

# **oshop:**

*universal design and comparison with UDC  
audit on amazon.co.uk*

Enrique Juan Gamboa

D23125488

# INDEX:

<i>amazon.co.uk UDC audit</i> .....	3
<i>oShop UD presentation</i> .....	6
<i>oShop design justifications</i> .....	9
<i>Bibliography</i> .....	10

# Amazon.co.uk audit on the UDC:

This audit has been done following the 7 guidelines of Universal Design (Equitable Use, Flexibility in Use, Simple and Intuitive Use, Perceptible Information, Tolerance for Error, Low Physical Effort and Size and Space for Approach and Use) as to determine the Universal Design Conformance of Amazon's process of registering to the site and buying an item. This report has been separated into 7 parts, each centered around the guidelines mentioned beforehand.

## 1. Equitable Use:

The website demonstrates a commitment to equitable use by providing clear and consistent navigation. However, there is much room for improvement in compatibility with assistive technologies.

Based on the screen reader compatibility and keyboard navigation, the process of signing up is fairly easy (not taking into account the use of a mobile phone for 2FA and inputting home address/payment information, as it solely depends on the user). Keyboard navigation is intuitive and alt text is well defined, yet some progress can be made on button coloring and sizes.

But when it comes to buying an item, the website becomes very hard to navigate. If not using the search feature in the header of the page (which is properly defined for navigation and screen reading), the use of big background images confuses screen readers and keyboard navigation. Reaching any selected category of items is very difficult due to each link and image having very ill-defined alt text. If the user manages to get into a category though, the page becomes much more friendly and well-defined. Regardless, product images still don't have good alt text. After selecting a product, buying it is very easy to do as the button is well defined and the button "pops out" on the screen.

## 2. Flexibility in Use:

The website is as accessible as the web browser allows it to regarding font size and zoom. Left/right handed access is equal, as there is no feature that depends on the handedness of the user. Regarding

precision, the website does not feature a big UI, which might go against imprecise users, but the website is flexible with the zoom feature in browsers to accommodate that. The site does not urge the user to keep at any pace, so it's very flexible in that area.

### 3. Simple and Intuitive Use:

The website's design and navigation exhibit a general level of intuitiveness, featuring logically organized menus. However, critical improvements are warranted, particularly within the sign up process. The user interface requires a simplification overhaul, ensuring a seamless and user-friendly experience for all individuals without necessitating additional guidance or user feedback.

### 4. Perceptible Information:

Low efforts have been made to provide descriptive alternative text for images, and big inconsistencies negatively impact the purchase process. The use of substantial background images proves to be a detriment for screen readers and keyboard navigation. Ensuring consistency in alternative text for all links and images, especially within categorized sections, is essential to elevate overall accessibility.

### 5. Tolerance for Error:

Although the website generally displays clear error messages, there is a big need for fortifying error prevention measures, as access to the website tends to break if not done with a conventional browser or if the page is reloaded too much. The design should guide users to avoid errors, ensuring an error-tolerant experience without relying so much on additional guidance or post-error user feedback.

### 6. Low Physical Effort:

While the website does well to minimize physical effort through well-spaced interactive elements, a focus on streamlining is necessary, especially in the registration process. Optimizing the user experience with more efficient workflows, clear navigation paths, and intuitive design elements can significantly help reduce physical exertion, making the entire process more straightforward and user-friendly.

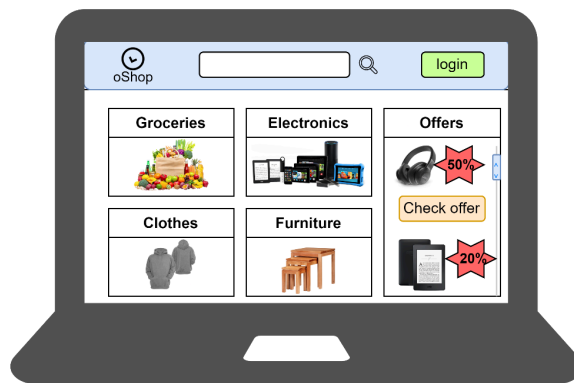
## 7. Size and Space for Approach and Use:

Although the website demonstrates responsiveness, the lack of clearly defined alt text for product images makes a big dent to the user experience. A major redesign of essential buttons for the registering and shopping process would make the site much better. This would also help adaptability across various devices, effectively negating the need for constant user feedback and making sure of a consistent user-friendly experience across different screen sizes and devices.

