Manual Accessibility Inspection

Shein (US)

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Chosen Website

- **What webpage on what website did you choose to evaluate?**
  I've evaluated the homepage of Shein's US website. The URL for the website is
  https://us.shein.com/.

- **Why did you choose to evaluate it?**
  Shein is an online retailer that specializes in the fast fashion segment. I am a regular
  user of the website because it offers the best deals on clothes, especially if you are on a
  budget. It was also named as the 'Most Popular Brand in the World' in 2022 by
  money.co.uk.

Typical Users

Describe the typical users for the website.
The typical users for this website are teenagers (14-19) and young adults between the age of 20
to 30. It is used by high-school and college students, early-career professionals, influencers
and many more. They are either done with education, or are still in the process of attaining it.
It's also used by Their computing experience varies from competent to expert. The retailer
has a desktop website and a mobile application – the context of use for both differs from each
other. The website is usually used at home at leisure, or in college/work with friends, where
users can sit down and take time in browsing through the website and find the best deals.
Mobile app is usually used on-the-go during a commute or when the user needs to quickly
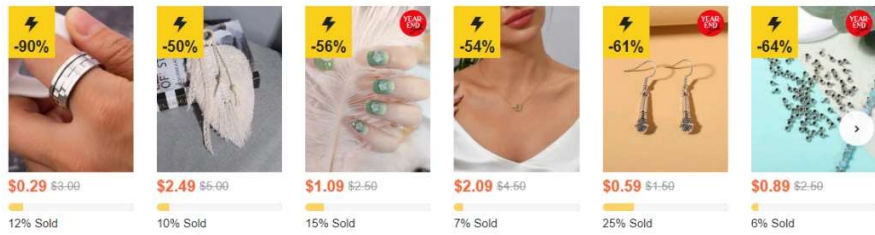take a look at something specific.

Screen Reader Details

I used JAWS to evaluate this website. I used the version JAWS 2023 on the browser Microsoft
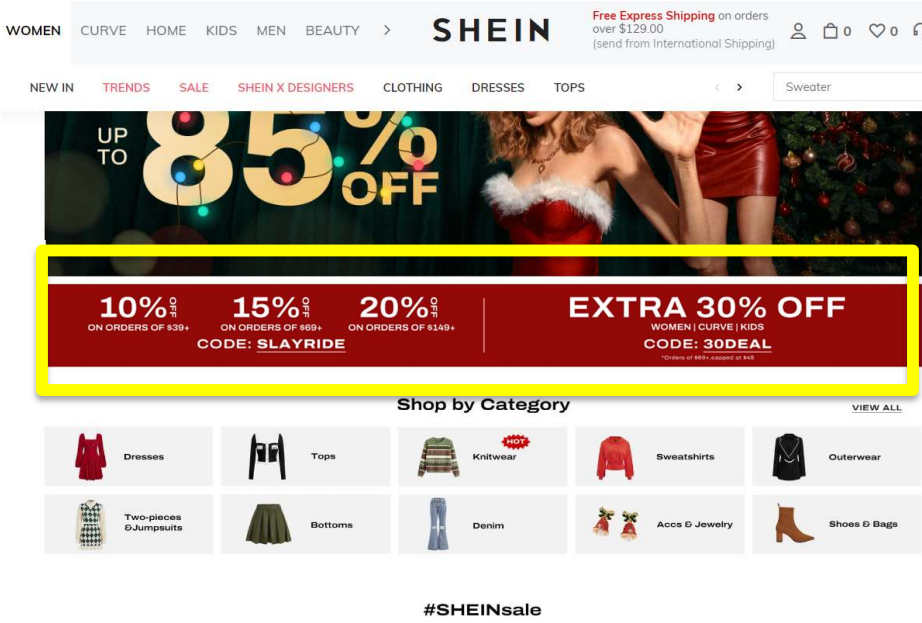Edge for the manual inspection.
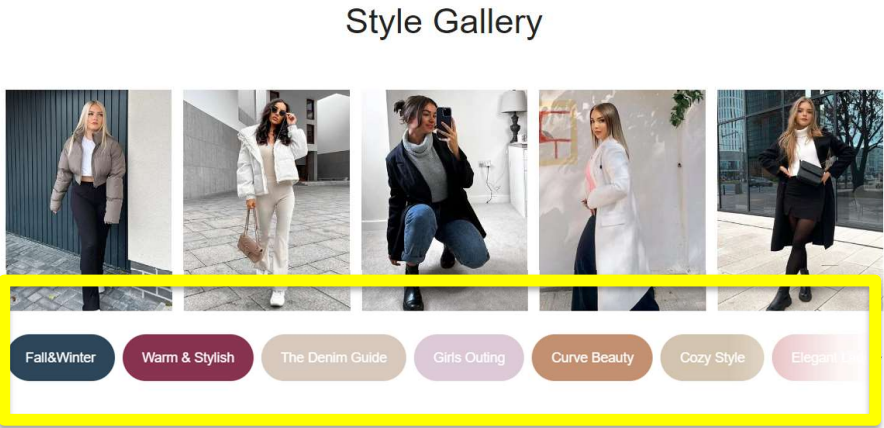
Evaluation of Shein

WCAG 2.1 Violations

1.

