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## Web Accessibility Report: Disney Movies Website

### Executive Summary

This Web Accessibility Report addresses the compliance of Disney.com with several web accessibility standards. The particular pages studied within the website for this report are the Disney Movies homepage and one of its subpages about the film *The Nightmare Before Christmas*. The standards by which these pages were compared to were through assorted tools to measure accessibility based on the Web Content Accessibility Guidelines (WCAG 2.0), including page markup and styling, readability, and automated evaluations. Post-review, WCAG compliance recommendations for this site include improvements to tab order and selection, among other suggestions.

### The Website

Disney.com is a comprehensive website dedicated to providing users content about the Disney Parks, Products, Characters, Movies, Shows, Games, Video, Books, Blogs, and more. The main Disney.com website is associated with other sites and platforms including the Disney Parks, Disney Store, Disney Blogs, Babble, Marvel, and Star Wars sites. The Movies.Disney.com website focuses on sharing film-related content.

### Target Users

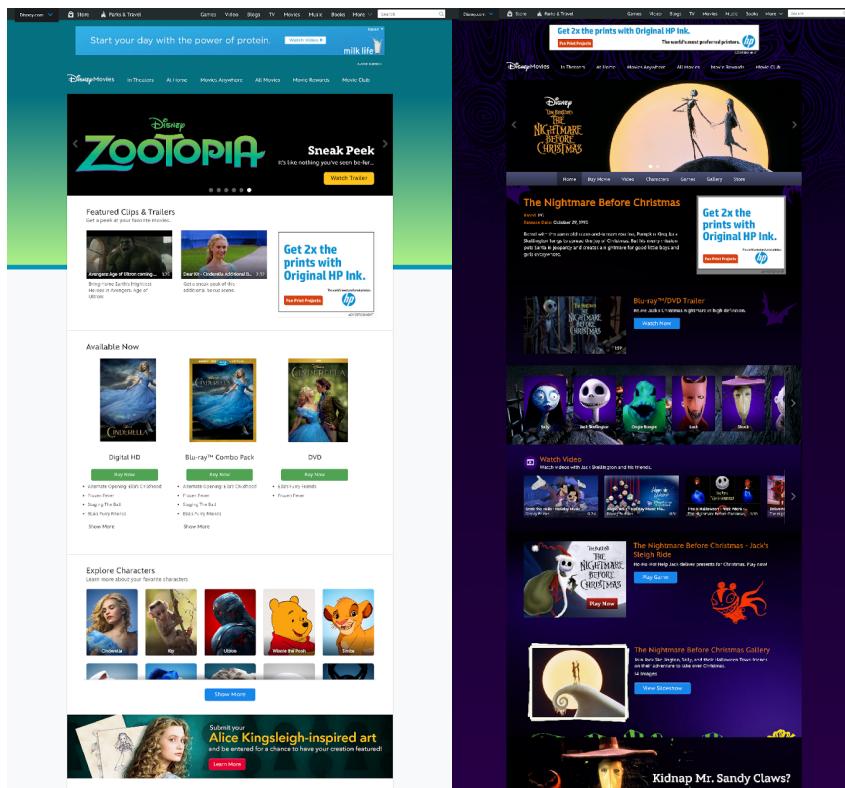
The target audience of Disney.com varies in age group due to certain portals such as Disney Channel and Disney XD aiming for middle-school ages to teenagers, Disney Junior directed to preschoolers, and sites such as Babble.com intended for mothers or Disney Parks focused on adults who can purchase online.

However, the general target audience for Disney.com and its Video, Games, Characters, and Movie portals is probably between the ages of 12 and 60 years old.

### Methods and Tools

The particular site evaluated for conformance to accessibility standards is the **Disney Movies** portal, with attention focused on its homepage and one subpage, *The Nightmare Before Christmas* movie page:

1. Disney Movies Portal Homepage: <http://movies.disney.com>
2. Disney Movies *The Nightmare Before Christmas* Subpage:  
<http://movies.disney.com/the-nightmare-before-christmas>



*Homepage and Subpage Evaluated, as of October 1, 2015*

## Tools

This evaluation utilized the Chrome, Safari, and Firefox browsers, MacBook Pro and iPhone 6 devices, and the following accessibility evaluation tools:

1. **VoiceOver**, Apple OS X's screen reader
2. **A-Tester**, an evaluation tool that finds WCAG violation in pages:  
<http://www.evaluera.co.uk/atest>
3. **Readability-score.com**, a measurement tool for page grade level readability:  
<https://readability-score.com>
4. **W3C's Markup Validation Service**, an evaluation tool that finds WCAG violations through page markup: <https://validator.w3.org>
5. **WAVE**, a visual feedback tool for page accessibility: <http://wave.webaim.org>

## Methods

The assessment utilized the aforementioned tools and followed the procedures and techniques from the following resources:

1. Preliminary Review through **Easy Checks - A First Review of Web Accessibility from the W3C Web Accessibility Initiative**:  
<http://www.w3.org/WAI/eval/preliminary.html#structurechecks>
2. Examine the markup violations within the pages through the **HTML and CSS Checker – A W3C Markup Validation Service**: <https://validator.w3.org/>
  - a. These tests had to be run by directly inputting the source code of the pages.

