

Sky.com

Accessibility Audit Report

For



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Change log

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Introduction

An accessibility audit was carried out on Sky.com by Nomensa during April 2013.

An accessibility audit provides a wealth of information that feeds into a successful, accessible website. Acting on the results should improve the experience you give to people visiting your website, and enable more people to reach your information and services.

This report covers the outcomes of the accessibility audit. We explain why each concept is important and give you clear recommendations for resolving any problems.

Methodology

Our audits are based on the Web Content Accessibility Guidelines (WCAG) 2.0. They are internationally recognised as the benchmark for building accessible websites, and measuring web accessibility. You can find out more about the guidelines here:

- <http://www.nomensa.com/blog/2009/guide-to-the-web-content-accessibility-guidelines/>

Our methodology is thorough and consists of several components. This means that we can be confident that all accessibility barriers and user experience problems will be identified.

Results

We found many positive elements on the website as well as areas that need some attention. Overall it is good to note that some accessibility considerations have been taken into account.

Strengths

We found a number of accessibility strong points during the audit:

- ✓ Responsive design works well for zooming in;
- ✓ Good use of skip links;
- ✓ Very few colour contrast issues or graphics used as text;
- ✓ Newer areas had fewer issues than older areas (e.g. products).

Weaknesses

We also identified some key areas for improvement:

- ✗ The pop-over dialogues are inaccessible to keyboard users, which blocks key journeys;
- ✗ Videos lack accessibility features and keyboard access;
- ✗ Inconsistent navigation and page structure;
- ✗ Overwhelming choice in choosing packages.

Accessibility level achieved

At the moment Sky.com does not achieve Level A accessibility. The issues we identified across the site are broken down as follows:

- 12 Level A issues;
- 6 Level AA issues.

NB: Three of the level-A issues relate to video content only.

Accessibility Audit Overview			Homepage	TV Guide	Channel page (Main menu)	Show page (Pop)	Show index page	TV Package	Product page	Branded (Unbranded)	Direct page	Order summary	Login	Signup	Dashboard and Analytics	TV starting point	Content Tier	Diagnostic example	Example Results
Level	Checkpoints	Score	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
http://sky.com/bskyb-audit-report.html																			
Guideline 11 Text Alternatives: Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille etc.	A 11.1 Non-text content	I	I	P	I	P	I	P	I	P	I	P	P	P	P	P	P	6	
Guideline 12 Time-based Media: Provide alternatives for time-based media.	A 12.1 Audio-only and Video-only (Pre-recorded)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
	A 12.2 Captions and Video-only (Post-recorded)	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	4	
	A 12.3 Sign Language or Media Alternative (Pre-recorded)	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	4	
	AA 12.4 Captions (Live)	n/a	✓	n/a	n/a	✓	✓	n/a	✓	n/a	✓	✓	✓	✓	✓	✓	✓	4	
	AA 12.5 Audio Description (Pre-recorded)	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	4	
Guideline 13 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.	A 13.1 Info and Relationships	I	I	I	I	P	I	I	I	P	I	P	I	I	I	I	I	15	
	A 13.2 Meaningful Sequence	IP	IP	I	I	P	IP	P	I	P	I	P	I	I	I	I	P	3	
	A 13.3 Sensory Characteristics	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	0	
Guideline 14 Distinctable: Make it easier for users to see and hear content including separating foreground from background.	A 14.1 Use of Color	n/a	IP	n/a	n/a	n/a	IP	IP	IP	P	P	P	P	P	P	P	n/a	0	
	A 14.2 Use of Contrast	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	1	
	AA 14.3 Contrast (Minimum)	P	P	P	I	P	P	P	P	P	P	P	P	P	P	P	P	11	
	A 14.4 Reserve text	P	P	I	I	P	I	I	I	P	I	P	I	I	I	I	P	9	
	AA 14.5 Images as Text	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
Guideline 21 Keyboard Accessible: Make all functionality available from a keyboard.	A 21.1 Keyboard	P	P	I	I	P	I	IP	I	I	I	I	I	P	P	P	I	9	
	A 21.2 No Keystock Trap	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
Guideline 22 Enough Time: Provide users enough time to read and use content.	A 22.1 Timing Adjustability	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	IP	n/a	n/a	n/a	0	
	A 22.2 Pause, Stop, Hide	P	P	I	I	I	P	P	P	P	P	P	P	P	P	P	P	2	
Guideline 23 Seizures: Do not design content in a way that is known to cause seizures.	A 23.1 Three Fasters or Below Threshold	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
Guideline 24 Navigable: Provide ways to help users navigate, find content, and determine where they are.	A 24.1 Breadcrumbs	P	P	I	I	I	P	P	P	P	P	P	P	P	P	P	P	3	
	A 24.2 Page Titled	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
	A 24.3 Focusable	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	3	
	A 24.4 Link Purpose (If Context)	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
	AA 24.5 Headings and Labels	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	6	
	AA 24.7 Focus Visible	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	IP	2	
Guideline 31 Readable: Make content readable and understandable.	A 31.1 Language of page	P	P	P	P	P	P	P	P	P	P	I	P	P	P	I	P	2	
	AA 31.2 Language of parts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
Guideline 32 Predictable: Make Web pages appear and operate in predictable ways.	A 32.1 On Focus	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
	A 32.2 On Input	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	0	
	A 32.3 Document Navigation	n/a	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	5	
	AA 32.4 Content Identification	P	P	P	IP	I	I	I	I	I	I	I	I	I	I	I	I	3	
Guideline 33 Input Assistance: Help users avoid and correct mistakes.	A 33.1 Error Identification	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
	A 33.2 Level of Instructions	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
	AA 33.3 Error Suggestion	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	IP	P	n/a	n/a	n/a	n/a	0	
	AA 33.4 Error Prevention (Legal, Financial Data)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	
Guideline 41 Compatibile: Maximize compatibility with current and future user agents, including assistive technologies.	A 41.1 Parsing	P	P	P	P	P	P	IP	I	I	I	I	P	P	P	P	I	8	
	A 41.2 Name, Role, Value	IP	IP	I	I	P	IP	I	I	I	I	I	P	P	P	P	IP	3	
Single+Issues		5	6	8	7	3	5	6	3	6	3	1	1	1	1	1	2	2	
Double+Issues		1	1	3	3	2	2	3	1	3	1	2	1	1	1	0	1	1	
Total Issues		6	7	11	10	5	7	9	4	9	4	2	2	2	2	2	3	4	

Figure 1: The spread sheet of results provides the full-detail of which pages passed the accessibility criteria.

The most difficult area to improve is the video content, which should include captions and audio descriptions. Depending on the production process, a great deal of effort might be required to include those.

Most of the other issues should not present a difficulty; they are things that can be tackled at the template level.

With a small number of improvements to the underlying code and adjustments to some areas of content, Nomensa do not see anything preventing Sky.com from reaching level AA accessibility (perhaps with a stated exception for video content).

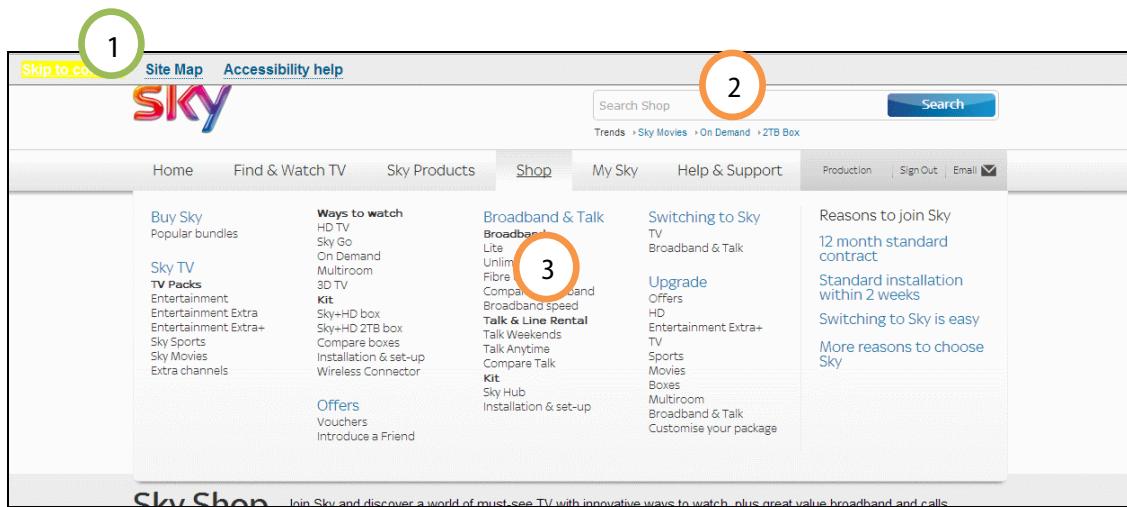
If the following issues were fixed site-wide then most pages meet single A, and AA standard:

- Improved video interface and captions / audio description;
- Pop-overs were made to work with the keyboard focus;
- The top menu and search label issues;
- Improved alternative text;
- Improved heading structure

Page overviews

The following overview pages are intended to show the issues in a visual manner. The coloured markers on each screenshot use green for a positive feature, grey for a neutral statement, orange for an issue, and red for a critical issue that blocks task-completion.

Header area



The header area is not very consistent across the site, the Shop appears to have the most recent implementation.

1. **Positive feature:** A bar appears for people using the keyboard providing short-cuts to skip to major content areas – a very useful feature which should be rolled out across the site.
NB: As a consistent element at the top of every page it should be kept very concise, three links at most.

2. The search is missing an explicit `label` in the code, this should be added even if it is hidden (Page 30).
NB: There is an auto-focus on the search box, which usually causes issues for keyboard users. However, a clever use of the `tabindex` attribute has gotten around this issue.

