



Accessibility Audit

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gusmanygomez.com

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Executive Summary

This document will outline the importance of web accessibility, why it is important, and ways to improve the accessibility of the Guzman y Gomez website. It will look at the target groups that use the website in alternate ways to the average user and how the overall accessibility of the website can be improved.

Background

7.7 million people nationwide are now connected to the internet. That's more than 86% of Australians that have access to the internet (Lightning Broadband 2016). But not all of them may be able to access the web as easily as others.

Websites are an important tool to connect to users. Making sure your website is accessible to everyone and is easy to navigate is key to engaging and keeping your audience interested in and able to use your product or service. This is especially important with government websites as everyone needs to be able to access these website. Other content on the web may not have the same need for accessibility but it definitely should be as accessible as possible.

The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect," Tim Berners-Lee, October 22, 1997

When you think accessibility you usually think of people with a disability or impairment. But there are other people groups that need content to be adjusted for them to better access your website. These extra people groups include, but not limited to people with:

- > A slow or limited internet (especially on mobile sites where users will most likely be using capped mobile data)

- > Older or slower devices (especially those can't afford to keep up with technology)

- > Mobile Devices (smaller screens means less room for content - size of content is also something to look for)

- > Limited time (they have better things to do than aimlessly wonder around your beautiful website)

- > A language barrier (allowing your website to be either easily translated or have proper translated versions of your website)

Background cont.

People with disabilities and impairments are also a very important user base. These impairments may include, but are not limited to people with:

- > Blindness
- > Deafness
- > Physical Disabilities
- > Dyslexia
- > Epileptic fits
- > Autism

"We need to make every single thing accessible to every single person with a disability." Stevie Wonder, 2016 GRAMMY Awards

Web accessibility, when practiced properly, can greatly improve not only user experience and interaction but also effects SEO (Search Engine Optimisation). SEO is key for businesses that wish to increase their website ranking and boost traffic to their website. Using accessibility techniques such as Image alt attributes, Title tags, Header tags, link anchor text, content ordering, and semantic HTML all help boost SEO. So it's a win-win for businesses that make accessible websites.

Review Process/Tools

To aid with the process of accessibility evaluation the following websites and tools were used:

> WCAG 2.0 are strict guidelines, produced by W3C, that outline ways to improve web accessibility. WCAG stands for Web Content Accessibility Guidelines and are the most well-known when it comes to web accessibility.

> Windows 10 Screen Reader is a tool used to navigate a website using keyboard controls and audible indicators. This tool is primarily used by vision impaired people to navigate and interact with websites. Usability of the website whilst using the tool will be assessed; making sure all links are reachable and all images have adequate alt text.

> Google PageSpeed runs the website and tracks how quickly it loads and how it is displayed on mobile devices. Two number rankings are given (one for the desktop site and one for the mobile site), as well as two optimisation rankings; Possible Optimisations (things to work on) and Optimisations Found (highlights good optimisations already made). This tool will suggest ways to optimise your site and make it more mobile and internet friendly for your audience.

> NoCoffee is a Google Chrome plug-in that replicates the Pervasive vision

issues. The use of the colour deficiency tool allows the website to be viewed in eight different colour deficiency types and gives insight into how people with these vision impairments view the website.

“Accessibility involves two key issues: how users with disabilities access electronic information and how web content designers and developers enable web pages to function with assistive devices used by individuals with disabilities” Adobe 2017

Review Process/Tools

Perceivable

The Guzman y Gomez website, as a whole, does quite poorly in this category. There are very few alt tags on the images, and the ones that do have alt tags, are empty alt tags (Appendix 02). The WCAG results of this section give the website a pass as a whole but I still believe it could do with some simple improvements for the purpose of accessibility; alt tags being a very simple one to implement. Filling in empty link would also greatly improve accessibility and even SEO. (Appendix 01 - 1.1 Text Alternatives)

Guzman y Gomez should be praised for their use of colour to convey meaning (Appendix 01 - 1.4 Distinguishable). In addition to this they also use text

instead of images for the navigation, allow users to resize text and have a good contrast ratio site wide (Appendix 04).

Operable

The website scored best in this category, out of the four. Mainly for its beautiful keyboard controls, site wide. Ordering food using a screen reader was no problem and there were no elements that were time based as to rush the user. Having the ability to access any page from any other page is another great accessibility feature that Guzman y Gomez has implemented. (Appendix 01 - 2.4 Navigable).

Some points where the website fell short were the link purpose. Not all links were accurately described when using the screen reader, if even at all. Several links simply read, “link”, giving no context or information about what that link would do or where it would take you. Fixing these empty link tags would give the screen readers content to inform the user of links and their purpose.

The background video on the home page is unable to be paused or stopped. This marks another accessibility failure of the Guzman y Gomez website. Allowing users the ability to click on the video to pause it, or even disable it all together would improve accessibility.

Understandable

The Guzman y Gomez website fell short when defining the website language, in the mark-up, having translated variations of their website and failed both proper error identification and error suggestion. Being a “.com” website I can only assume this is a global site that they use all around the world. Therefore you would expect the website to have several different translated versions. Even if it was just a Spanish variation, that would make a lot of sense (being a Mexican inspired restaurant). On their “All Locations” page they list mostly Australian locations, but have the option for Singapore or Japan. It would make sense for the website to be translated to meet the needs of this target market.

The website does shine when it comes to consistent navigation and identification, labels or instructions and error prevention. Consistent navigation helps users know what to expect when trying to find another page on the site. When user input is required, there is adequate information as to where the user is and what they are expected to input.

