

'yes' **OPTUS**

WEBSITE CONTENT ACCESSIBILITY EVALUATION REPORT

SEPTEMBER 2018



Web Content Accessibility
Guidelines (WCAG)
2.0: A & AA (level)

Testing undertaken by:



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1. OVERVIEW

In April 2016, the Department of Justice began enforcing Web Content Accessibility Guidelines (WCAG) to ensure that websites hold a level of accessibility characteristics across all their web pages. WCAG are requirements, which make web content more accessible for individuals with disabilities including cognitive, physical, auditory and/or visual impairments.

In the near future, these same requirements will be expected of privately held companies and their websites (forbinreport.com).



2. SCOPE OF REVIEW

2.1 SCOPE OF REVIEW

Name of website: OPTUS

Purpose of site: Mobile Phones, NBN, Broadband Internet, TV and Home Phone services

Base URL of site: <https://www.optus.com.au>

Websites targeted region: Australia

URLs included in review:

<https://www.optus.com.au>

<https://www.optus.com.au/about>

Pages reviewed manually:

<https://www.optus.com.au>

<https://www.optus.com.au/about>

Pages reviewed by semi-automated evaluation tools:

<https://www.optus.com.au>

<https://www.optus.com.au/about>

Semi-automated evaluation tool(s) used:



aXe

Offered by: Deque Systems

Accessibility testing in Chrome Developer Tools

★★★★★ 64 Developer Tools

Main navigation URLs excluded from review:

<https://www.optus.com.au/business>

<https://www.optus.com.au/enterprise>

Date or period of review: 10 September 2018 - 17 September 2018

Natural language(s) of website: English

2.2 REVIEWER(S)



Business location: ACT, Australia

Name of reviewer or review team: Joshua Wren

Email: joshua@advancedgraphics.com.au

Mobile: 0423 238 322

Reviewer(s) areas of expertise: Graphic Design and Web Design and Development.

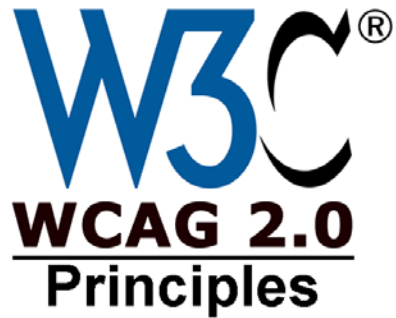
Qualification and experience:

- Bachelor of Graphic Design
- Advanced Diploma of Digital Media
- Current studies in a Bachelor of Web Design and Development
- 0 years within the Graphic Design industry.

Natural language(s): English

2.3 REVIEW PROCESS

2. SCOPE OF REVIEW



This report runs Web Content Accessibility Guidelines (WCAG) tests on the Optus.com.au website 'Home' and 'About' web pages. The test undertaken are given a pass or fail rating, a level of severity when failing and the recommendations to solve the issue(s) found. Optus is classed as an 'A' and 'AA' level for 'WCAG' requirements as it is a highly used website with a large number of daily users with some having disabilities of all forms. 'AAA' rating is more on the higher spectrum of the WCAG requirements, which usually falls under websites with a high majority of users having disabilities, such as disability services and assistant websites.



3. PAGE COMPONENTS TESTING

3.1 PAGE TITLE

Good page titles are particularly important to help people know where they are and move between pages open in their browser. The page title is the first thing a screen reader will see when the user goes to a web page.

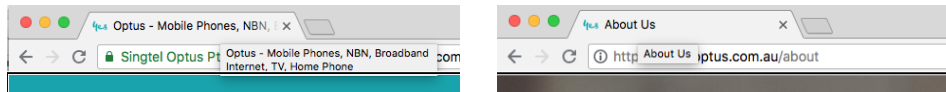
Page titles are:

- Displayed in the window title bar in some browsers
- Displayed in browsers' tabs when there are multiple web pages open
- Displayed in search engine results
- Used for browser bookmarks/favourites
- Read by screen readers

TEST RESULT

PASS  **FAIL**  **SEVERITY** ○○○○○○

The 'Optus' 'Home' and 'About' web pages have adequate page titles giving a brief but explanatory description of the web page when a user lands on it. The 'Home' page title also lists a number of key services 'Optus' provides which again is a helpful trait, giving the user a wider explanation.



