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# ACCESSIBILITY AUDIT - ECODREAM

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# Project Goals

This project aims to analyze the Ecodream Design website from the perspective of users with disabilities, in order to assess whether it is sufficiently accessible.

The evaluation is based on the case scenarios of three user personas with specific disabilities, analyzed through their user journeys. The project also proposes new accessibility-focused solutions that were not explored in the previous redesign.



# Giulia

Visually impaired

*"I prefer affordable but sustainable products – at least I know I'm protecting the planet."*



<b>Profession:</b>	Student
<b>Age:</b>	22
<b>Location:</b>	Bologna
<b>Status:</b>	Single
<b>Income:</b>	Low

### Bio

Giulia is an architecture student living in Bologna. She is outgoing and deeply cares about environmental sustainability and animal welfare.

She rarely buys new products, preferring secondhand. However, she makes exceptions for items that are sustainable, affordable, and have a low environmental impact.

After an accident in her childhood, Giulia suffered partial vision loss and now relies on specific assistive technologies to manage daily tasks.

Social:

Device:

Tech-skills: 90%

### Interests

Giulia is passionate about sustainability. On weekends, she volunteers at local eco-markets and urban sustainability initiatives.

### Pain Points

She prefers secondhand but finds many websites difficult to navigate. She often struggles to find stylish and versatile options.

She's frequently worried about not being able to properly see or zoom in on content and often finds that screen readers don't interact well with site elements.

Websites rarely offer image alternatives or clearly labeled buttons, making it frustrating to complete even simple tasks. She often abandons purchases that take too long or feel inaccessible.

### Goal

She's looking for a casual bag that can fit her daily essentials, preferably on sale, and that's versatile enough to be used at university, while traveling, or even as a small backpack for eco-volunteering.

### Needs

Giulia uses a smartphone with an adapted screen reader, and customizes her desktop setup with an external keyboard and magnification tools.

She visits only websites that support assistive technologies and relies on accessibility labels to complete purchases. Sites that lack focus indicators or screen reader compatibility are deal-breakers.

# Monica

Parkinson

*"Only high-quality materials!  
Thankfully, I can count on  
Made in Italy craftsmanship."*



**Profession:** HR specialist  
**Age:** 47  
**Location:** Milan  
**Status:** Married  
**Income:** Medium-high

### Interests

Conscious of waste, she tries to save money and reduce consumption, while still preferring high-quality, Made in Italy products.

### Goal

To purchase a sustainable bag, certified Made in Italy, with a focus on materials used in the production process.

### Bio

Monica works as an HR specialist in a company based in Milan. She is empathetic, outgoing, and values quality, especially when materials are zero-impact and the production process is certified Made in Italy.

Her income allows her to afford sustainable and higher-end products.

At the age of 35, she was diagnosed with Parkinson's disease.

Social:

Device:

Tech-skills: 65%

### Pain points

She recently experienced a worsening of motor symptoms and is trying to change her shopping habits to favor slower and more thoughtful consumption.

After over 10 years with Parkinson's, fatigue and tremors make it harder for her to browse websites smoothly.

Using a mouse has become tiring and imprecise, so she prefers keyboard navigation. However, focus indicators are often hidden or missing, and websites without clear shortcuts tend to confuse her.

### Needs

Monica needs keyboard navigation on websites to be smooth and intuitive, with visible focus states and accessible shortcuts to speed up interaction and reduce physical strain.

# Monica

Dyslexic

*"I like comfortable backpacks, but I also want stylish products... I just don't know how to choose!"*



<b>Profession:</b>	Science teacher
<b>Age:</b>	30
<b>Location:</b>	Rome
<b>Status:</b>	Engaged
<b>Income:</b>	Medium

## Bio

Martina is a middle school science teacher based in Rome. She loves traveling to different destinations and discovering new cultures.

She's always looking for interesting materials and stories from her travels to share with her students, and she's passionate about environmental education and animal protection.

Her dyslexia has never held her back, in fact, it has made her more empathetic toward students who struggle with learning.

Social:

Device:

Tech-skills: 85%

## Interests

A travel enthusiast and passionate teacher, Martina is always searching for engaging content and educational materials for her students.

## Pain points

She can't find a comfortable, spacious, and stylish backpack that's also vegan and functional.

Products often don't meet her ethical standards for production methods and materials. It's difficult to find options that are both sustainable and visually appealing.

On websites, poor text-to-background contrast and unclear link styling make it hard for her to recognize important information. Everything tends to look visually confusing and affects her reading experience.

## Goal

She's looking for a functional backpack with pockets and zippers that's stylish, comfortable, and preferably vegan.

## Needs

Martina has learned how to manage her dyslexia over time, but when faced with dense or complex text, she needs clean, clear, and visually simple content.

Good contrast and spacing are essential for her to distinguish background from text. Links should be clearly styled to stand out from the surrounding content. Without this, site navigation becomes confusing.



### 3. USER JOURNEY MAP

**Giulia** Visually impaired

#### SCENARIO

Giulia is on the bus, returning home from one of her Saturday morning volunteer activities. She notices that her tote bag is starting to wear out and decides to buy a new one.

#### GOALS/EXPECTATIONS

To purchase a casual everyday bag (preferably on sale) that can also be converted into a backpack to carry books and university materials.

	RESEARCH	NAVIGATION 1	NAVIGATION 2	PURCHASE	ABANDONMENT
<b>Actions</b>	<ul style="list-style-type: none"> <li>She searches in the browser's search bar: "Sustainable backpacks and bags"</li> <li>She clicks on the first result: "Ecodream Design"</li> <li>She is redirected to the website's homepage</li> </ul>	<ul style="list-style-type: none"> <li>The user lands on the homepage but the screen reader struggles to interpret the content: text is not clearly structured, links are ambiguous, and images lack alternative text descriptions.</li> <li>She then interacts with the first CTA, "Scopri di più" ("Learn more"), expecting it to lead to the shop. Instead, it redirects her to the "About" page, causing confusion and disrupting her navigation flow.</li> </ul>	<ul style="list-style-type: none"> <li>She returns to the homepage and looks for a Sales or Offers section but can't find one.</li> <li>She thinks she might locate it through an index or sitemap, but that's missing as well.</li> <li>She then opens the hamburger menu and accesses the shop.</li> <li>The contrast between text and background is insufficient, making it hard for her to distinguish product categories.</li> <li>The images lack alternative text, and the overall layout feels very confusing.</li> </ul>	<ul style="list-style-type: none"> <li>She recognizes only one category within the shop labeled as Outlet.</li> <li>Once inside the Outlet, there are too many items; the naming is unclear and the font size is too small to be easily readable.</li> <li>Feeling uncertain and confused, she would like to save some products in a wishlist or at least filter them based on her needs, but she can't.</li> </ul>	<ul style="list-style-type: none"> <li>Her stop is approaching, and she still hasn't found the products she was looking for.</li> <li>Feeling very confused and frustrated, she decides to leave the website.</li> </ul>
<b>Thoughts</b>	"Ecodream, a sustainable fashion brand, this might have what I'm looking for."	<ul style="list-style-type: none"> <li>"Hmm, this homepage is hard to understand and read, there's no clear description."</li> <li>"Sustainable bags &amp; backpacks"</li> <li>"Learn more... let's see."</li> <li>"Hmm, it's just brand information... let's go back to the homepage, maybe there are links to the sales there."</li> </ul>	<ul style="list-style-type: none"> <li>"Is there a Sales or Offers section on the homepage? No... maybe there's an index or a site map..."</li> <li>"No, let's try the shop instead."</li> <li>"So many products... I can't tell them apart."</li> </ul>	<ul style="list-style-type: none"> <li>"Outlet... maybe here? So many items — is there a tote bag? The text and contrast... ugh, this is tiring!"</li> <li>"There are so many! But no filter or even a wishlist? No..."</li> </ul>	<ul style="list-style-type: none"> <li>"I'm almost there and I haven't found what I'm looking for."</li> </ul>
<b>Expectations</b>	*Find a tote bag that can also be used as a backpack, preferably on sale*	*Reach the shop from the homepage*	*Access a sales section*	*Filter and add the products in the wishlist*	
<b>Emotions</b>					
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Google research</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>Homepage Ecodream</li> <li>About page</li> </ul>	<ul style="list-style-type: none"> <li>Home</li> <li>Hamburger menu</li> <li>Shop</li> </ul>	<ul style="list-style-type: none"> <li>Outlet</li> </ul>	

#### PAINPOINTS ACCESSIBILITY

- ARIA attributes are missing from HTML elements
- Alternative text is missing
- CTA is unclear

- No index or sitemap available
- Insufficient contrast between text and background
- Missing alternative text
- Headings not properly structured for screen readers



### 3.USER JOURNEY MAP

**Monica** Parkinson

#### SCENARIO

Monica is at work, her lunch break is almost over, and she's reading an article about sustainability and Made in Italy.

#### GOALS/EXPECTATIONS

To purchase a certified sustainable bag made in Italy, with careful attention to the materials used in the production process.

