## Perceivable

The Perceivable requirement of WCAG POUR principles requires that information and interface components must be presented to users in a manner that they can perceive regardless of differences in *how* the individual user may perceive.

This requirement bears on design implementation in a variety of ways, from text alternatives for non-text content (read: “alt text”) to contrast requirements.

In my assessment redesign, I have implemented the main banner image via the CSS background-image style property, so that this decorative image is omitted from screen reader interaction. The **Featured Content** section card images are not linked to the target post because, when they are linked, WP will add the post’s title as the image’s alt tag. For screen reader users, this creates unnecessary repetition and damages their ability to meaningfully scan content.

Similarly, the alternative text that is attached to the **In cooperation with** card images, explains to users the action that clicking the linked image will perform, as opposed to something neutrally descriptive of the image itself (like “CleanBC logo” for example).

## Operable

The Operable requirement states that users must be able to operate the interface in a “device agnostic” manner. Examples of techniques that this requirement precludes: elements that are interactable but not focusable, elements that require hover interactions that are not replicable via keyboard interaction, etc..

A common issue with keyboard navigation, and one that is present on the current site, is the application of the tabindex property with a value greater than zero. By switching to the Alpha v3 header and navigation implementation, several links that violate this rule have been removed. As a result, keyboard navigation is quick and easy with limited repetition and no tab access to off-screen elements.

Focus styles have also been updated to use a consistent, default style. While the old styles did not prevent users from seeing the focused element, they did give an inconsistent appearance and may confuse users.

## Understandable

The Understandable requirement states that users must be able to understand the interface and information, in many regards, this is a prerequisite of operability. We achieve an understandable interface through the use of implicit (affordances) and explicit (labelling) techniques. This means that we should use both written and unwritten techniques to inform users what interactable elements like links and forms are for. This includes use of semantic HTML to leverage conventions, rather than “reinventing the wheel” with our web interface.

Users are (usually) familiar with web conventions. And we can leverage that preexisting knowledge to help users understand our application by respecting semantic HTML standards and using valid design patterns.

Some examples of areas of the current site which are problematic on this criterion are heading hierarchy and landmark implementation. Page sections on the redesigned homepage have been created as article landmarks. And the heading hierarchy has been updated to meet accessibility requirements: heading levels are not skipped, heading levels are not used decoratively, headings explain and introduce content.

## Robust

The Robust requirement dictates that sites must both display and operate *consistently* across a variety of user agents. Solutions must also be robust vis-à-vis time, in that, as web technologies evolve, our solutions should continue to function.

Compliance with this requirement is achieved primarily by making appropriate and semantic use of our HTML. This helps us to ensure that our application is interpreted consistently across the ever-growing expanse of web-capable devices and leverage improvements and features that are introduced to the specification and ensures that we are not vulnerable to sudden, unexpected breakage.

In the redesign, I make use of semantic elements for all page components and avoid styles or elements that have inconsistent support.

## Accessibility scoring

Prior to this homepage redesign exercise, the BetterHomes homepage scores 81/100 on the Lighthouse accessibility reporting tool.

After the redesign, the score is 100/100.