3.2 IMAGE TEXT ALTERNATIVES ("ALT TEXT")

This is a form of supplement text that is written within a web pages code so browsers have a description to go off when screen reading is enabled. Text alternatives ("alt text") explain the purpose or tittle of an image, including pictures, illustrations, charts, etc. Alt text is generally used by users who cannot see the image or if for what ever reason the image source link is broken. (For example, people who are blind and use screen readers can hear the alt text read out; and people who have turned off images to speed download or save bandwidth can see the alt text in the images place.)

TEST RESULT

PASS  **FAIL**  **SEVERITY** ●●●●●○

7 images on the 'Home' page do not contain image text alternatives, which then only leaves the source file name for a screen reader to read out. The 'About' web page passes with no signs of missing "alt text".

```
<div class="feature-image">
  <!--[BEGIN "imageLoad.tag" ]-->
   $0
  <!--[END "imageLoad.tag" ]-->
</div>
```

RECOMMENDATION FOR RESOLUTION

The example below shows the code of one of the image sources taken from the websites source code section, which only shows the image source file name and no alt text tagline.

```
<!--[BEGIN "imageLoad.tag" ]-->

<!--[END "imageLoad.tag" ]-->
```

A preferable code make up is the below string including an alt text description. This should be added to every pictures, illustrations, charts and link within the 'Optus' web pages.

```

```

4. TEXT TESTING

4.1 HEADINGS

Web pages often have sections of information separated by visual headings; for example, heading text is larger and bold. Marking up your headings is essential for people to be able to identify what is a heading to normal text fields, but is also used as a navigation tool. People are able to navigate to the desired headings within a web page — including people who cannot use a mouse and use only the keyboard, and or screen reader.

Heading levels should have a meaningful hierarchy, e.g.:

- Heading Level 1 <h1>
 - Heading Level 2 <h2>
 - Heading Level 3 <h3>
 - Heading Level 3 <h3>
- Heading Level 2 <h2>
 - Heading Level 3 <h3>
 - Heading Level 4 <h4>
 - Heading Level 4 <h4>
- Heading Level 2 <h2>

TEST RESULT

PASS  **FAIL**  **SEVERITY** ○○○○○○

Testing for a proper heading structure system shows that the 'Optus' 'Home' and 'About' web pages have a satisfactory headings structure in place. Navigating through the larger to smaller headings, the screen readers reads "Heading level 1, 2 and 3" which are set to proper sized headings throughout. Other good text structure title attributes, are given to the navigation buttons, which are announced as "link" and "list".

4. TEXT TESTING (CONTINUED)

4.2 STATIC TEXT LEGIBILITY

Text on a website at its standard size should be legible enough for a reader with a sufficient level of sight to not have to use the browser resize setting or zoom in. Some key failing characteristics with text ineligibility is small a light weight text and Serif (**Serif example**) based text. Serif based fonts are known to have hard reading thin to thick characteristics unless it is overly large. Sans Serif (**Sans Serif example**) based text on the other hand is the preferred text style in most cases as it is a simple but robust text style that is the most legible choice with its linear thickness characteristics.

TEST RESULT **PASS**  **FAIL**  **SEVERITY** ●●●●○

There is complete use of Sans Serif style fonts across each web page, which is a preferred choice of text style for better readability. The heading 1 and 2 text is bold and large, which makes for easy readability.



Heading 3's have condensed and negative letter spacing attributes that make for a higher level of illegibility. The paragraph text is styled light in weight and a little too small in size in certain areas.

BUNDLE AND SAVE

Unlimited data for \$65/mth on Optus Broadband for eligible Optus mobile customers.

Min. total cost over 24 months is \$2,400, with \$35/mth Optus mobile plan and \$0 set-up fee. 40Mbps typical evening speed on our new nbn™ plans. Subject to line speed capability and not available on nbn™ Fixed Wireless. Fair Go Policy applies.

[FIND OUT MORE](#)

RECOMMENDATION FOR RESOLUTION

Recommendation: Set your paragraphs 2 text to '0' letter spacing so the letters spread apart and don't come across as a merger of letters. Set your paragraph text to medium or regular weight at the lowest and enlarge some paragraphs lacking in a suitable reading size in order to get a better level of readability.

