

SI539\_Winter2018\_FinalProject  
**Accessibility Evaluation**

Section: Tuesday 003

Name: Siyu Jia

The website on which I performed an accessibility evaluation is the official website of Sift (<https://www.justsift.com/>). Being a part of the Quicken Loans family of companies, Sift has built several applications to help organizations manage human resources and improve employee engagement. The company launched its brand-new website in April 2018 to showcase its products, enhance its brand image, as well as provide the current users with a login page. I will work for Sift as a Product Design Intern this summer, which explains why I chose its website to evaluate from an accessibility perspective.

I took the job role responsible for quality assurance (QA) and then went through the 5 pages shown on the navigation bar. I created a matrix to track and reveal the performance of each page against a series of criteria.

### Evaluation Results

	HOME	PRODUCT	CAREERS	DEMO	SIGN IN
1. WAVE extension test	✗	✗	✗	✗	✗
2. Keyboard navigation	✓	✓	✓	✓	✓
3. Screen reader navigation	✓	✓	✓	✓	✓
4. Content architecture & hierarchy	✓	✓	✗	✓	✗
5. Alt-text for charts & images	✗	✗	✗	✗	✗
6. Decorative images invisible	✓	✓	✓	✓	✓

Table 1: QA checklist

### **1. Run through each page with the WAVE Chrome Extension.**

- All five pages cause errors when going through the WAVE extension test. Common problems include: input elements in a form do not have labels; some informative images (e.g. social media icons) miss alternative text; some links have no text; and, a layout spacer image (which should have null/empty alternative text) does not have an “alt” attribute (see *Figure 1* & *2*).

