
Accessibility Evaluation Report: Slickdeals

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I 320U - Digital Accessibility

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1. Executive Summary

This report describes the conformance of the [Slickdeals](#) website with [W3C's Web Content Accessibility Guidelines \(WCAG\)](#). The review process is described in Section 5 below and is based on evaluation described in [Accessibility Evaluation Resources](#).

Based on this evaluation, **the Slickdeals website does not meet WCAG 2.1**, Conformance Level AA. Detailed review results are available in Section 6 below. Resources for follow-up study are listed in Section 7 below. Feedback on this evaluation is welcome.

2. Background About Evaluation

Conformance evaluation of web accessibility requires a combination of [semi-automated evaluation tools](#) and manual evaluation by an experienced reviewer. The evaluation results in this report are based on evaluation conducted on the following date(s): **April 10th-14th, 2023**. The website may have changed since that time.

3. Scope of Review

- Name of website: Slickdeals
 - A website for people to find coupons and how to apply them to their favorite products and stores
- Website URL: <https://slickdeals.net/>
 - URLs used in review:
 - Landing page: <https://slickdeals.net/>
 - Product page (Games - Hollow Knight): https://slickdeals.net/f/16568609-hollow-knight-voidheart-edition-xb-ox-one-series-x-s-digital-download-7-49?src=category_page
 - Coupon page (Amazon): <https://coupons.slickdeals.net/amazon/>
 - All three pages were reviewed using a mix of semi-automated evaluation tools and manual evaluation
 - URLs excluded from review: all other pages
- Review was conducted: April 10th-14th, 2023
- Natural language of the website: English

4. Reviewer

- Name: Felicia Li
- Affiliated Organization: University of Texas, School of Information
- Contact: hi_felicia@utexas.edu
- Area of Expertise: User Experience Design
- Natural Languages: English, Mandarin/Simplified Chinese

5. Review Process

- Website evaluated for conformance to WCAG 2.1 Level AA
- Evaluation tools used:
 - [WAVE Evaluation Tool](#), Version 3.2.3
 - [Grayscale Tool](#), Version 2.0
 - [Text Spacer Checker](#), version not specified (last updated 2021)
- Manual review:
 - Manual review was employed in the evaluation of subjective criteria such as effective descriptions

6. Results and Recommended Actions

Evaluation Summary

- **28 out of the 50** criterion were used for this evaluation
 - 19 passed
 - 8 failed
 - 1 cannot tell
- Criterion Failed:
 - 1.1.1: Non-text Content, Level A
 - 1.3.2: Meaningful Sequence, Level A
 - 1.4.3: Contrast (Minimum), Level AA
 - 1.4.12: Text Spacing, Level AA
 - 2.1.1: Keyboard, Level A
 - 2.4.7: Focus Visible, Level AA
 - 2.5.1: Pointer Gestures, Level A
 - 2.5.3: Label in Name, Level A
- **Slickdeals fails to meet conformance** to WCAG 2.1 Level AA (and fails at Level A)

Evaluation Tool Output

- Landing Page

The screenshot shows the WAVE web accessibility evaluation tool interface. On the left, the 'Summary' panel displays the following statistics:

- Errors: 1096
- Contrast Errors: 1215
- Alerts: 958
- Features: 284
- Structural Elements: 574
- ARIA: 1680

A 'View details' button is located at the bottom of the summary panel. The main panel shows a preview of the Slickdeals landing page. The page header includes the Slickdeals logo and a search bar. The main content area features a large banner with the text 'No more hunting for coupons!' and a 'Code' button. The footer contains a navigation menu with links to various categories like Grocery, Video Games, TV, Computers, Credit Cards, Home, Clothing & Accessories, Tech, and Cameras.