4. TEXT TESTING (CONTINUED)

4.3 CONTRAST RATIO (“COLOUR CONTRAST”)

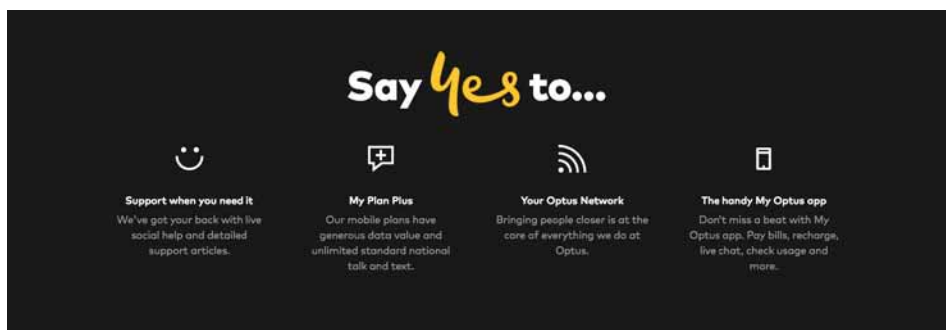
All text elements must have sufficient contrast between text in the foreground and background colours behind it in accordance with WCAG 2 AA contrast ratio thresholds.

Some people with low vision experience low contrast, meaning that they do not visually see many bright or dark areas. Everything tends to appear about the same brightness, which makes it hard to distinguish outlines, borders, edges, and details. Text that is too close in luminance (brightness) compared to the background can be hard to read for user with visual impairments or without.

TEST RESULT PASS  **FAIL**  **SEVERITY** ●●●●○

With visual electronic testing software tests undertaken show a number of elements with both the ‘Home’ and ‘About’ web pages failing with insufficient level contrast.

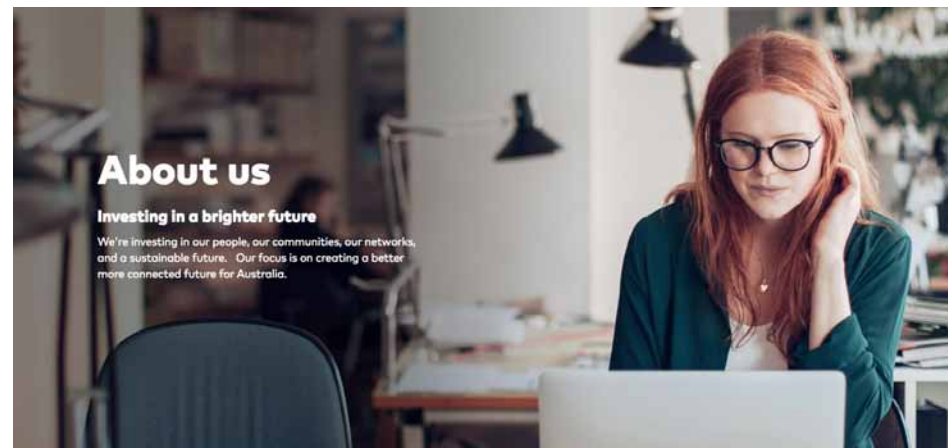
On the ‘Home’ web page, the sub text within the 4 categories under “Say yes to...” are grey on a black background which then make for a weak level of contrast.



RECOMMENDATION FOR RESOLUTION

Raising the level of current medium grey text to a maximum of 30% black on the current 95% black background it sits on would ensure a suitable level of contrast.

On the ‘About’ web page, the “About us” introductory image/statement also give a low level of contrast with the background image having light characteristics throughout which clash again with test contrast. The thin characteristics of the paragraph text within this same area add further to the distinguishing difficulty.



RECOMMENDATION FOR RESOLUTION

A suitable fix would be placing a background box behind the text set to a complimenting colour (which can be set to a moderate opacity for stylistic requirements), in order to raise the contrast and readability.

4. TEXT TESTING (CONTINUED)

4.4 RESIZE TEXT AND VISUAL ZOOM

Some people need to enlarge web content in order to read it and also change other aspects such as text display: font, space between lines, and more.