Robust

Majority of the semantic HTML sits in line with the accessibility standards. There are several duplicate ID tags and empty alt tags and link tags (Appendix 02). There are also a couple of redundant links as well as missing a first level h1 tag. I can see why they

don't have a h1 tag on their page as there isn't one big title. But for the sake of web accessibility I would surround the 3 main buttons on the home page to h1 tags. Adding proper alt tags and link tags will also help.

Guzman y Gomez should be commended on their custom API they have implemented on their site. It is very accessible and allows for screen readers to easily interpret each function on the “order now” page.

“The one argument for accessibility that doesn't get made nearly often enough is how extraordinarily better it makes some people's lives. How many opportunities do we have to dramatically improve people's lives just by doing our job a little better?”

Steve Krug

Overall Website

As a whole the website is very poorly optimised. Images need to be optimised and minifying of code would help with load times. The Google PageSpeed (Appendix 03) shows that the page is scored very poorly. A mere 41 on mobile and a 45 on the desktop version of the site.

Kudos to Guzman y Gomez for minifying the CSS and JavaScript. Their website as a whole is very aesthetically pleasing, even on mobile.

But it lacks quick loading speeds, especially with sub-par Australian internet speeds.

Conclusion

The Guzman y Gomez website is a beautiful website that features a great custom API with great accessibility, but the rest of the site is lacking. Missing alt tags, even empty ones, and other semantic errors (like the page language) need to be fixed in order for the website to be more accessible. Site optimisation would also give the website a big leg up with load times and accessibility to users with slower internet speeds.

“People who use the web have a growing variety of characteristics. As web developers, we can not assume that all our users are accessing our content using the same web browser or operating system as we are, nor can we assume they’re using a traditional monitor for output, or keyboard and mouse for input.”

University of Washington

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Appendix 01

WCAG 2.0 Results

1. Perceivable

Level A - 6/9 | | Level AA - 4/5

1.1 Text Alternatives

1.1.1 Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below.

Controls, Input If non-text content is a control or accepts user input, then it has a name that describes its purpose. (Refer to Guideline 4.1 for additional requirements for controls and content that accepts user input.)

Time-Based Media If non-text content is time-based media, then text alternatives at least provide descriptive identification of the non-text content. (Refer to Guideline 1.2 for additional requirements for media.)

Test If non-text content is a test or exercise that would be invalid if presented in text, then text alternatives at least provide descriptive identification of the non-text content.

Sensory If non-text content is primarily intended to create a specific sensory experience, then text alternatives at least provide descriptive identification

of the non-text content.

CAPTCHA If the purpose of non-text content is to confirm that content is being accessed by a person rather than a computer, then text alternatives that identify and describe the purpose of the non-text content are provided, and alternative forms of CAPTCHA using output modes for different types of sensory perception are provided to accommodate different disabilities.

Decoration, Formatting, Invisible If non-text content is pure decoration, is used only for visual formatting, or is not presented to users, then it is implemented in a way that it can be ignored by assistive technology.

Findings

Several Images missing alt tags completely. All other alt tags are empty (e.g. alt="")

Result

Failed

1.2 Time-based Media

1.2.1 Audio-Only and Video-only (Prerecorded)

For prerecorded audio-only and prerecorded video-only media, the following are true, except when the audio or video is a media alternative for text and is clearly labeled as such:

Prerecorded Audio-only An alternative for time-based media is provided that

presents equivalent information for prerecorded audio-only content.
Prerecorded Video-only Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content.

Findings

There is a video but is not directly used to convey a certain message or meaning. It would be good for the video to present a transcript.

Result

Not Present

1.2.2 Captions (Prerecorded)

Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such.

Findings

Not Present

Result

Not Present

1.2.3 Audio Description or Media Alternative (Prerecorded)

An alternative for time-based media or audio description of the prerecorded

video content is provided for synchronized media, except when the media is a media alternative for text and is clearly labeled as such.

Findings

Not Present

Result

Not Present

1.2.4 Captions (Live)

Captions are provided for all live audio content in synchronized media.

Findings

Not Present

Result

Not Present

1.2.5 Audio Description (Prerecorded)

Captions are provided for all live audio content in synchronized media.

Findings

No description is provided for the recorded video on the home page

Result

Failed

1.3 Adaptable

1.3.1 Info and Relationships

Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.

Findings

There is visual hierarchy but no auditory difference between sections on the page.

Result

Failed

1.3.2 Meaningful Sequence

When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.

Findings

Missing h1 tag and addition heading level skipping.

Result

Failed

1.3.3 Sensory Characteristics

Instructions provided for understanding and operating content do not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.

Findings

Not Present

Result

Not Present

1.4 Distinguishable

1.4.1 Use of Color

Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.

Findings

The “Find A Job” button on the home page is coloured in a way that the user would assume it is a clickable button.

Result

Passed

1.4.2 Audio Control

If any audio on a Web page plays automatically for more than 3 seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume level.

Findings

No audio is present on the page

Result

Not present

1.4.3 Contrast (Minimum)

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

Large Text Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;

Incidental Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.

Logotypes Text that is part of a logo or brand name has no minimum contrast requirement.

Findings

All content on the page is well contrasted. White and yellow text on a black background stands out very well. Contrast is perfect at all colour deficiency levels

Result

Passed

1.4.4 Resize text

Except for captions and images of text,

text can be resized without assistive technology up to 200 percent without loss of content or functionality.

