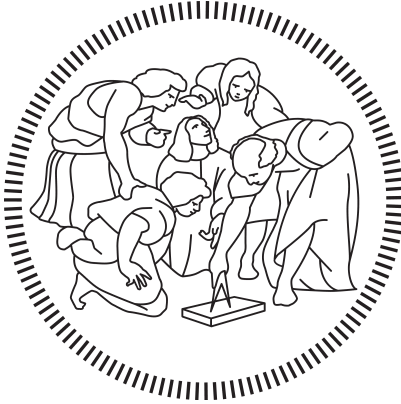


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POLITECNICO DI MILANO

Accessibility Report

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Website Information

- Website Name: *Amazon Web*
- Website URL: `https://www.amazon.com/`
- Operating System and Browser Combination: OS - MacOS and Windows. Web browser - Chrome and Firefox
- Technologies Used: HTML, CSS, JavaScript, WAI-ARIA, SVG

1 Identify Essential Functionality of the Website

List the functionalities that characterize the target website, such as a purchase functionality, booking functionality, or sign-up form.

- **Sign-up Form:** New users can create an Amazon account using a sign-up form that requires basic information such as name, email address, and a password. It is mandatory to create Amazon account to access to all the functionalities that the website offers.
- **Search and Filter Functionality:** Enables users to search for specific items and use filters to narrow down search results based on categories, brands, price ranges, customer reviews, and other criteria.
- **Purchase Functionality:** Allows users to buy products ranging from electronics, books, clothing, groceries, and much more. This includes options for one-click purchases, adding items to a shopping cart, and proceeding to check-out.
- **Return:** If the user is unsatisfied with their product there is the possibility to return it. The user usually have to pay for shipping.

2 Identify the Variety of Web Page Types

- Homepage Layout -
Main Banner: showcases deals, promotions, or seasonal events in a large, rotating carousel format. Navigation Menu: A navigation bar with dropdown menus for

various categories and services (e.g., Prime, Books, Electronics). Search Bar: Allows users to search for products directly. Recommendation Sections: Personalized product recommendations based on browsing and purchase history. Deals and Promotions: Sections highlighting daily deals, lightning deals, and special promotions.

- Product Detail Page (PDP) Layout -

Product Images and Videos: High-quality images and videos that can be zoomed in. Product Title and Price: Clear and prominent display of the product name and price including discounts and deal notifications. Add to Cart/Buy Now Buttons: Highly visible buttons encouraging immediate purchase or adding the item to the cart. Product Description and Details: Detailed information about the product, specifications, and features. Customer Reviews and Ratings: Section displaying customer feedback, ratings, and reviews.

- Category/Search Results Layout -

Filters and Sort Options: Tools to refine search results based on various criteria (e.g., price, customer reviews, brand). Product Listings: Products displayed in a grid or list format, each with a thumbnail image, title, price, and rating. Sponsored Products: Advertisements for products related to the search terms, subtly integrated into the listings.

- Checkout Process Layout -

Shopping Cart Summary: Overview of items in the cart, with options to adjust quantities or remove items. Shipping Options: Selection of shipping methods, often with estimated delivery dates. Payment Information: Secure entry of payment details, with options to use saved payment methods for faster checkout. Order Review: Final review of the order details before submission, including product list, shipping address, and payment method.

- Account Management Layout:

Order History: Detailed list of past orders with status updates and options to repurchase. Account Settings: Options to manage personal information, payment methods, addresses, and communication preferences.

3 Audit of the Website

Following the WCAG guidelines provided by the W3C, evaluate the accessibility of the pages and processes of your chosen website.

3.1 Page Titles

Failed

3.1.1 Page Titles - More Comments

The page titles are structured with "Amazon.com" followed by the section you are looking at. For example, "Amazon.com Gift Cards". According to the guidelines, best practice is to have the most important information in the beginning of the text.

3.2 Basic Structure Check

Guideline 1.3.1: Info and Relationships

Failed

3.2.1 Explain why the page failed to meet Guideline 1.3.1: Info and Relationships

Alternative texts were missing on the buyer's page and there was discrepancy in the total price calculated for the item. We found a code snippets from SQL which is not user friendly.