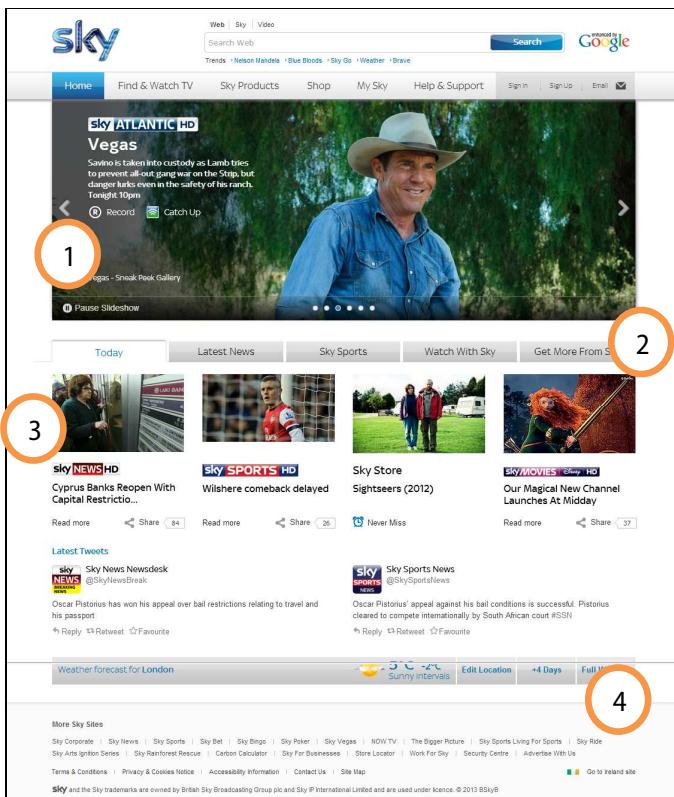
3. The underlying structure of the main menu should include a list for each set of links in the drop-down (Page 30).

Also, the number of headings included in the navigation can easily overwhelm the rest of the heading on the page, it would help to simplify the menu or reduce the number of headings. It is not a critical issue now because the drop-downs are not available to keyboard users. If that changes it will become a critical issue.

Apart from the homepage, none of the other pages audited used responsive (flexible) design, so most do not work well with zoom.

Homepage

The homepage does not have any critical barriers, however, there is a lot of content in the carousel for screen reader users to get through.



1. **Carousel:** The part of the script that pauses the carousel when you tab to it does not activate for screen reader users, which can cause some skipping around.
Media player: The media player used in the carousel is not keyboard accessible and has no alternatives (Page 28).
2. The tabs could be improved for screen reader users, as there is no indicate of what selecting a tab does (Page 55).
3. The alt-text for the images does not describe the image, it duplicates the text heading underneath (Page 25).
4. If you select the Full Weather, the items within that should be in a list (e.g. a definition list).

TV Guide

The TV guide is very complex from a code point of view, however, it could be made accessible. At the moment keyboard users would be best-off using the search, except that you cannot get to the results pop-over.

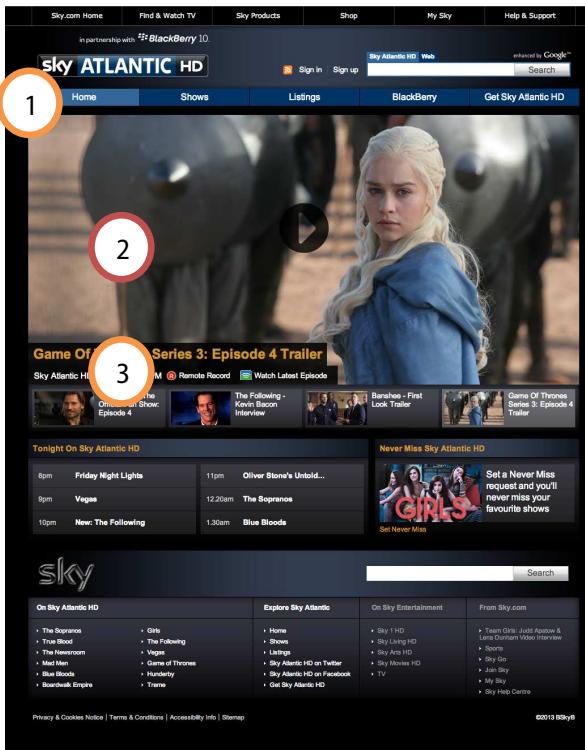


- Critical barrier:** The search would be a good way for keyboard users (including screen reader users) to find content. However, the resulting pop-over cannot be reached when using the keyboard (Page 41).
- The top navigation is inconsistent with the rest of the site, and it is also out of sequence in the source code. You tab through Highlights, TV Guide, search, and then get to the top navigation. There is no 'skip to content' link available, and a lack of structural elements that provide similar features such as headings.
- The two drop-downs work very differently from a keyboard point of view. Both can work with screen readers, but there is no indication to screen readers how they work (they are just links). For visual keyboard users, the first works well, the second cannot be tabbed to (Page 44).
- The large content images should have descriptive alternative text (Page 25).

5. The button to hide the highlights is not accessible via the keyboard (Page 44).
6. The page contains data where the relationship between the headings (times) and rows matters. Ideally it would use data-table mark-up or an equivalent so that the relationship can be determined by assistive technology (Page 31).

Channel page

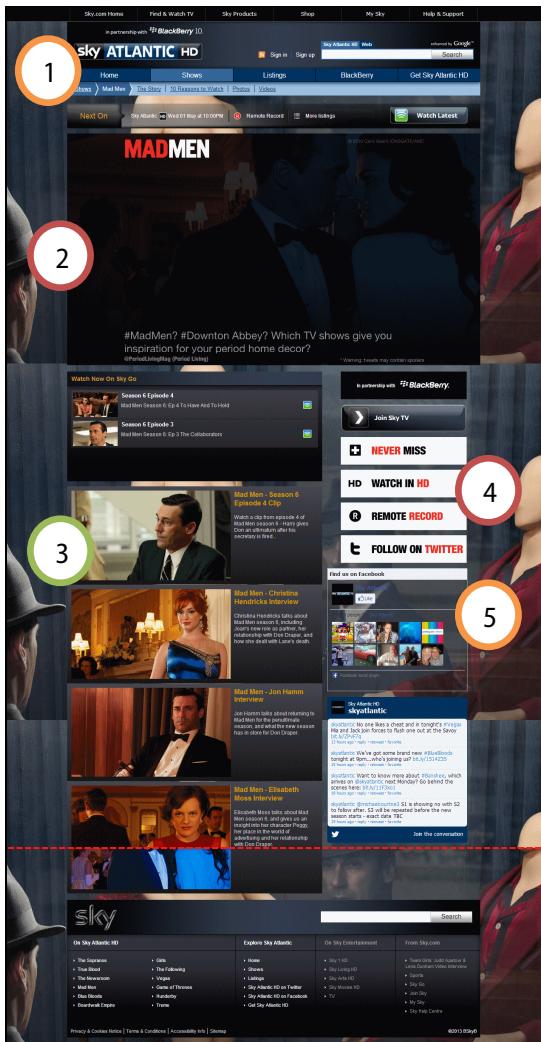
The channel and show pages appear to be put together in quite a different way from the main site, and in many cases they are not consistent with the main Sky.com site.



1. The top navigation is inconsistent with the rest of the site, does not include a skip link, and is actually at the bottom of the source code, it is actually the last thing you tab to.
2. **Critical barrier:** The carousel auto-rotates and there is no pause button. Although it does pause on mouse-over, that does not help keyboard users (Page 46). Also, the media players lack keyboard controls, captions and audio description.
3. The terminology for recording is slightly different on the channel pages, "Remote record" rather than "record" which is used on the main site (Page 52).

Show Page

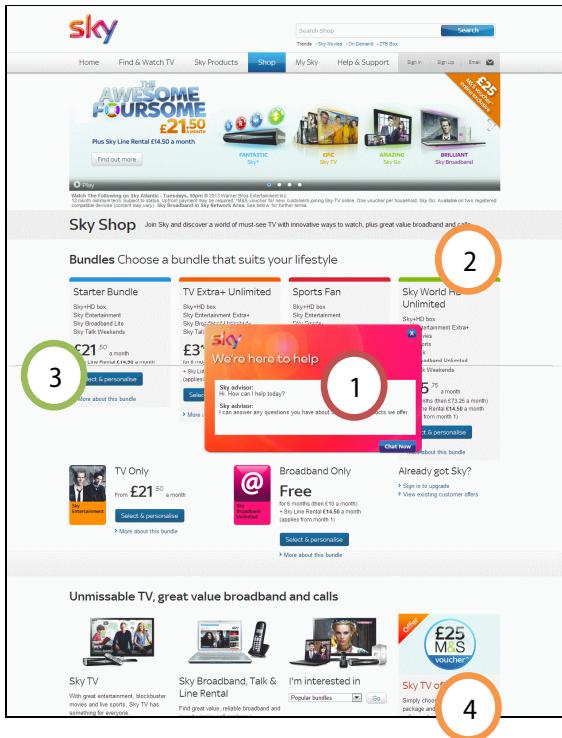
The show page inherits similar issues to the channel page, but with some differences:



1. The top area includes the same issues as the channel page, and also has a blank heading in the code.
2. **Critical barrier:** The main carousel has no means of pausing it, which can prevent people with cognitive issues using the page (Page 46).
3. **Positive feature:** Each box is a link, which means the alt-text for the image can be blank and there is less duplication for screen reader users.
4. **Critical barrier:** The right hand images lack alt text, so it is impossible for screen reader users to use those features (Page 25).
5. The styling of the Facebook frame does not include a background so the darker text is unreadable (Page 38).

Shop

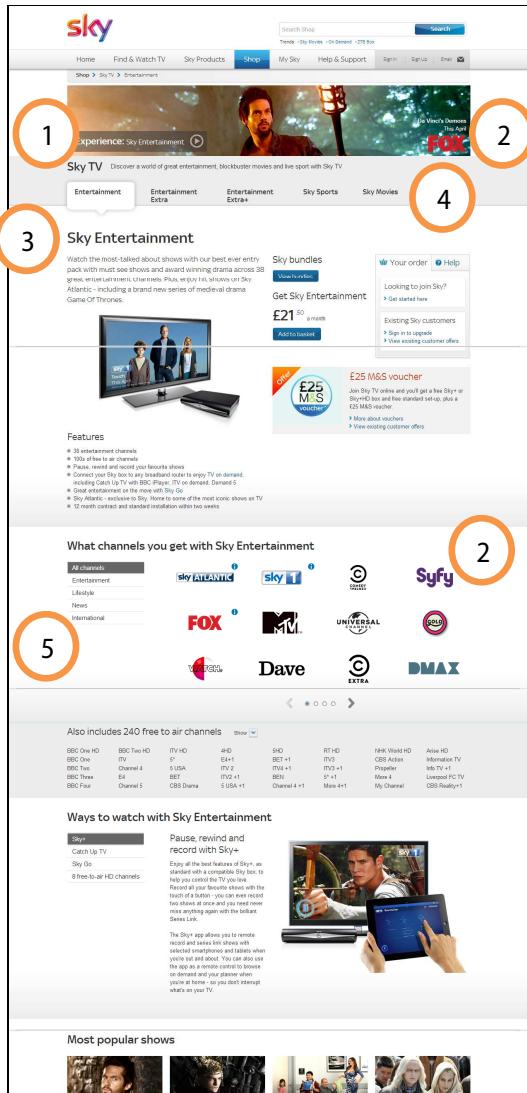
The main issue in the shop is the pop-overs, which are difficult or impossible to get to when using a keyboard.



