ETON Evaluation Report

Executive Summary

This report describes the conformance of the www.etonshirts.com website with W3C’s Web Content Accessibility Guidelines (WCAG). The review process is described in Section 5 below and is based on evaluation described in Accessibility Evaluation Resources. Based on this evaluation, the www.etonshirts.com website is close to meeting WCAG 2.1, Conformance Level AA. Detailed review results are available in Section 6 below. Resources for follow-up study are listed in Section 7 below. Feedback on this evaluation is welcome.

Background about Evaluation

Conformance evaluation of web accessibility requires a combination of semi-automated evaluation tools and manual evaluation by an experienced reviewer. The evaluation results in this report are based on evaluation conducted on the following dates: 28th of February 2020 – 3rd of April. The website may have changed since that time.

Scope of Review

Site name: Eton Shirts
Type of site: E-com site selling high quality shirts
URL: www.etonshirts.com and sub-pages
Date on which review was conducted: May 2019 - April 2020
Natural languages of website: Swedish, English, Norwegian, Danish

Reviewer

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Expertise: User Experience, Front End Coding, WCAG
Natural language: English and Swedish
Review Process

WCAG-level: 2.1 AA
Code evaluation tools: Lighthouse, Chrome version 79, Mac
Manual testing: Mobile, Iphone, Voiceover
User testing: Mainly using Jaws and Chrome, recorded in Lookback

Results and Recommended Actions

The ETON website appears to not fully meet WCAG 2.1 level AA. Accessibility features in which the ETON website is strong include main user flows such as browsing product, understanding product and shop product. However the site is lacking on levels of WCAG 2.1 level AA. Recommended priorities are adding important landmarks to all pages, enrich pages with more headings, apply visual focus, apply skip links to main content and other important entries. It is also important to make sure hidden items are not read out loud in Iphone voiceover.

An overview of the WCAG 2.1, Level AA compatibility can be found here: ETON WCAG compatibility report_short version.docx

The site has been automatically scanned Chrome’s Lighthouse Accessibility Audit tool.

The site has been manually tested.

References

• Web Content Accessibility Guidelines (WCAG) Overview https://www.w3.org/WAI/intro/wcag
• Web Content Accessibility Guidelines 2.1 https://www.w3.org/TR/WCAG21/
• Techniques for WCAG 2.1 https://www.w3.org/WAI/WCAG21/Techniques/
• Accessibility Evaluation Resources http://www.w3.org/WAI/eval/
• Web Accessibility Evaluation Tools List https://www.w3.org/WAI/ER/tools/
• Using Combined Expertise to Evaluate Web Accessibility https://www.w3.org/WAI/eval/reviewteams