3. Measure the grade level reading content of the pages through the **Reading Level Assessment – Readability Score**: <https://readability-score.com>
4. Confirm these findings through automated evaluations of the pages, utilizing **A-Tester** and **WAVE**.

## Findings

The accessibility evaluation produced a number of findings that addressed how the Disney.com site complied with WCAG, the assessment organized by the four POUR Principles: **Perceivable**, **Operable**, **Understandable**, and **Robust**.

### Perceivable

**1.1 Text Alternatives:** Provide text alternatives for all non-text content, so it can be changed into other forms, such as large print, braille, speech, symbols, or simpler language.

- The sites' alternative titles for images vary based on content type. Page-wide graphics and product images do not have alternative titles. Existing alternative titles do not use commonly understood terms (i.e. "OCAD" instead of product release date).

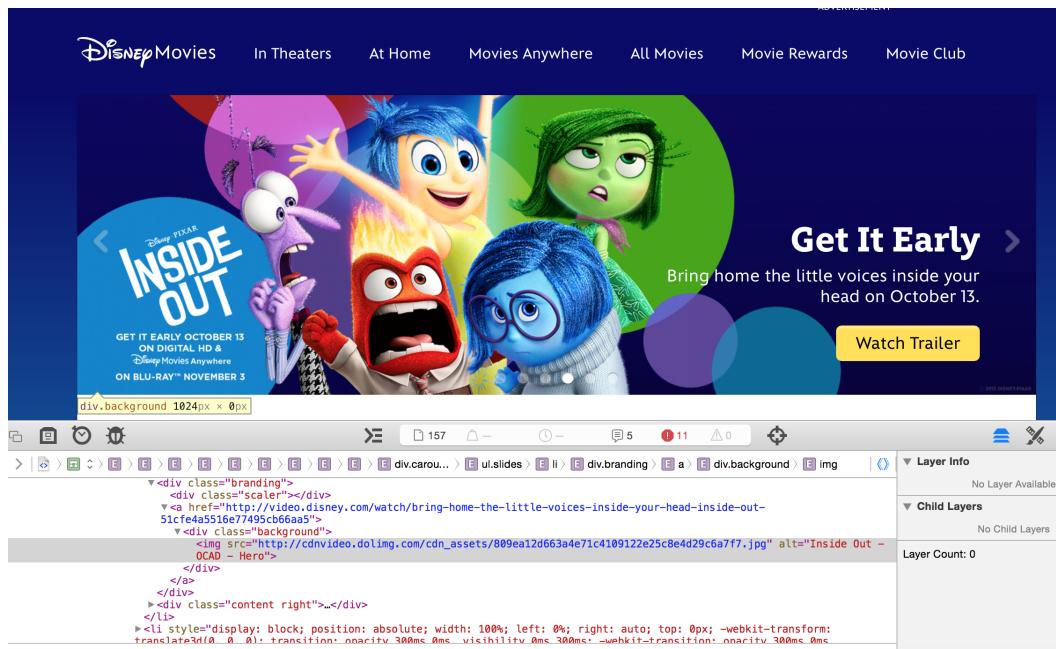


Figure 1A Alternative Title for the Hero Image

## 1.2 Time-Based Media/Captions and Alternatives: Provide alternatives for time-based media (i.e., live or pre-recorded), including audio-only, video-only, captions, audio descriptions, and sign language options.

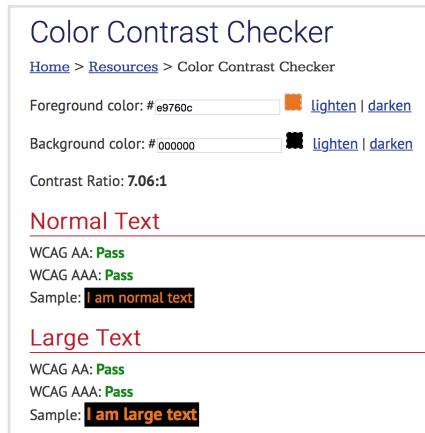
- The two pages studied do not have multimedia, but it's important to note that the video and game pages referenced on the sites do not have closed captioning, unless the videos are long-form content such as episodes.

## 1.3 Adaptable: Create content that can be presented in different ways (such as without images) without losing information or structure.

- A-Tester determined that the HTML5 and CSS3 markup is not up to W3C standards, such as the use of obsolete styling elements or lack of required attributes within elements.
- With styling and images disabled, some sections include repeated items, extra bullets, or unrelated text. The headings established clearly indicate when the different sections begin and end

## 1.4 Distinguishable and Sufficient Contrast: Make it easier for users to see and hear content, including separating foreground from background.