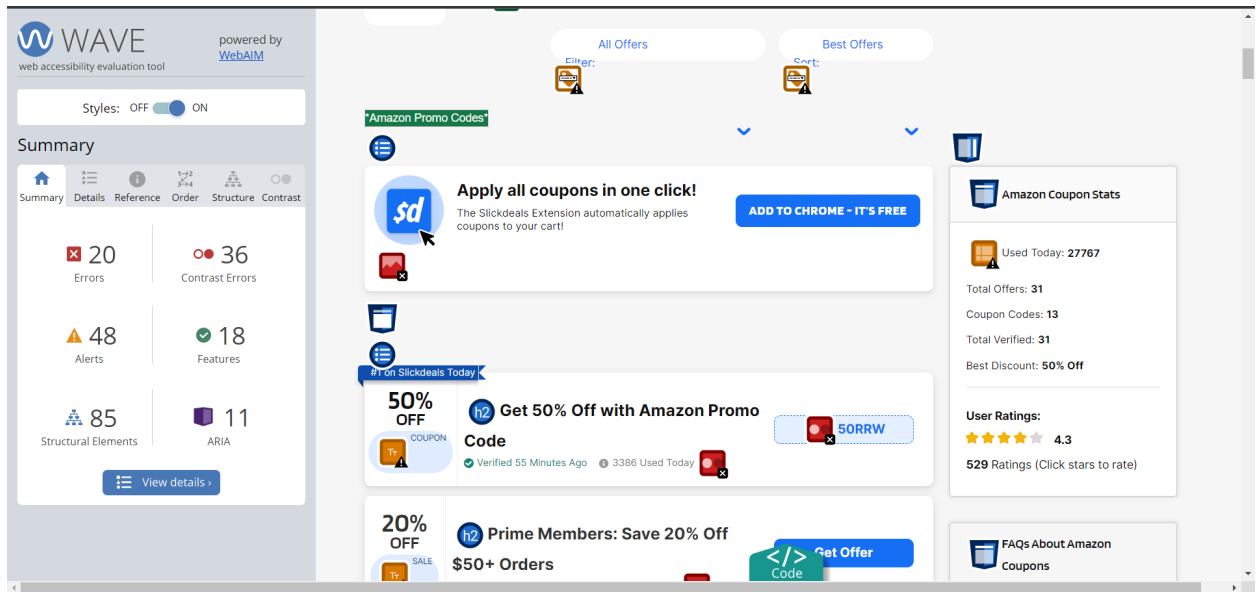
- Product Page

The screenshot shows the WAVE web accessibility evaluation tool interface for a product page. On the left, the 'Summary' panel displays the following statistics:

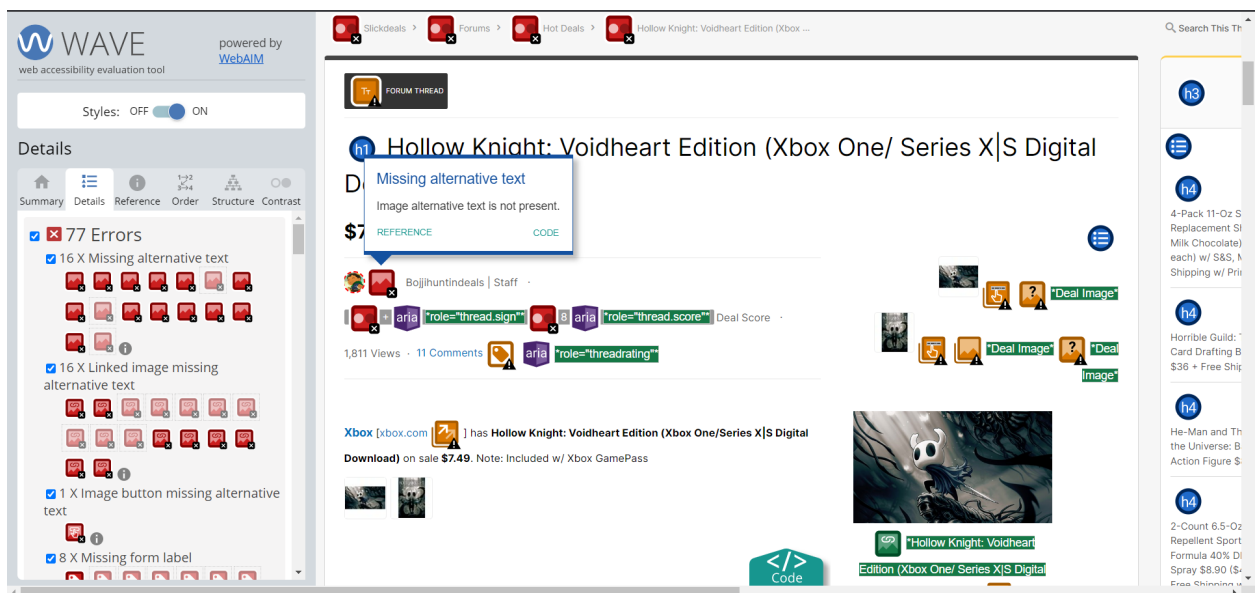
- Errors: 68
- Contrast Errors: 105
- Alerts: 141
- Features: 67
- Structural Elements: 157
- ARIA: 134

A 'View details' button is located at the bottom of the summary panel. The main panel shows a preview of the Slickdeals product page. The page header includes the Slickdeals logo and a search bar. The main content area features a large banner with the text 'No more hunting for coupon codes!' and a 'Code' button. The footer contains a navigation menu with links to various categories like Grocery, Video Games, TV, Computers, Credit Cards, Home, Clothing & Accessories, Tech, and Cameras. A 'FORUM THREAD' button is also visible in the footer.