Most browsers allow users to change text size through:

- Text size settings (usually through Options or Preferences)
- Text-only zoom
- Page zoom (which also zooms images, buttons, etc.)

When pages are not designed properly, they can be unusable when the text size is changed, especially when it is changed through text-only zoom or text settings. Sometimes columns and sections overlap, the space between lines disappears, lines of text become too long, or text disappears.

TEST RESULT **PASS**  **FAIL**  **SEVERITY** 

When enlarging the text through the browser's text resize settings, each size increase shows the text areas to retain their sentence structure and stay within their text fields (div's).

When zooming in to enlarge all elements to a larger viewing size, all the columns and web page section re-align and manoeuvre themselves to fit within a tighter window frame area.



BUNDLE AND SAVE

Unlimited data for \$65/mth on Optus Broadband for eligible Optus mobile customers.

Min. total cost over 24 months is \$2,400, with \$35/mth Optus mobile plan and \$0 set-up fee. 40Mbps typical evening speed on our new nbn™ plans. Subject to line speed capability and not available on nbn™ Fixed Wireless. Fair Go Policy applies.

[FIND OUT MORE](#)

5. INTERACTION TESTING

5.1 KEYBOARD ACCESS AND VISUAL FOCUS

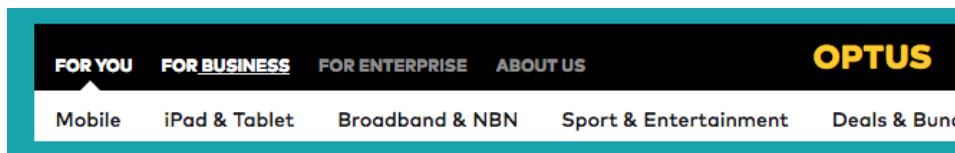
Some people are not able to use a mouse and rely on the keyboard to interact with the Web. People who are blind or sighted people with mobility impairments rely on the keyboard or on assistive technologies and strategies that rely on keyboard commands, such as voice input. Accessible websites enable people to access all content and functionality — links, forms, media controls, etc. — through a keyboard.

A key component of keyboard interaction and navigation is 'Keyboard focus' or 'Tab through experience' which is a highlighted state when buttons and elements are tabbed to. This is generally set as a different border or highlight state when landed on. Keyboard focus should be visible and should follow a logical order through the page elements.

TEST RESULT

PASS  FAIL  SEVERITY ●●○○○

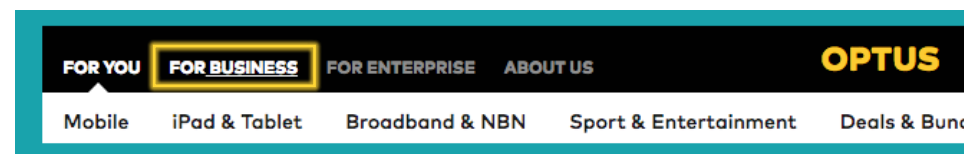
The results found were that the tab field state is a thin underlines which is not highly visible when tabbing through especially at high speeds. Some of the underlining in the main header button links do not stretch the entire length of the button sentence.



Heading 3's have condensed and negative letter spacing attributes that make for a higher level of illegibility. The paragraph text is styled light in weight and a little too small in size in certain areas.

RECOMMENDATION FOR RESOLUTION

A more suitable state would be to have a highly contrasting glow around the button different to the button or objects static state.



5. INTERACTION TESTING

5.2 FORMS, LABELS, AND ERRORS

Form fields and other form controls usually have visible labels, such as “First Name” “Last Name” “E-mail Address:” etc as the label for a text field to give the user a clear initial instruction of the content field to type in or click on. Labels, keyboard access, clear instructions, and effective error handling are important for successful form accessibility.

Failing characteristics are things such as clearing all the content written when a user hits ‘Submit’ without all the sufficient fields filled in instead of prompting them with a warning. Also not including submission success prompt is another high failing characteristic as the user may not know if the form was successfully submitted or not.

