

# ETON Evaluation Report

## Executive Summary

This report describes the conformance of the [www.etonshirts.com](http://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](http://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: 28<sup>th</sup> of February 2020 – 3<sup>rd</sup> 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](http://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>