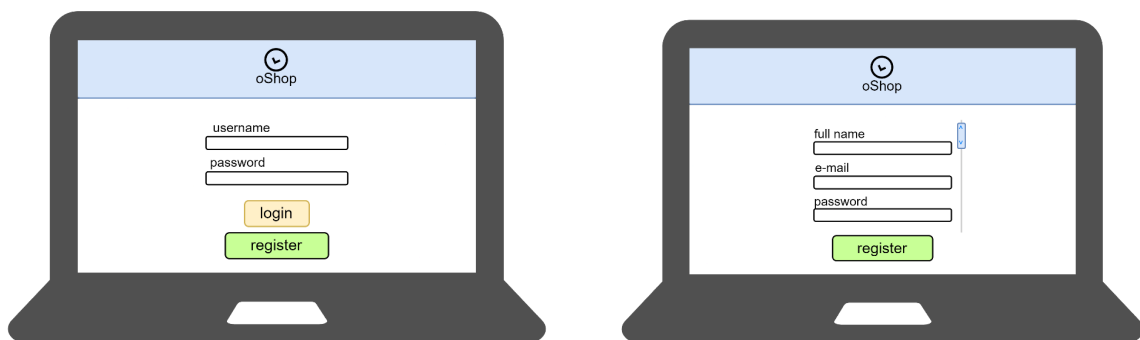
In conclusion, this audit of Amazon's process highlights strengths in clear navigation and adaptability but emphasizes crucial improvements. Addressing compatibility issues with assistive technologies, refining the sign-up process, ensuring descriptive alternative text, fortifying error prevention measures, and streamlining workflows are key areas requiring attention. Redesigning essential buttons and improving alt text for product images can enhance the platform's overall accessibility and user-friendliness across various devices. By implementing these changes, Amazon can truly embody universal design principles, providing an inclusive and enjoyable shopping experience for all users.

# oShop: Redefining Online Shopping through Universal Design Excellence

Welcome to oShop, where online shopping is made accessible to everyone, creating an immersive and inclusive retail experience. oShop stands as a testament to innovation and accessibility, meticulously engineered to address the diverse needs of all users.



The journey begins with an unwavering commitment to equitable use. oShop pioneers compatibility with assistive technologies, ensuring a harmonious interaction for all users. The signing-up process, though robust, acknowledges the challenges posed by mobile interfaces for Two-Factor Authentication (2FA) and personal data entry. Button dynamics are under scrutiny, from color contrast to size, as we seek to refine the user experience continually. They are also easily adaptable to any device the platform loads in, giving more flexibility and ease-of-use to everyone.



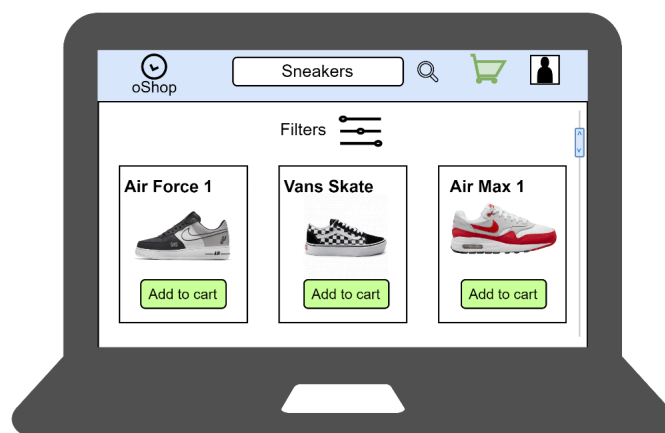
In the oShop ecosystem, flexibility is a cornerstone. Customization reigns supreme, with font size and zoom levels tailored to individual preferences. The pace of the user is celebrated, with the app providing an accommodating environment where users dictate their navigation speed.

oShop isn't content with mere simplicity; it strives for intuition. The sign-up process undergoes a metamorphosis, shedding complexities for a streamlined experience. The user interface transcends mere organization; it becomes an intuitive guide, eliminating the need for additional instructions. Menus are strategically placed, offering users an instinctive journey through the application.