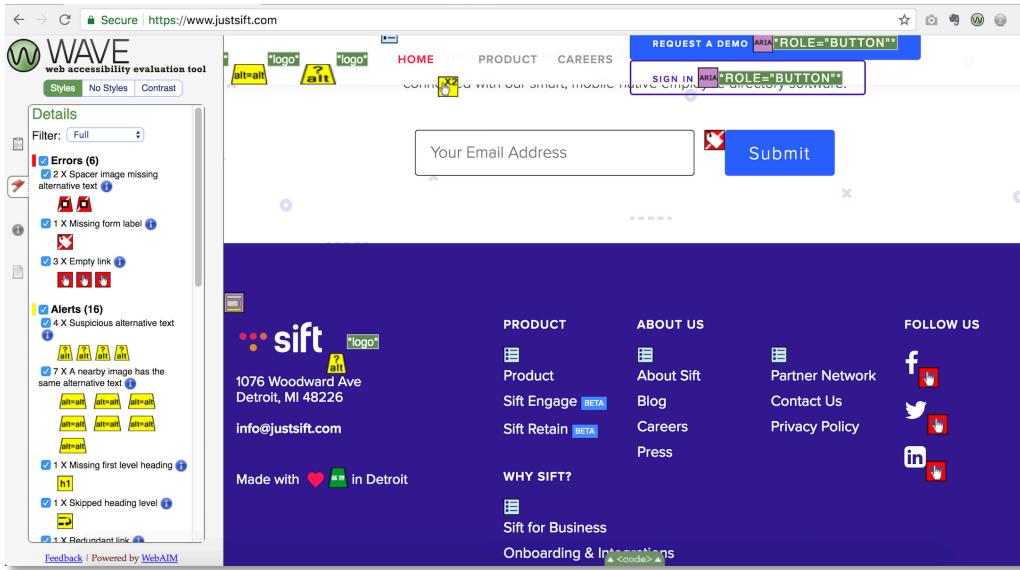


Figure 1: WAVE test on “HOME” page

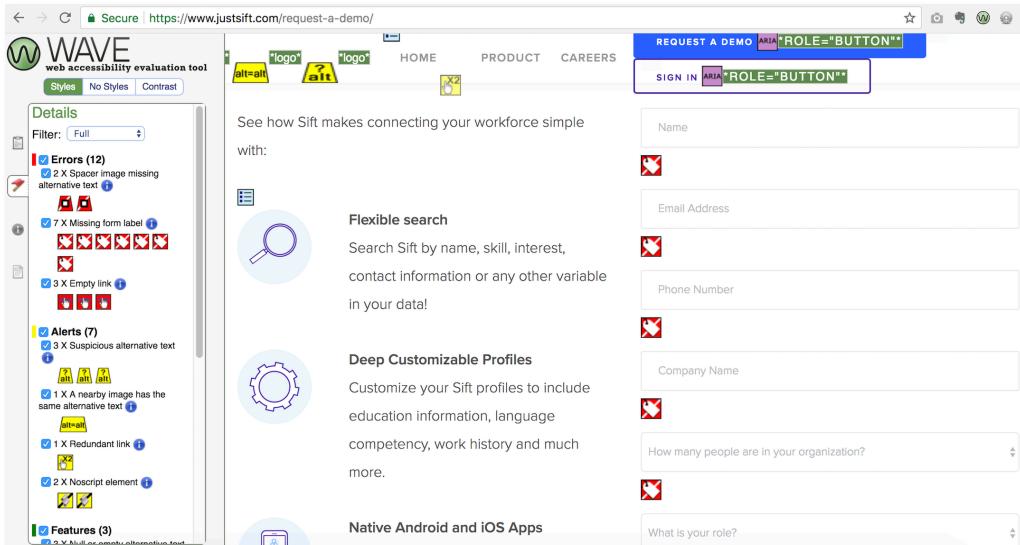


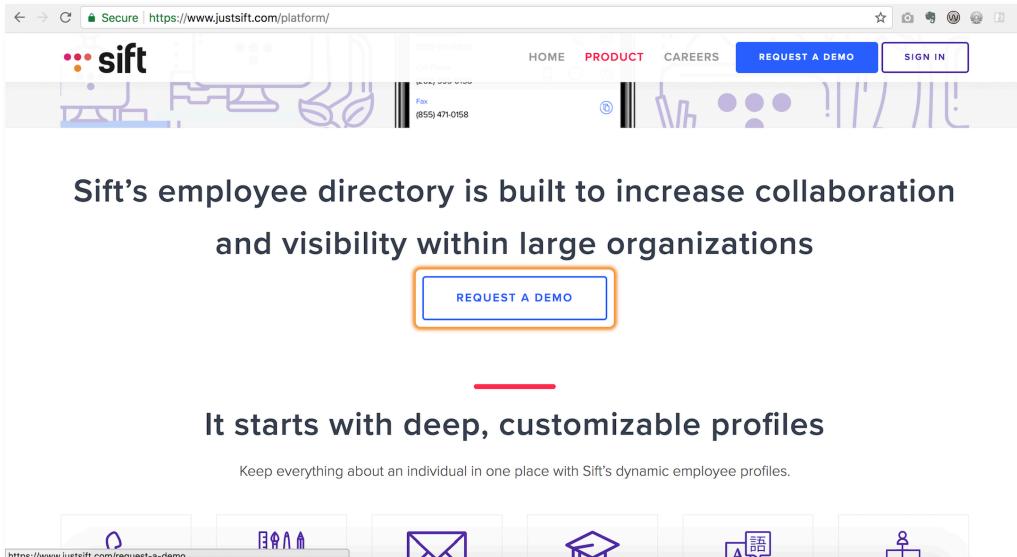
Figure 2: WAVE test on “REQUEST A DEMO” page

## 2. Users should be able to navigate through content using their keyboard.

- All pages pass this test as I can tab through the main elements on each page including navigation items, links, buttons, input areas, etc.

## 3. Users should be able to navigate content using a screen reader.

- I used the ChromVox extension tool to conduct this test. All the text is accessible for the screen reader. The input and button tags can also be read by the screen reader (see Figure 3).



*Figure 3: Buttons are accessible for a screen reader*

#### 4. The general architecture and hierarchy of the content should make sense.

- The “SIGN IN” page cannot satisfy the criteria because it has no header.
- Clickable elements are indicated by color, shape or both. When a mouse hovers over a clickable element, the cursor changes from an arrow to a hand and the text with link or a button change color.
- Generally, there is enough contrast between text and its background color.
- However, on the “CAREER” page, there are two small navigation items (“Home” and “Jobs”) under the company logo that have a low contrast with the background color (white vs. light grey). It seems these two items should be deleted (*see Figure 4*).