Findings

The text is responsive and allows the user to zoom in (up to 200%) to enlarge the text.

Result

Passed

1.4.5 Images of Text

If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text except for the following:

Customizable The image of text can be visually customized to the user's requirements;

Essential A particular presentation of text is essential to the information being conveyed.

Findings

Navigation is styled well and uses text instead of images. The company logo is used on every page and is recognisable and legible.

Result

Passed

2. Operable

Level A - 7/9 | | Level AA - 2/3

2.1 Keyboard Accessible

2.1.1 Keyboard

All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes, except where the underlying function requires input that depends on the path of the user's movement and not just the endpoints.

Findings

Navigation is easy with a keyboard. Almost all options are accessible by using only the keyboard

Result

Passed

2.1.1 No Keyboard Trap

If keyboard focus can be moved to a component of the page using a keyboard interface, then focus can be moved away from that component using only a keyboard interface, and, if it requires more than unmodified arrow or tab keys or other standard exit methods, the user is advised of the method for moving focus away.

Findings

Navigation with a keyboard is user-friendly as it does not get stuck inside elements. It is easy to enter and exit different sections of the page.

Result

Passed

2.1 Enough Time

2.2.1 Timing Adjustable

For each time limit that is set by the content, at least one of the following is true:

Turn off The user is allowed to turn off the time limit before encountering it; or

Adjust The user is allowed to adjust the time limit before encountering it over a wide range that is at least ten times the length of the default setting; or

Extend The user is warned before time expires and given at least 20 seconds to extend the time limit with a simple action (for example, "press the space bar"), and the user is allowed to extend the time limit at least ten times; or

Real-time Exception The time limit is a required part of a real-time event (for example, an auction), and no alternative to the time limit is possible; or

Essential Exception The time limit is essential and extending it would invalidate the activity; or

20 Hour Exception The time limit is longer than 20 hours.

Findings

Not Present

Result

Passed

2.2.2 Pause, Stop, Hide

For moving, blinking, scrolling, or auto-updating information, all of the following are true:

Moving, blinking, scrolling For any moving, blinking or scrolling information that (1) starts automatically, (2) lasts more than five seconds, and (3) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it unless the movement, blinking, or scrolling is part of an activity where it is essential; and

Auto-updating For any auto-updating information that (1) starts automatically and (2) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it or to control the frequency of the update unless the auto-updating is part of an activity where it is essential.

Findings

The background video on the main page is unable to be stopped or paused. The only way to avoid it is by scrolling down the page or navigating to another page.

Result

Failed

2.3 Seizures

2.3.1 Three Flashes or Below Threshold

Web pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.

Findings

Not Present

Result

Passed

2.4 Navigable

2.4.1 Bypass Blocks

A mechanism is available to bypass blocks of content that are repeated on multiple Web pages.

Findings

May be somewhat present. The home page has minimal links so it is easy to navigate to the content the user wishes to get to

Result

Not Present

2.4.2 Page Titled

Web pages have titles that describe topic or purpose.

Findings

All pages are correctly and descriptively titled

Result

Passed

2.4.3 Focus Order

If a Web page can be navigated sequentially and the navigation sequences affect meaning or operation, focusable components receive focus in an order that preserves meaning and operability.

Findings

Meaning is preserved when elements are focused

Result

Passed

2.4.4 Link Purpose (In Context)

The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.

Findings

Not all links are correctly described. There are even empty links that simply read (with a screen reader) "link".

Result

Failed

2.4.5 Multiple Ways

More than one way is available to locate a Web page within a set of Web pages except where the Web Page is the result of, or a step in, a process.

Findings

All pages allow for linking back to one another. This acts as a sort of site map

Result

Passed

2.4.6 Headings and Labels

Headings and labels describe topic or purpose.

Findings

Unable to access all sections with a screen reader. Therefore headings and labels were unable to be accessed

Result

Passed

2.4.7 Focus Visible

Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible.

Findings

Not Present

Result

Passed

3. Understandable

Level A - 3/5 | | Level AA - 3/5

3.1 Readable

3.1.2 Language of Page

The default human language of each Web page can be programmatically determined.

Findings

Language of the page is not defined within the html code

Result

Failed

3.1.2 Language of Parts

The human language of each passage or phrase in the content can be programmatically determined except for proper names, technical terms, words of indeterminate language, and words or phrases that have become part of the vernacular of the immediately surrounding text.

Findings

As stated before, the page language is not defined. No links to different language versions of the site are present. Given that it is a .com website, the assumption is that it is a global

site with more than just an English speaking target audience.

Result

Failed

3.1 Predictable

3.2.1 On Focus

When any component receives focus, it does not initiate a change of context.

Findings

Navigating through the navigation (top right hamburger nav) does not allow the use of the “escape” key to exit. Even when the “x” icon is selected and “enter” is pressed, the navigation bar fails to close.

Result

Failed

3.2.3 Consistent Navigation

Navigational mechanisms that are repeated on multiple Web pages within a set of Web pages occur in the same relative order each time they are repeated, unless a change is initiated by the user.

Findings

The navigation is consistent across the whole website (except for the order now page, which it isn't essential to feature the same navigation

on this page)

Result

Passed

3.2.4 Consistent Identification

Components that have the same functionality within a set of Web pages are identified consistently.

Findings

Buttons and links across the site all function the same as you would expect. All images (not including background images) link to other pages on the website. Hovers are also consistent across the site.