TEST RESULT

PASS  FAIL  SEVERITY 

A feedback submission form within the Network-Outages (Support) web page was also tested and met the requirements set by WCAG. The screen reader label reading is clear and helpful, it prompts the user when the required elements were not filled in when hitting ‘Submit’.

MOBILE/FIXED NETWORK ISSUES

If you are experiencing network issues, head to [Check Network Status](#) > Outages, to see any planned, or unplanned outages in your area.

You'll also find additional troubleshooting tips to help resolve your Optus Mobile or Fixed service issue.

If you cannot see any reported outages in your area and our troubleshooting tips have not resolved your problem, [chat with us](#).

 WAS THIS ARTICLE HELPFUL?
☐ Yes ☐ No

Select yes or no to rate this article.

Please let us know how we can make this article better.

SUBMIT

After filling in the entire required field and clicking ‘Submit’ a successful submission prompt is then presented to let the user know of a successful submission.

MOBILE/FIXED NETWORK ISSUES

If you are experiencing network issues, head to [Check Network Status](#) > Outages, to see any planned, or unplanned outages in your area.

You'll also find additional troubleshooting tips to help resolve your Optus Mobile or Fixed service issue.

If you cannot see any reported outages in your area and our troubleshooting tips have not resolved your problem, [chat with us](#).

THANK YOU FOR SUBMITTING YOUR FEEDBACK!

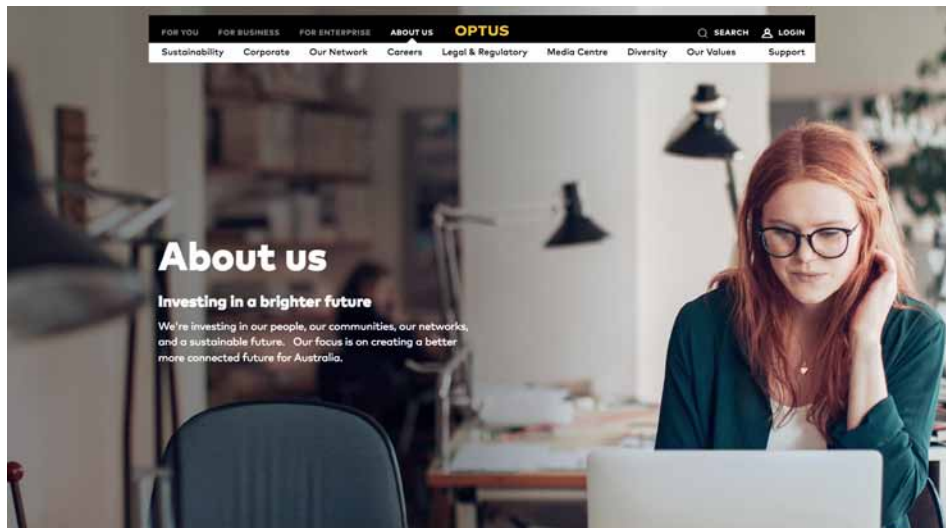
6. GENERAL TESTING

6.1 MOVING, FLASHING, OR BLINKING CONTENT

Moving, flashing, or blinking content includes carousels, advertisements, videos, auto-updating stock tickers, scrolling news feeds, just to name a few. Users need to be able to control moving content, especially some people with attention deficit disorder or visual processing disorders.

TEST RESULT **PASS**  **FAIL**  **SEVERITY** ○○○○○○

Your website does not feature any fast moving, flashing or blinking content that could prove detrimental to a viewers with a attention deficit disorder or visual processing disorders. The only moving content is the “About us” key sentences that move upwards and appear at a suitable pace.



6. GENERAL TESTING (CONTINUED)

6.2 MULTIMEDIA (VIDEO, AUDIO) ALTERNATIVES

Information in video or other audio related elements is not available to people who are deaf or people who may have hearing difficulties, unless it is provided in an alternative format such as captions and text transcripts. Text can also be read by a screen reader or Braille display, or enlarged and reformatted for people with low vision.

TEST RESULT

PASS  FAIL  SEVERITY ●●●○○○

Within you 'About' page there is a video with audio element in the "Tomorrow is ours to create" section.




Tomorrow is ours to create

At Optus we're reimagining what's possible. And we want you to be part of it.