	DISCOVERY	NAVIGATION 1	NAVIGATION 2	PURCHASE AND ABANDONMENT
<b>Actions</b>	<ul style="list-style-type: none"> <li>While reading a Marie Claire article about sustainability and Made in Italy, she notices a mention of the brand Ecodream.</li> <li>Curious, she clicks on the link and is directed to the homepage.</li> </ul>	<ul style="list-style-type: none"> <li>Interested in the materials used, she decides to learn more about the brand by visiting the "About" section, but realizes that the site hasn't incorporated quick navigation commands.</li> <li>There is a lot of information, and she feels overwhelmed.</li> <li>She would like to use the search bar to look for specific content, but it doesn't exist.</li> <li>Additionally, the focus indicator doesn't work properly — the focus does not follow a logical navigation order.</li> </ul>	<ul style="list-style-type: none"> <li>She decides not to give up and opens the "Materials" section.</li> <li>She is forced to use the mouse and cursor, which makes reading and navigation very slow.</li> <li>However, she feels reassured by the information and by the page structure, which isn't too overwhelming.</li> </ul>	<ul style="list-style-type: none"> <li>She then browses the shop and finds the product layout and categorization somewhat confusing.</li> <li>Once again, the focus indicator does not support navigation due to the lack of a proper hierarchy in the HTML code.</li> <li>She decides to click on the "Vegan" section as it is the most explicit.</li> <li>Navigating through the products becomes too frustrating and time-consuming, so she leaves the website.</li> </ul>
<b>Thoughts</b>	"Ecodream, if even Marie Claire mentioned it, I can trust it."	<ul style="list-style-type: none"> <li>"There are no shortcuts... Not even a search bar?"</li> <li>"This focus indicator doesn't follow any logic, I can't select what I'm interested in."</li> </ul>	<ul style="list-style-type: none"> <li>"What a hassle having to use the mouse... it's going to take me forever to read everything!"</li> <li>"Luckily, the page is fairly well organized..."</li> </ul>	<ul style="list-style-type: none"> <li>"The organization of these products is so confusing."</li> <li>"Let's try the Vegan products!"</li> <li>"Ugh... I'm tired, everything's so complicated and I'm out of time... forget it."</li> </ul>
<b>Expectations</b>	*She wants to find a certified sustainable bag made in Italy.*	*To find clear information about the production processes and the brand.*	*To find clarifications about the materials and production processes.*	*To purchase a product based on the material.*
<b>Emotions</b>				
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Marie Claire article</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>About page</li> </ul>	<ul style="list-style-type: none"> <li>Materials page</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Vegan products</li> </ul>

#### PAINPOINTS ACCESSIBILITY

- Absence of quick navigation commands
- The focus indicator does not follow a coherent navigation logic and skips some elements on the page

- There is improper use of HTML tags on elements and an incorrect hierarchy of headings.



### 3. USER JOURNEY MAP

**Martina** Dyslexic

#### SCENARIO

Martina is at home, researching her upcoming trip, which is less than two weeks away, when she comes across a YouTube ad for a backpack by Ecodream Design.

#### GOALS/EXPECTATIONS

She's looking for a backpack for her travels, something comfortable yet stylish, with pockets, functional zippers, and preferably vegan.

#### DISCOVERY

- While watching travel vlogs about her upcoming destination on YouTube, she comes across an ad for an Ecodream backpack.
- She looks up the brand on Instagram. The page is well curated, so she decides to visit the website by clicking the link in bio.

#### Actions

- She scrolls through the homepage but feels overwhelmed by the amount of complex wording in the descriptions.
- She spots the interactive image leading to the "Backpacks" category and clicks on it.
- She is directed to the product page, but due to the absence of breadcrumbs and lack of clear labels, it's unclear where she is within the site's structure.
- She randomly clicks on one of the product images.
- She can't tell whether she has landed on a product detail page — the text is confusing, the contrast is insufficient, and the links are not clearly emphasized.

#### Thoughts

"This brand is nice! Let's see if they have that backpack I saw in the ad."

- "This is so confusing... is this the shop or just product information?"
- "The terms they use are so technical, it's confusing me."

#### STRUGGLES

- She finds the image that links to the product shop and clicks on it.
- Inside the shop, she discovers products she's interested in and adds them to the cart. However, the vegan options are only available for pre-order.
- She adds one to the cart to place the pre-order, but a notice pops up telling her she must remove the other items if she wants to purchase a pre-order product.
- Confused by the situation, she decides to contact customer service for clarification.

#### Expectations

\*To find a backpack for her travels, like the one seen in the ad, comfortable, sustainable, and vegan.\*

\*To easily find the shop from the product page.\*

\*Purchase the product\*

- She looks in the footer for a link to the contact section but finds only an email address. Writing an email would only increase her frustration.
- She then opens the menu and clicks on the "Contact" category.
- While scrolling through the page, she finally finds a "WhatsApp Chat" button to reach customer service, although she would have preferred a phone number to speak directly with an operator.
- The phrase "This service is reserved for final consumers" displayed on the screen puts her under pressure, and she decides to abandon the purchase because it feels too complicated.

- "Maybe I can find a contact link in the footer... just an email..."
- "Let's try the menu! A WhatsApp chat! Hmm... no phone number for customer service..."
- "But what if I change my mind and don't want to buy anymore? Forget it."

\*To contact customer support easily and without pressure.\*

#### Emotions



#### Touchpoints

- YouTube advertisement
- Instagram page
- Ecodream homepage



- Product info



- Shop
- Cart
- Contacts



- Contacts



- No contact link in the footer
- No phone number for customer support
- WhatsApp chat is limiting

#### PAINPOINTS ACCESSIBILITY

- Technical vocabulary
- Insufficient text contrast
- Links not distinguishable from the rest of the text

## 4.PAIN POINTS AND OPPORTUNITIES

### PAIN POINTS

- Missing ARIA attributes on HTML elements
- Missing alternative text for images
- Unclear CTA
- No index or sitemap available
- Insufficient contrast between text and background
- Inadequate headings for screen readers / improper use of HTML tags on elements
- Lack of clear navigation and heading hierarchy

### OPPORTUNITIES

- Add ARIA attributes to HTML elements
- Add alternative text to images
- Make CTAs and image links more explicit
- Add a page index or sitemap to aid navigation
- Comply with WCAG guidelines for a minimum text-to-background contrast ratio of 3:1
- Ensure headings are readable by screen readers and use correct HTML tags for elements
- Make navigation hierarchy more logical and clear

## 4.PAIN POINTS AND OPPORTUNITIES

### PAIN POINTS

- Focus indicator does not follow a coherent navigation order
- Absence of keyboard shortcut commands
- Technical vocabulary
- No search bar
- No breadcrumbs
- Links are not distinguishable from surrounding text and lack alternative text explaining their destination
- No phone number for customer support

### OPPORTUNITIES

- Help assistive technologies read or focus on text correctly through improved hierarchy
- Add keyboard shortcut commands
- Use less technical and more easily understandable vocabulary
- Add a search bar
- Add breadcrumbs
- Add descriptive text to links to indicate their content and make them visually more distinguishable
- Provide a clearly accessible phone number for customer support



## 5. NEW USER JOURNEY MAP

**Giulia** Visually impaired

### SCENARIO

Giulia is on the bus, returning home from one of her Saturday morning volunteer activities. She notices that her tote bag is starting to wear out and decides to buy a new one.

### GOALS/EXPECTATIONS

Acquistare una borsa casual per tutti i giorni (preferibilmente in saldo) che può però anche trasformarsi in uno zaino in cui riporre libri e materiale universitario.

	RESEARCH	NAVIGATION 1	NAVIGATION 2	PURCHASE	CHECKOUT
<b>Actions</b>	<ul style="list-style-type: none"> <li>Browsing the browser, she searches the search bar for: "Sustainable backpacks and bags"</li> <li>Clicks on the first result "Ecodream design"</li> <li>She is redirected to the site's homepage</li> </ul>	<ul style="list-style-type: none"> <li>With the help of a screen reader, she reads the homepage content, which is well organized; ARIA attributes are present in the HTML code, and navigation is smooth, also thanks to alternative text</li> <li>However, she cannot find the sales section on the homepage</li> <li>She interacts with the first CTA which appears to lead to the shop</li> <li>She is redirected to the shop - new arrivals</li> </ul>	<ul style="list-style-type: none"> <li>Being more interested in the sales section, she tries interacting with the hamburger menu and there notices the "Sales and Offers" category.</li> <li>She enters the sales and offers category and notices that the categorization, naming, and contrast between text and background are clear and satisfactory.</li> <li>The screen reader easily reads all the content, including the alternative text for images and the descriptive labels of the various links.</li> </ul>	<ul style="list-style-type: none"> <li>There are many items; she filters them by her preferred color and price.</li> <li>She saves the ones she likes the most to her favorites (Wishlist).</li> </ul>	<ul style="list-style-type: none"> <li>She checks the products saved in the wishlist.</li> <li>She reviews each product's specific page with information on production, materials, measurements, etc.</li> <li>Even in this case, the screen reader encounters no difficulties, thanks to appropriate HTML hierarchy and headings; links are also clearly distinguishable.</li> <li>She chooses one of the Hybrid Backpacks from the wishlist and adds it to the cart.</li> <li>She proceeds with the purchase and checkout.</li> </ul>
<b>Thoughts</b>	"Ecodream, a sustainable fashion brand, might have what I'm looking for"	<ul style="list-style-type: none"> <li>"Interesting! I like this brand!"</li> <li>"Hmm, there's no sales section... Discover the new sustainable bags and backpacks, let's try..."</li> <li>"Oh, the new arrivals, interesting, but I'd like to see something on sale."</li> </ul>	<ul style="list-style-type: none"> <li>"Let's check the menu... here it is!"</li> <li>"Sales and offers, just what I need!"</li> <li>"Luckily, everything is very well organized, it reads well, and I don't find any difficulties."</li> </ul>	<ul style="list-style-type: none"> <li>"Let's filter by color and price."</li> <li>"This one is nice! I'll add it to my favorites so I can decide which to buy later."</li> </ul>	"Fantastic! I'm really happy with my purchase!"
<b>Expectations</b>	*Find a tote bag that can also become a backpack on sale*	*Reach the shop from the homepage*	*Access a sales section*	*Filter and add the products in the wishlist*	*Purchase article*
<b>Emotions</b>					
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Google search</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>Homepage Ecodream</li> <li>Shop new arrivals page</li> </ul>	<ul style="list-style-type: none"> <li>Hamburger menu</li> <li>Sales and offers</li> </ul>	<ul style="list-style-type: none"> <li>Sales and offers</li> <li>Wishlist</li> </ul>	<ul style="list-style-type: none"> <li>Wishlist</li> <li>Cart</li> </ul>

### SOLUTIONS

- + Added ARIA attributes to the HTML code
- + Added alternative text to images
- + Clearer CTA for the "New Arrivals" category
- + Added a clear Sales and Offers category
- + Navigation hierarchy and HTML headings satisfactory, clear, and logical
- + Sufficient text-to-background contrast
- + Links distinguishable from surrounding text

- + Add product filters
- + Add Wishlist



## 5. NEW USER JOURNEY MAP

**Monica** Parkinson

### SCENARIO

Monica is at work, her lunch break is almost over, and she's reading an article about sustainability and Made in Italy.