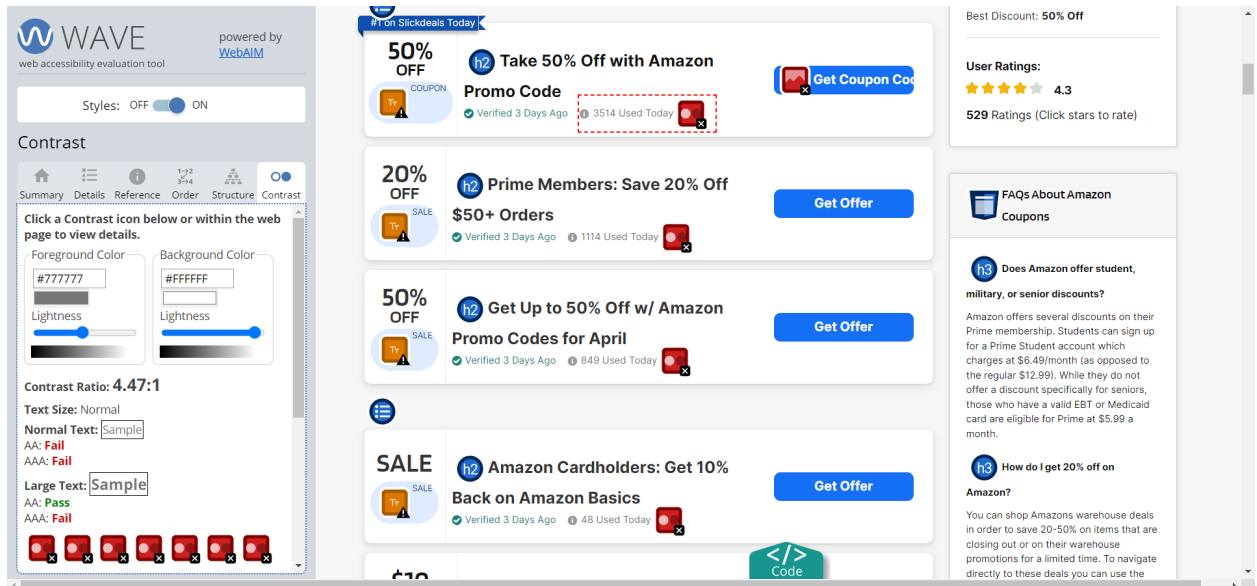
- Coupon Page



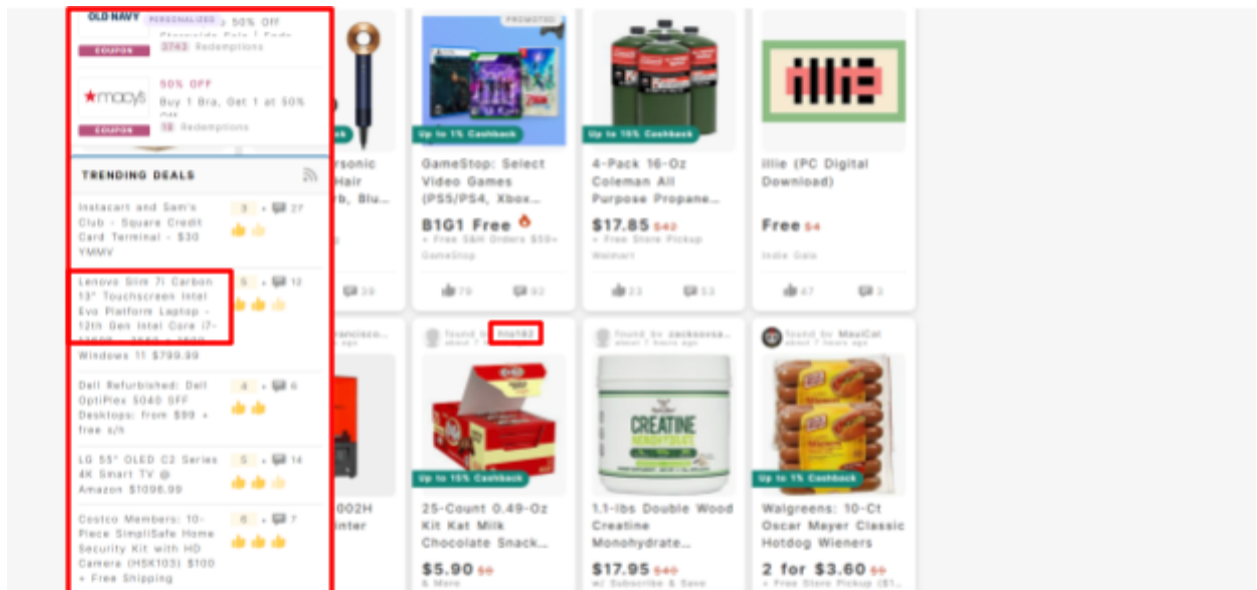
- (1.1.1) No Alt-Text for Images - Product Page
 - Most of the missing alt-text on the page are user profile photos or pictures of products uploaded by users