1. **Critical issue:** The pop-over appears after a short while, and is almost impossible to get to when using the keyboard. It is possible to do accessible pop-overs by moving and locking the keyboard focus to the pop-over. (Page 41)
2. Each coloured bar as an alt text of "Bundle", which is unnecessary and rather repetitive (Page 25).
3. **Positive feature:** A recent update to the styling means that the buttons have a very obvious focus state (bright yellow), helping visual keyboard users.
4. The show/hide links work with the keyboard, but it would help to update the code to the HTML5 details and summary tags so that screen reader users can tell what they are (Page 55).

NB: There appears to be an old, now duplicate skip link included in the header (separately to the new bar), which could be removed.

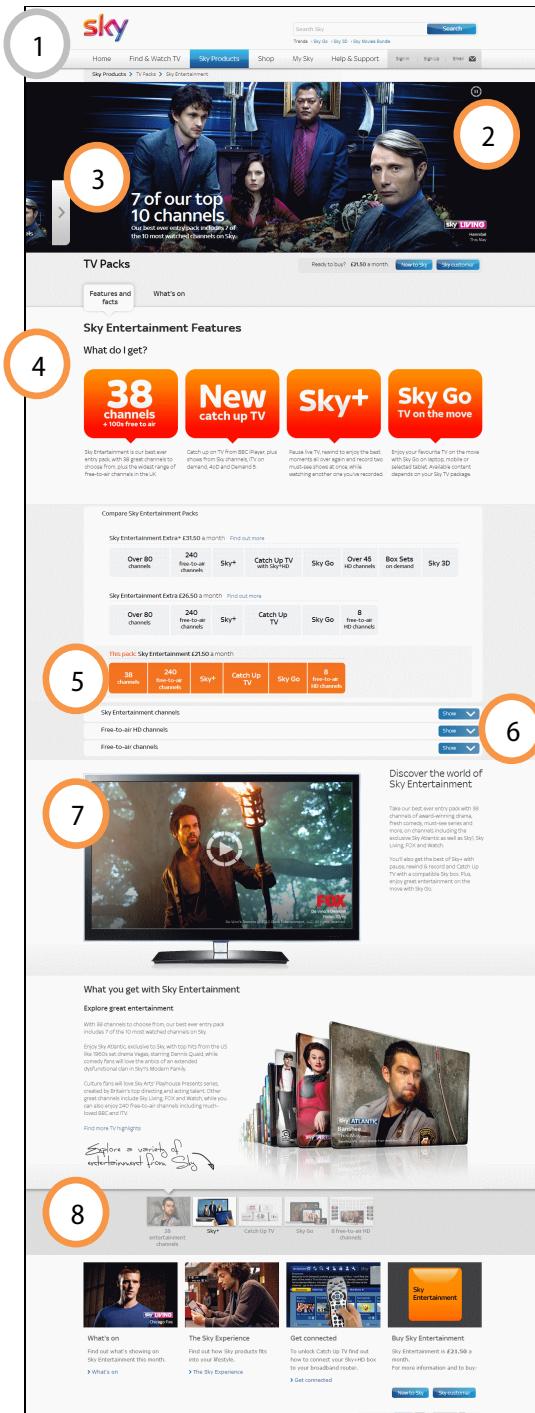
TV Package



1. The video has very limited keyboard accessibility (open and close only) and no captions (Page 43).
2. There are several missing alternative texts for images, mainly logos (Page 25).
3. There are two headings marked as level-1, "Sky TV" and "Sky Entertainment". As this page is for Sky Entertainment, that should be the heading 1, the other is essentially highlighting the section this page is in, therefore should either not be a heading, or be a lower level heading (Page 32).
4. The tabs across the top are essentially links to other pages, but for screen reader users it could be confusing, as few pages have this widget. It should either include a hidden heading above the tabs (e.g. "Sky TV Packages"), and/or be marked in the code with `role="navigation"`.
Also, it would be helpful if the current page were not a link, as sometimes people will select it (Page 55).
5. The tab/filter approach for the channels works fairly well for keyboard users, but you then have to tab through all the logo-links to get past this section, even if they are not visible.
It would help to restrict the tabbing to those that are visible, and force use of the carousel controls (Page 43).
Also, as a screen reader user it is difficult to work out what is happening if you cannot see it, some WAI-ARIA tab mark-up should help (Page 55).

Product page

The product page appears to be an older style of page, with more issues.



1. The header area lacks the new access-bar, although it does still have a skip-to-content link.
2. Several missing alternate texts for images, including (critically) the pause button for the carousel (Page 25).
3. The carousel is difficult to use with the keyboard, the focus tends to get lost in the hidden tabs (Page 43).
4. The main content area is in one giant list, with an item per section of the page. Whilst this is not technically incorrect from a code point of view, it is not helpful to screen reader users, and it would be more appropriate to use heading and section elements.
5. The colour contrast of white on orange is not sufficient for some people with partial sight. This is somewhat mitigated by being in text, so people can over-ride the colours or copy-paste it into a document (Page 38).
6. The show/hide links are not accessible from the keyboard (Page 44).
7. The video has very limited keyboard accessibility (open and close only) and no captions (Page 43).
8. The lower carousel works with a keyboard, but due to the content changing on-focus and being above the controls, it does not work for screen reader users.

Shop – Broadband

This page has few issues, but it does inherit the same pop-over issue as the shop page, and uses a non-responsive design like most pages.

The screenshot shows the 'Sky Broadband' section of the Sky website. At the top, there's a banner with a couple sitting on a sofa. Callout 1 points to this banner. Below it, the heading 'Sky Broadband' is marked as a heading 1 (H1). Callout 2 points to the H1 text. The main content area contains several sections: 'Broadband Unlimited' (with a 'Free' offer), 'Features' (listing benefits like unlimited browsing and downloading), 'What you get with Sky Broadband Unlimited' (listing features like WiFi, Talk, and TV), 'Peace of mind' (mentioning a 12-month trial of McAfee Internet Security), 'Make it even better' (listing add-ons like Entertainment Extra and On Demand), and 'Reasons to join or switch to Sky'. Callout 3 points to the 'FAQ' section at the bottom right. The footer includes links for 'Privacy & Cookies' and 'Terms & Conditions'.

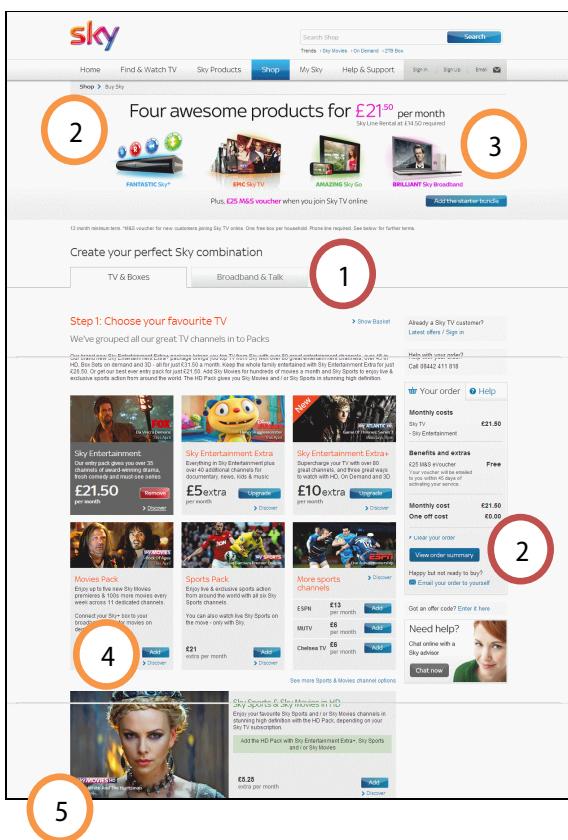
1. The main banner image should really have alt text – it is providing content for the page.
2. The section heading is marked up as a heading 1- it should be a heading 2 (Page 32).
3. The show/hide links work with the keyboard, but it would help to update the code to the HTML5 details and summary tags so that screen reader users can tell what they are (Page 55).

NB: The page also includes some hidden “back to top” links at the end of each section, presumably for the benefit of keyboard users.

These links are a nice idea, but not required, as browsers have a keyboard short-cut (generally ‘home’) that works to accomplish the same effect.

Buy Sky

The main issue with this page does not come up as an accessibility checkpoint – the overwhelming choice. There is a lot of choice, and it can be hard to understand the impact your choices have (e.g. whether you need a particular box).



1. **Critical barrier:** You cannot access the TV / Broadband tabs or the legal show/hide areas with a keyboard (although you can with a screen reader (Page 44)).
2. **Critical barrier:** The pop-over error when you select “View order summary” without a box is impossible to get to via the keyboard (Page 41).
3. The label to buy something is “Add to basket”, however, the basket is labelled “Your order”, so someone skimming the page with a screen reader may not find it (Page 52).
4. The main banner image includes offer information and outlines the bundle, but only has the alternative text of “Join Sky TV, Broadband and Talk”.
5. Uses headings for the links under each “add” button, which is confusing if you navigate by heading (Page 32).
6. Includes several blank headings under the heading for step 2 (below the screenshot).
7. There is a two column area for the choice of box, but due to the way it is laid out in the source code, both the ‘add’ buttons are under the second heading (Page 52).

Order summary

The order summary page is well structured with few issues. The show/hide issue for keyboard users is marked as critical here because Sky may be legally obligated to make this information available here.

The screenshot shows the Sky Order Summary page. Three specific areas are highlighted with orange circles and numbered 1, 2, and 3.

- Area 1:** Located at the bottom of the page under "Here's the legal bit". It contains a paragraph of small, dense text about legal notices and terms. A red circle highlights the first line of this text.
- Area 2:** Located in the top right corner of the page, featuring a "Hi, can I help?" chat window with a "Chat now" button. A red circle highlights the "Chat now" button.
- Area 3:** Located on the left side of the page, under "Your order". It shows a "Proceed with order" button and an "Email my basket" link. A red circle highlights the "Proceed with order" button.

- Critical barrier:** The show-hide area at the bottom is not accessible via the keyboard (Page 44).
- The focus indicator has been removed for the buttons, so visual keyboard users will find it difficult to work out where they are (Page 49).
- Selecting the chat button with the keyboard does not work.

NB: There are also some HTML code issues that might affect assistive technology such as invalid nesting of elements and missing end-tags.

Sign in

The sign-in page is fairly straightforward, and as such has fewer issues than most pages.

