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## Final Project: Accessibility Evaluation

Website to be evaluated: [Leaders and Best](#)

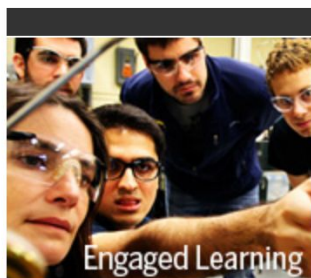
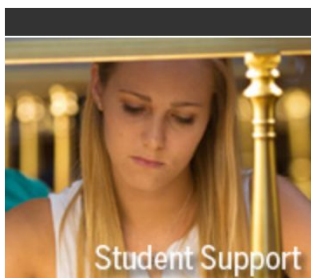
### Designer Checklist

- ✗ Make sure there is enough contrast between text and its background color

*According to the WCAG, the contrast ratio between text and the text's background should be at least 4.5 to 1. If your font is at least 24 px or 19 px bold, the minimum drops to 3 to 1 (though, worth noting that this is a little fuzzy because numbered sizes aren't always reflective of the visual size type). Be especially careful of text over images.*

Source: [Salesforce UX](#)

Explanation: The contrast ratio in the following pictures is only 2.16 (Background: #F7BA72; Text color: #EDE7DF), which doesn't meet the minimum 4.5 requirement. It is suggested to increase the brightness of the text to make sure the contrast ratio is higher than 4.5 to 1. There's also a bug at the navigation bar



where the tab “CONTACT US” is not legible at all.

## VICTORS FOR MICHIGAN

### Campaign Overview

### Campaign Leadership

### Campaign Progress

### Campaign FAQ

### Campaign Headquarters

- ✓ Don't indicate important information using color alone
- ✓ Pair values of colors together (not only hues) to increase contrast
- ✓ Don't rely on sensory characteristics as the sole indicator for understanding and operating content
- ✗ Design focus states to help users navigate and understand where they are

*Your designs should never actively hide focus states. When people use the keyboard to navigate, your product should include highly visible focus states.*

Source: [W3C](#)

Explanation: even though the user could use the “tab” key to navigate the page, there’s no clue which element is on focus, which violates the principle above. It is suggested that the element on focus to have highly visible focus state(e.g. Being highlighted).

- ✗ Help users understand inputs, and help them avoid and correct mistakes

*Labels should never completely go away when the focus is inside of an input. Users should always have clear instructions on what they should be inputting. Put error messages in text that explain the error and how to fix the error. Never rely solely on color to indicate errors.*

Source: [W3C](#)

Explanation: the search input field is not clear enough to indicate the user the purpose of this element. It is suggested to increase the contrast ratio to make the search icon more salient.



## ✕ Write good alt text for your images

*Users with low vision often make use of a talking browser to “read” the web. These specialized browsers convert text to speech so that a user can hear the words on a site. When a talking browser lands on an image, it looks for alt text that it can read aloud; if it finds none, it will often just say “image,” leaving the user in the dark as to what the image is and how it matters to the story.*

*Describe all of the elements that explain what’s happening in the image, rather than just setting the alt text to be something like, “photograph”*

*If you have to use an image of text, be sure to describe the design if relevant, as well as all of the words in the image. (Ex: Whiteboard drawing of the quote “This is a quote”)*

Source: [WebAim: The Basics of Good Alt Text](#)

Explanation: the small pictures at the bottom don't have any "alt" attributes. It is suggested to include them, just as the big pictures.

- ✓ If an experience cannot be made accessible, create another route for users to get that information
- ✗ Be as consistent and clear as possible in layout and copy

*Be consistent across functions, placement, and labeling. Components with the same functionality should work and be identified consistently. Use section headings to organize content. Be clear in writing; avoid jargon and idioms*

Source: [Viget](#)

Explanation: the following pictures serve the same purpose but have different appearance; the social media icons and links are inconsistent with the page layout. It's suggested to remain the consistency within the page by making pictures look similar and to use grid.



VICTORS FOR  
MICHIGAN  
Campaign Overview  
Campaign Leadership  
Campaign Progress  
Campaign FAQ  
Campaign Headquarters

WHY TO SUPPORT  
Give Now  
Impact  
Recognition Societies  
Events  
News  
Special Publications  
Online Communities

WHAT TO SUPPORT  
Give Now  
Student Support  
Engaged Learning  
Bold Ideas  
Endowed Scholarships  
Schools & Colleges  
Non-degree Granting  
Units

HOW TO SUPPORT  
Give Now  
Annual Gifts  
Become a Volunteer  
Corporate Gifts  
Estate & Planned Gifts  
Faculty & Staff Gifts  
Foundation Gifts  
In Kind Gifts  
International Gifts  
Matching Gifts  
Memorial & Tribute Gifts  
Monthly Gifts  
Parent Gifts  
Reunion Gifts  
Securities  
Student Gifts

CAREERS  
Careers Home  
Current Openings  
Employee Benefits  
Staff Stories  
About U-M  
Development  
Destination Ann Arbor  
Student Opportunities  
CONTACT US  
Give Now  
Get in Touch  
Update Your Record  
About  
FAQ  
Glossary  
Staff Directory



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