### GOALS/EXPECTATIONS

To purchase a certified sustainable bag made in Italy, with careful attention to the materials used in the production process.

#### DISCOVERY

- While reading an article in Marie Claire about sustainability and Made in Italy, she notices a mention of the brand Ecodream.
- Curious, she clicks the link and is directed to the homepage.

#### Actions

#### NAVIGATION 1

- Interested in learning more about the brand, she goes to the "About" section; fortunately, the site has incorporated keyboard shortcuts.
- Still curious, she uses the search bar to look for "vegan."
- The focus indicator follows smooth navigation without skipping elements.
- She is directed to the page about vegan materials.

#### Thoughts

"Ecodream, if even Marie Claire mentioned it, I can trust it."

#### NAVIGATION 2

- After reviewing the materials page, she decides to browse the shop.
- Thanks to keyboard navigation, it doesn't take her long to access all the information.
- She goes to the shop category from the header and finds the product layout and categorization very clear and intuitive.
- She then decides to click on the "Collections – Vegan" category.
- She finds a product she likes, and while scrolling down, she sees other suggested/related items that catch her interest.
- She decides to add both to her wishlist.

#### Expectations

\*She wants to find a certified sustainable bag made in Italy.\*

#### PURCHASE AND CHECKOUT

- She reviews the product information but notices it doesn't specify if they are Made in Italy.
- However, she is reassured by the reviews section under each product (which recommends contacting the excellent customer service).
- She uses the live chat on the site to ask.
- She receives an immediate affirmative response regarding the production of Ecodream products in Italy.
- She decides to purchase the product and proceeds to checkout.

#### Emotions



#### Touchpoints

- Marie Claire article
- Homepage Ecodream



- About page
- Materials page



- Shop
- Subcategory Vegan
- Wishlist



- Shop
- Vegan products
- Chat live
- Cart



#### SOLUTIONS

- + Added keyboard shortcuts
- + Added search bar

- + More functional product categorization and layout, faster navigation thanks to a clearer and more intuitive hierarchy



## 5. NEW USER JOURNEY MAP

**Martina** Dyslexic

### SCENARIO

Martina è a casa, mentre fa ricerche sul suo prossimo viaggio che sarà tra meno di due settimane si inbatte nella pubblicità su youtube di uno zaino di Ecodream design.

### GOALS/EXPECTATIONS

Sta cercando uno zaino per i suoi viaggi, comodo ma di stile, con tasche, cerniere funzionali e preferibilmente vegano .

#### DISCOVERY

- Actions**
- While watching travel vlogs about her upcoming destination on YouTube, she comes across an ad for an Ecodream backpack.
  - She looks up the brand on Instagram. The page is well curated, so she decides to visit the website by clicking the link in the bio.

#### NAVIGATION

- She scrolls through the homepage, and the vocabulary used is simple and clear.
- She finds the interactive image leading to the "Backpacks" category and clicks on it.
- She understands she is on the "Backpacks" product page thanks to the presence of breadcrumbs.
- The various products are well distinguished from each other with labels, the text-to-background contrast is sufficient, and there is a CTA inviting her to explore each product in the shop.

#### EXPLORATION

- She interacts with the CTA and the shop page for that specific product category opens.
- Inside the shop, she finds products that interest her and adds them to the cart. However, the vegan options are available for pre-order only; the notice helps her understand the situation.
- She adds one to the cart to place a pre-order and could easily proceed with the purchase, but wonders how long it will take for the package with the various products to arrive since her trip is soon.
- She checks the shipping policies via the link in the footer; fortunately, the link is clearly distinguishable.

#### PURCHASE AND REGISTRATION

- After confirming the timing, she proceeds with the purchase by clicking the "cart" category in the header.
- She really liked the experience on the site, so she decides to register at the time of purchase to receive promotions via the newsletter.
- She fills out the registration form without any issues; the form is intuitive and easy to understand.

#### Thoughts

"This brand is nice! Let's see if they have that backpack I saw in the ad."

- "The text isn't too complex, and the vocabulary is good too."
- "Ah, this isn't the shop, luckily, it's clearly marked!"
- "The items are well distinguished! Good thing the text and labels are clearly visible! If I click here, I should get to the shop!"

- "Here I am in the shop! These products are nice! I really needed a backpack like this."
- "Hmm, the vegan options are for pre-order only, luckily that's clearly highlighted."
- "Let's check the shipping times though, maybe in the footer... here it is!"

- "The timing is perfect! I'll proceed with the purchase!"
- "I can also register and subscribe to the newsletter! Yeah, why not, I liked this site!"
- "Luckily, filling out the form wasn't difficult; everything was clear and well explained."

#### Expectations

\*To find a backpack for her travels, like the one seen in the ad, comfortable, sustainable, and vegan.\*

\*To easily find the shop from the product page\*

\*To choose the product according to her needs.\*

\*Product purchase\*

#### Emotions



#### Touchpoints

- YouTube advertisement
- Instagram page
- Ecodream homepage



- Homepage
- Product info



- Shop
- Cart
- Shipping policies



- Cart
- Sign in



#### SOLUTIONS

- + Simpler and more explanatory vocabulary
- + Added breadcrumbs
- + Clear navigation hierarchy and well-understood product labels
- + Sufficient text-to-background contrast

- + Added clearer CTAs
- + Links clearly distinguishable from surrounding text

# ANALYSIS METHOD

I analyzed the desktop version of the **Ecodream Design** website with the objective of assessing its accessibility for all users. To do this, I evaluated it according to the four principles of accessibility: **Perceivable – Operable – Understandable – Robust.**

First, I used the WAVE tool (Web Accessibility Evaluation Tool) to identify all the shortcomings and pain points across the various pages analyzed. I then highlighted opportunities for improvement and modifications to update the site to a fully accessible version.

### 1. Perceivable

I analyzed whether textual alternatives were provided for any non-text content, whether the site was **adaptable**, meaning content could be presented in different ways **without losing information or structure**, and **finally whether it was distinguishable**, making it easy for users to perceive content by separating foreground from background.

### 2. Operable

I verified that components and navigation were **accessible via keyboard**, that there were **no unexpected elements (such as sudden page updates or autoplaying multimedia)** which could cause **seizures or physical reactions in sensitive users**, and that navigation was smooth through various input methods and user support features.

### 3. Understandable

According to this principle, I verified whether the information and interface operations were understandable. First, I assessed the site's readability, ensuring that the text complied with WCAG guidelines regarding a minimum contrast ratio of 3:1 between text and background. Then, I checked that text links were recognizable and visually distinct from the surrounding body text. I also evaluated the textual content itself to determine whether the language was too complex or filled with technical jargon.

Other aspects I considered included the site's predictability and input assistance to prevent errors and help users correct them, for example, during form completion.

### 4. Robust

I tested the website across different web browsers and devices to ensure usability on various platforms. I also evaluated compatibility with assistive technologies such as screen readers, virtual keyboards, and other tools used by users with disabilities.

## **7. ANALYZED PAGES AND COMMON ISSUES**

# Homepage

The image shows the homepage of the Ecodream website. At the top, the brand name "ecodream" is displayed in a large, lowercase, sans-serif font, with "eco" in green and "dream" in black. Below the header is a navigation bar with links: HOME, SHOP, ABOUT, MODELLI, MATERIALI, RETAIL, CONTATTI, and IL MIO ACCOUNT. The main content area features three vertical promotional banners. The first banner, titled "SUSTAINABLE FASHION BRAND", shows a dark blue backpack in a room with wooden shelves and plants. The second banner, titled "HANDCRAFTED WITH LOVE", shows a teal leather bag with a brown leather strap against a background of green foliage. The third banner, titled "MADE IN ITALY", shows a close-up of a grey leather bag with visible stitching. At the bottom of the page, there is a section titled "BORSE & ZAINI SOSTENIBILI" with a paragraph of text and a "SCOPRI DI PIÙ" button.

# PRODUCT CATEGORY

Visualizzazione di 8 su 8	Visualizzazione precedente
 EMISSIONI   BORSA IN PELLE NERA 110,00€ <a href="#">Aggiungi al carrello</a>	 EMISSIONI   BORSA IN PELLE COLOR CUOIO 110,00€ <a href="#">Aggiungi al carrello</a>
 EMISSIONI   BORSA IN PELLE BLU 110,00€ <a href="#">Aggiungi al carrello</a>	 EMISSIONI   BORSA IN PELLE VERDE ACQUA 110,00€ <a href="#">Aggiungi al carrello</a>
 EMISSIONI   BORSA IN PELLE GIALLO SENAPE 110,00€ <a href="#">Aggiungi al carrello</a>	 EMISSIONI   BORSA IN PELLE VERDE PETROLIO 110,00€ <a href="#">Aggiungi al carrello</a>
 EMISSIONI   BORSA IN PELLE TORTORA 110,00€ <a href="#">Aggiungi al carrello</a>	 EMISSIONI   BORSA IN PELLE ANTRACITE OPIKO 110,00€ <a href="#">Aggiungi al carrello</a>

# PRODUCT PAGE

# HYBRID | BORSA/ZAINO IN PELLE VERDE CHIARO

## DESCRIZIONE

### BORSA/ZAINO | PELLE VERDE CHIARO [HYB432]

## DIMENSIONE

larghezza: 46 cm  
altezza: 46 cm  
profondità: 11 cm

## COMPOSIZIONE

### - ESTERNO

Pelle (corto) Accendere di produzione

### - INTERNO

Tessuto (cotone) Accendere di produzione

## CARATTERISTICHE

E' una borsa/zaino, un modello convertibile nato dall'esigenza di proporre un prodotto semplicemente minimale ma ad elevate potenzialità funzionali. Il prodotto è concepito per la versatilità e la dinamicità, le possibilità di essere utilizzato in diversi modi, adattandosi alle diverse esigenze e situazioni. È un modello unico, compatibile con diversi stili.