Result

Passed

3.3 Input Assistance

3.3.1 Error Identification

If an input error is automatically detected, the item that is in error is identified and the error is described to the user in text.

Findings

The sign in pop up runs an email address validator and returns an error when an incorrect password is used.

Result

Failed

3.3.2 Labels or Instructions

Labels or instructions are provided when content requires user input.

Findings

The drop-down on the order page features “Quick select menu” to indicate its functionality. The sign in pop-up has titles for the inputs, but no dummy inputs.

Result

Passed

3.3.3 Error Suggestion

If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user, unless it would jeopardize the security or purpose of the content.

Findings

When signing in, so automated suggestions are made. Only a “forgot your password” dialogue is shown.

Result

Failed

3.3.4 Error Prevention (Legal, Financial, Data)

For Web pages that cause legal commitments or financial transactions for the user to occur, that modify or delete user-controllable data in data storage systems, or that submit user test responses, at least one of the following is true:

Reversible Submissions are reversible.

Checked Data entered by the user is checked for input errors and the user is provided an opportunity to correct them.

Confirmed A mechanism is available for reviewing, confirming, and correcting information before finalizing the submission.

Findings

The ability to add and remove items on the order page allows for mistakenly added items to be removed. You do have to go to the checkout page before you can remove them though.

Result

Passed

4. Robust

Level A - 1/2 | | Level AA - 0/0

4.1 Compatible

4.1.1 Parsing

In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.

Findings

Few duplicate ID's and other attributes

Result

Failed

4.1.2 Name, Role, Value

For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.

Findings

Guzman y Gomez uses their own API on their website (<https://api.guzmanygomez.com/>).

When navigating with a screen reader, it identifies all options easily and descriptively and allows screen reading users to still be able to order food.

Result

Passed

1. Perceivable

Level A - 6/9 | | Level AA - 4/5

2. Operable

Level A - 7/9 | | Level AA - 2/3

3. Understandable

Level A - 3/5 | | Level AA - 3/5

4. Robust

Level A - 1/2 | | Level AA - 0/0


Total

Level A - 17/25 | | Level AA - 9/13


Appendix 02

WAVE Results


Errors (19)

- 2 X Linked image missing alternative text 



- 4 X Missing form label 



- 1 X Document language missing 



- 12 X Empty link 




Alerts (10)

- 4 X Orphaned form label 




- 1 X Missing first level heading 




- 1 X Skipped heading level 




- 2 X Redundant link 




- 2 X Noscript element 



Features (9)

- 6 X Null or empty alternative text 



- 2 X Null or empty alternative text on spacer 

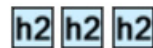


- 1 X Form label 

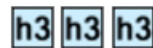



Structural Elements (16)

- 3 X Heading level 2 




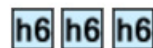
- 3 X Heading level 3 




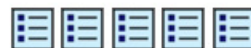
- 1 X Heading level 4 




- 3 X Heading level 6 



- 5 X Unordered list 



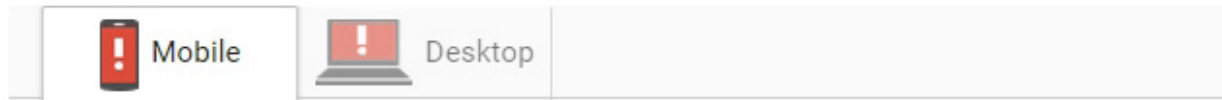
- 1 X Inline Frame 



For more information please visit -
<http://wave.webaim.org/report#/https://www.guzmanygomez.com/>

Appendix 03

Google PageSpeed Results



Poor

41 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

Possible Optimizations

Enable compression

▸ [Show how to fix](#)

Optimize images

▸ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▸ [Show how to fix](#)

Leverage browser caching

▸ [Show how to fix](#)

Reduce server response time

▸ [Show how to fix](#)

Minify HTML

▸ [Show how to fix](#)

✓ Optimizations Found

▼ [Hide details](#)

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify CSS

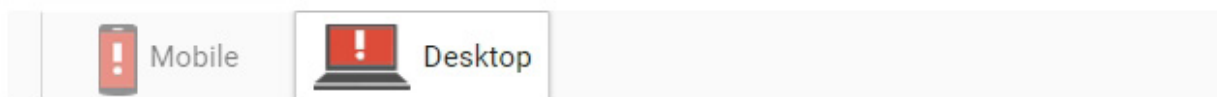
Your CSS is minified. Learn more about [minifying CSS](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).



Poor

45 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

! Possible Optimizations

Enable compression

► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Leverage browser caching

► [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▸ [Show how to fix](#)

Reduce server response time

▸ [Show how to fix](#)

Minify HTML

▸ [Show how to fix](#)

Optimizations Found

▼ [Hide details](#)