- The pages studied pass the color contrast check, whether pages have dark backgrounds with light text or light backgrounds with dark text.
- Disney.com is responsive and so all text, images, and structures consistently increase and decrease with the page. However, there are some areas where text is partially cut off toward the top of their modular areas.



*Figure 1B Color Contrast Check Result for Subpage*

## Operable

### 2.1 Keyboard Accessible: Make all functionality available from a keyboard.

- WAVE confirms that redundant URLs are used for images and associated text as well as empty links.
- WAVE reads the Search bar without a label, despite the label being embedded within it.

- The keyboard tab has a natural order throughout the page, except for completely ignoring the Disney.com dropdown menu.
- The hero carousel's arrow keys are not selectable, meaning that there is no way to scroll through the hero carousel options.
- It is not visible when the keyboard tab selects buttons.



**Figure 2A Tab Selection of Single URL's Associated Image and Title**

## 2.2 Enough Time: Provide users enough time to read and use content.

- The rotating hero carousel at the top of both pages rotates every five seconds, limiting to users who need more time to read the content.

## 2.3 Seizures: Do not design content in a way that is known to cause seizures.

- There was no excessive animation or flashing content displayed on the page, except for auto-rotating heroes that can sometimes display video loops.

## 2.4 Navigation and Wayfinding: Provide ways to help users navigate, find content and determine where they are.

- Heroes, however, are separated by title (H2) and description (H3), and all other headings on the page are Heading 2, with descriptions marked as paragraphs (p). There was one area was a Heading 2 nested within another Heading 2.



**Figure 2B Nested Heading 2 within another Heading 2**

- Although both pages title include bars (not suggested) the page titles are at least “front-loaded” with the most unique titles to the page.



*Figure 2C Homepage and Subpage Page Title View in Browser*

## Understandable

### 3.1 Readable: Make text content readable and understandable.

- The average grade level of the homepage is 5.9 and subpage is 5.2, complying with the acceptable maximum rating of 8<sup>th</sup> grade reading level.

### 3.2 Predictable: Make web pages appear and operate in predictable ways.

- WAVE recognizes a link that was not informative as a PDF URL to the user, which is problematic to users who may encounter poorly accessible PDF readers.
- Even when styling and images are disabled, pages consistently keep navigation ordered at the top. The high-level menu is for all of Disney.com, mid-level for the individual portal, and low-level menus sometimes included for subpages that have child pages
- With mobile-first being a common trend and requirement for websites today, the site is consistently responsive to various screen sizes.

### 3.3 Input Assistance: Help users avoid and correct mistakes.

- Screen Readers still recognize the “search” bar even if a user has entered text within it and returned to it later.

## Robust

### 4.1 Compatible: Maximize compatibility with current and future user agents, including assistive technologies.

- While Chrome and Firefox allow the user to use the keyboard to tab through page options, Safari does not.
- Mobile view accounts for all styling and structural adjustments to the pages, although sometimes the hero text and content titles will be slightly cut short at the top or bottom.
- The website is compatible with assistive technologies such as the Macintosh VoiceOver screen reader.

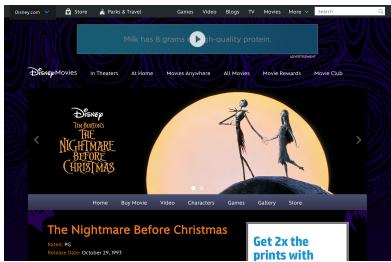


Figure 4A Desktop View



Figure 4B Tablet View



Figure 4C Mobile View

## Recommendations

While Disney.com's design and structure addresses several accessibility requirements, several accessibility design practices could be better refined for the end user. Most important, however, is the need for the site to address Tab Order and Selection issues.

- **Alternative Text:** Add all instances of missing alternative text from images on the site, including page-wide graphics and product images. Additionally, make the existing alternative text for hero images more comprehensible for the user.
- **Multimedia:** Provide more closed captioning for games as well as short-form video.
- **Basic Structure:** Ensure that page text is unrepeated and relevant to the user when images and styling are disabled.
- **Resizing:** Expose text throughout the page that may be slightly cut off by image or page structure interference.
- **Labels:** Ensure that the semantic markup of the Search Bar is labeled.
- **Tab Order, Selection, and Visibility**
  - Include the Disney.com main dropdown menu in the tab order.
  - Because its arrows are not selectable, make the hero carousel scrollable by tab in the same sense that the other carousels on the pages are already scrollable.
  - Make the tab-selected buttons more visible to the user.
  - Remove empty links within the pages so that they will not be tab-selectable.
  - Combine hyperlinked images and their associated titles (visible or invisible) are read as one element by screen readers so as to not have redundant tabbing.