Website Accessibility Evaluation Report

Introduction

This report evaluates the accessibility performance of the website
http://research.umich.edu/initiatives using the accessibility checklist provided by Voxmedia from
a designer's role.

Checklist

1. **Make sure there is enough contrast between text and its background color.**
   The site does not satisfy this requirement. In figure 1, the text is in very small font in gray
   color, which does not have enough contrast with the background. In figure 2, the blue text
   is on blue background, which does not have enough contrast as well.
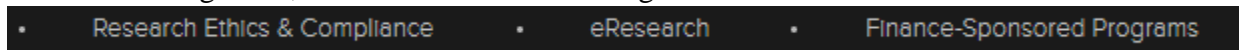

Figure 1

Figure 2

2. **Don't indicate important information using color alone.**

   The website did not use different ways to highlight important information. On figure 3,
   the text was bolded to show the title. Same with other content pieces, important
   information was not been highlighted using color and more methods.

Figure 3

3. **Pair values of colors together (not only hues) to increase contrast.**

   The site did not use color values to increase contrast.

4. **Don't rely on sensory characteristics as the sole indicator for understanding and
   operating content.**

   The site used blocks to separate content and used label and pictures to indicate the
   content.

Figure 4

5. Design focus states to help users navigate and understand where they are.

The site used minimal color change to indicate state change.

6. Help users understand inputs and help them avoid and correct mistakes.

This requirement does not apply to this page very well because there is only one input field which is the search bar. The search bar does not provide instructions to user.

7. Write good alt text for your images.

This page satisfies this requirement by adding alternative text to functional images, and not provide alternative text to decorative images. Some alt text is not clear enough for users to identify the content.

8. If an experience cannot be made accessible, create another route for users to get that information.

This requirement does not apply to this page.

9. Be as consistent and clear as possible in layout and copy.

The layout, element placement and labels are consistent across the page.

Recommendation

1. Add more color contrast between text and background color.

   Refer back to figure 1, both the text and the background are gray, which makes viewers hard to distinguish the text. I recommend use a brighter color for the text such as yellow, which also matches with the school's brand identity. For figure 2, rather than use a lighter blue text on a dark blue background, I also recommend use a brighter color to increase color contrast.

2. Use different methods to indicate important information.

Right now the site used little text decoration variations to indicate important information. I recommend use a consistent color and decoration for different levels of content. For example, using blue and bolded 40pt font for level one title. Use gray and bolded 30 pt font for level two title. In this way, viewers can be clear of the information architecture and more aware of the content.

3. Provide instructions on input field.

On this page, there is only one input field which is the search bar. When user click on the search bar, there is no instructions on what users could input and what possible outcome they would get. I recommend add hint text to the search field when users click on the bar such as "search in the Office of Research". The hint text can help users to form more targeted search quires and guide them to desired places.
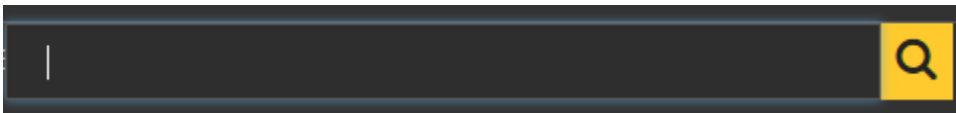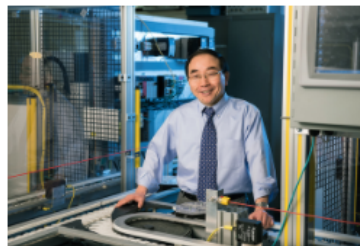

Figure 5

4. Write more descriptive alt text for images.

The website does provide alt text which passed the accessibility test. But the some only have the alt tag and not with useful text. For this image below, there is only the tag and not descriptive text. I recommend adding descriptions that helps viewers better understand the context. For example, "picture of xxx" could help the user better navigate the page.