Clarity is paramount in oShop's design philosophy. Alternative text transforms into more than just descriptions; it evolves into a narrative, ensuring a vivid understanding. Images are meticulously chosen to enhance the user experience rather than impede it. Consistency becomes the rule, not the exception, providing users with a cohesive and accessible journey through the shopping landscape.

oShop's commitment to user-friendly navigation is reflected in its error-tolerant design. Clear and instructive error messages guide users through potential pitfalls. The application becomes an ally to the user, not a force to fight against, minimizing errors and mitigating the need for extensive post-error feedback. Compatibility is not a gamble but a promise.

oShop aims to be a haven for users' physical comfort. Elements are thoughtfully spaced, workflows are streamlined, and navigation paths are intuitively clear. The registration process becomes not just a formality but a delightful journey, maximizing user satisfaction by taking the minimum amount of keystrokes necessary while keeping security in mind.



In the quest for excellence, oShop redefines responsiveness. Essential buttons aren't just functional; they are designed for an optimal user experience. Size, color, and clarity aren't just design elements; they form the backbone of oShop's adaptability across devices. Alt text isn't an afterthought but an integral part of ensuring a consistent and user-friendly experience, so much that retailers are encouraged to provide it themselves or make use of DescrAI-b, our state of the art AI image analyzer trained to provide exact and meticulous descriptions to images.



In conclusion, oShop is not just a shopping app; it's a manifesto for universal inclusivity. It doesn't conform; it surpasses expectations. Through the exhaustive integration of Universal Design principles, oShop heralds a new era in online shopping. Join us in a world where shopping transcends physical limitations, and every user revels in the joy of an accessible and delightful retail experience.



# oShop: Universal Design Implementation Overview

Objectively speaking, oShop is at an advantage when it comes to complying with the 7 Principles of UD due to it being planned for it from the start. It is also very noticeable the large amount of accessibility features it displays, and it is even noticeable to the general public. Regardless, I believe that my design choices fully embrace these principles and fulfill them adequately. In the same way I did the audit on Amazon, I will make a summarized review of each principle present in my design.

## Equitable Use:

oShop ensures compatibility with assistive technologies, facilitating a consistent user experience. The sign-up process undergoes continuous refinement for mobile interfaces. Button dynamics prioritize clarity and ease of use for equal access.

## Flexibility in Use:

The design allows users to customize font size and zoom levels, accommodating individual visual preferences. Adaptability to both left and right-handed users is seamlessly integrated. The adaptive pacing feature caters to user-defined navigation speeds.

## Simple and Intuitive Use:

oShop's design emphasizes streamlined processes, removing unnecessary complexities from the sign-up procedure. The user interface is strategically organized, promoting an intuitive navigation experience without the need for additional instructions.

## Perceptible Information:

Clarity is a fundamental aspect of oShop's design philosophy. Alternative text offers a comprehensive understanding, while the colours in buttons and interactable elements are selected to clarify and enhance, ensuring a cohesive and accessible journey. Consistency in the design elements promotes a seamless shopping experience.

### Tolerance for Error:

The design has in mind error tolerance with thought of clear and instructive error messages to help users avoid irreversible mistakes. The overall design aims to prevent errors, creating a robust and error-tolerant experience without relying heavily on additional guidance or post-error feedback.

### Low Physical Effort:

Physical comfort is a big point in oShop's design. Elements are properly spaced, the flows are streamlined, and navigation paths are clear. The registration process is optimized for a low physical effort, ensuring a straightforward and user-friendly experience.

### Size and Space for Approach and Use:

Responsive design principles are integral to oShop's adaptability. Essential buttons are meticulously designed for optimal user experience, considering size, color, and clarity. Alt text integration guarantees a consistent and user-friendly experience across various devices.

In conclusion, oShop's design choices align with the Seven Principles of Universal Design, showing a strategic approach to create a universally accessible shopping platform. The focus is on providing an inclusive and enjoyable experience for all users, making online shopping a seamless and accessible endeavor.

# **Bibliography:**

[Definition and Overview of Universal Design \(UD\)](#)

[The 7 Principles – Centre for Excellence in Universal Design](#)

[How to use the Accessibility features on Amazon.co.uk and Mobile App](#)

*With heavy use of*

[WAVE Web Accessibility Evaluation Tools](#)

and

[draw.io](#)