The screenshot shows the 'Sign in to Sky' page. At the top, there is a navigation bar with links for 'sky.com Home', 'Find & Watch TV', 'Sky Products', 'Shop', 'My Sky', and 'Help & Support'. A large orange circle labeled '1' highlights the 'My Sky' link. Below the navigation, the main heading 'Sign in to Sky' is displayed. A grey box contains the text 'The simple way to make the most of Sky' followed by a paragraph about keeping up with shows and staying in touch with friends. A white circle labeled '2' points to the 'Sky ID' section. This section includes fields for 'Username' (containing 'websadmtest123') and 'Password' (containing '*****'). It also features links for 'Forgot your username or password?', 'Remember my username', 'Privacy & Cookies Notice', and a blue 'Sign in' button. A grey circle labeled '3' points to the 'New to Sky ID?' section, which provides information about creating a Sky ID and includes a 'Sign up' button. At the bottom of the page, there are sections for 'Sky Go', 'Sky apps', and 'Sky Rewards', each with a small image and a brief description. The footer contains links for 'Privacy & Cookies Notice', 'Terms & Conditions', 'Accessibility Information', and 'Feedback', along with a copyright notice for '© 2013 BSkyB'.

1. The top-menu is not consistent with the main website. However, as there are only a few links on the page it does not require a skip link.
2. It would help if the heading structure led more clearly to the sign-in form. Currently you have to go past: *Sign into Sky* (h2), *Sky Go* (h4), *Sky Apps* (h4), *Sky rewards* (h4), then *Sky* (H1), *Sky ID* (H2), and finally *Sign in* (h3).
3. If you miss either the username or password, the Sign in button does not work and it has no visual indication. Also, it auto-focuses on the password field if you get it wrong, so skips the error message for screen reader users.

NB: This page is also missing some standard HTML for declaring the language (i.e. English) of the page.

Sign up

Overall the sign-up form is well done with good labels and few barriers. An obvious, if intentional, barrier is the CAPTCHA field, which is notoriously difficult for everyone, but especially for people who cannot see the screen.

The screenshot shows the 'Create your Sky iD' form. At the top, there's a navigation bar with links like 'Sky.com Home', 'Find & Watch TV', 'Sky Products', 'Shop', 'My Sky', and 'Help & Support'. Below the title 'Create your Sky iD', there's a dropdown for 'Title' with the placeholder 'Please select...'. To its right is a red-bordered box with the text 'Please choose your title'. The form then has fields for 'First name', 'Last name', 'Email address', 'Username' (which is highlighted with a red border), 'Password', and 'Confirm password'. Below these is a CAPTCHA field containing the letters 'vdfzg', with an audio icon to its right. A note says 'If you can't read this, try another one' and a box for entering the characters. At the bottom, there are 'Terms and conditions' checkboxes for 'I have read and agree to the terms & conditions and privacy & cookies notice' and 'Sky may contact you about products and services you may like unless you click to opt out'. A 'Create Sky ID' button is at the bottom right, along with 'Cancel' and links for 'Privacy & Cookies Notice', 'Terms & Conditions', 'Accessibility Information', and 'Feedback'.

1. Like the login page, the top-menu is not consistent with the main website. However, as there are only a few links on the page it does not require a skip link.
2. There are two hidden fieldsets and legends used to wrap the form. The hidden legend "Fill in the fields to get your Sky ID" is read out before every label (in JAWS at least), which is very cumbersome (Page 35).
In this case it would be better to remove the legends.
3. The use of the inline help popping up does not seem to cause any accessibility issues. It is worth noting that people using a screen magnifier might miss them if they were any further away, they do need to be kept close.
4. The audio equivalent makes the CAPTCHA technically accessible, but it is still difficult to use as you have to listen to it, and then remember the letters whilst navigating down to the input field.

My account

The dashboard page did not have any issues apart from those inherited from the header area and the non-responsive design.

The screenshot shows the 'My Account' section of the Sky website. At the top, there's a navigation bar with links like Home, Find & Watch TV, Sky Products, Shop, My Sky (which is highlighted), Help & Support, Production, Sign Out, and Email. Below the navigation is a search bar and a 'Search' button. The main content area is titled 'My Account' and has several sections:

- Bills and Payments:** Shows a current total of £22.23 due on 28 Apr. It includes a 'View your bill' button and a link to update payment method.
- Billing and Payments quick links:** Includes links to Make a payment, View previous bills, View charges on your next bill, View my next payment due date, Change my payment method, and Paperless bill settings.
- Home Move:** A section for moving Sky TV, featuring a 'FREE STANDARD' logo and links to Find out more and Book a Home Move.
- Order Tracking:** Allows users to check the progress of their Sky order or tracking service.
- Help & Support:** Links to Help with this page and Contact us.
- Sky Rewards:** Encourages users to earn rewards for Sky TV purchases.
- Upgrades:** Offers to add more TV channels by upgrading to Sky+HD and adding Sky Broadband.
- More Sky Links:** A footer section with links to various Sky services like Sky News, Sky Sports, and Sky+.
- Footer:** Includes terms and conditions, privacy policy, accessibility information, contact us, and a site map. It also notes that Sky and the Sky logo are owned by British Sky Broadcasting Group plc and Sky IP International Limited and are used under license. © 2013 BSkyB.

NB: The page loads in a slightly different way to all the others, using a spinner in the middle until the main content is loaded, and then appearing to refresh the page.

That does not seem to cause issues, but is the type of thing that can be annoying for screen reader users, ideally the content would load into the main area without triggering a page refresh (and sending a keyboard/screen reader user to the top of the page).

Contact us (Ireland)

The new version of the contact-us wizard was selected to audit, and in general it performs well.

The options are keyboard accessible, the only issue with the content-area is for screen reader users.

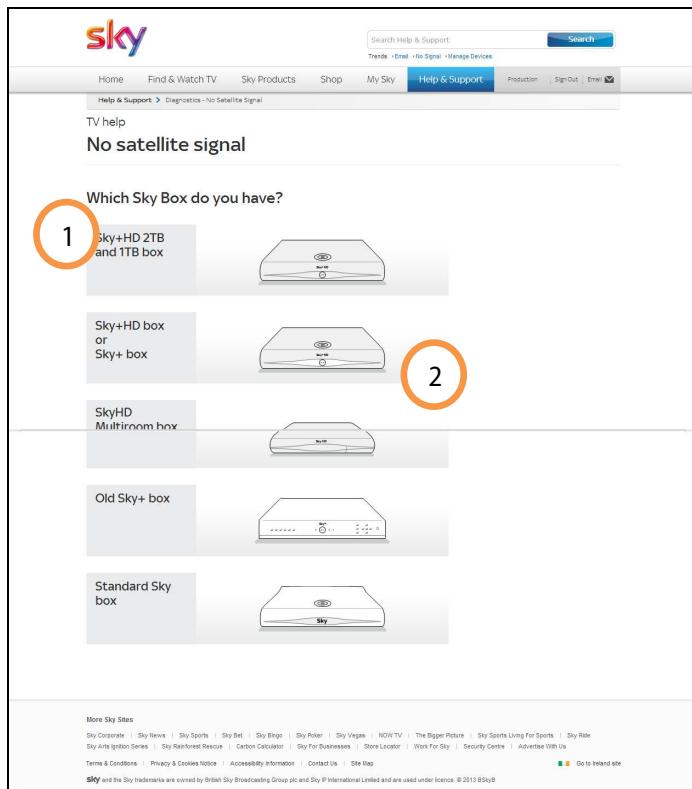
The screenshot shows the 'Contact us' section of the Sky website. At the top, there's a navigation bar with links for Home, Find & Watch TV, Sky Products, Shop, My Sky, Help & Support, Production, Sign Out, and Email. Below the navigation is a search bar labeled 'Search Help & Support' with a 'Search' button. The main area is titled 'Contact us' and contains a three-step wizard:

- 1. Choose a topic** (highlighted with a blue bar and circled with orange number 1):
 - Sky TV
 - Account & Billing
 - Sky Broadband (circled with orange number 2)
 - Sky Talk
 - Make a complaint
 - Moving Home
 - Sky Go & Sky Go Extra
 - Sky iD
- 2
- 3

Below the steps, there are sections for 'Help Articles' (with a link to 'Solve your issues and find information'), 'Sky Help Forum' (with a link to 'Share tips with the Sky community'), and 'Service Status' (with a link to 'Network issues in your area'). At the bottom of the page, there's a 'More Sky Sites' section with links to various Sky services like Sky News, Sky Sports, and Sky Bingo, along with terms and conditions, privacy policy, and a link to the Ireland site.

1. It is not clear to a screen reader user what the top-bar of the contact-us form is for, it would benefit from a hidden heading marking it as "Steps" or "Progress".
2. When making a selection the options change and the keyboard focus goes to the top of the list. That approach is useful and efficient for keyboard users in general, but unexpected if you cannot see what is happening. Having selected a link, someone using a screen reader would expect to go to another page and to start at the top. The keyboard focus could be set to the current step, e.g. "2 Choose a category" to get around this issue.

Diagnostics



1. The central area is not keyboard accessible: In some browsers (Safari and Chrome) it is not possible to tab to the content links. In other browsers (e.g. Internet Explorer & Firefox it is possible to tab through the links, but you cannot tell where the keyboard focus is.
2. From a practical point of view the pictures of the boxes should have a description. Ideally, it would describe each box from the point of view of not being able to see it so that someone who cannot see it can work out which box they have.

Detailed issues

This section explores the issues on a guideline-by-guideline basis with explanations of the each and where the site did not meet them.

Please see the associated spread sheet (bskyb_accessibility-audit-results_2013-04-28.xlsx) for exactly which pages passed or failed each checkpoint.

Text Alternatives - Guideline 1.1

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, Braille, speech, symbols or simpler language.

Non-text Content - sc 1.1.1



Level-A: All non-text content that is presented to the user has a text alternative that serves the equivalent purpose

Description

The aim of this criterion is to ensure that everyone can access non-text content on your website. Text is a basic format of information and most people can access it in a way that suits them. Non-text content such as images and multimedia can be difficult to access, particularly for people with hearing or sight difficulties. Providing equivalent information in text format means that everyone can enjoy your content.

Alternate text ("alt text") can be applied to images so that each one has a text description.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/text-equiv-all.html>

Pages

The show page (Mad Men) was the only one to be *missing* alt text on images, making the links on the right impossible for people using screen readers.