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

Prioritize visible content

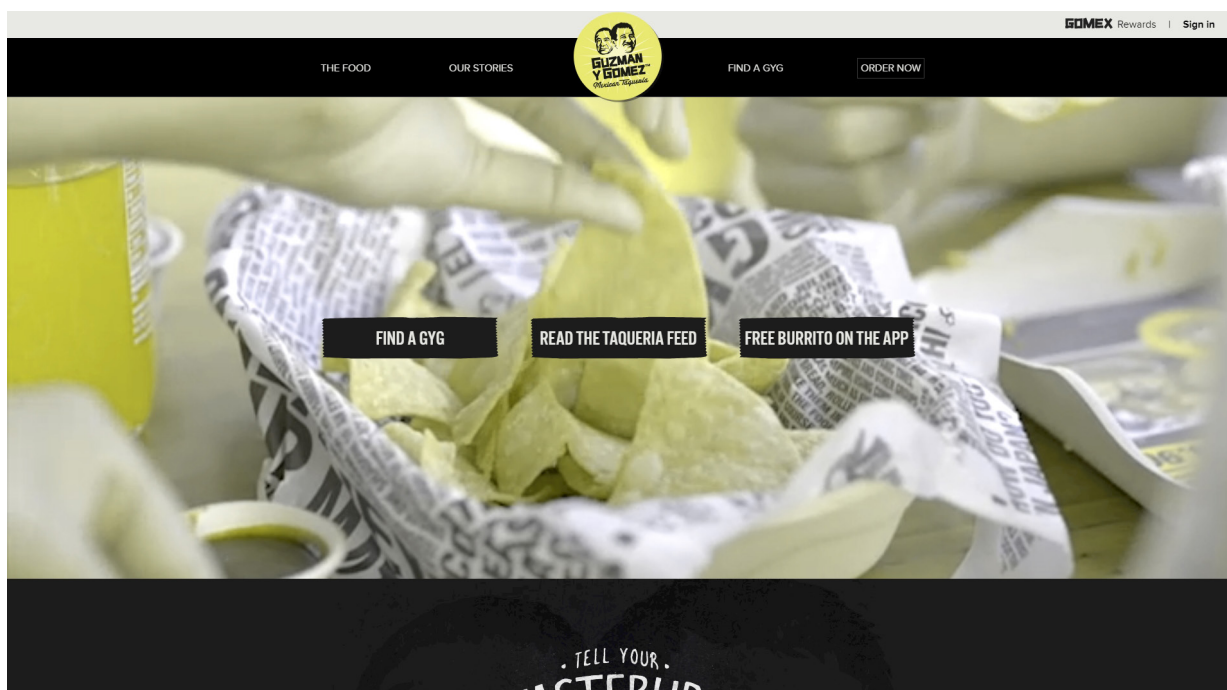
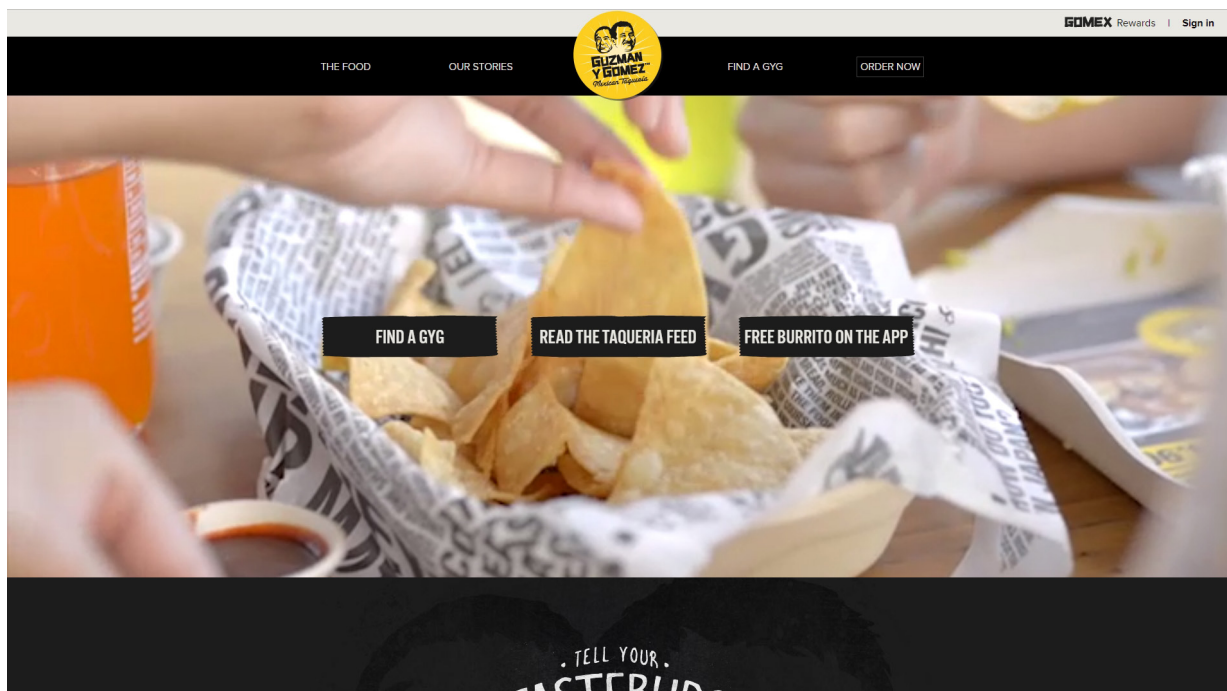
You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