Il prodotto ha una tracolla in cuoio regolabile che permette, con estrema facilità e velocità, di modificare le caratteristiche funzionali della borsa. Il modello fa varie configurazioni: zaino, borsa da portare a mano, a spalla, a tracolla o a tracolla. La tracolla in cuoio garantisce un alto livello di confort. Il prodotto è chiuso in gomme ad alta tenuta, sul cinturino è presente un moschettone. All'interno si trova una tasca.

## NOTE

Prodotto unico, non regolabile.

I materiali utilizzati possono avere piccole imperfezioni (zone graffi, attrassoni, grumi o macchie). In questo ci troviamo di recuperare e riciclarci, che per loro natura non possono essere "perfetti". Si tratta di un aspetto che contribuisce a caratterizzare il prodotto, ed esprieme la sua originalità.

## ABOUT

# ABOUT

## BORSE & ZAINI SOSTENIBILI

**ECODREAM È UN BRAND INDIPENDENTE DI MODA SOSTENIBILE, SPECIALIZZATO IN BORSE, ZAINI ED ACCESSORI ECO-FRIENDLY. I NOSTRI PRODOTTI SONO REALIZZATI CON VARIE TIPOLOGIE DI MATERIALI DI RECUPERO E/O RICICLATI, PRINCIPALMENTE SCARTI DI PRODUZIONE, RIMANENZE DI MAGAZZINO ED ECCEDENZE. TUTTI I PRODOTTI SONO SOSTENIBILI. LE PROPOSTE INCLUDONO PRODOTTI VEGAN ED UPCYCLING. LA PRODUZIONE È ARTIGIANALE ED È TOTALMENTE MADE IN ITALY.**

## L'APPROCCIO SOSTENIBILE NEL NOSTRO MODELLO D'IMPRESA

L'industria della moda è uno dei settori economici più importanti sotto il profilo ambientale, la produzione delle manifatture necessarie alla fashion industry genera il consumo di un volume imponentissimo d'isole del pianeta e il rincaro dell'ambiente di ingenti quantità di sostanze tossiche e dannose. Negli ultimi anni c'è infatti ad un modello di consumo sempre più orientato alla sbarra fastosa, i prodotti moda sono sempre più visti come un bene lusso e prestigio, andando a generare ogni anno quasi un milione di rifiuti. Aggiusta si aggiunge una elevata quantità di materiale che in azienda della moda, e non soltanto, materiali che potrebbero essere ancora utilizzati nel ciclo produttivo, ma che se smarriti, perduta una serie di risorse, preferiscono scaricarsi.

Il nostro obiettivo è quello di avere un modello diverso rispetto a quello che ha caratterizzato il mondo della moda negli ultimi decenni.

Nel nostro spazio intravediamo i valori della **sustainable fashion** e del movimento della **Fashion Revolution**. Per un'industria della moda che si ripeti le persone, la creatività ed il profitto in eguale misura, con consapevolezza di avere un futuro più etico e sostenibile. Siamo anche stati inseriti nella **Revolution Map**, la mappa indetta da Fashion Revolution insieme con gli indicatori green in Italia, pilota per scoprire cosa fa Fashion Revolution.

Siamo forseveramente legati anche ai concetti **slow fashion** ed **ethical fashion**. Crediamo che il mondo della moda debba cambiare i paradigmi su cui si basavano fino ad ora, vorremmo sapere quel modello di moda frenetica, consumistica, focalizzata sulla quantità anziché sulla qualità. Una moda che si basa sulle questioni di impatto, senza un ruolo bagaglio, sul prezzo basso a tutti costi, a discapito di qualcosa, che dall'altra parte del mondo, risparmia nella misura.

Nelle nostre attività seguiamo anche la filosofia dell'**upcycling**, la sperimentazione in maniera creativa del riciclo dei materiali dismessi. Il nostro progetto è di passare proprio su questa concezione, dalla nostra risposta come materiali da tutto verso il mondo dei fashion, a tutti gli effetti percepiti come rifiuti, e passando ad essere impegnati in accessori moda dall'alto costo valore estetico, «oltro» per accedere alle pagine dedicate.

La nostra localizzazione, nel anguila, in provincia di Firenze, è inizialmente rispetto all'industria della moda e delle manifatture prime impegnate in questa settore. Ci troviamo infatti a ridosso del distretto fiorentino della pellizzetteria, polo mondiale del cuoio pellestino, radicato al di sotto delle pelli, il più grande centro tessile a livello europeo, un caposaldo per più di novant'anni intorno alla moda. A breve distanza dal distretto fiorentino d'Acqua Cava (Cavriglia), il comprensorio del ruscello, una delle principali valli nel campo della lavorazione costituita a livello italiano ed internazionale. Questi territori, oltre a garantire la produzione di teli e materiali di antima qualità, una forte tradizione ed artigianatili, pesca, come effetto collaterale innescato ed impensabile, la produzione di una quantità enorme di materiali di scarto, rimanenze inutilizzate, eccedente, manufatti basati sull'offerta, scarti di produzione, scambi, campagne inadeguate ecc.

Il nostro obiettivo nasce dalle volontà di riuscire ad almeno una parte dei materiali che la sbarra scarano. Utilizziamo i materiali dismessi, per cogliere comunque con questi come rifiuti, cercando di salvaguardare le loro qualità (gli «essenza essenziali») ed evitando che diventino un rifiuto da bruciare.

I nostri prodotti sono realizzati con tutta una serie di materiali di recupero già fiduciosi. Si va dai materiali più tradizionali, come cuoio e rinforzi di pelle, rinascendo le cosiddette di struttura e rinforzando di pelle classica; a materiali più atipici e spesso inutilizzati, come confezioni di cuoio, imbottiti, in PVC e similpvc e il Alltags, una sorta di pelle vegetale ricavata dagli scarti di produzione dell'industria. Sono tutti i materiali pur essendo considerati alla sbarra, i rifiuti non hanno ancora perso il loro potere utile e possono avere utilizzo utilizzati.

La nostra filosofia è come accettare i modi con quali che li già stata prodotti, evitando di consumare risorse del pianeta,

# CHECKOUT

## CHECKOUT

Sei già un cliente? Fai clic qui per accedere.

Hai un codice promozionale? Fai clic qui per inserire il tuo codice promozionale.

  — 8000

— (DE) —

**DETtagli di fatturazione**

Nome\* Cognome\*

Nome della società (optional)

Paese/città\*  
 Italia

Via e numero\*  
 Via/Piazza e Numero/Città

Appartamento, suite, ufficio, ecc. (optional)

CAP\*

Città\*

Provincia\*

telefono\*

indirizzo email\*

Creare un account!

**Spedire ad un indirizzo differente?**

Nome\* Cognome\*

Nome della società (optional)

Paese/città\*  
 Italia

Via e numero\*  
 Via/Piazza e Numero/Città

Appartamento, suite, ufficio, ecc. (optional)

CAP\*

Città\*

Provincia\*

Note sull'ordine (optional)  
  
Indica all'utente di scegliere l'indirizzo postino per la consegna.

**IL TUO ORDINE**

PRODOTTO	SOMMA
Mrs.   borsetta in pelle nera, acciaio e cammeo dorata * 	139,00€
<b>SERVIZIO</b>	<b>10,00€</b>
<b>SPEDIZIONE</b>	<input checked="" type="checkbox"/> Corriere espresso: 6,00€ <input type="checkbox"/> Corriere espresso - 10000 KM (verso/tutte le grandi città): 10,00€ <input type="checkbox"/> Ritiro in sede
<b>TOTALE</b>	<b>155,00€</b>

Carta di credito/carta di debito 

Numero carta  
 1234 1234 1234 1234 

Data di scadenza Codice di sicurezza  
 MM / AA  CVC 

Identifica banca   
 PayPal 

 **EFFETTUA ORDINE**

### COMMON ISSUES

#### The Logo doesn't have any alternative text

Currently, the Ecodream logo does not have any alternative text, which makes it impossible for assistive technologies such as screen readers to read it.

#### Recommended intervention:

Add alternative text.

#### Absent breadcrumbs on every page

No breadcrumbs are present on any page to help users orient themselves.

#### Recommended intervention:

Add breadcrumbs.

#### Missing alternative text for all non-text elements

Currently, all non-text content and elements lack alternative text. This prevents assistive technologies, such as screen readers, from describing elements other than text.

#### Recommended intervention:

Add alternative text to all non-text elements.

#### Absence of keyboard shortcut commands

No pages have incorporated keyboard shortcut commands. This makes it difficult for users who rely solely on the keyboard to navigate the site.

#### Recommended intervention:

Implement keyboard shortcut commands.

#### Absence of search bar

The lack of a search bar makes it slower and more difficult for users, especially those with disabilities, to find specific information or products

#### Recommended intervention:

Add a search bar.

#### Insufficient contrast between text and background

On all pages, the contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1 / 3:1.

#### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

### COMMON ISSUES

#### Incorrect navigation hierarchy and HTML headings

The navigation hierarchy is confusing and lacks coherent logic, causing the focus indicator to skip entire paragraphs of text or page elements. Additionally, the HTML headings do not follow correct naming conventions; in several instances, the hierarchy is skipped.

##### Recommended intervention:

Rebuild a coherent and correct navigation hierarchy, paying particular attention to proper heading structure.

#### Redundant or empty links

There are redundant links that are not useful. When adjacent links lead to the same destination, keyboard users and screen reader users face repetitive navigation.

##### Recommended intervention:

Combine redundant links into a single link and remove any redundant text.

#### MOBILE VERSION – Centered hamburger menu

The central position of the menu may not be accessible for some users with motor disabilities.

##### Recommended intervention:

Place the menu on the left or right side of the screen to ensure easier access.

#### Footer lacks a sitemap and a contact section

There is no sitemap providing an overview of the entire site to help users understand its content and structure.

##### Recommended intervention:

Provide a sitemap for the site.

# Homepage

## X Redundant link

There is a redundant, unnecessary link; adjacent links lead to the same destination, causing repetitive navigation for keyboard and screen reader users.

