline 3.3 – Input Assistance

Help users avoid and correct mistakes.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
3.3.3	Error Suggestion - If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user, unless it would jeopardize the security or purpose of the content.	Home Search Product	AA	**Pass**	ModCloth provides suggestions on what the error is when submitting email application and is in conformance with this checkpoint.
3.3.4	Error Prevention (Legal, Financial, Data) - For Web pages that cause legal commitments or financial transactions for the user to occur, that modify or delete user-controllable data in data storage systems, or that submit user test responses, at least one of the following is true: • Reversible: Submissions are reversible. • Checked: Data entered by the user is checked for input errors and the user is provided an opportunity to correct them. • Confirmed: A mechanism is available for reviewing, confirming, and correcting information before finalizing the submission.	Home Search Product	AA	N/A	Not tested - no legal commitments or financial transactions on these pages

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PRINCIPLE 4 - ROBUST

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

Guideline 4.1 – Parsing

In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
4.1.1	Parsing - In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.	Home Search Product	A	**Fail**	Clickable controls should be keyboard accessible, the same ID is used on more than one element. Ensure that user agents, including assistive technologies, can accurately interpret and parse content. If the content cannot be parsed into a data structure, then different user agents may present it differently or be completely unable to parse it. Sufficient Techniques: G134: Validating Web pages G192: Fully conforming to specifications H88: Using HTML according to spec Ensuring that Web pages can be parsed by using one of the following techniques: H74: Ensuring that opening and closing tags are used according to specification AND H93: Ensuring that id attributes are unique on a Web page AND H94: Ensuring that elements do not contain duplicate attributes H75: Ensuring that Web pages are well-formed

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Guideline 4.1 – Parsing

In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.

Checkpoint	Description	Page	Level	Pass / Fail	Elaboration And Techniques For Achieving Conformance
4.1.2	Name, Role, Value - For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.	Home Search Product	A	**Fail**	HTML form control has no accessible name. A label (or name) linked to the control allows screen readers to voice the label correctly when reading the control. A programmatically determined name allows screen readers to tell users what the control does. Ensure that Assistive Technologies (AT) can gather information about, activate(or set) and keep up to date on the status of user interface controls in the content. Sufficient Techniques: Situation A: ARIA14: Using aria-label to provide an invisible label where a visible label cannot be used ARIA16: Using aria-labelledby to provide a name for user interface controls G108: Using markup features to expose the name and role, allow user-settable properties to be directly set, and provide notification of changes H91: Using HTML form controls and links H44: Using label elements to associate text labels with form controls H64: Using the title attribute of the frame and iframe elements H65: Using the title attribute to identify form controls when the label element cannot be used H88: Using HTML according to spec
4.1.3	Status Messages - In content implemented using markup languages, status messages can be programmatically determined through role or properties such that they can be presented to the user by assistive technologies without receiving focus.	Home Search Product	AA	**N/A**	Not tested - no confirmation pages on these pages