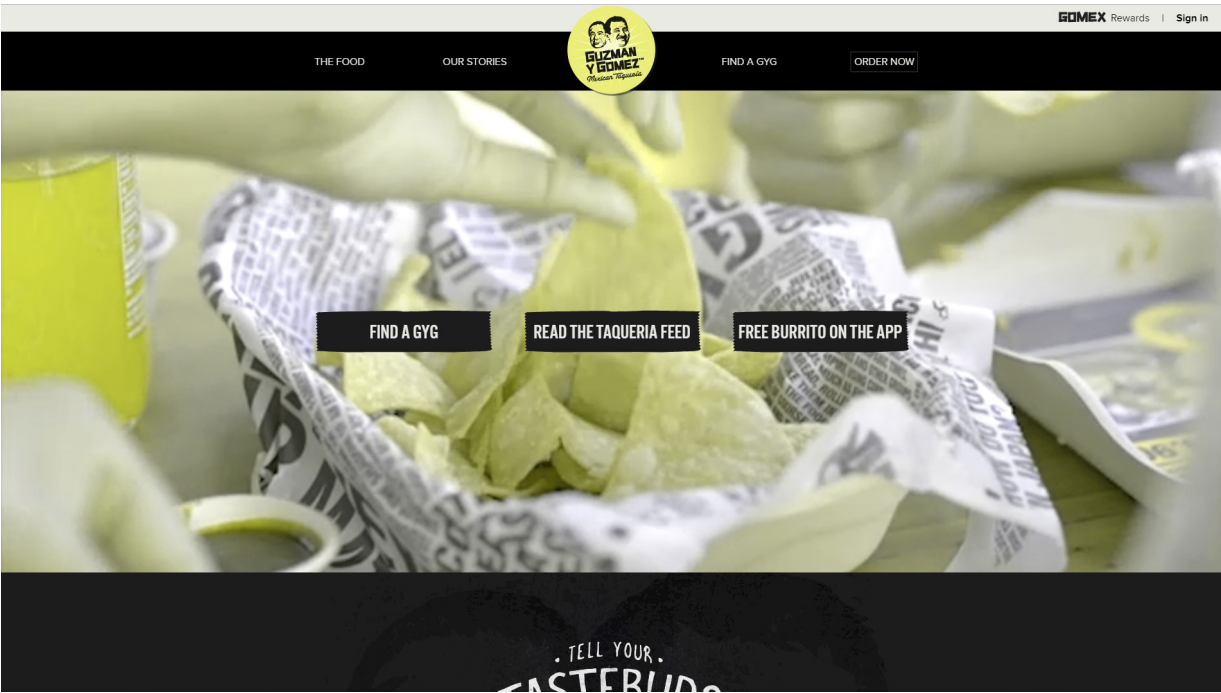
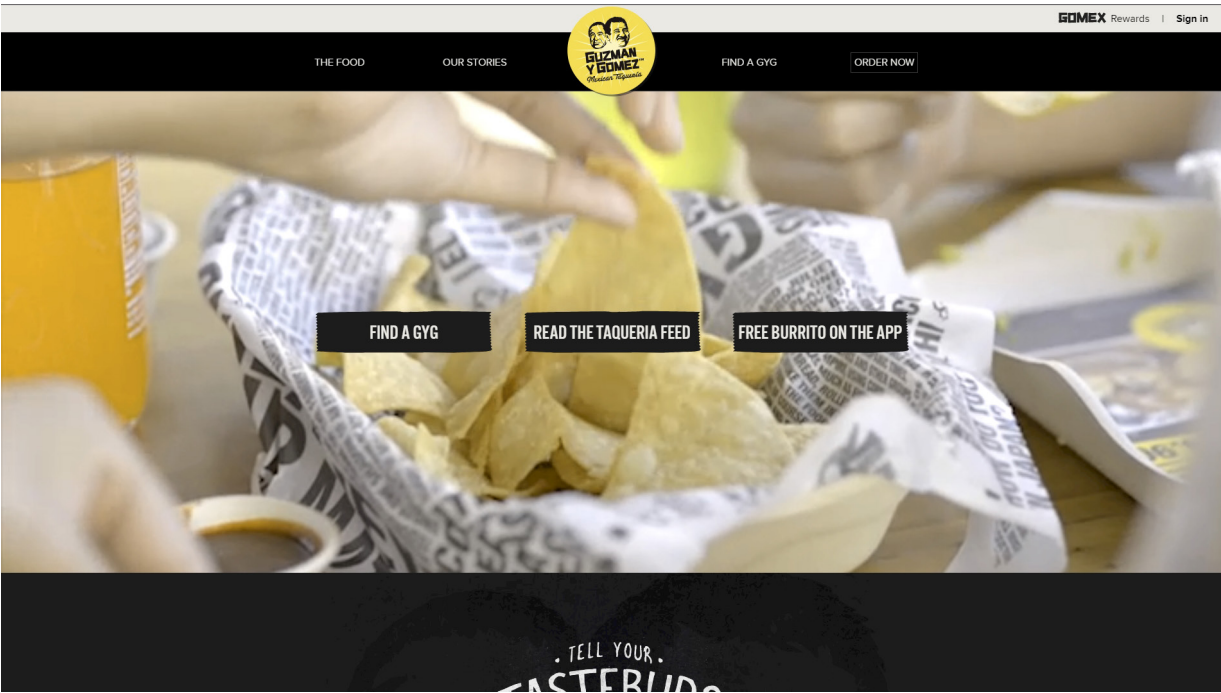
For more information please
visit - [https://developers.
google.com/speed/pagespeed/
insights/?url=https%3A%2F%2Fwww.
guzmanyomez.com%2F&tab=desktop](https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.guzmanyomez.com%2F&tab=desktop)