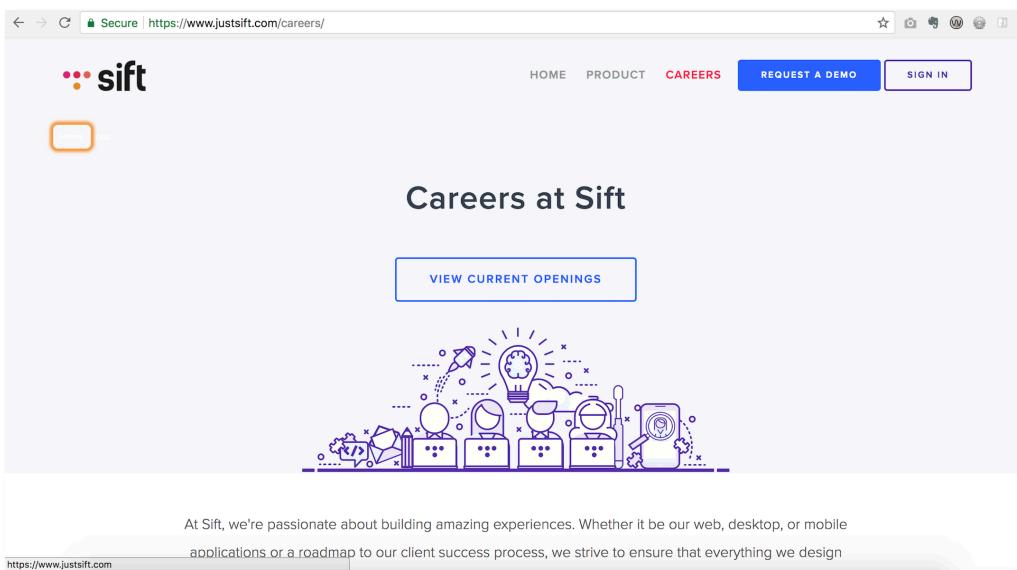


Figure 4: Redundant navigation items (circled by the orange rectangle)

## 5. Charts and images should all have alt-text so that users with screen readers or users on a slow connection will still be able to understand the images.

- All pages fail this test because, in the footer section, the social media images do not have alt-text.
- On the “HOME” page, some informative images, like the logos of enterprises that use the company’s product have no alt-text (*see Figure 5*).
- Within the “PRODUCT” page, some informative images, such as the Google Play and Apple Store icons (which indicate that the products are available for both Android and iOS systems) have no alt-text.

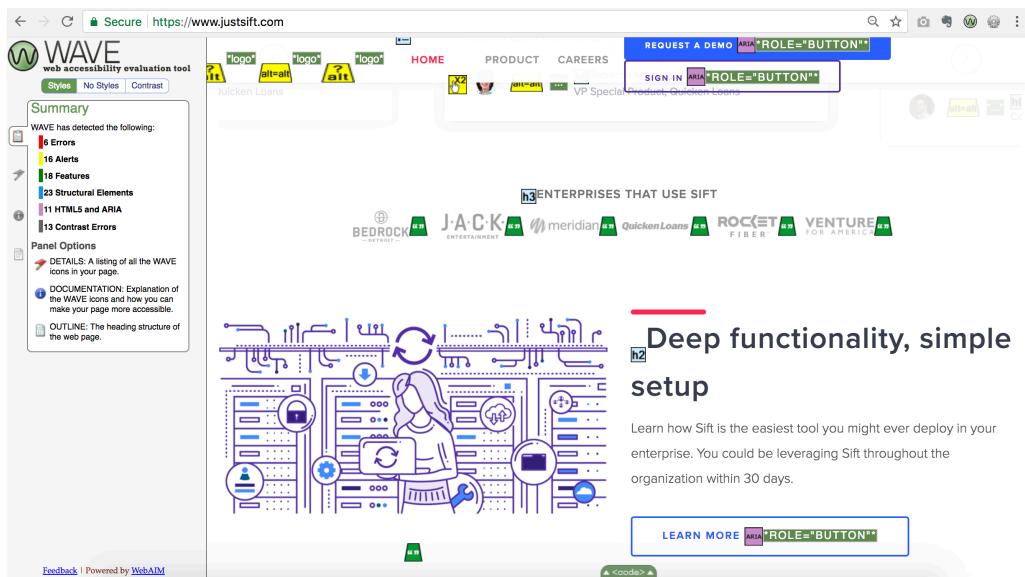


Figure 5: Informative images have no alt-text

## 6. Decorative images should not be visible to screen readers.

- This criterion is satisfied as the decorative images have empty alt attributes.