### Recommended intervention:

Combine redundant links into a single link and remove any redundant text.

## X Empty heading

An empty heading hinders users of assistive technologies because it contains no information.

### Recommended intervention:

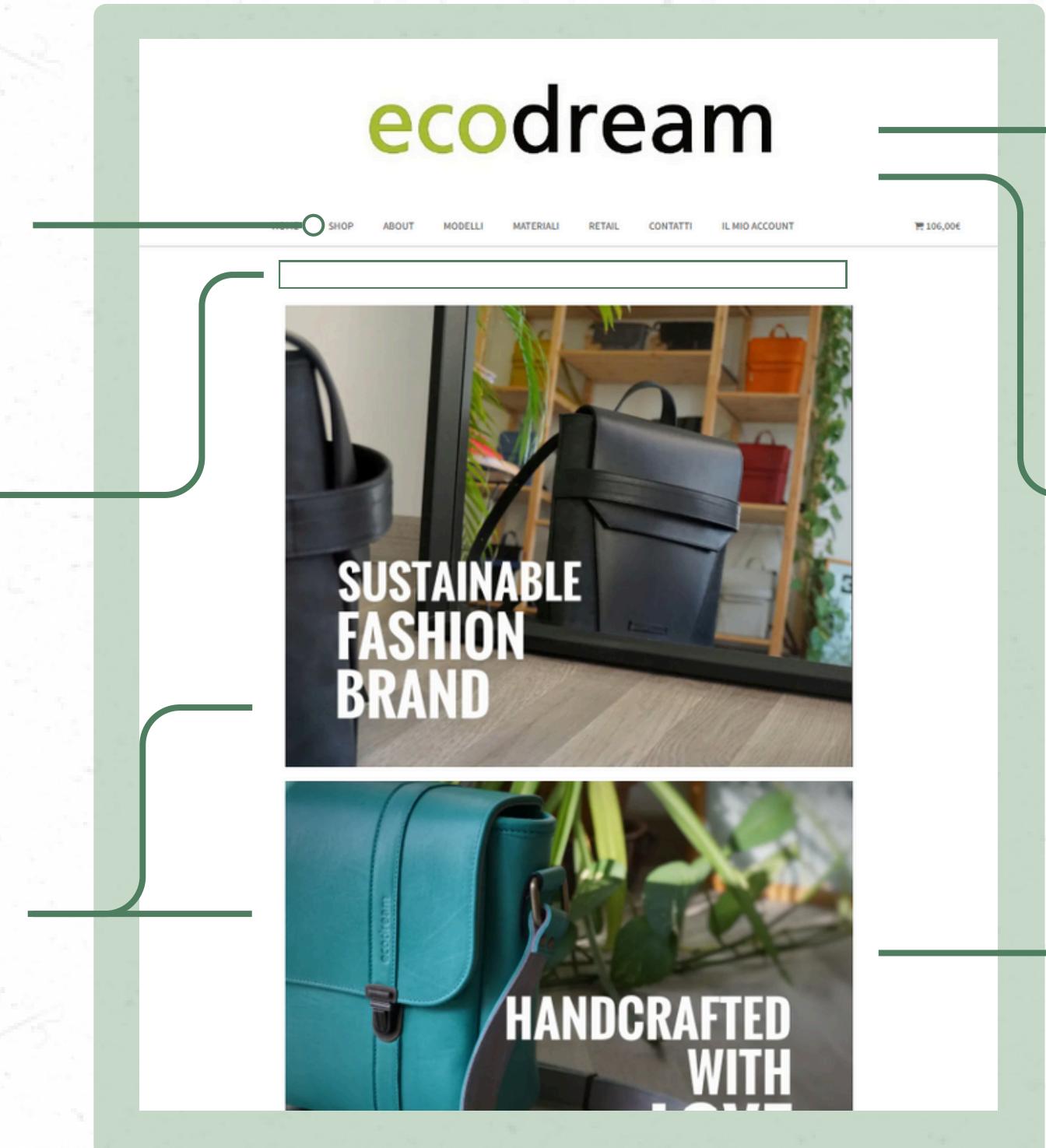
Remove the empty heading or add meaningful information for assistive technologies.

## X Images lack alternative text

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

### Recommended intervention:

Add alternative text (e.g., "Sustainable fashion brand – Link to shop").



## X Logo lacks alternative text

Currently, the Ecodream logo has no alternative text, making it unreadable by assistive technologies such as screen readers.

### Recommended intervention:

Add alternative text such as "Ecodream".

## X Absence of search bar

The lack of a search bar makes it slower and more difficult for users, especially those with disabilities, to find specific information or products.

### Recommended intervention:

Add a search bar.

## X Linked images missing attributes

Images that are links do not have attributes indicating their destination.

### Recommended intervention:

Add the "title" attribute to linked images to provide details about the link's destination.

# Homepage

**X Insufficient contrast between text and background**

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

**Recommended intervention:**

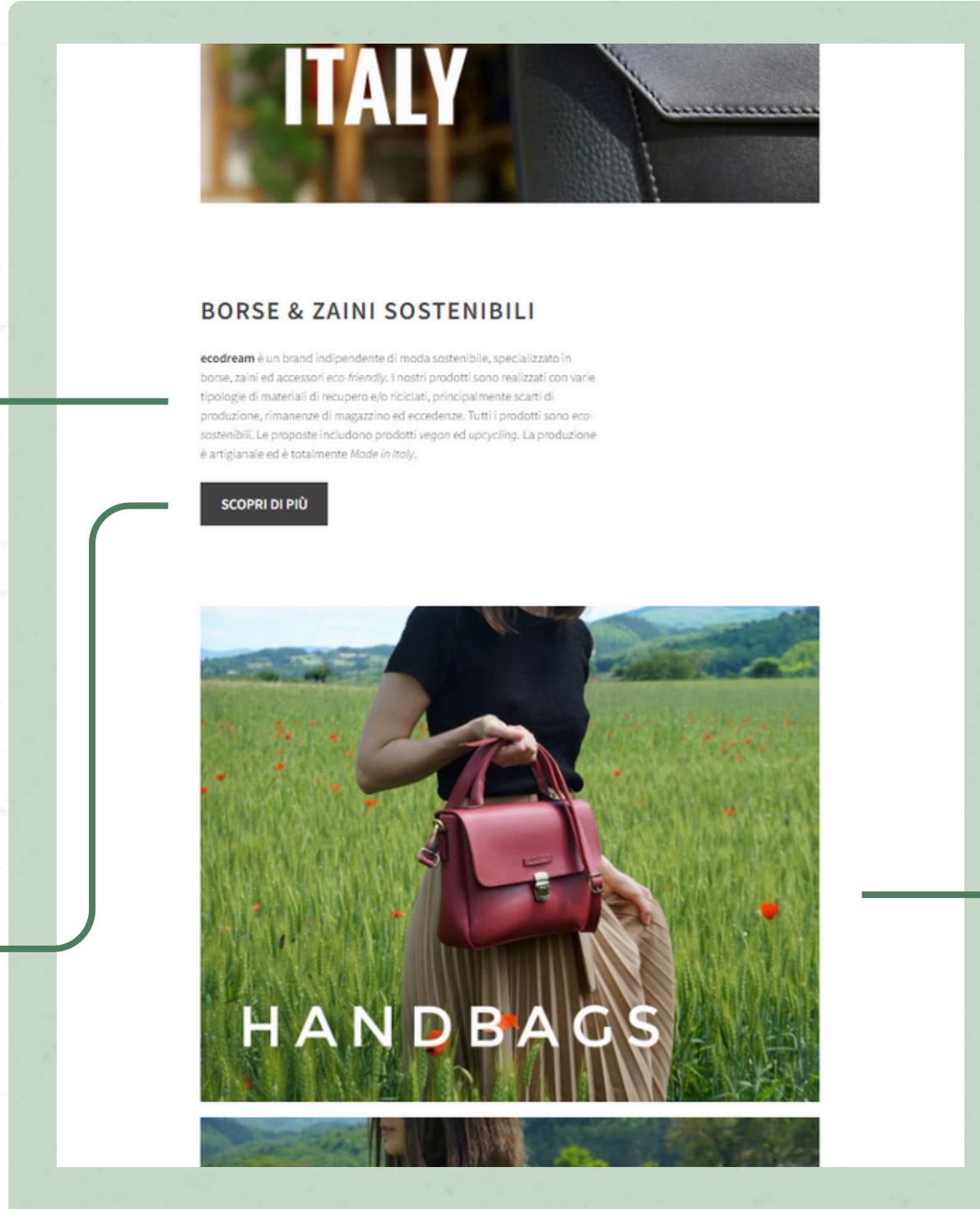
Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

**X CTA button “Scopri di più” lacks context**

Without explicit context, the function of this button and its destination are unclear.

**Recommended intervention:**

Replace “Scopri di più” with a more descriptive phrase such as “Learn more about Ecodream”.



**X Images lack alternative text**

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

**Recommended intervention:**

Add alternative text (e.g., “Link to product page – Handbags”).

# Homepage



## X Images lack alternative text

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

### Recommended intervention:

Add alternative text  
(e.g.“Immagine borsa modello WAN azzurra”)

## X Images trigger unexpected action

The bag images lead to displaying the single item image in detail rather than the product page, causing an unexpected action.

### Recommended intervention:

Reconsider the necessity of this gallery on the homepage. If retained, add a descriptive label identifying it as a “Product gallery.”

## X Use of technical language

The use of technical language makes comprehension and navigation more difficult for users with cognitive disabilities

### Recommended intervention:

Use simpler and clearer vocabulary.

## ACHIEVEMENTS



## INITIATIVES



# Homepage

## X Skipped heading level

A heading level is skipped throughout the page, causing confusion for assistive technologies during page navigation.

