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SI 539  
Final Project

Utilizing the checklist provided by voxmedia (<http://accessibility.voxmedia.com>), I evaluated the accessibility of <http://research.umich.edu/leadership> as a Designer.

Below is the evaluation checklist of the website.

## Designers

- ☒ Make sure there is enough contrast between text and its background color

**According to the WCAG**, the contrast ratio between text and the text's background should be at least 4.5 to 1. If your font is at least 24 px or 19 px bold, the minimum drops to 3 to 1 (though, worth noting that this is a little fuzzy because numbered sizes aren't always reflective of the visual size type). Be especially careful of text over images.

Source: [Salesforce UX](#)

- ☐ Don't indicate important information using color alone

There should be another indicator (such as icons to accompany color coding, or an underline on linked text) so that people who cannot easily distinguish colors will be able to understand and use your content.

Source: [UCLA](#)

- ☐ Pair values of colors together (not only hues) to increase contrast

When you strip out the color information from two hues and compare the values, there may not be much difference. Pairing different values creates contrast.

Source: [UCLA](#)

- ☒ Don't rely on sensory characteristics as the sole indicator for understanding and operating content

You should not rely solely on images, shape, size, visual location, orientation, or sound to indicate important instructions for operating or understanding content (ex. "See the image above"). Instead, use a combination of positioning, color, and labeling to identify content.

Source: [W3C](#)

- ☐ Design focus states to help users navigate and understand where they are

Your designs should never actively hide focus states. When people use the keyboard to navigate, your product should include highly visible focus states.

Source: [W3C](#)

- ☒ Help users understand inputs, and help them avoid and correct mistakes

Labels should never completely go away when the focus is inside of an input. Users should always have clear instructions on what they should be inputting. Put error messages in text that explain the error and how to fix the error. Never rely solely on color to indicate errors.

Source: [W3C](#)

- ☐ Write good alt text for your images

Users with low vision often make use of a talking browser to “read” the web. These specialized browsers convert text to speech so that a user can hear the words on a site. When a talking browser lands on an image, it looks for alt text that it can read aloud; if it finds none, it will often just say “image,” leaving the user in the dark as to what the image is and how it matters to the story.

Describe all of the elements that explain what’s happening in the image, rather than just setting the alt text to be something like, “photograph”

If you have to use an image of text, be sure to describe the design if relevant, as well as all of the words in the image. (Ex: Whiteboard drawing of the quote “This is a quote”)

Source: [WebAim: The Basics of Good Alt Text](#)

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

It can be difficult to make certain components (like an SVG map) into accessible experiences. In those cases, consider creating an additional screen reader-friendly experience, or at the very least, describe the experience to users.

- ☐ Be as consistent and clear as possible in layout and copy

Be consistent across functions, placement, and labeling. Components with the same functionality should work and be identified consistently. Use section headings to organize content. Be clear in writing; avoid jargon and idioms

Source: [Viget](#)

### **1. Don't indicate important information using color alone:**

In the aside related information, the headlines of the news spotlights solely indicate important information using color alone. The color of the font is in gold, but that is the only differentiation between the headlines and the snippets of articles. The font type and size remain the same between the two. To address this, each of the headlines should be marked by an icon or font decoration such as underline or bold. This will help in indicating that the gold headlines are different from the bits of text that are below each one.

### **2. Pair values of colors together (not only hues) to increase contrast:**

According to the UCLA website for Disabilities and Computing Program, the pairing of gold with white yields a ratio of 1.79:1 which does not pass the minimum standard of contrast ratio which is 3:1. Even though the gold used on the website is much darker in value, when the user hovers over the names and headlines on the website, the color ratio lowers significantly making the text almost unreadable. Instead of lightening the color when on hover, the website can darken the value of the color to ensure that the text remains readable. This will ensure that the contrast between the background color and text remains high, making the text more accessible.

### **3. Design focus states to help users navigate and understand where they are:**

When tabbing through the page, there are a lot of issues with focus states. Between "economic engagement" and "S. Jack Hu," the user becomes completely unaware of where the focus state is located. There is no indication of where the user is on the page. In order to address this, the focus state should be clearly indicated using a border outline, color change, and shadow, which would help users quickly assess where they are on the page as they tab through it.

### **4. Write good alt text for your images:**

Alt texts for a majority of the leadership members' photographs do not exist. The alt text does exist for one of the images and that is for Michael Imperiale. It says: "Picture of a man (Michael Imperiale) at work." Because there is a label accompanying each of the images with the title and relevant academic or service operations, further descriptions may not be necessary. However, the text can be changed to state "Michael Imperiale in his lab" because according to webaim, alternative text should be succinct, not redundant, and not use phrases such as "picture of..." Since each of the photographs also have a link that leads users to find out more about each of the individuals, more detailed alt texts may be unnecessary. Even an empty alt attribute should suffice in this case.

### **5. Be consistent and clear as possible in layout and copy:**

The copy for the descriptions of each of the UMOR Leadership Team is inconsistent. For example, "S. Jack Hu" is described as "Vice President for Research," whereas "Lois Brako" is described as "Assistant VP, Regulatory and Compliance Oversight." There is a change in the level of descriptiveness. Also, one utilizes a preposition while the other simply uses a comma. This difference is prevalent throughout the rest of the page. To address this, it would help to organize the information by separating the title and the affiliated area of study in two separate sections.