# **Quality Assurance Report**

## **--- GANG RUAN**

## **IT’S ALL ABOUT WEBSITE QUALITY**

1. **What does Quality Assurance mean for web site development?**

Website quality assurance, frequently referred to as QA, pairs optimizers and developers to ensure everything looks and works correctly on all relevant devices and browsers. For optimizers, quality assurance ensures the quality of a site (or landing page, test treatment, email campaign, etc.) before visitors endure friction and other “conversion killers.”

Quality assurance is a set of activities to ensure that a website meets the specified requirements, the agreed-upon standards and procedures, and the best practices. It checks the website for any errors, weaknesses, and potential points of failure before it goes live, or becomes available to real users.

**Quality assurance:**

* Identification of customer needs.
* Examines the site itself.
* Looks for bugs, glitches, errors, broken links, points of friction, etc.
* Creates a faster, cleaner, better site that works the way the developer intended.

1. **Describe the two key principles of Quality Assurance: "Fit for Purpose" and "Right First Time."**

“Fit for Purpose”: meaning the product or service meets its intended purpose.

"Right First Time": any mistakes are immediately dealt with.

With the two above principles in play, the goal is to make the product or service work correctly all the time through the management of the variables in the project. To do so, quality assurance involves the management of the quality of raw materials, assemblies, products and components; services related to production; and the management, production and inspection process.

1. **How does web standard relate to web quality?**

Web standards are rules and guidelines established by the World Wide Web Consortium (W3C) developed to promote consistency in the design code which makes up a web page. Without getting technical, simply it's the guideline for the mark-up language which determines how a web page displays in a visitor's browser window.

**The advantages in adhering to these standards are many:**

1. Web pages will display in a wide variety of browsers and computers, including new technology like iPhones, Androids, iPads, PDA devices, mobile phones, which greatly increases the viewing audience.
2. W3C Standards promote the use of "Cascading Style Sheets" (CSS) or design code which is attached to the web page. rather than embedded in the page. The use of style sheets significantly reduces the page file size which means not only a faster page loading time but lower hosting costs for frequently visited sites due to using less bandwidth.
3. Design features such as colors and fonts can be easily changed by just modifying one style sheet instead of editing every individual page in a web site, reducing the costs to modify your site.
4. Search Engines are able to access and index pages designed to web standards with greater efficiency.
5. **Describe what Web Accessibility means. What steps you can take to make your pages more accessible?**

**Describe what Web Accessibility means:**

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.

More specifically, people can: a) Perceive, understand, navigate, and interact with the Web. b) Contribute to the Web.

**What steps you can take to make your pages more accessible?**

The goal of web accessibility is to remove all barriers that can hinder a person’s ability to access, navigate, or understand content on the Internet. Here are 10 tips you can follow to build or maintain an accessible website:

1. Use a CMS (Content Management System) that supports accessibility.

When building a website, choose a content management system (CMS) that supports web accessibility. Be sure that page layouts, themes, widgets, plugins, and other aspects are compatible with web accessibility standards such as WCAG 2.0.

1. Structure and organize with headers.

Headers are a great resource that, when used correctly, structure and organize content on a webpage. This allows all users to easily navigate your webpages, and even improve your SEO score making it easier for you to generate more traffic to your site.

1. Assign alt tags for images

Images on a webpage provide great value to users. Nonetheless, they can create barriers for users with limited or impaired vision. Therefore, assigning alt tags to images will provide a description of the images allowing users to understand the image through the use of a screen reader. Alt tags also contribute to a higher SEO score on Google.

1. Use descriptive title for links

Using descriptive titles for links will make it easier for those who rely on screen readers to navigate your website to understand the purpose of the link and where they will be redirected.

1. Use colors carefully

Colors can help your users easily distinguish different sets of information. However, color blindness and other disabilities can make it difficult for users to find information, call-to-action buttons, or other aspects when developers fail to maintain a proper contrast of colors. To check the contrast of colors on your site, add the Google Chrome extension.

1. Design forms for web accessibility

When designing online forms, it is important to properly label text fields with a descriptive title so people who rely on screen readers can properly complete the forms. Using label tags or an ARIA property will increase the accessibility of your webforms.

1. Use tables for tabular data

When tables are used for page layout purposes, users that rely on screen readers can face extra difficulties in understanding the content. This is due to the fact that the content may be read in a way that does not match the visual order of the page. As an alternative, use a CSS presentation, not a table, to structure the layout of a web page.

1. Ensure site navigation via a keyboard

A major part of web accessibility is ensuring barrier free navigation for millions of users with motor function and vision difficulties. As a result, verify that your website can be fully navigated using the tab and arrow keys or alternative hardware such as a mouth stick or single-switch input.

1. Turn dynamic content into accessible content

When embedding videos or gifs into your website, it is important to provide closed captions and text alternatives for users with hearing or visual impairments. Additionally, use ARIA properties when content on a webpage is added or updated without having to refresh the page, which will ensure that screen readers become aware of the new content.

1. Validate web accessibility

Validating your website through accessibility testing is an important step in the process of uncovering any bugs or design flaws that prevent people with disabilities from accessing your site and its content.