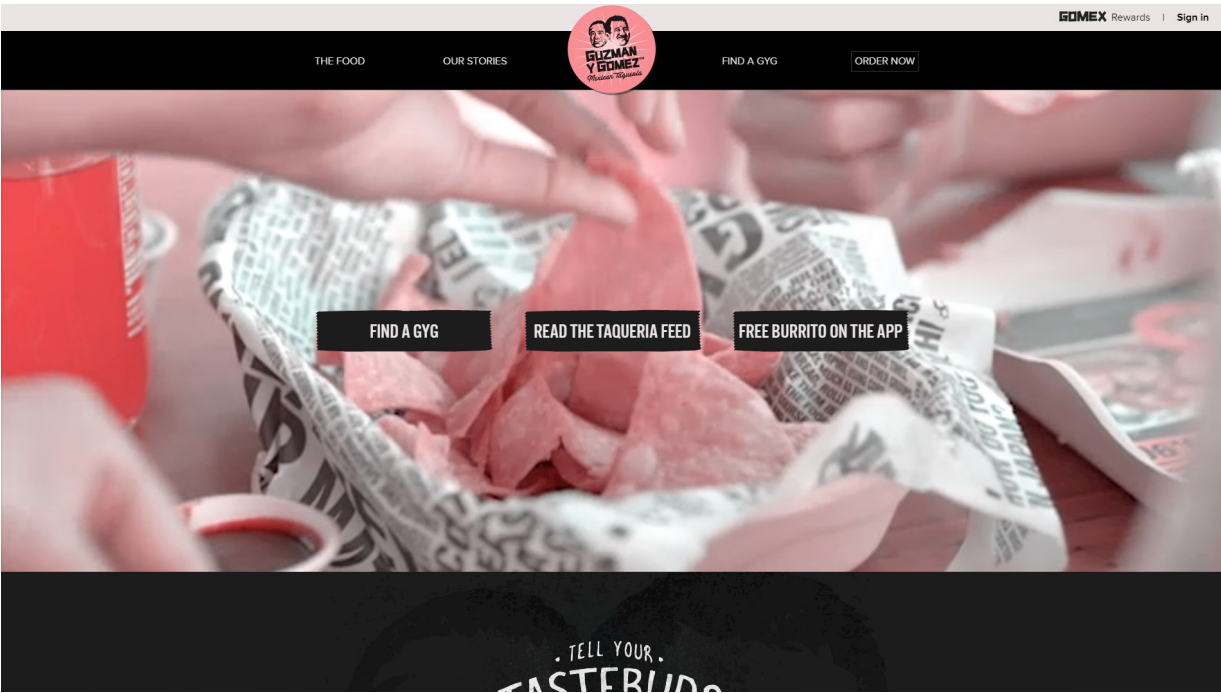
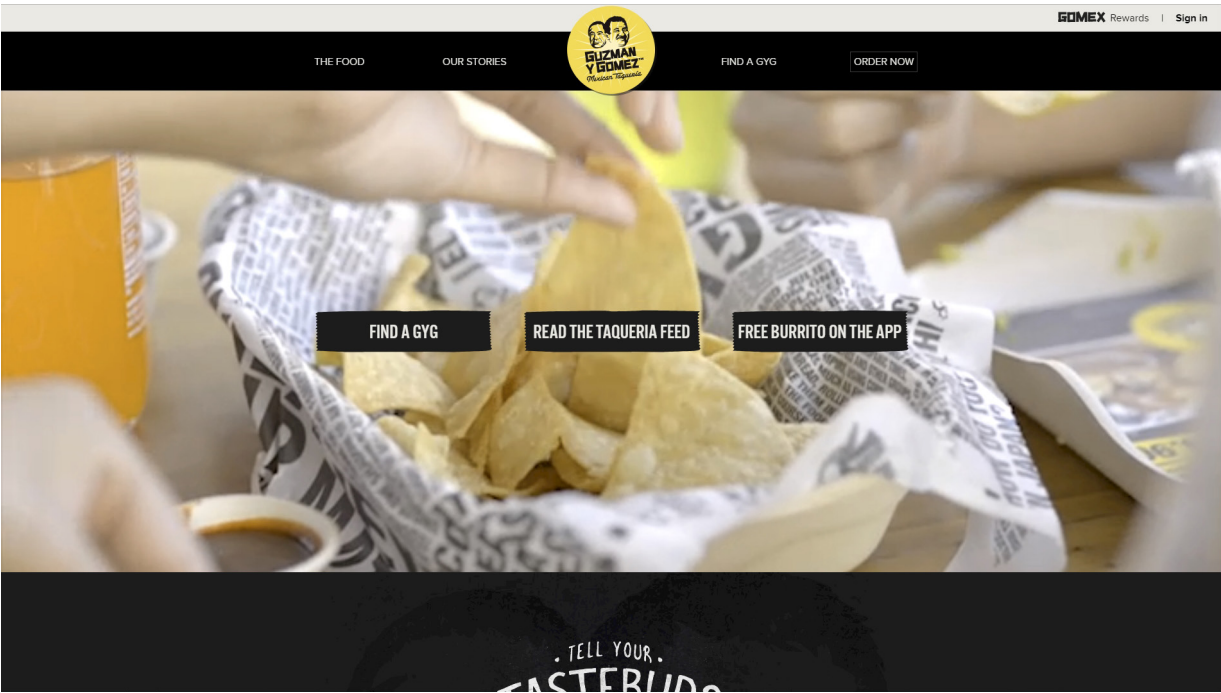
Appendix 04

