

Technical Report:

Date of evaluation: Sunday, January 25 2015

Specified URLs studied: <https://www.conservatives.com/>
<https://www.conservatives.com/Plan.aspx>
<https://www.conservatives.com/SecuringABetterFuture.aspx>
<https://www.conservatives.com/OurTeam.aspx>

Checkpoint	Guideline 1.1 - Text Alternatives	Guideline 1.2 - Time-based Media	Guideline 1.3 - Adaptable	Guideline 1.4 - Distinguishable
/	Missing alternative text for social media buttons (1.1.1)	Not applicable	Signup forms are not shown in text-based browsers; in regular browser with styles disabled, shown with overlapping text & no context (because they are in iframes) (1.3.1 & 1.3.2)	Level A Pass Almost Level AA pass (contrast ratio is 3.3 (must be ≥ 4.5) in footer and comparison column and part of header
/Plan.aspx	Missing alternative text for social media buttons (1.1.1)	Not applicable	Same as above	Same as above
/SecuringABetterFuture.aspx	Missing alternative text for social media buttons (1.1.1) Missing descriptive text of YouTube video (text-based browser only shows link to YouTube) (1.1.1)	Captions are automatically generated – don't match with the actual video content (1.2.2) Text alternative to video is present, although not labeled as such (1.2.3)	Same as above	Same as above
/OurTeam.aspx	Missing alternative text for social media buttons (1.1.1)	Not applicable	Same as above	Same as above

News Article

Is your website accessible? Staying up-to-date with the latest accessibility guidelines will ensure that people with accessibility limitations such as visual disabilities, reading disabilities, deafness, mobility issues, and computing limitations will be able to use your website as you intend it to be used. To demonstrate some current accessibility guidelines, we have evaluated the United Kingdom's Conservative Party's website at the A level (the easiest of three levels to attain) based on perceivable accessibility features and flaws. While there are some flaws, we found that it was easier to enumerate the few areas they could fix rather than what they got right. For the current state of their website, we're awarding them with a **yellow card**; there are some problems for people with certain limitations (like the possible inability of blind or machine-limited users to sign up for their newsletter), but they are not disastrous.

Blind users will notice that there are links on each page with nothing describing to where they point. These are links to the party's various social media pages. This means they will have to find their way to these pages by other means.

They have a video on one page

enumerating the main points of their platform. This video's captions are generated automatically by software which fails in this particular case. Although the video goes over the same points listed in text below it, there is nothing to indicate this to blind users or people using text-only browsers; they will not know what information the video contains.

Due to the unpopular way they have added signup forms to their page, they may miss the opportunity to further inform some of their potential voters with software limitations.

Due to a tight word-limit (which we have still exceeded slightly), we only mentioned the flaws in their website; the majority of their site is quite accessible. Their use of color, for example, passes the A level and nearly the AA level as well. With only a few easy changes, the Conservative Party could have a very accessible web presence.

See also:

Web Accessibility in Mind
(<http://webaim.org/intro/>)

Web Content Accessibility Guidelines
(<http://www.w3.org/TR/WCAG20/>)

The website of the UK's Conservative Party (<http://conservatives.com>)