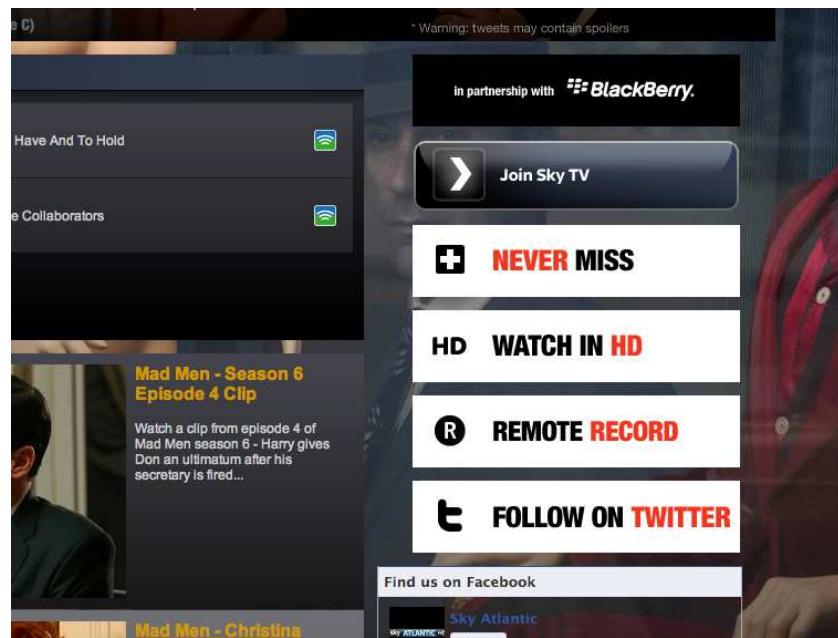


Figure 2: The links on the right are images without alternate text.

Also, six pages had images where the alt-text that was not descriptive enough.



Figure 3: Alt text displayed for a homepage image.

Many of the images have alt-text that is the same as the heading text nearby, which does not describe the image and actually makes the page harder to use as the link is read out twice.

On the Shop page each coloured bar has an alt-text of "Bundle", which is not descriptive of the image and is not helpful from a structure point of view. Those could be blank alt texts.



Recommendations

Make sure that all non-text content on your website has a text based alternative. Examples of non-text content include images, form fields and multimedia. A notable exception is CAPTCHA security graphics.

The Mad Men example needs to be updated to use alt text.

The other pages with this issue should either:

- Ensure that descriptive alternate text is added by content-authors for each image, and the CMS is updated to utilise those descriptions, or
- Update the templates so that alternate text is not a duplicate of the link title.

The second option is not ideal, but if it is too difficult to ensure that good descriptions are created for each image, the boxes could be re-structured so it has less impact. A simplified HTML description of that structure for the example in Figure 3 would be:

```
<div class="summary-pod">  
    
  <a href="sky-sports.html"></a>  
  <p class="headline"><a href="story.html">  
  Wilkinson kicks out Saracens</a></p>  
</div>
```

Then a JavaScript could be used to make the entire box (summary-pod) clickable.

In that way the image does not cause duplication of the link title, but the link is still available and the box still clickable.

Further reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-text-equiv-all>
- <http://www.nomensa.com/blog/2006/this-isnt-just-alt-text-this-is-really-great-alt-text/>

Time Based Media - Guideline 1.2

Provide alternatives for time-based media

Captions - sc 1.2.2

A

Level-A: Captions are provided for all pre-recorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labelled as such.

Description

The aim of this criterion is to give deaf and hearing impaired people a way of accessing pre-recorded audio/video content. Captions translate audio information such as dialogue and sound effects into text that can be read on screen.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/media-equiv-captions.html>

Pages

Four pages included media players: The homepage, Channel page, TV Package page, and product page.

None of the video players included the ability to see captions, and all the videos had spoken content.



Recommendations

Providing captions generally requires a great deal of work, but it is the only way of ensuring that people who cannot hear have equal access to the videos.

Depending on the internal workflow of creating the videos, the captions can be created from the script, or transcribed from the dialogue and sound effects.

If it is not possible to add captions to the videos, this would need to be added to the site's accessibility statement as a known issue. Assuming that the videos are available through Sky's TV service with captions, people could be directed to the TV service as a substitute.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-media-equiv-captions>
- <http://www.nomensa.com/blog/2010/what-are-captions/>
- <http://www.dcmp.org/caai/nadh7.pdf>
- <http://joeclark.org/access/captioning/bpoc/>

Audio Description or Media Alternative (Pre-recorded) - sc 1.2.3 & 1.2.5



Level-A: An alternative for time-based media or audio description of the pre-recorded video content is provided for synchronized media except when the media is a media alternative for text and is clearly labelled as such.



Level-AA: Audio description is provided for all pre-recorded video content in synchronized media.

Description

The aim of this criterion is to give blind and partially sighted people a way of accessing pre-recorded audio/video content. Audio description weaves additional narration into the soundtrack of the video, describing the action taking place on screen.

The Sky accessibility site has a description of audio descriptions included in the TV service:

<http://accessibility.sky.com/sky-tv-help/audio-description>

Pages

None of the media players assessed (4) included audio description or a link to alternative versions that include it.

NB: Not all of the videos would require audio description, for example interviews have little going on visually and the content can be understood from the audio.

Also, a requirement of captions is that there are sufficient gaps in the audio track so that a description can be inserted.



Recommendations

Adding audio description requires planning ahead and creating a variation of the original soundtrack that includes the additional

narration. In most cases you'll need to factor this into the production of the original video.

To meet WCAG level-A an equivalent text alternative can be provided instead of audio description, but to meet level-AA an audio description should be provided.

Further Reading

- <http://www.w3.org/TR/WCAG20/>
- <http://www.nomensa.com/blog/2010/what-are-transcripts/>
- <http://www.nomensa.com/blog/2010/what-is-audio-description/>

Adaptable - Guideline 1.3

Create content that can be presented in different ways without losing information or structure

Info and Relationships - sc 1.3.1



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

Description

The aim of this criterion is to present relevant information in a way that can be understood by blind and partially sighted people who are unable to see its visual design. Access technologies identify important objects such as headings, tables and form fields from the HTML code of the page. If an object (or relationship between objects) is apparent from the visual appearance of the page, it should also be identifiable through the HTML code.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/content-structure-separation-programmatic.html>

Issues noted

All pages except the login page failed this checkpoint, partly because the common-header included a couple of issues, but also the content area of some pages included issues.

Header area:

The search box does not include an explicit label, which is necessary for some assistive technologies.

The drop-down menus include some structure (e.g. headings), but do not put the sub-links into lists.

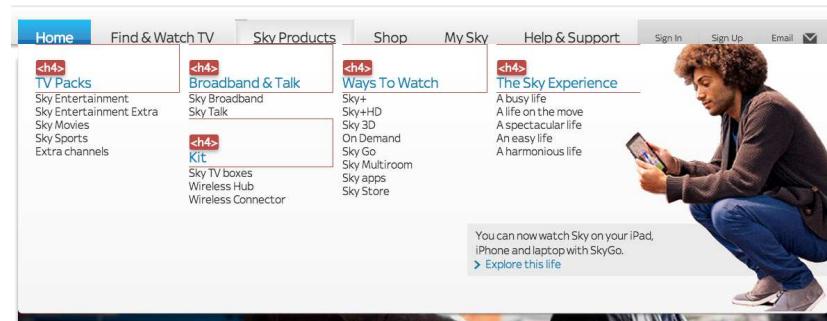


Figure 4: The main menu drop-downs include headings (highlighted) but do not use lists for the links underneath.



Recommendations

Add a hidden label for the search, and list-markup to the main menu.

TV Guide

The main issue on the TV Guide page is that it visually shows the relationship between the channel, time and programme, but this is not available in the HTML.

	7pm	8pm	9pm	10pm
RTE ONE 101	Ireland on. The remaining four acts battle it out in the grand final - w...	Fair City Paul and Callu...	RTÉ News!... The latest natio... RTÉ News: Nine O'Clock	Junior Dragons' Budding entrepreneur
RTE TWO 102	Turkey: Natur... Wildlife drama-docu...	League Sunday Michael Lyster is joined by Joe Broly ...	Premier Soccer Sunday Peter Collins and guests look back at ...	Cellular Fast-paced thriller sta...
3 103	Screen Fuel starring George Clooney and Al Pacino, 2007. Danny Ocean's gang regroup to r...		Minority Report Futuristic sci-fi thriller starring Tom Cruise	
TG4 104	Nu... Móri... Bia Dúchais Déantar cur síos... Ab... Ceili...	Scór Encore Níl ach áit amháin eile fanta sa mbat...	Johnny Mc... Johnny McEvoy ... Fearaibh Fi... Ar an bhfarraig...	
3e 105	Britain's Got Talent Sandi Toksvig and Dec host Britain's biggest talent com...	Britain's Got More Talent New. Stephen Mulhern presents the ...	The Cube Former world record holder and gold ...	

Figure 5: You can see that Scór Encore is on TG4 at 8pm, but in the code that relationship is not available.

Also, the two drop-downs for channels and region do not use HTML-native widgets (e.g. select), and they do not use the WAI-ARIA specification to add equivalent information.

It would also help screen reader users if the (hidden) headings were adjusted so they were above the main sections (e.g. highlights, programmes).

Recommendations

Investigate whether data-table mark-up would be possible for the television listings. If that is not viable, then apply the grid role from WAI-ARIA:

<http://www.w3.org/TR/2010/WD-wai-aria-20100916/roles#grid>

Similarly for the drop-downs, if standard HTML mark-up (i.e. select) is not suitable then use WAI-ARIA to apply meta-data that mirrors the native elements. In this case the list / listbox roles would be appropriate:

<http://www.w3.org/TR/2010/WD-wai-aria-20100916/roles#listbox>

Headings

Several pages included more than one main heading (`<h1>`), which should be reserved for the primary heading of the page. For example,

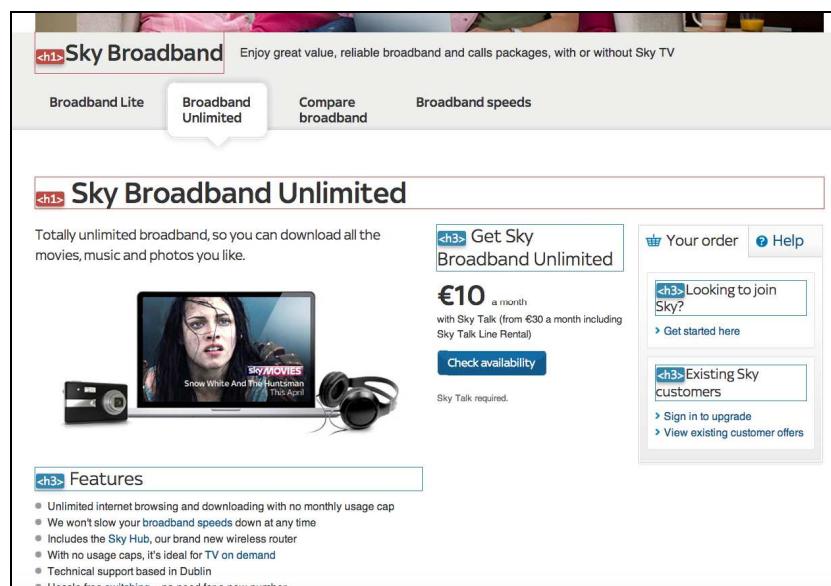


Figure 6: The Broadband page with the heading structure made visible.