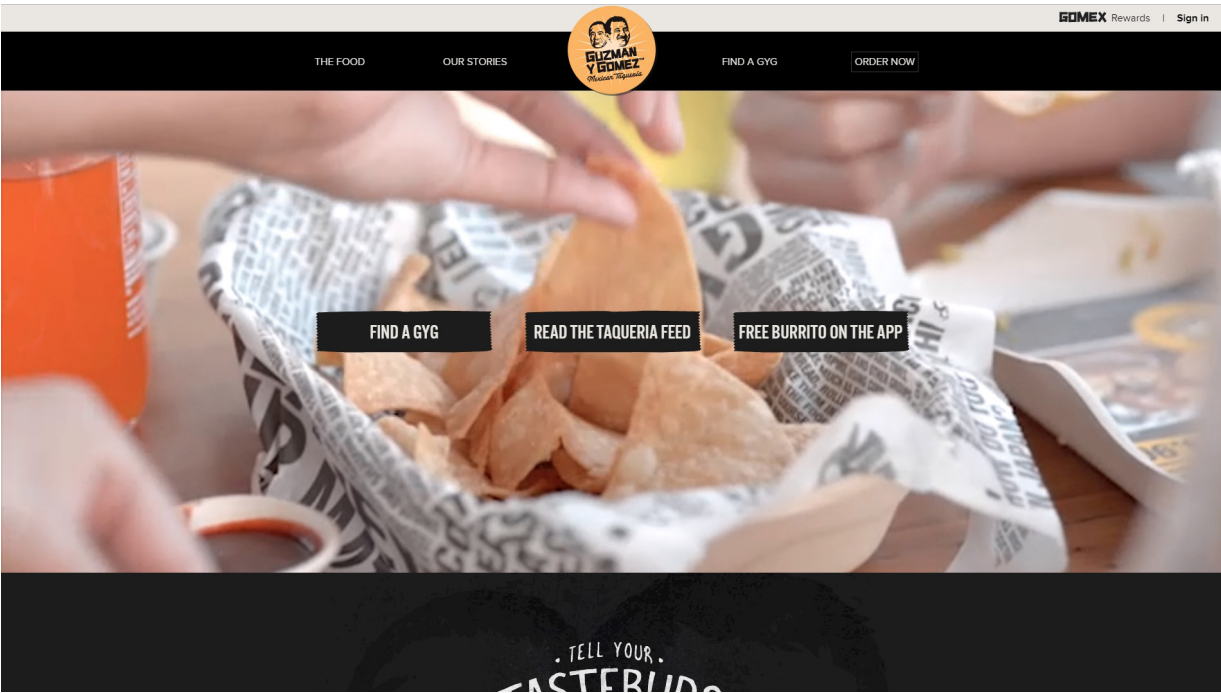
NoCoffee Google Chrome Extension

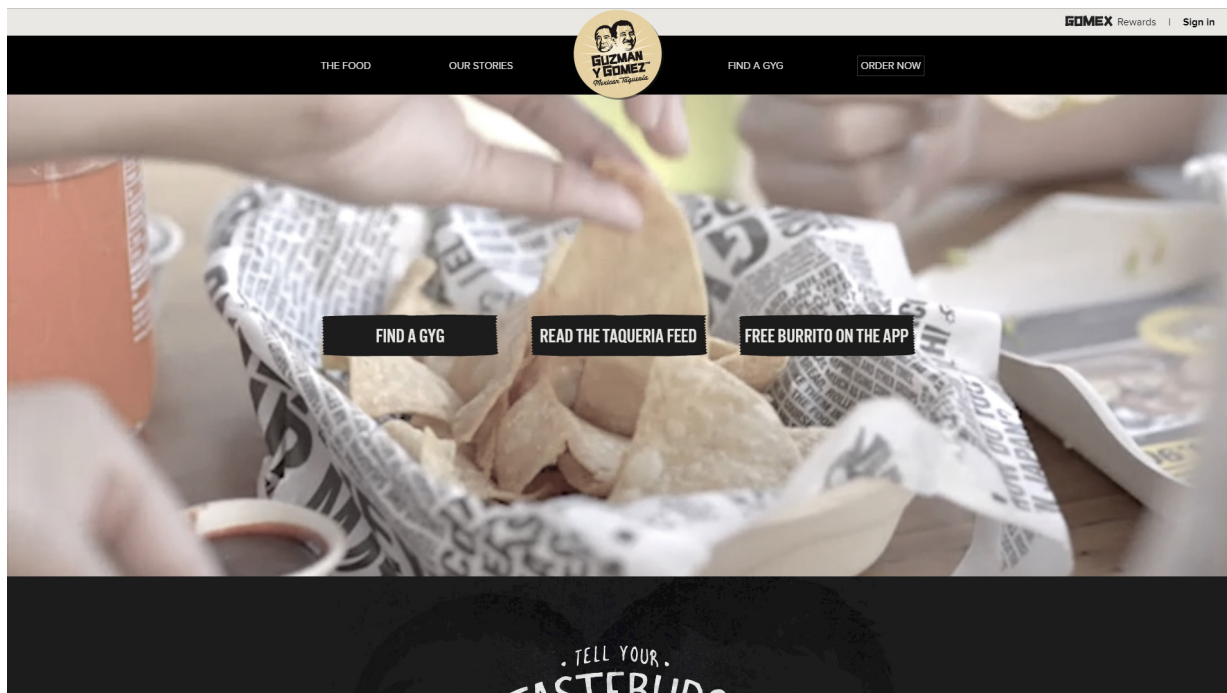
The following screenshots are taken with the various colour filters that are made to emulate colour deficiencies.











For more information about colour blindness and colour deficiencies please visit - <http://www.colourblindawareness.org/colour-blindness/>