- (1.4.3) Contrast - Coupon Page
 - Light text on a light background, just barely missing the ratio for conformance



- (1.4.12) Text Spacing - Landing Page
 - Sidebar feed jumps to cover left side of interface
 - Some text is partially cut off by the margins



Recommendations

Note:

1. Most of the missing alt-text on the page are user profile photos or pictures of products uploaded by users
 - Encourage users to input their own alt-text for pictures they upload
 - Have default alt-text (ex. “profile picture for cheese1203”)
 - Criterion
 - 1.1.1: Non-text Content, Level A
2. Certain elements were left out of the navigation order or didn’t have visual indicators during ‘TAB’ navigation
 - Ensure all elements are includes in the navigation with consistent indicators
 - Criterion
 - 1.3.2: Meaningful Sequence, Level A
 - 2.1.1: Keyboard, Level A
 - 2.4.7: Focus Visible, Level AA
3. Menu bar requires horizontal scrolling and cannot be operated with single pointer
 - Reduce content on menu bar or consolidate elements into smaller dropdown menus so that horizontal scrolling isn’t needed
 - Criterion
 - 2.5.1: Pointer Gestures, Level A
4. Like/comment icons don't have labels or hover text
 - Add labels under the icons or add hover text
 - Criterion
 - 2.5.3: Label in Name, Level A
5. Low contrast between text and background color
 - Darken color of text to meet the conformance ratio
 - Criterion
 - 1.4.3: Contrast (Minimum), Level AA
6. When spacing tool was applied to pages: the sidebar aligned to left and covered content (landing), some stats in boxes were cropped out (product), some text in filter overlapped (coupon)
 - Criterion
 - 1.4.12: Text Spacing, Level AA

Sample Redesign

- The **landing page** was selected for the redesign as it had the most diverse pool of failed criterion
- The Figma file of this redesign can be found [here](#)



The redesign focuses on two features of the page:

- **Menu bar**
 - 3. Some links consolidated into dropdowns so horizontal scroll isn't necessary

- **Individual item/post**
 2. Added visual indicator to elements that are missing an indicator during ‘TAB’ navigation
 4. Added hover text to elements without worded descriptions
 5. Darkened text color to achieve a contrast ratio that meets the requirements

7. References

- Evaluating Web Accessibility Overview: <https://www.w3.org/WAI/test-evaluate/>
- How to Meet WCAG (Quick Reference): <https://www.w3.org/WAI/WCAG21/quickref/>
- WCAG Easy Checks: <https://www.w3.org/WAI/test-evaluate/preliminary/>
- WCAG-EM Reporting Tool: <https://www.w3.org/WAI/eval/report-tool/#!/>
- Template for Accessibility Evaluation Reports: <https://www.w3.org/WAI/test-evaluate/report-template/>

8. Appendices

WCAG-EM Report

Link to host here: https://editor.p5js.org/plastic_flower/full/-UYbkAedw

Accessibility Checklist

- Filters
 - Interaction Design
 - Content Creation
 - Visual Design
- Levels
 - Level A
 - Level AA
- Other notes
 - Removed audio/video related criteria as it wasn’t present in evaluated pages
 - Removed animation and moving image criteria as it was not present in evaluated pages
 - Removed criteria for related to mobile testing
 - Removed developer centric criteria