The example in Figure 6 shows two heading 1s, and no heading 2s (although there are some further down the page).

The heading structure is used by people with screen readers to skim the page, skipping between headings until they find something of interest. Therefore the headings should make sense as a table of contents. An appropriate structure for the example above would be:

- Sky Broadband (not a heading);
- **H1:** Sky Broadband Unlimited;
 - **H2:** Overview (hidden heading);
 - **H3:** Features;
 - **H3:** Get Sky Broadband unlimited;
 - **H2:** Your order
 - **H3:** Looking to join Sky
 - **H3:** Existing Sky customers.

There are also some areas that would benefit from hidden headings, such as the tabs on the product pages.

<h1> Sky Broadband

Enjoy great value, reliable broadband and calls packages, with or without Sky TV

- [Broadband Lite](#)
- [Broadband Unlimited](#)
- [Compare broadband](#)
- [Broadband speeds](#)

<h1> Sky Broadband Unlimited

Totally unlimited broadband, so you can download all the movies, music and photos you like.



Figure 7: The page with styling stripped away to show the structure.

There is no context for the section links (e.g. Broadband Lite), so a hidden heading such as “related product” would give context to the links.

NB: It would also help to not link to the current page, so the “Broadband Unlimited” link would be text, rather than a link.

Another example of heading that need improvement is the use of headings that do not have content underneath.



Figure 8: The Buy Sky page with headings highlighted.

The “Discover” links are marked as headings, but there is no content underneath, therefore they should not be headings.

Recommendations

Each time a page is updated at the template level, review the heading structure and make changes when appropriate.

The web developer toolbar (an extension for Chrome and Firefox) can be used to “View document outline”, an example is below.

The screenshot shows the URL <http://skyatlantic.sky.com/>. Below it, the "View document outline" menu is open, showing "▼ 4 headings". The page content includes:

- <h1> Sky Atlantic HD**
- <h2> (Missing heading)**
- <h3> What's hot on Atlantic**
- <h2> Tonight on Sky Atlantic HD**
- <h2> Never Miss Sky Atlantic HD**

Figure 9: Example output from the web developer's toolbar.

Further reading for headings and lists:

<http://www.nomensa.com/blog/2006/headings-and-lists-are-you-using-them-correctly/>

Fieldsets

The sign-up page uses two hidden fieldsets with legends, as shown below.

The screenshot shows a sign-up form titled 'Create your Sky iD'. The form is divided into two main sections, each enclosed in a red-outlined box. The top section is labeled 'Fill in the fields to get your Sky iD' and contains fields for Title (dropdown menu 'Please select...'), First name, Last name, Email address, Username ('webadmtest223' with a red asterisk), Password ('*****' with a red asterisk), and Confirm password. A note below the username says 'Must have 7-32 characters, cannot contain your username or the word 'password''. The bottom section is also labeled 'Fill in the fields to get your Sky iD' and contains a CAPTCHA box with the characters 'fwqzpnq' and a speaker icon, followed by a note 'If you can't read this, try another one'. It also has a 'Enter the characters in the box' input field. At the bottom of both sections are 'Terms and conditions' checkboxes. The first checkbox is checked and reads 'I have read and agree to the terms & conditions and privacy & cookies notice.' The second checkbox is unchecked and reads 'Sky may contact you about products and services you may like unless you click to opt out'. At the very bottom are 'Cancel' and 'Create Sky iD' buttons.

Figure 10: the sign-up form with the hidden structure highlighted in red.

The impact of the legends is that JAWS will read them out before every label, which is very lengthy.



Recommendations

Fieldsets intended use is to group thematically similar form controls. In this case there are not thematic groupings of inputs, so the fieldsets and legends can be removed.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-content-structure-separation-programmatic>
- <http://www.usability.com.au/resources/forms.cfm>

Meaningful Sequence - sc 1.3.2

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

Description

The aim of this criterion is to ensure that content presented visually in a way that affects its meaning is also available to blind and partially sighted people in a logical way. The visual flow of the page does not always have to match the underlying code order, but they should both follow a meaningful sequence for people accessing your site in different ways.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/content-structure-separation-sequence.html>

Channel and Show pages

The Channel and Show pages have a navigation bar shown visibly at the top, which is actually at the bottom of the source code, so keyboard users are unlikely to ever get to it.

Also, the footer area of the pages has visual headings (not marked as headings) in a group, followed by the lists.

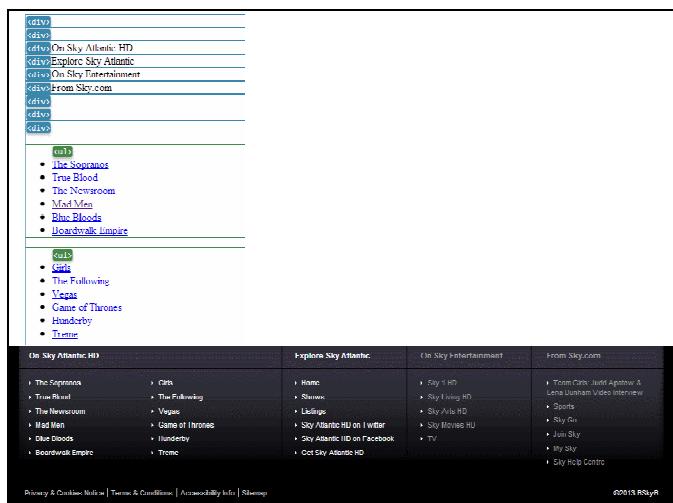


Figure 11: The footer of a channel page, un-styled structure at the top, and screenshot at the bottom.

It is very difficult for a screen reader user to work out that the first set of links is under “On Sky Atlantic HD”.

Another example is on the Basket page when buying a package:

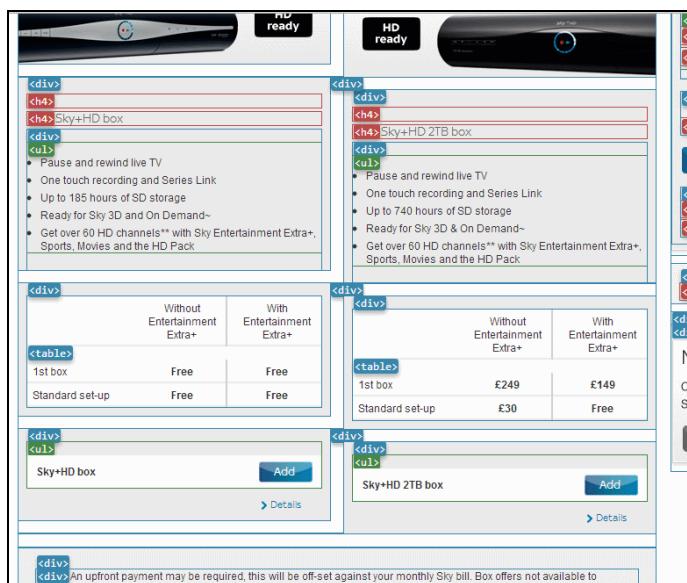


Figure 12: The Choose your Sky box section with the under-lying structure showing.

The two columns are actually in rows in the source code, so a screen reader would go through both headings, then both content boxes, then the ‘add’ buttons. That makes it very difficult to understand which content applies to which Sky box.



Recommendations

Make sure that the underlying HTML of your website has a meaningful sequence, irrespective of the way it is presented visually. The overall sequence of a page is usually controlled by the template, but you will also need to ensure that you maintain a meaningful sequence as content is added to the site.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-content-structure-separation-sequence>
- <http://www.nomensa.com/blog/2011/order-of-content/>

Distinguishable - Guideline 1.4

Make it easier for users to see and hear content including separating foreground from background.

Contrast (Minimum) - sc 1.4.3



Level-AA: 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, incidental, logotypes.

Description

The aim of this criterion is to ensure that text is readable by partially sighted people. Using foreground and background colours that contrast well makes it much easier for people to read content more comfortably.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>

Show page

In general the site is very good for having contrasting colour combinations; there was just one page which includes a Facebook box:



Figure 13: The Facebook iFrame includes dark text on a dark background.

Recommendations

In general make sure that colour combinations for text that have a contrast ratio of 4.5:1 or higher.

In the case of the Facebook iFrame, applying a solid background colour (with sufficient contrast) would solve this issue. The Twitter box below could be used as an example.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-visual-audio-contrast-contrast>
- <http://www.paciellogroup.com/resources/contrast-analyser.html>
- <http://www.nomensa.com/blog/2010/checking-colour-contrast/>
- <http://www.nomensa.com/blog/2011/checking-colour-contrast-2/>

Resize text - sc 1.4.4



Level-AA: Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.

Description

The aim of this criterion is to give people the ability to read content more easily. People in many different circumstances, particularly those with partial sight, will find content easier to read if the text size is increased.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-scale.html>

Responsive design

The pages which use responsive design succeed at this very effectively, but that was only 2 pages of 16 audited.



Figure 14: Zooming in applies the smaller-screen styles (in Firefox and Internet Explorer)



Recommendations

Continue the roll-out of the responsive design across the site.

Keyboard Accessible - Guideline 2.1

Make all functionality available from a keyboard.

Keyboard - sc 2.1.1

A

Level-A: 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.

Description

The aim of this criterion is to make sure all content on the page can be operated by someone using a keyboard or keyboard interface, rather than a mouse. Ensuring that content can be controlled via a keyboard will allow people using keyboard emulators such as sip-and-puff software, on-screen keyboards and speech input software to access your pages.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/keyboard-operation-keyboard-operable.html>

Pop-overs

The most important functionality that people cannot access with a keyboard is the pop-overs:

- The telephone check when buying broadband;
- The customer services chat window;
- The survey on the homepage;
- Error messages from the basket.