## 7. Others

- On the “REQUEST A DEMO” page, the input areas have no labels. As a result, users do not have clear instructions on what they should be inputting and what the correct format is. If they fill in some items in the wrong format or leave some areas blank, they can still submit the form without causing an error (*see Figure 6*).
- On the “SIGN IN” page, the error message is conveyed by color alone (*see Figure 7*).

The screenshot shows a web form for requesting a demo. At the top right are navigation links: HOME, PRODUCT, CAREERS, REQUEST A DEMO (highlighted in blue), and SIGN IN. Below these are several input fields:

- Email Address:** An input field with a placeholder "Email Address".
- Phone Number:** An input field with a placeholder "Phone Number".
- Company Name:** An input field with a placeholder "Company Name".
- 1-500:** A dropdown menu with the value "1-500".
- Human Resources:** A dropdown menu with the value "Human Resources".
- Message:** A large text area for a message.

At the bottom center is a blue button labeled "REQUEST YOUR DEMO". Below it, a green bar displays the message "Thanks for submitting. We will reach out to you shortly".

Figure 6: The type and format of input areas are not specified

The screenshot shows a sign-in form with a purple background. The Sift logo is at the top. The form has a white background and contains the following elements:

- Sign in:** Text above the input field.
- Enter your work email:** Placeholder text inside the input field.
- Your Work Email:** An input field containing the text "test".
- Hey, we didn't find anyone with that email.  
Please try again.**: A red error message below the input field.
- Continue:** A blue button at the bottom of the form.

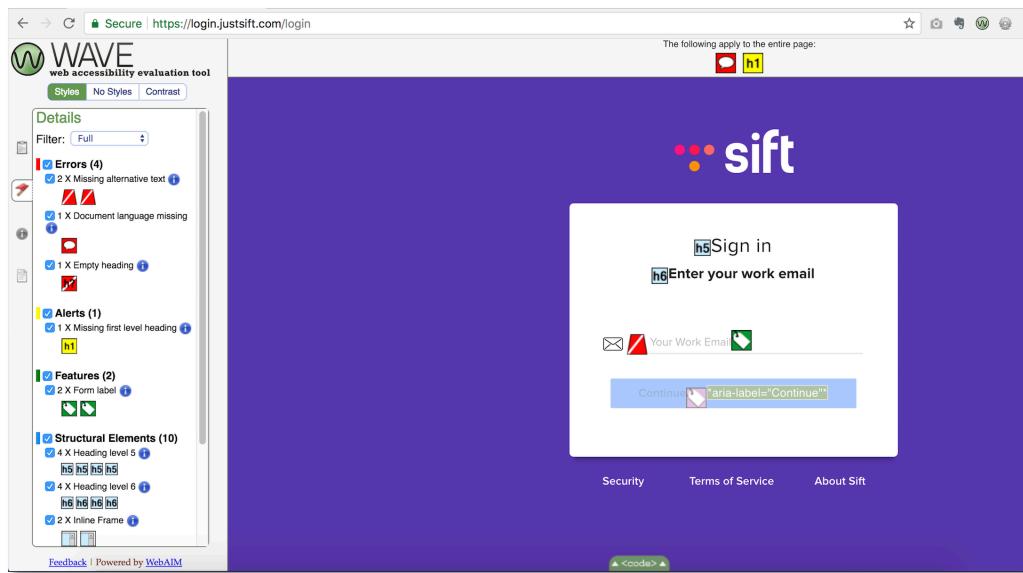
At the bottom of the purple page, there are links: Security, Terms of Service, and About Sift.

Figure 7: Error messages solely rely on color to convey the information

## Suggestions

1. Add labels to input areas in a form to help users know what kind of input data is expected and to help them avoid mistakes.
2. Add text to the links of social media at the bottom of each page to specify the function or purpose of the links.

3. Add alt-text to informative images on the “HOME” and “PRODUCT” pages.
4. Identify the language of the “SIGN IN” page and add a header to the page (*see Figure 8*).
5. To indicate an error about filling in a form or input area, the message should be conveyed by both color and shape or an asterisk icon. By doing this, the information can also be available without color.



*Figure 8: Errors detected on the “SIGN IN” page*

## References

1. Accessibility Guidelines, the Checklist, <http://accessibility.voxmedia.com/#qa>, retrieved April 24, 2018
2. W3C, Web Accessibility Initiative, <https://www.w3.org/WAI/>, retrieved April 24, 2018