### Recommended intervention:

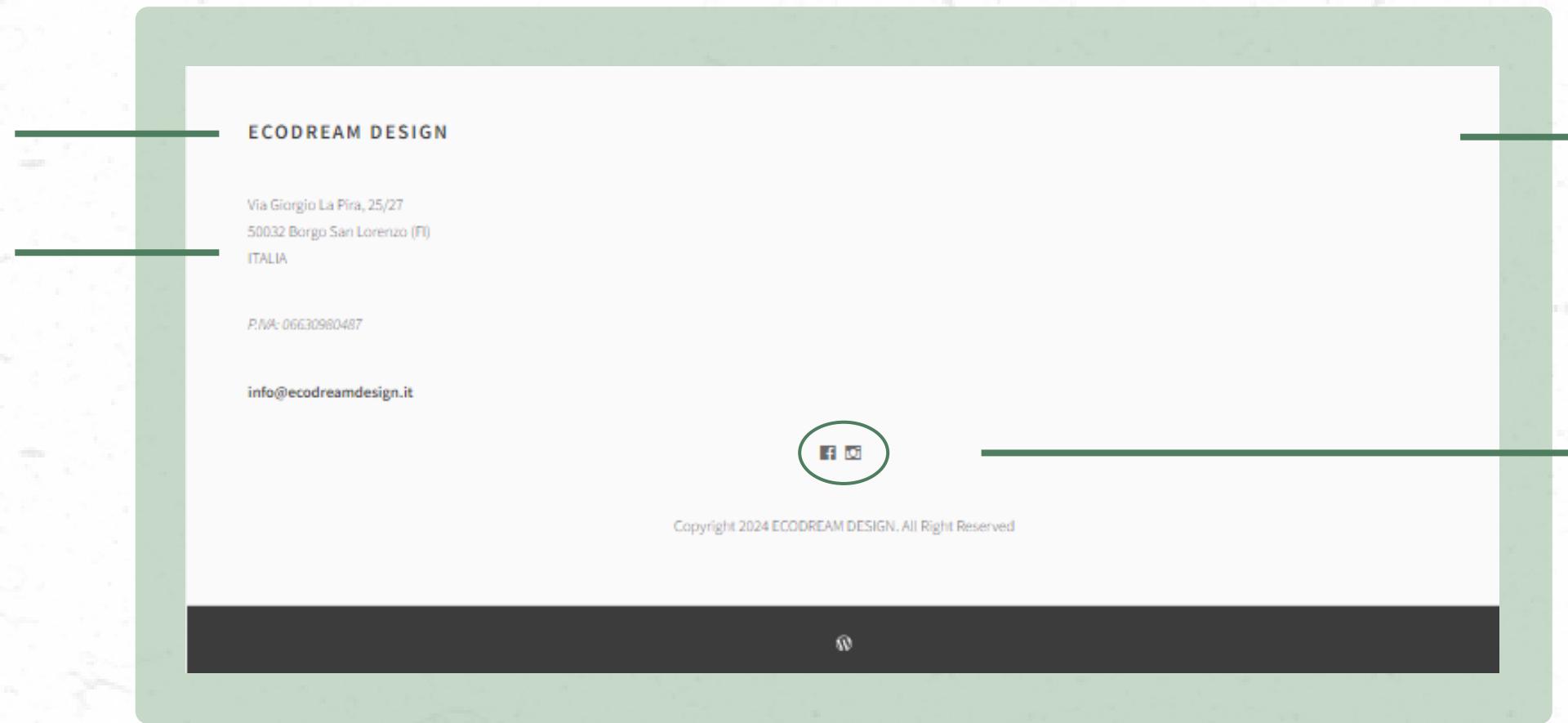
Correct the HTML code and rebuild a more logical and correct heading hierarchy.

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.



## X Footer lacks sitemap and contact section

There is no sitemap providing an overview of the entire site to help users understand its content and structure.

### Recommended intervention:

Provide a sitemap for the site.

## X Social media link icons too small

The social media link icons are too small (16px) to be easily visible and clickable, which could cause difficulties for users with visual and motor disabilities.

### Recommended intervention:

Increase the size of the social media icons

# PRODUCT CATEGORY

## X Absence of breadcrumbs

Without breadcrumbs, users feel disoriented and unsure of their exact location within the site.

### Recommended intervention:

Add breadcrumbs.

## X Title does not describe content

The title "Hybrid" does not adequately describe the page content.

### Recommended intervention:

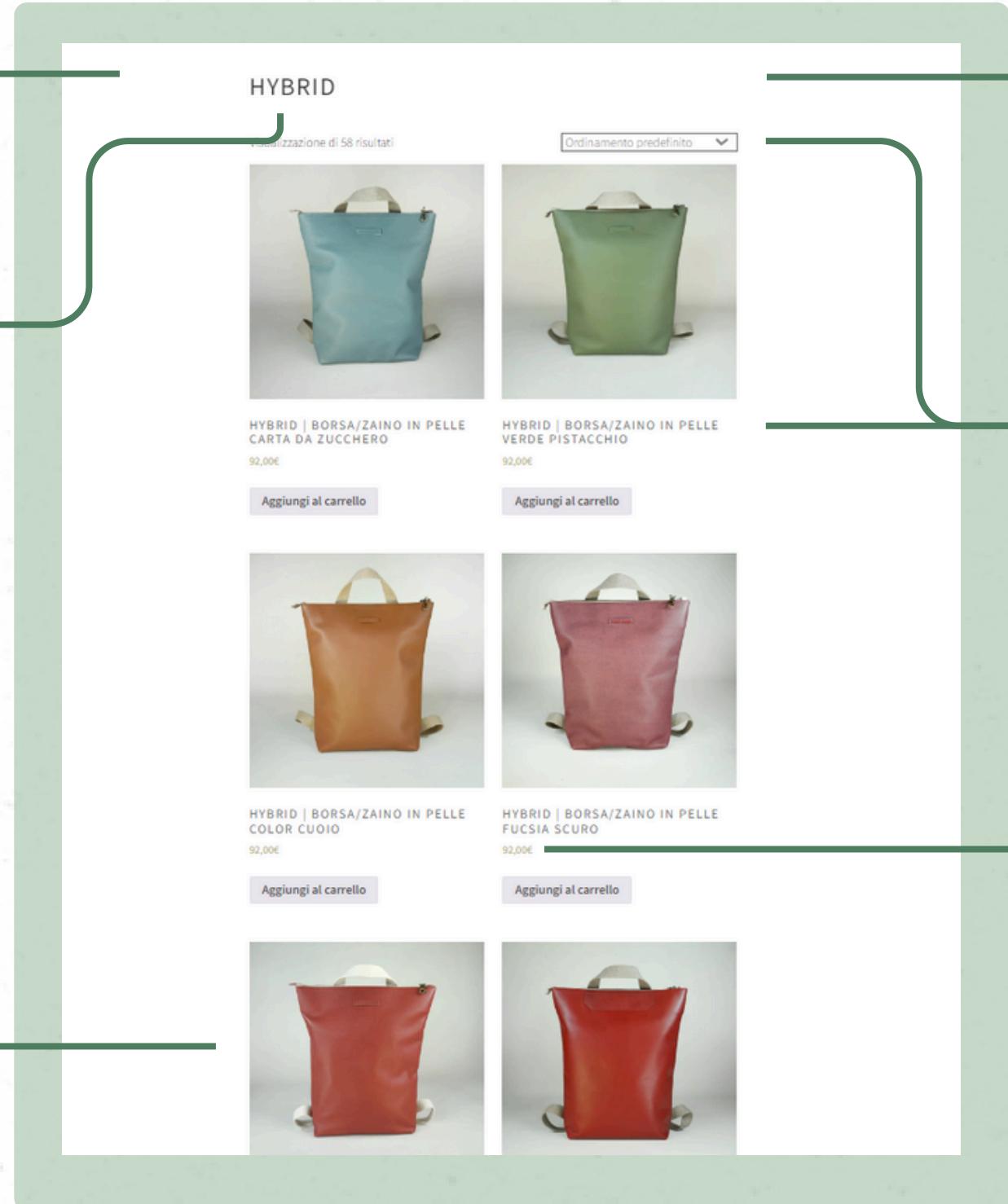
Add a more detailed description of the content. (e.g., "HYBRID bags/backpacks")

## X Images lack alternative text

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

### Recommended intervention:

Add alternative text  
(e.g., "Immagine modello borsa/zaino in pelle Hybrid colore carta da zucchero")



## X Absence of product filters

It is not possible to filter products, which makes searching more complex and time-consuming.

### Recommended intervention:

Aggiungere filtro prodotti.

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

## X Product price text too small

The product price is not clearly visible due to its small size, which could make it difficult to identify for users with visual impairments.

### Recommended intervention:

Increase the font size to improve visibility.

# PRODUCT PAGE

## X Absence of breadcrumbs

Without breadcrumbs, users feel disoriented and unsure of their exact location within the site.

### Recommended intervention:

Add breadcrumbs.

## X Images lack alternative text

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

### Recommended intervention:

Add alternative text  
(e.g., "Immagine borsa modello WAN in pelle colore verde acqua frontale")

## WAN | BORSETTA IN PELLE VERDE ACQUA



108,00€

Disponibile

AGGIUNGI AL CARRELLO

G Pay | ...8003  
COD: WAN410 CATEGORIA: WAN Tag: borsa, borsetta, cuoio, donna, eco-friendly, ecologica, ecosostenibile, manico, pelle, riciclata, riciclo, sostenibile, tracolla, verde acqua

### DESCRIZIONE

BORSETTA CON CINTURINO | PELLE VERDE ACQUA [WAN410]

### DIMENSIONE

larghezza: 31 cm  
altezza: 21 cm  
profondità: 9 cm

### COMPOSIZIONE

## X The term COD:WAN410 is not understandable

The term is not comprehensible for users with cognitive disabilities

### Recommended intervention:

Replace

## X Product price text too small

The product price is not clearly visible due to its small size, which could make it difficult to identify for users with visual impairments.

### Recommended intervention:

Increase the font size to improve visibility.

## X Decorative element exposed to assistive technologies

This element was marked as decorative but remains exposed to assistive technologies. The element is interactive, meaning it can still be reached via keyboard, potentially causing confusion for users.