CAREERS AT OPTUS



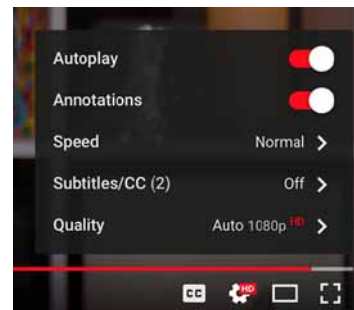
Below are the tested categories

- Video starts automatically when arriving on the web page PASS 
- Include controls to pause or stop the audio PASS 
- Include controls to turn down the volume PASS 

Though the element size is substantially small and would benefit with a different media driver with larger media control fields.

- Advanced control and feature settings FAIL 

The media driver does not have a settings feature with essential controls such as Autoplay, Annotations, Speed, Subtitles and Quality.



These are all important settings features that are required with certain disabilities. As the video is very fast passed between scenes and also has fast and bright animations, the speed control setting would be highly beneficial.

RECOMMENDATION FOR RESOLUTION

Installing a media display with a more advanced control panel would be highly beneficial for users with or without hearing or visual impairments. It will give them further control in order to digest the article or advertisement to its full extent.



6. GENERAL TESTING (CONTINUED)

6.3 GENERAL WEB PAGE STRUCTURE

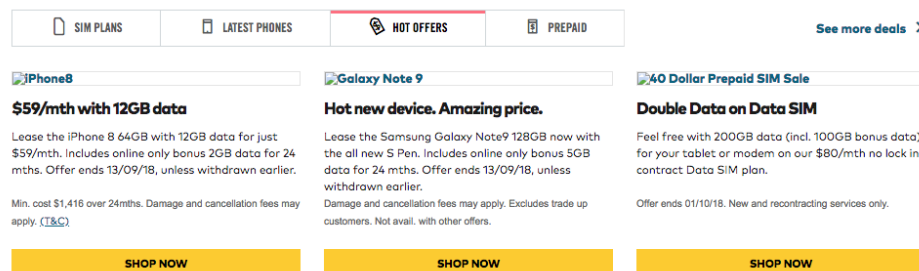
Web pages are often designed with multiple columns, sections, colours, and other visual aspects that help organise information for people who see the page in its default display. However, some people do not see the page this way. People who are blind listen to the page with a screen reader or read it from a Braille display. Some people with low vision and others change the way the page is displayed so they can read it; for example, change from multiple columns to one column, change the text size, and more.

When designing a web page an important aspect to consider is how the web page will work when it is “linearized” into one column and the presentation is changed.

DISABLING IMAGERY

TEST RESULT **PASS**  **FAIL**  SEVERITY ●●●○○○

When disabling images through the browser advanced settings, the images displayed on both ‘Home’ and ‘About’ web pages do not have ‘Alternative tags’ (SEE SECTION?)



RECOMMENDATION FOR RESOLUTION

See 3.2 IMAGE TEXT ALTERNATIVES (“ALT TEXT”) (Page 6).

DISABLING CSS

TEST RESULT **PASS**  **FAIL**  SEVERITY ○○○○○○

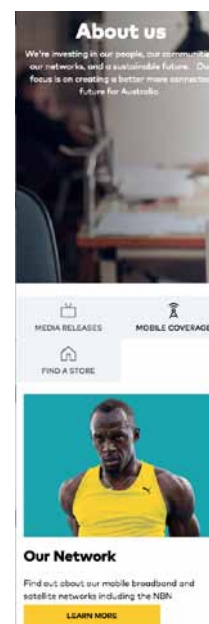
When disabling the websites Content Styles Sheet (CSS) all the page elements and text generally remain readable with the restructuring and styling that comes from removing all its original styles. Though an issue was found with the “New Phone Alert” promo element becoming extremely hard to read as it retains the background colour set to the text field though adopts the standard Sans Serif blue hyperlink text that results in an overall low contrasting sentence style.



LINEARIZING THE PAGE OR THE TABLES

TEST RESULT **PASS**  **FAIL**  SEVERITY ○○○○○○

When adjusting the browser window to a smaller width screen size all the way down to a mobile device screen size (smallest width), all the elements get restructured to a functional and readable state with buttons in a line manoeuvring to remain a suitable size. Images fields also scale down with the display size decreasing so you are not left with a portion of an image element to view.