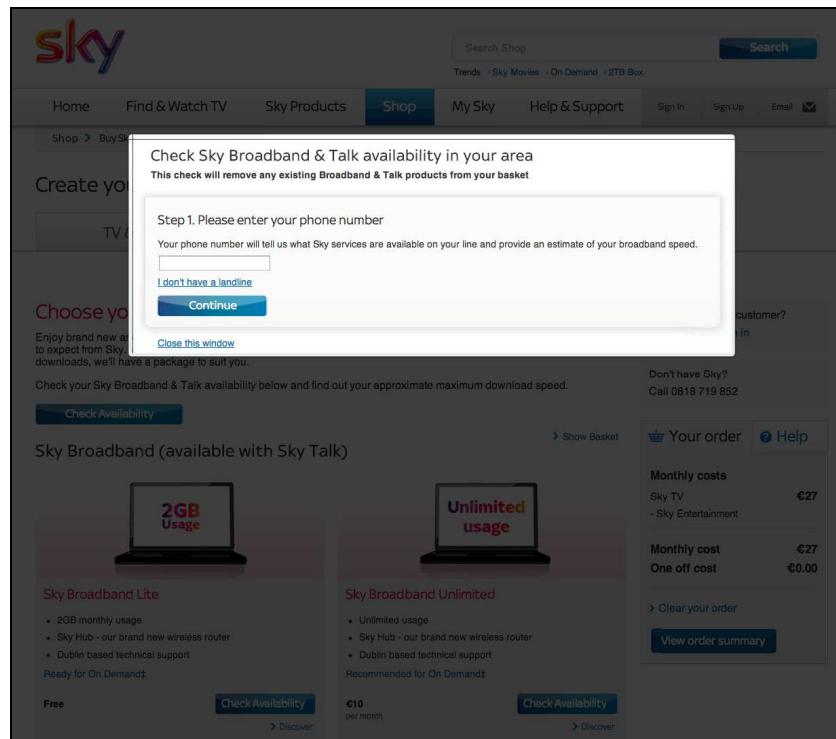


Figure 15: It is necessary to use the pop-overs to buy packages.

The way the pop-overs are coded means they are at either the very top (or very bottom) of the page's source code. When one appears it does not affect the keyboard focus, so the user is still tabbing away in the background.

The effect each of these has depends on the technology. A screen reader user simply does not know if it is there, it is as though the link didn't work. That means the customer services pop-overs do not interfere, but nor can a screen reader user know they are there.

For visual keyboard-only users, the pop-overs prevent you from seeing where the keyboard focus is, so they are likely to be stopped from using the site whenever one appears.



Recommendation

When a pop-over appears the keyboard focus should be moved to the top of the pop-over and be kept within the pop-over until it is closed, when the focus should return to its previous location.

Carousels

There are many instances and varieties of carousels, but a common feature is that as a keyboard user, you tab through all the content whether it is visible or not.



Figure 16: Tabbing takes you through all the controls, and all the content.

This approach is not technically wrong (you can access all the content), but it is very cumbersome when there are hundreds of links, and confusing because the pagination controls seem pointless.



Recommendation

Update the carousel scripts so that only the content visible is accessible and then using the controls provides access to the hidden content.

Video player

The media players use Flash and there is no means of accessing the controls using the keyboard.

It is possible to start and stop most of the videos as they can be activated and closed with the keyboard, but technically the controls should be accessible from the keyboard as well.



Recommendation

Use a video player with HTML based controls and ensure that they can be accessed with the keyboard.

TV Guide

The second drop-down (region) in the TV guide cannot be accessed with the keyboard, nor can the “Hide” button for the highlights. It appears they have been removed from the tabbing order.

Show hide links

Some of the show and hide links work with the keyboard, but some are not in the tabbing-order.

The screenshot shows a section titled "Here's the legal bit" which contains a list of items with "Show" dropdown arrows. Below this is a "More Sky Sites" section with a list of links. At the very bottom, there is a footer with terms like "Terms & Conditions", "Privacy & Cookies Notice", "Accessibility Information", "Contact Us", and "Site Map".

Here's the legal bit

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Offers	Show ▾
**Sky TV	Show ▾
Sky boxes and set-up	Show ▾
Sky Broadband	Show ▾
#Sky Talk	Show ▾
General	Show ▾

More Sky Sites

Sky Corporate | Sky News | Sky Sports | Sky Bet | Sky Bingo | Sky Poker | Sky Vegas | NOW TV | The Bigger Picture | Sky Sports Living For Sports | Sky Ride
Sky Arts Ignition Series | Sky Rainforest Rescue | Carbon Calculator | Sky For Businesses | Store Locator | Work For Sky | Security Centre | Advertise With Us
Terms & Conditions | Privacy & Cookies Notice | Accessibility Information | Contact Us | Site Map

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Figure 17: The legal bit at the bottom of the order summary.

Notably, the terms and conditions information at the bottom of the order summary cannot be accessed with just the keyboard.

Diagnostic links

The diagnostic page includes what appear to be simple links in the main content area, but these could not be accessed using Webkit based browsers.

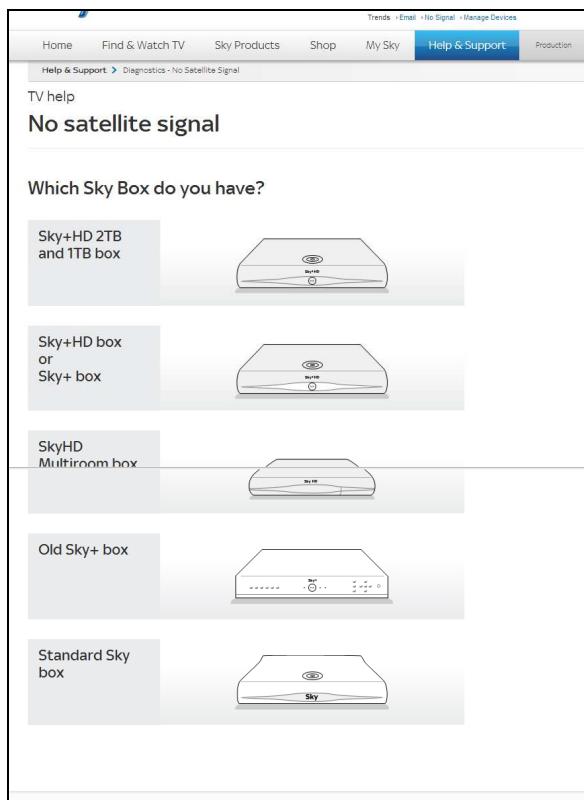


Figure 18: The content area of a diagnostics page.

It appears that the HTML should work, but there must be a script interfering with keyboard access.



Recommendations

Check the scripts used to create the page elements noted in the spread sheet, and ensure update the scripts so that the keyboard can be used with those features.

Specific areas to check would be anything that tries to map key presses, or adjusts the `tabindex` of the links.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-keyboard-operation-keyboard-operable>
- <http://www.nomensa.com/blog/2011/keyboard-accessibility-quick-tip/>

Enough Time - Guideline 2.2

Provide users enough time to read and use content.

Pause, Stop, Hide - sc 2.2.2

A

Level-A: For any moving, blinking or scrolling information that starts automatically, lasts more than five seconds, and is presented in parallel with other content, there is a mechanism to pause, stop, or hide it unless the movement, is part of an essential activity.

Description

The aim of this criterion is to avoid distracting people when they are browsing a page. Moving, scrolling, blinking or automatically updating content can be very distracting for some people, preventing them from using the page. Other people such as those using screen reading software may not be able to access this type of content at all.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/time-limits-pause.html>

Channel and Show pages

The Channel and Show pages both included carousels that could not be paused.

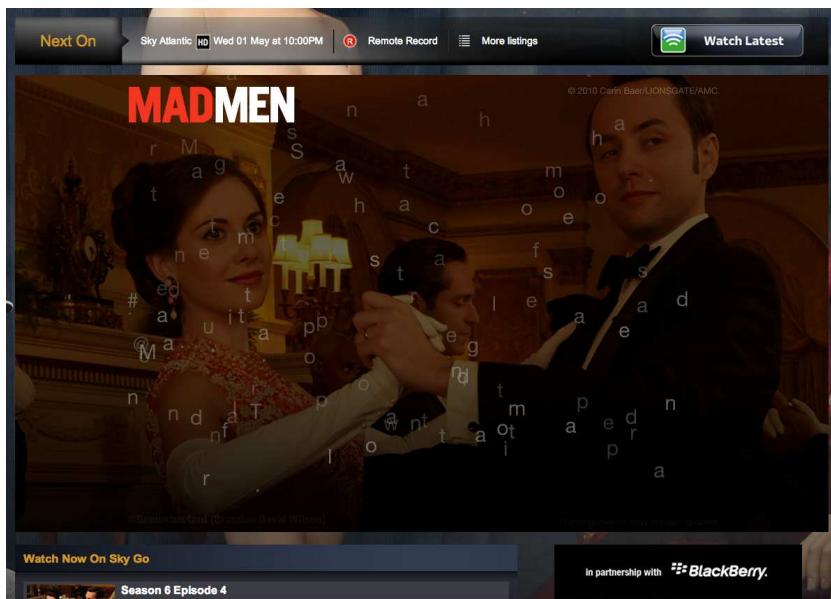


Figure 19: The moving imagery on the Mad Men page.

The product page carousel does have a pause button, but it is located in a different place to the other carousels and was very difficult to see against some of the lighter background images.



Recommendation

Best-practice for movement on screen is that it does not start without the user initiating it. Therefore items such as video, animation and so forth should present a strong case for the user to start them, rather than assuming they will want to see them.

If that is not possible, a clear 'pause' button should be apparent.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-time-limits-pause>
- <http://www.nomensa.com/blog/2011/movement-on-a-website-5-things-to-consider/>

Navigable - Guideline 2.4

Provide ways to help users navigate, find content and determine where they are.

Bypass Blocks - sc 2.4.1



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

Description

The aim of this criterion is to help people bypass repetitive information on the page and access the most important content available. Repetitive information may include but is not limited to search forms, groups of menu links or complementary content such as related links. Within page links are usually included to help people using assistive technologies such as screen readers navigate around pages more easily, but also aid sighted people using keyboards as well.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/navigation-mechanisms-skip.html>

Pages affected

Although most of Sky.com has skip links included at the top of the page, three pages did not have a skip link.

The Channel and Show pages have a different header area, and lack a 'skip to content' link. The TV Guide is also missing a skip to content, although making sure the 'hide highlights' link worked with the keyboard would perform the same function.

NB: Several pages such as the login page did not have a skip link, but as they have minimal navigation at the top there is no need for skip links.

Recommendations

Use a consistent header at the top of all the pages which include a 'skip to content' link.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-navigation-mechanisms-skip>
- <http://www.nomensa.com/blog/2004/what-are-skip-links/>

Focus Order - sc 2.4.3

A

Level-A: 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.

Description

The aim of this criterion is to make sure that when people read through a page using a keyboard, the page content is displayed in an order which makes sense. People should be able to interact with this content in the same order, using a keyboard.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/navigation-mechanisms-focus-order.html>

Pages affected

The pages with an odd focus order are the same as the previous issue: The Channel, Show and TV guide pages.