### Recommended intervention:

Since the element appears to have more than just a decorative function, add an ARIA attribute to help screen readers understand its purpose or change its function accordingly.

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

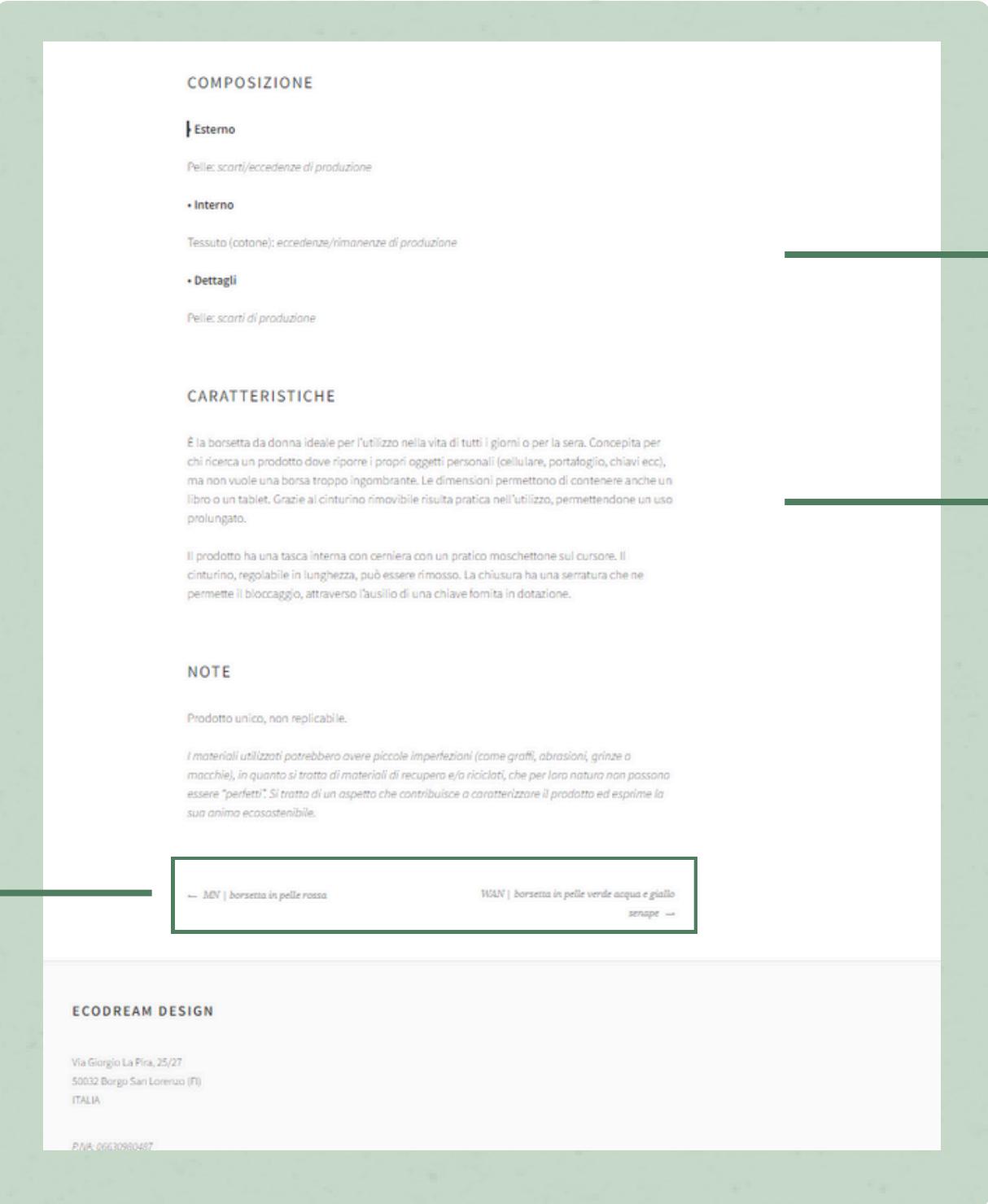
# PRODUCT PAGE

## X Links indistinguishable from surrounding text and insufficient contrast

Currently, the links to the previous and next articles are not distinguishable or recognizable as such, causing confusion for users with visual and cognitive disabilities.

### Recommended intervention:

Make the links more distinguishable by changing the text color and adding an underline.  
(eg. "[MN | borsetta pelle rossa](#)")



## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

## X Text too long and lacking bolded keywords

Long text is complex for users with visual and cognitive disabilities to read.

### Recommended intervention:

Make feature descriptions more concise and add bolded keywords to help users quickly focus on the most important parts and give them precedence with screen readers.

# ABOUT

## X Empty heading

An empty heading hinders users of assistive technologies because it contains no information.

### Recommended intervention:

Remove the empty heading or add meaningful information for assistive technologies.

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

## X Inconsistent heading hierarchy

The page structure skips heading levels multiple times, causing assistive technologies like screen readers and focus indicators to lose logical navigation and skip entire paragraphs.

### Recommended intervention:

Rebuild a consistent, logical, and correct heading hierarchy in the HTML code.



## X Absence of breadcrumbs

Without breadcrumbs, users feel disoriented and unsure of their exact location within the site.

### Recommended intervention:

Add breadcrumbs.

## X Missing table of contents

There is no table of contents on the page, which could slow down reading for users with visual and cognitive disabilities.

### Recommended intervention:

Add a table of contents listing all the topics covered on the page.

## X Images lack alternative text

Currently, images do not have any alternative text, which prevents assistive technologies such as screen readers from interpreting them.

### Recommended intervention:

Add alternative text  
(e.g. "Link alla pagina prodotto - Handbags")

## X Hidden element focusable

The aria-hidden attribute is used to hide decorative parts of a page from assistive technology.

Focusable page elements are those users can interact with via keyboard or other devices, such as links, checkboxes, buttons, and form fields.

In this case, the element has been removed from the reading order but not from the focus order, which can cause a confusing experience for screen reader users.

### Recommended intervention:

Remove the element from the focus order.

# ABOUT

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

### Recommended intervention:

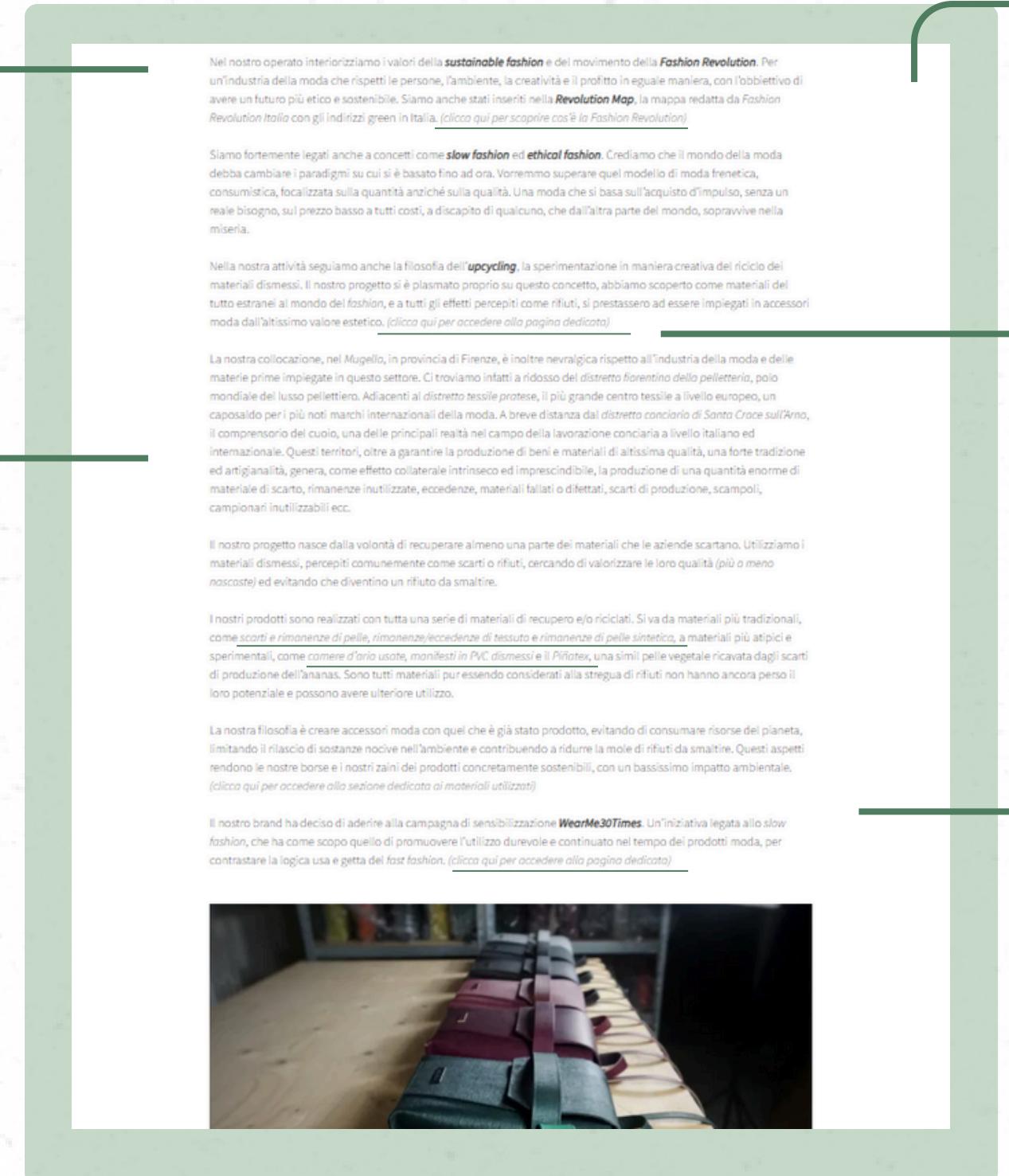
Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.

## X Text too long and few bolded keywords

Long text is difficult for users with visual and cognitive disabilities to read.

### Recommended intervention:

Make the text more concise and add bolded keywords to help users quickly focus on the most important parts and prioritize them with screen readers.