WCAG Guideline: **1.1.1 Non-text Content** **Level A**	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 Success Criterion 4.1.2 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.]

Location: **Homepage> Under the 'Flash Sale' Heading**	
Description of Violation:	The images consist of text that aren't picked up by a screen reader. To the best of my knowledge, this website violated WCAG 1.1.1 by the non-inclusion of alternative text in deal categories listed under the 'Flash Sale'. The problem first came into fore when the images when JAWS detected these images as 'Blank'. The code doesn't include the alt-text for these images, but link to the pages that have this deal applied.

2.

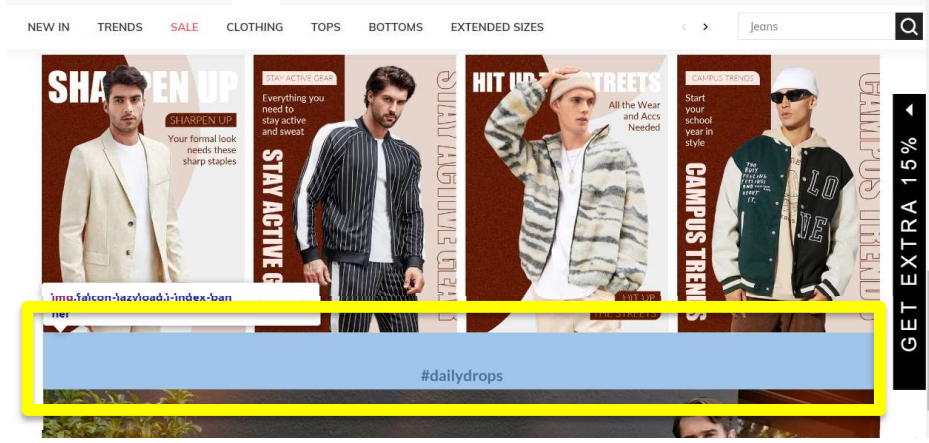| WCAG Guideline: **1.4.5 Images of Text** **Level AA**	If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text except for the following: **Customizable** The image of text can be visually customized to the user's requirements; **Essential** A particular presentation of text is essential to the information being conveyed.
Homepage>Under the first banner	
Description of Violation:	JAWS couldn't read the information in the highlighted banner. Upon further inspection, it turned out that the banner was an image consisting of the text. It is neither customizable, nor is it essential for it to be an image instead of a text. Hence, this violates the guideline.

3.

WCAG Guideline: **1.4.3 Contrast (Minimum)** **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 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 contrast requirement.
Homepage> Bottom of the Page	
Description of Violation:	I suspected that the buttons violate this guideline because they were visibly out of the contrast ratio. To verify, I picked the hexadecimal code for the text and background colors using a color picker browser extension, and put it through WebAIM's Contrast checker. The contrast was 1.57:1, which didn't clear Level AA for this guideline.

4.

WCAG Guideline: **1.4.13 Content on Hover or Focus** **Level AA**	Where receiving and then removing pointer hover or keyboard focus triggers additional content to become visible and then hidden, the following are true: **Dismissible** A mechanism is available to dismiss the additional content without moving pointer hover or keyboard focus, unless the additional content communicates an input error or does not obscure or replace other content; **Hoverable** If pointer hover can trigger the additional content, then the pointer can be moved over the additional content without the additional content disappearing; **Persistent** The additional content remains visible until the hover or focus trigger is removed, the user dismisses it, or its information is no longer valid. Exception: The visual presentation of the additional content is controlled by the user agent and is not modified by the author.
Homepage> Right side of the third row of content from top	

Description of Violation:	When the page is hovered over with only a keyboard, the search field expands into a menu of different other items/recommendations. However, it doesn't close when the focus is removed, nor it can be dismissed using the Esc key. It can only be dismissed by using a mouse pointer and clicking on a blank area on the page. It is not dismissible and overlays on key content on the page even when the tab focus is on something else. Hence, it violates the guideline.

5.

WCAG Guideline: **2.4.6 Headings and Labels** **Level AA**	Headings and labels describe topic or purpose.
Homepage> Under the main banner	
Description of Violation:	When going through the headings of this page through JAWS, I realized that headings haven't been assigned the content, except the bottom of the page. Instead, these elements are imaged of texts masquerading as headings. Hence, no label has been assigned to the set of links below this image, and the page violates this guideline.