

Automated Accessibility Inspection

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Anshika Srivastava

1 Evaluation Results

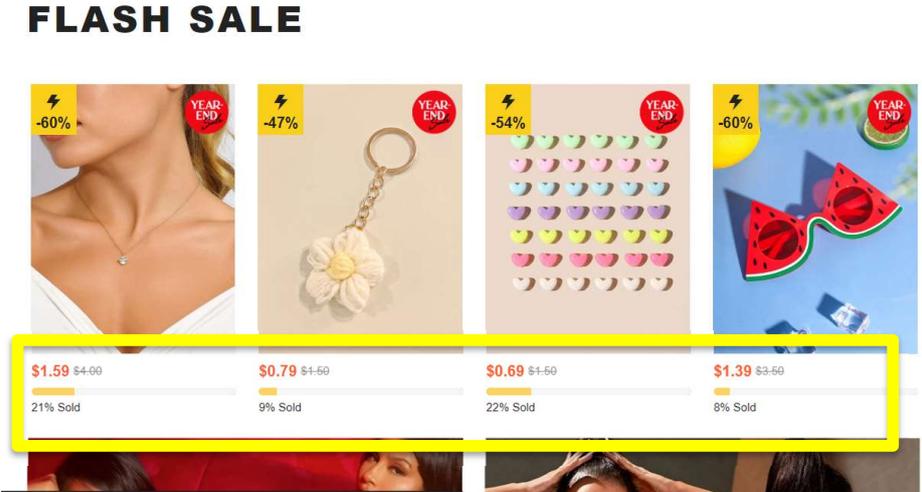
1.1 Automated Tool Details

- For this evaluation, I used the WAVE tool, which became a browser extension on the browser I use, which is Microsoft Edge. I downloaded this tool.

1.2 Automated Accessibility Evaluation

1.

<p>WCAG Guideline: 1.4.3 Contrast (Minimum) Level AA</p>	<p>The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:</p> <p>Large Text Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;</p> <p>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.</p> <p>Logotypes Text that is part of a logo or brand name has no contrast requirement.</p>
<p>Type of Violation</p>	<p>Error: While the color didn't explicitly look violating to me in the manual assessment, WAVE picked up the text used on the website as a violation of this guideline.</p>
<p>Homepage>Product cards under the "Flash Sale" category</p>	

	 <p>FLASH SALE</p> <ul style="list-style-type: none"> Item 1: -60% off, \$1.59 (was \$4.00), 21% Sold Item 2: -47% off, \$0.79 (was \$1.50), 9% Sold Item 3: -54% off, \$0.69 (was \$1.50), 22% Sold Item 4: -60% off, \$1.39 (was \$3.50), 8% Sold
<p>Description of Violation:</p>	<p>When I used WAVE, it indicated that the text doesn't fulfil the contrast requirements. The contrast that was picked by WAVE was 3.04:1, which is very low according to the tool, which didn't clear the AA guideline.</p>

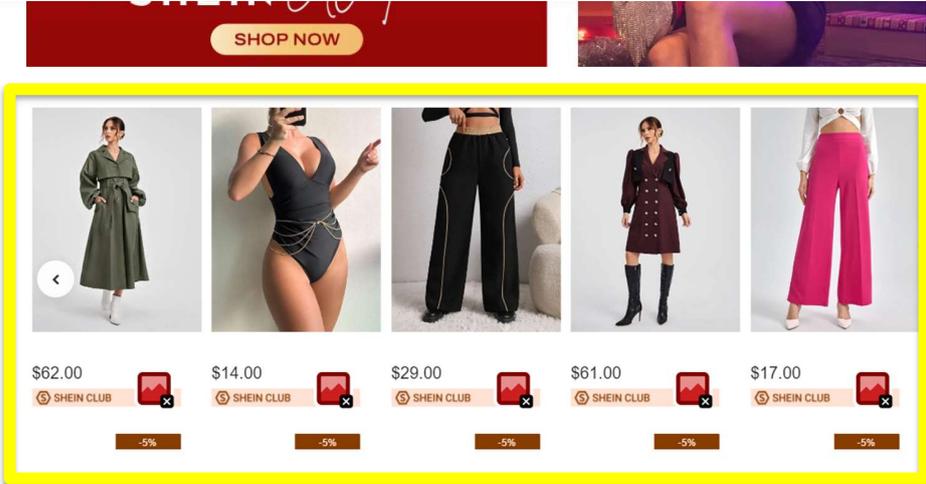
2.