## X Skip to main content link empty

The first keyboard-focusable element should be a link to the main content of the page. This link should be visible when focused via keyboard, but in this case, it is empty.

### Recommended intervention:

Add a link at the top of the page that directs users straight to the main content area.

## X Unidentifiable links

The links are not distinguishable from the surrounding text; the use of italics is insufficient for identification. Users with visual and cognitive disabilities may struggle to recognize and interact with them.

### Recommended intervention:

Make the links more distinguishable by changing the text color and adding an underline.

## X Unclear link destination

Links do not explicitly state their destination upon interaction, which can confuse users with visual and cognitive disabilities.

### Recommended intervention:

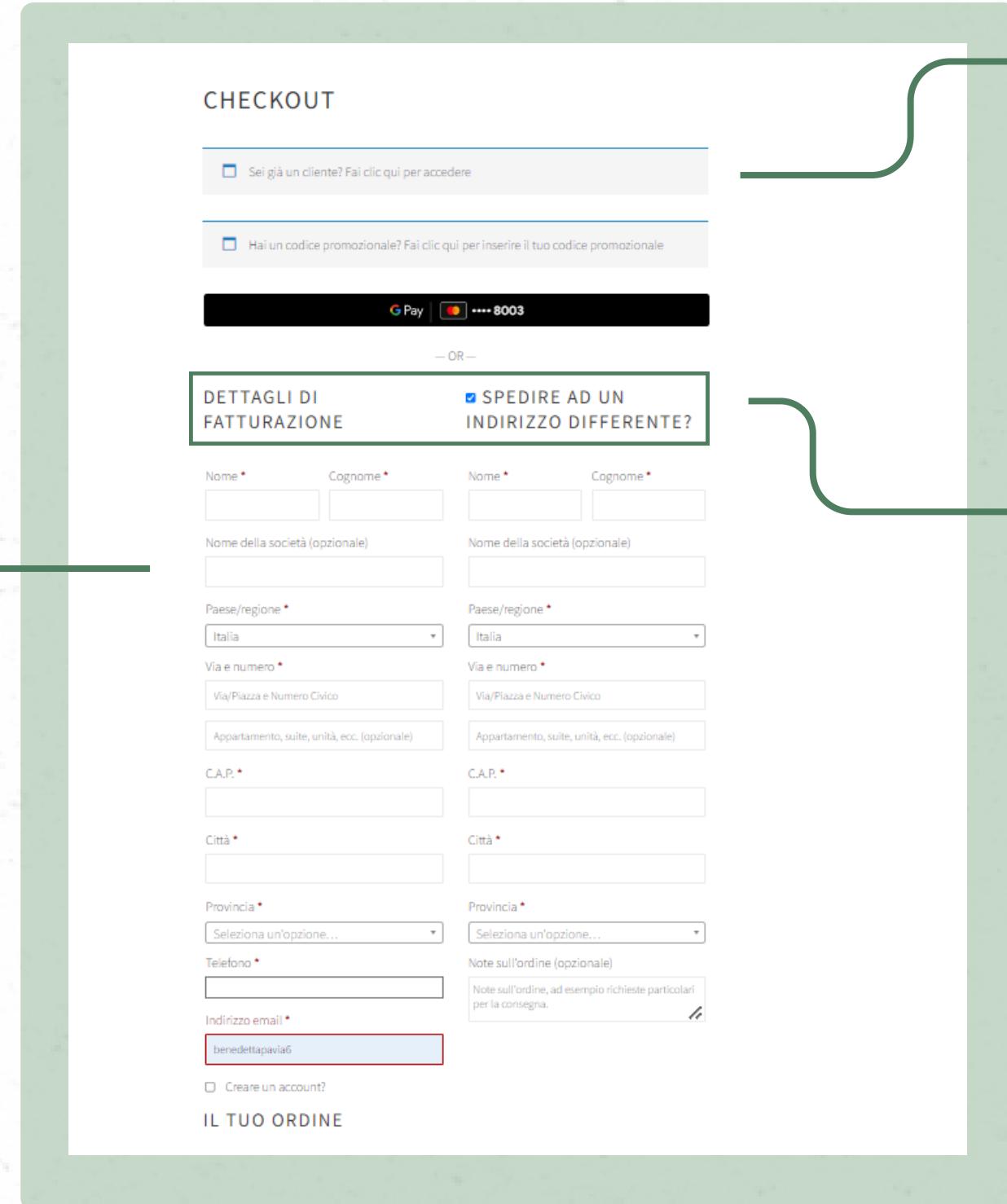
Make links more explicit about their destination by adding “alt” or “title” attributes in the HTML code.

# CHECKOUT

## X Insufficient contrast between text and background

The contrast between text and background does not meet the WCAG accessibility guidelines of 4.5:1.

**Recommended intervention:**  
Replace colors that do not meet the requirements with ones that achieve the required contrast, while maintaining harmony and consistency.



The screenshot shows a checkout page with a light gray header and a white main content area. The text "CHECKOUT" is at the top. Below it are two input fields with small blue icons and placeholder text. A black button bar contains payment method icons (G Pay, credit card) and the number "8003". Below the bar is the text "— OR —". There are two sections: "DETTAGLI DI FATTURAZIONE" and "SPEDIRE AD UN INDIRIZZO DIFFERENTE?". Both sections have four input fields each for Name, Surname, Company (optional), Country/Region, Street Number, Apartment, Suite, Unit, etc. (optional), ZIP Code, City, Province, and Phone Number. The "SPEDIRE AD UN INDIRIZZO DIFFERENTE?" section also includes a dropdown for Note on Delivery (optional). At the bottom are checkboxes for "Create an account?" and "IL TUO ORDINE". The overall design uses a monochromatic color scheme with low contrast between text and background.

## X Indistinguishable link

The link for site registration is unclear, indistinguishable from surrounding text, and its intent is not obvious.

### Recommended intervention:

Make the link visually distinct by changing its color, adding an underline, and replacing the text content with a clearer phrase (e.g., "[Registrati ora!](#)")

## X Inconsistent heading hierarchy

The page structure skips heading levels, causing assistive technologies like screen readers and focus indicators to lose logical navigation and skip entire paragraphs.

### Recommended intervention:

Rebuild a consistent, logical, and correct heading hierarchy in the HTML code.

# CHECKOUT

## X Table header cell lacks header role

A table header cell should have a column or row header role, as it describes its relationship with other cells in the table. When a screen reader user navigates a table, each data cell is announced along with its relevant column or row header. In this case, this is not possible.

### Recommended intervention:

Assign the header role to the table header cells.

The screenshot shows a checkout page with a green header bar. Below the header, there's a large green rectangular area containing a table and a payment section. The table has a header row with columns for 'PRODOTTO' and 'SUBTOTALE'. The payment section includes fields for card number, expiration date, and security code, along with options for bank transfer and PayPal.

PRODOTTO	SUBTOTALE
WAN   borsetta in pelle verde acqua × 1	108,00€
<b>SUBTOTALE</b>	<b>108,00€</b>
<b>SPEDIZIONE</b>	<input checked="" type="radio"/> Corriere espresso: 6,00€ <input type="radio"/> Corriere espresso - REVERSE (reso/cambio gratuiti): 10,00€ <input type="radio"/> Ritiro in sede
<b>TOTALE</b>	<b>114,00€</b>

**Carta di credito/carta di debito**

Numero carta  
1234 1234 1234 1234

Data di scadenza  
MM / AA

Codice di sicurezza  
CVC

Bonifico bancario  
 PayPal

Che cos'è PayPal?

**EFFETTUA ORDINE**

## X Long page structure

The page structure is too long and lacks division between sections, making form completion challenging for users with disabilities.

### Recommended intervention:

Simplify form completion by dividing the form into sections and streamlining the required information.

## X Difficult keyboard navigation

Due to a confusing heading hierarchy and a non-intuitive page structure, keyboard navigation is complex and nearly impossible.

### Recommended intervention:

Correct the page navigation structure and heading hierarchy.

# FINAL THOUGHTS

**A general analysis revealed that the site does not comply with the accessibility standards set forth by the Web Content Accessibility Guidelines (WCAG).**

**Non-compliance with these standards not only limits accessibility for users with disabilities but may also expose the site to legal risks and harm the company's reputation.**

## CODE

The site analysis revealed numerous code construction errors, with repeated violations regarding the correct use of HTML attributes.

The lack of recognition of elements by the focus indicator makes navigation frustrating, penalizing users who rely on it. Additionally, navigation via screen readers, which is essential for users with visual impairments, is insufficiently supported, as the site is not optimized for this function.

Key issues include images and links lacking alternative text, as well as the absence of a proper heading hierarchy and logical navigation structure.

## UX

User experience (UX) suffers when using assistive technologies due to the lack of appropriate labels that accurately describe what the user is seeking, complicating the search for desired content.

The use of lengthy texts lacking keywords further complicates navigation, and poorly defined navigation hierarchies, crucial for guidance, confuse assistive tools and disorient users, preventing them from completing their tasks.

Barriers to accessing key site functionalities, such as registration or purchase forms, can lead to increasing user frustration and diminished trust in the site.

The absence of essential tools like an effective search bar, filtering options, or a well-structured shopping cart negatively impacts the shopping experience. The checkout process is disorganized and unclear, contributing to high abandonment rates.

Finally, the lack of status indicators, such as breadcrumbs, makes it difficult for users to understand their location within the site during navigation.

## UI

On the user interface front, the site exhibits several issues with text-to-background contrast, making parts of the content difficult to read, especially for users with visual impairments.

Links are not easily distinguishable from the surrounding text, sometimes differing only by the use of italics. In the footer, social media links are hard to locate due to their small size and low visibility, hindering access for users wishing to connect to social channels.

The interface suffers from inconsistency in color usage, style, and layout, with a lack of visual and interactive feedback during completed actions.

Finally, the navigation structure is neither clear nor intuitive, and the overall site layout appears confusing and uninviting, critical issues that need addressing to improve user experience and encourage purchases on an e-commerce platform.

Benedetta Pavia

THANK YOU!

September 2024