The Channel & Show pages include the top-navigation at the bottom of the source-order.

The TV Guide includes the top-navigation after the logo and search, which is less of an issue compared to the Channel page, but still odd when tabbing through.

Recommendations

Make sure page content is ordered logically and that the focus order matches the reading order of the content, in this case move the top-navigation to the top.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-navigation-mechanisms-focus-order>

Focus Visible - sc 2.4.7



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

Description

The aim of this criterion is to make sure sighted people who are using a keyboard to move through the page can understand where they are on the page. An obvious focus indicator helps people establish where they are located and which parts of the page they can interact with.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/navigation-mechanisms-focus-visible.html>

Pages affected

Most pages have a good focus indicator, going above and beyond the basic browser-outline.

However, a couple of pages audited actively hide the keyboard focus: The basket page hides the focus on many of the buttons, so it is very difficult to see what you are selecting.

The order summary page hides the focus on a few links, but not enough to seriously affect people's navigation.



Recommendations

In general the site's focus highlighting is good, but inconsistent across different areas. We recommend trying to apply the styles from the shop index page across the site.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-navigation-mechanisms-focus-visible>
- <http://www.nomensa.com/blog/2009/using-css-focus-pseudo-class/>

Readable - Guideline 3.1

Make text content readable and understandable.

Language of Page - sc 3.1.1



Level-A: The default human language of each Web page can be programmatically determined.

Description

The aim of this criterion is to provide information about the primary language of the page to browsers, screen readers and other types of assistive technologies. Identifying the human language of the page rather than the computer language helps these technologies display the page using the appropriate pronunciation, characters and scripts for that language.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/meaning-doc-lang-id.html>

Pages affected

Only two pages did not specify the language, the login page and contact-us page.



Recommendations

The HTML element at the beginning of each page should use the 'lang' attribute to specify the primary language of the text on the

page. To identify the language as English a two or four letter code should be used as the value of the 'lang' attribute. For example, to specify English you would use the two letter code 'en'.

```
<html lang="en">
```

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-meaning-doc-lang-id>
- <http://www.nomensa.com/blog/2011/new-youtube-video-release-using-the-lang-attribute/>

Predictable - Guideline 3.2

Make web pages appear and operate in predictable ways.

Consistent Navigation - sc 3.2.3



Level-AA: 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.

Description

The aim of this criterion is to ensure the location and presentation of website navigation is consistent. This benefits people who use screen magnifiers to display a small portion of the screen at a time. These people use visual clues and the location of elements within a page as a means of quickly finding repeated content such as navigation.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/consistent-behavior-consistent-locations.html>

Pages affected

The lack of consistency across Sky.com (and sub-sites) is a known issue, in the audit the channel, show, TV Guide, Login and Sign-up pages did not have navigation consistent with the homepage or other main pages.



Recommendations

Navigation should be used in a consistent manner through a website. This includes where it is positioned on the page as well as the styling used to indicate the current page and/or section.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-consistent-behavior-consistent-locations>

Consistent Identification - sc 3.2.4



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

Description

The aim of this criterion is to make sure people understand how to use features that appear repeatedly across your website, by identifying them consistently. The same feature on multiple pages should work consistently from one page to another. This not only helps people to search for a particular feature but also predict how those it will behave.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/consistent-behavior-consistent-functionality.html>

Pages affected

The main instance of inconsistent labelling is around the 'basket' functionality, which affects the Shop index, product page and basket/order page.

Also, the Channel and Show pages use slightly different terminology for recording shows, "Remote record" rather than "Record".

Usability issue

There is a usability question about whether people think of buying a Sky package as something you add to a "basket". You have to navigate around a lot, and understand the if/buts/maybes of the services (e.g. whether you need TV, and/or phone as part of the package). Not understanding those aspects leads to lots of error pop-overs such as 'add a box'.



Recommendations

If the basket concept is used, the labelling must be consistent, e.g. "Add to basket" for the buttons, "show basket" buttons, and the basket should have a heading (level2) termed "Basket" or "Your basket".

Longer term, perhaps a wizard approach to buying services would be more effective? I.e. you select the broad services (TV/Broadband/Phone) and whether your new/existing customer, and then customise your package.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-consistent-behavior-consistent-functionality>

Compatible - Guideline 4.1

Maximize compatibility with current and future user agents, including assistive technologies.

Parsing - sc 4.1.1

A

Level-A: In content implemented using mark-up 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.

Description

The aim of this criterion is to make sure the computing language used for your pages is written correctly, using the rules and specifications for that language. Making sure your pages are using valid HTML and CSS allows browsers, screen readers and other types of assistive technologies to render your pages correctly and accurately.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/ensure-compat-parses.html>

Pages affected

All the pages had many HTML validation errors (often in the hundreds). However, only certain types of errors cause accessibility issues, the ones found in the audit were mis-nesting of HTML tags, and duplicate ID attributes.

The pages were the shop, products, contact us and diagnostic pages.



Recommendations

All code documents are validated using a suite of tools from the W3C. HTML code is tested with the W3C Markup Validation Service:

<http://validator.w3.org/>

CSS code is tested with the W3C CSS Validation Service:

<http://jigsaw.w3.org/css-validator/>

Ensure that all documents, whether HTML or CSS, pass through the validation tools outlined above. Where issues are identified within the results of a validation check, follow the guidance given on fixing each individual problem.

Although only certain errors cause accessibility issues, having valid HTML makes it a lot easier to find issues. At the moment you have to dig through hundreds of errors to find the ones that matter.

For example, some pages apply a `name` attribute to hundreds of elements in a non-valid way, which causes hundreds of errors.

Longer term, it would be useful to add HTML & CSS validation to the team's QA process.

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-ensure-compat-parses>
- <http://www.nomensa.com/blog/2008/why-is-good-quality-code-important/>
- <http://www.nomensa.com/blog/2012/validating-code/>

Name, Role, Value - sc 4.1.2

A

Level-A: 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.

Description

The aim of this criterion is to ensure assistive technologies can report information about, activate or set and keep up to date with the status of page elements, for example whether a control is turned on or turned off.

Native HTML elements (e.g. standard form elements) have this information built in, but when custom widgets are created (e.g. the drop-downs in the TV guide) the accessibility information has to be added.

For more information please see:

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/ensure-compat-rsv.html>

Show / hide areas

The site has many show/hide elements where you select a link to expand some information. Some of these work with the keyboard, but do not provide any feedback to screen readers about the nature of the link.

Most links take you to another page, so for links that do something different, there should be an indicator of what that is.



Recommendations

The HTML5 tags `summary` and `detail` are intended to accomplish the show/hide effect, and provides screen readers with extra information about the nature of the link.

NB: A JavaScript fall-back is needed for older browsers.

Tabs

The tabs in the Buy Sky page are functional, but do not use link markup, so keyboard users cannot tab to them, and screen reader users do not know what action they might perform.

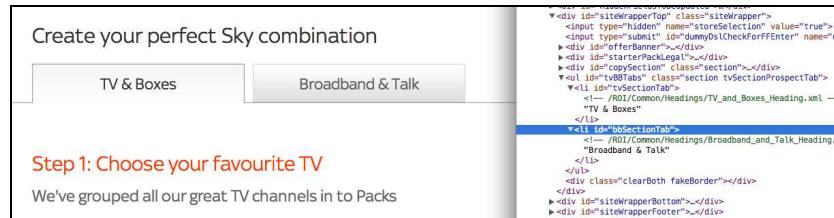


Figure 20: The two tabs are list items, but do not include <a> tags.

Recommendations

Using links within the list items would make the tabs keyboard accessible. To provide extra information for screen readers, the tab, tabpanel and tablist roles can be used from the WAI-ARIA specification:

<http://www.w3.org/TR/2010/WD-wai-aria-20100916/roles#tab>

Further Reading

- <http://www.w3.org/WAI/WCAG20/quickref/#qr-ensure-compat-rsv>

Appendix A

Summary of all WCAG 2.0 guidelines grouped together by level, the ones Sky.com did not meet on at least one page are in bold:

Level-A

- **Non-text Content: sc 1.1.1**
- Audio-only and Video-only (pre-recorded): sc 1.2.1
- **Captions: sc 1.2.2/1.2.4**
- **Audio Description or Media Alternative (Pre-recorded): sc 1.2.3**
- **Info and Relationships: sc 1.3.1**
- **Meaningful Sequence: sc 1.3.2**
- Sensory Characteristics: sc 1.3.3
- Use of colour: sc 1.4.1
- Audio Control: sc 1.4.2
- **Keyboard: sc 2.1.1**
- No Keyboard Trap: sc 2.1.2
- Timing Adjustable: sc 2.2.1
- **Pause, Stop, Hide: sc 2.2.2**
- Three Flashes or Below Threshold: sc 2.3.1
- **Bypass Blocks: sc 2.4.1**
- Page Titled: sc 2.4.2
- **Focus Order: sc 2.4.3**
- Link Purpose (In Context): sc 2.4.4
- **Language of Page: sc 3.1.1**
- On Focus: sc 3.2.1
- On Input: sc 3.2.2
- Error Identification: sc 3.3.1

- Labels or Instructions: sc 3.3.2
- **Parsing: sc 4.1.1**
- **Name, Role, Value: sc 4.1.2**

Level-AA

- Captions (Live): sc 1.2.4
- **Audio Description: sc 1.2.5/1.2.7**
- **Contrast (Minimum): sc 1.4.3**
- **Resize text: sc 1.4.4**
- Images of Text: sc 1.4.5
- Multiple Ways: sc 2.4.5
- Headings and Labels: sc 2.4.6
- **Focus Visible: sc 2.4.7**
- Language of Parts: sc 3.1.2
- **Consistent Navigation: sc 3.2.3**
- **Consistent Identification: sc 3.2.4**
- Error Suggestion: sc 3.3.3
- Error Prevention: sc 3.3.4

Sign-off

Client Contact	Suzie Leckie
Date	29/04/2013

Completion of Accessibility Audit and Report

The Accessibility Audit and Accessibility Audit Report for the Sky Accessibility Support project has now been completed in accordance with the original proposal.

The deliverables for this component were:

- Accessibility Audit;
- Accessibility Audit Report

I, the undersigned, can confirm that the work commissioned for the Sky Accessibility Support project detailed above has been thoroughly reviewed in every respect and I/we agree that it is complete and satisfactory.

Name: _____ **Position:** _____

Signed: _____ **Dated:** _____

Please fax back signed sheet to 0117 929 7543

All work carried out to the 'Terms and Conditions of Business' of Nomenса.