<p>WCAG Guideline: 2.4.6 Headings and Labels) Level AA</p>	<p>Headings and labels describe topic or purpose.</p>
<p>Type of Violation</p>	<p>Error: WAVE picked up the error that the page does not have a first level heading that could be picked up by a screen reader.</p>
<p>Homepage>Top of the page</p>	

	
<p>Description of Violation:</p>	<p>The code for the webpage doesn't consist of a single <H1> that could establish the hierarchy or structure of the content on the page. There is no way to know that this is the homepage.</p>

3.

<p>WCAG Guideline: 1.1.1 Non-text Content (Level A)</p>	<ul style="list-style-type: none"> • Images, form image buttons, and image map hot spots have appropriate, equivalent alternative text. • Images that do not convey content, are decorative, or contain content that is already conveyed in text are given empty alternative text (alt="") or implemented as CSS backgrounds. All linked images have descriptive alternative text. • Equivalent alternatives to complex images are provided in context or on a separate linked page. • Form buttons have a descriptive value. • Form inputs have associated text labels. • Embedded multimedia is identified via accessible text. • Frames and frames are appropriately titled.
<p>Type of Violation</p>	<p>Warning: WAVE picked up the error that the alternative text for an image is the same as nearby or adjacent text.</p>

<p>Homepage>Product Listings under #dailydrops</p>	
<p>Description of Violation:</p>	<p>WAVE picks up the alt text provided for the images as redundant as there is text provided to describe the same. There is no text provided to describe the image, so an alt text is needed.</p>

2 Top Three Accessibility Improvements

<p>Type of Improvement (#1)</p>	<p>1.4.5 Images of Text (Level AA)</p>
<p>Improvement (#1)</p>	<p>The accessibility fix would be to use actual text instead of images of text.</p>

Justification (#1)	<p>The page has a huge problem of using images of text without any alt text provided to it, so it is not picked up by screen readers at all. This improvement is critical because all the text that are images describe the various retail offers the site has.</p> <p>For example, someone with low vision may not be able to know that the website even has a flash sale, because it is not readable via a screen reader. With this improvement, the user will be able to take advantage of the offers available on the website.</p>
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Type of Improvement (#2)	2.4.6 Headings and Labels) Level AA
Improvement (#2)	The accessibility fix would be to assign headings to different categories of information present on the website. (the site lacks all types of headings, except <H3>)
Justification (#2)	<p>The page has no structure in terms of heading hierarchy. When I used the H-shortcut on JAWS, it only detected H3 headings and the main content of the page was skipped entirely.</p> <p>A person with low vision will not be able to make sense of the contents on the homepage, where the most lucrative offers are displayed, at all. Without headings, the content reads like a string of titles that you need to ponder over to make sense of it.</p>

Type of Improvement (#3)	1.1.1 Non-text Content (Level A)
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Improvement (#3)	Addition of alt-text to images of text, and images that do not contain a descriptive text for it.
Justification (#3)	<p>A lot of images on the website do not contain alt-text. For example, certain banners with discount offers have a vague alt text containing a string of numbers might be the organization's internal ID code for the offer. This can be confusing for a screen-reader user.</p> <p>Alt text might help a user browse the different offers available, akin to the browsing experience one might have at a real-life market.</p>

3 Methodological Reflection

3.1 Reflection upon Automated Accessibility Evaluation

This assignment acquainted me with not just the tools available for assessing accessibility of webpages, but the flaws that the webpages that I use regularly have. It is very easy to overlook flaws in a website if one is not empathetic enough and if we leave some gaps in a manual evaluation. On the flip side, it is important to manually evaluate too, as the automatic tools may not take into account the edge cases.

3.2 Comparison: Manual & Automated Accessibility Evaluations

I found the detection of missing alt-text by WAVE to be similar to what I detected by using the JAWS screen reader in my manual accessibility evaluation.

3.3 Contrast: Manual vs. Automated Accessibility Evaluations

I found my findings using WAVE to be more detailed than the ones I manually detected. For example, I couldn't pick up a certain contrast violation because the text looked normal to me, but it was detected by WAVE.

The WAVE evaluation, however, gave a few warnings that turned out to be false. For example, it detected certain alt text entries to be redundant, while they were needed for comprehensibility.

The screen reader was able to describe images even without the Alt text because of the ARIA elements present, which WAVE detected, but it still flagged the lack of alt text.