3.3 Keyboard Access and visual focus

Guideline 2.1.1: Keyboard

Passed

3.3.1 Explain why the page failed to meet Guideline 2.1.1: Keyboard

The test did not fail.

Guideline 2.1.2: No Keyboard Trap

Passed

3.3.2 Explain why the page failed to meet Guideline 2.1.2: No Keyboard Trap

The test did not fail.

Guideline 2.4.3: Focus Order

Passed

3.3.3 Explain why the page failed to meet Guideline 2.4.3: Focus Order

The test did not fail.

2.4.7: Focus Visible

Failed

3.3.4 Explain why the page failed to meet 2.4.7: Focus Visible

There are times especially at the home page where we do not know where are we as the visibility is not very clear and we are lost navigating.

3.4 Text Alternatives

Guideline 1.1.1: Non-text Content

Failed

3.4.1 Explain why the page failed to meet Guideline 1.1.1: Non-text Content

All the primary images have alt text, but the secondary ones (e.g. when selecting the other images from the chosen product) doesn't have it. The same problem appears to be also on the carousel of other recommended products (the 1st page has the alt text, but when going to the other pages, the images doesn't have the alt text).

3.5 Heading

Guideline 2.4.10: Section Headings

Failed

3.5.1 Explain why the page failed to meet Guideline 2.4.10: Section Headings

Not all the texts that may be headings on the page are not listed in the Document Outline. There is text that should not be in the Document Outline listed as Heading.

3.6 Contrast ratio

Guideline 1.4.3: Contrast (Minimum)

Failed

3.6.1 Explain why the page failed to meet Guideline 1.4.3: Contrast (Minimum)

The test fails for small texts and large texts especially for the sign in and buy now button. It achieves 4.47 which is barely passing hence we think it is not optimal.

3.7 Resizing

Guideline 1.4.4: Resize text Passed

3.7.1 Explain why the page failed to meet Guideline 1.4.4: Resize text

The test did not fail.

3.8 Forms, Labels and Errors

Guideline 4.1.2: Name, Role, Value Failed

3.8.1 Explain why the page failed to meet Guideline 4.1.2: Name, Role, Value

We saw a lot of submit buttons on the product page without any proper labelling on what are they for.

Guideline 1.4.1: Use of Color Passed

3.8.2 Explain why the page failed to meet Guideline 1.4.1: Use of Color

The test did not fail.

Guideline 1.3.3: Sensory Characteristics Passed

3.8.3 Explain why the page failed to meet Guideline 1.3.3: Sensory Characteristics

The test did not fail.

Guideline 3.3.1: Error Identification Passed

3.8.4 Explain why the page failed to meet Guideline 3.3.1: Error Identification

The test did not fail.

3.9 Multimedia

Guideline 1.2.2: Captions (Prerecorded) Passed

3.9.1 Explain why the page failed to meet Guideline 1.2.2: Captions (Prerecorded)

The test did not fail.

Guideline 1.2.3: Audio Description or Media Alternative (Prerecorded) Failed

3.9.2 Explain why the page failed to meet Guideline 1.2.3: Audio Description or Media Alternative (Prerecorded)

An alternative for time-based media or audio description of the prerecorded video content is not provided for synchronized media.

Guideline 1.4.2: Audio Control Not Present

3.9.3 Explain why the page failed to meet Guideline 1.4.2: Audio Control

There is no audio present on the web page.

3.10 Moving, flashing and blinking content

Guideline 2.3.1: Three Flashes or Below Threshold Not Present

3.10.1 Explain why the page failed to meet Guideline 2.3.1: Three Flashes or Below Threshold

There is nothing related to this topic on the web site.

Guideline 2.3.3: Animation from Interactions Not Present

3.10.2 Explain why the page failed to meet Guideline 2.3.3: Animation from Interactions

There is nothing related to this topic on the web site.

4 Final Comments

With respect to the main functionalities identified and analyzed in the website, briefly explain which ones failed to meet the guidelines and those that, instead, were compliant.