6. GENERAL TESTING (CONTINUED)

6.4 LANDMARK HEADINGS STRUCTURE

Having a good structure in place when building and maintaining your website is essential for later when viewers use the screen reader quick links preference. Screen reader quick links preference gives the user the ability to navigate through section of the web page quickly and easily. The main features of this is the Headings or Landmarks list which allows the user to scroll through, click and be instantly transferred to that clicked item or section.

TEST RESULT

PASS  FAIL  SEVERITY ●●●○○○

Within the websites screen reader quick links, the 'Headings', 'Articles' and 'Link' lists are structured well and address the main aspects for these structure areas. The 'Landmarks' list on the other hand lacks in assortment of web page landmark areas.

RECOMMENDATION FOR RESOLUTION

The recommendation would be to implement a broader series of web page landmark areas such as in the list below in order to allow the viewer to move more efficiently through web page sections such as the list of standard landmark types below.

- Banner
- Navigation
- Search
- Main
- Navigation
- Complimentary
- Contentinfo



7. REFERENCE

EDUCATION

Rob Dobson (Developer Advocate). (Jan 13, 2017). 'How I do an accessibility check -- A11ycasts #11'. Google Chrome Developers. YouTube tutorial.

https://www.youtube.com/watch?v=cOmehxAU_4s&t=68s

David Murray. (Feb 10, 2017). 'SEO Tutorial - Alt tags and picture images - New for 2017'. Google Chrome Developers. YouTube tutorial.

<https://www.youtube.com/watch?v=CV2tiFgUKW4>

Judy Brewer. (May 2018). 'Template for Accessibility Evaluation Reports'. W3C Web Accessibility Initiative WAI. Information based website - Report template.

<https://www.w3.org/WAI/test-evaluate/report-template/>

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<https://www.w3.org/TR/WCAG20-TECHS/H30.html>

Unknown blogger. 'Disable all CSS style sheets'. superuser. blog website.

<https://superuser.com/questions/447269/is-there-any-way-to-view-a-web-page-without-styles-in-chrome>

TEXT USAGE

The Forbin Report - Responsive Web Solutions. Website accessibility audit service.

<http://www.forbinreport.com/>

Shawn Lawton Henry. (22 December 2017). 'Easy Checks - A First Review of Web Accessibility'. W3C Web Accessibility Initiative WAI. Information based website - Audit testing steps.

<https://www.w3.org/WAI/test-evaluate/preliminary/>

SOFTWARE USAGE

Developer: labs@deque.com. (14 June 2018). 'aXe'. Deque Systems. Accessibility testing in Chrome Developer Tools.

<https://chrome.google.com/webstore/detail/axe/lhdoppojpmngadmndnejfpokejbdd>

IMAGERY USAGE

Olu Eletu (@flenjoore). (March 30, 2015). 'man looking at marketing analytics'. Unsplash. Open rights image source.

<https://unsplash.com/photos/unRkg2jH1j0>

John- Schnobrich (@flenjoore). (March 26, 2018). 'john-schnobrich-520019-unsplash'. Unsplash. Open rights image source.

<https://aspengrovestudios.com/wp-content/uploads/2018/03/john-schnobrich-520019-unsplash.jpg>

```
    trigger("themes:update"))))}, wp.  
    check: function(a) {var b, c; b = a.  
    .close-full-overlay": "close", "cl  
    ew"), render: function() {var b, d =  
    f.navigate(c.router.baseUrl(c.router.  
    sel.addClass("iframe-ready"), a(docu  
    removeClass("iframe-ready"), c.router  
    trigger("preview:close"), this.undelega  
    ).this.sel.toggleClass("collapsed").to  
    preview-device", c), this.togglePreviewDev  
    e").attr("aria-pressed", !0)}, keyEvent: fu  
    Class("disabled") || (wp.updates.maybeRequest  
    eAug"))))}}), c.view.Themes = wp.Backbone.View  
    full", c.currentTheme(), this.listenTo(c.colle  
    1846-count.text(c.collection.length), c.annou  
    1846-count.text(c.collection.length), c.annou
```