Checklist Criteria + Results

Success Criterion	Description	Result
Perceivable		
1.1 - Text Alternatives		
1.1.1: Non-text Content, Level A	All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed here .	Failed
1.3 - Adaptable		
1.3.1: Info and Relationships, Level A	Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.	Passed
1.3.2: Meaningful Sequence, Level A	When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.	Failed
1.3.5: Identify Input Purpose, Level AA	The purpose of each input field collecting information about the user can be programmatically determined when: <ul style="list-style-type: none"> • 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. 	Passed
1.4 - Distinguishable		
1.4.1: Use of Color, Level A	Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.	Passed
1.4.3: Contrast (Minimum), Level AA	The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, with the exceptions listed here .	Failed
1.4.4: Resize text, Level AA	Except for captions and images of text, text can be resized without assistive technology up to 200 percent	Passed

	without loss of content or functionality.	
1.4.11: Non-text Contrast, Level AA	<p>The visual presentation of the following have a contrast ratio of at least 3:1 against adjacent color(s):</p> <ul style="list-style-type: none"> • <u>User Interface Components</u>: Visual information required to identify user interface components and states, except for inactive components or where the appearance of the component is determined by the user agent and not modified by the author; • <u>Graphical Objects</u>: Parts of graphics required to understand the content, except when a particular presentation of graphics is essential to the information being conveyed. 	Passed
1.4.12: Text Spacing, Level AA	<p>In content implemented using markup languages that support the following text style properties, no loss of content or functionality occurs by setting all of the following and by changing no other style property:</p> <ul style="list-style-type: none"> • Line height (line spacing) to at least 1.5 times the font size; • Spacing following paragraphs to at least 2 times the font size; • Letter spacing (tracking) to at least 0.12 times the font size; • Word spacing to at least 0.16 times the font size 	Failed
1.4.13: Content on Hover or Focus, Level AA	<p>Where receiving and then removing pointer hover or keyboard focus triggers additional content to become visible and then hidden, the following are true:</p> <ul style="list-style-type: none"> • <u>Dismissible</u>: A mechanism is available to dismiss the additional content without moving pointer hover or keyboard focus, unless the additional content communicates an input error or does not obscure or replace other content; • <u>Hoverable</u>: If pointer hover can trigger the additional content, then the pointer can be moved over the additional content without the additional content disappearing; • <u>Persistent</u>: The additional content remains visible until the hover or focus trigger is removed, the user dismisses it, or its information is no longer valid. 	Passed
Operable		
2.1 - Keyboard Accessible		

2.1.1: Keyboard, Level A	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.	Failed
2.1.2: No Keyboard Trap, Level A	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.	Passed
2.3 - Seizures and Physical Reactions		
2.3.1: Three Flashes or Below Threshold	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.	Passed
2.4 - Navigable		
2.4.1: Bypass Blocks, Level A	A mechanism is available to bypass blocks of content that are repeated on multiple Web pages.	Cannot Tell
2.4.2: Page Titled, Level A	Web pages have titles that describe topic or purpose.	Passed
2.4.3: Focus Order, Level A	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.	Passed
2.4.5: Multiple Ways, Level AA	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.	Passed
2.4.6: Headings and Labels, Level AA	Headings and labels describe topic or purpose.	Passed
2.4.7: Focus Visible, Level AA	Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible.	Failed
2.5 - Input Modalities		
2.5.1: Pointer Gestures, Level A	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	Failed

	multipoint or path-based gesture is essential.	
2.5.3: Label in Name, Level A	For user interface components with labels that include text or images of text, the name contains the text that is presented visually.	Failed
Understandable		
3.2 - Predictable		
3.2.1: On Focus, Level A	When any user interface component receives focus, it does not initiate a change of context.	Passed
3.2.2: On Input, Level A	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.	Passed
3.2.3: Consistent Navigation, Level AA	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.	Passed
3.2.4: Consistent Identification, Level AA	Components that have the same functionality within a set of Web pages are identified consistently.	Passed
3.3 - Input Assistance		
3.3.1: Error Identification, Level A	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.	Passed
3.3.2: Labels or Instructions, Level A	Labels or instructions are provided when content requires user input.	Passed
3.3.3: Error Suggestion, Level AA	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.	Passed
Robust		
Note: Robust criterias required examination of markup language, which is outside of the reviewer's expertise.		