



## **Accessibility Audit of Edinburgh Inspiring Capital Brand Website**

**Submitted by: User Vision Limited**

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# 1. Executive Summary

Between 6th May and 9th May 2008, User Vision conducted an accessibility audit on the Edinburgh Inspiring Capital Brand site. During the audit, a number of good examples of accessible web design were noted. These included:

- Clear and intuitive navigation and page layout
- Good use of semantic navigation lists
- Consistent page design
- Logical keyboard navigation
- An extensive site map is provided

The main **accessibility issues** uncovered can be summarised as follows:-

- Poor colour contrast throughout the site
- A number of issues around hyperlinks
  - 'Combined' hyperlinks
  - Link text which indistinguishable from non-link text
  - Multiple links with same link text
- At times, confusing and inconsistent alternative text
- Missing form field labels
- Missing structural elements within the page markup

The following table details which checkpoints passed, nearly passed, failed or were not applicable:-

Overall	
<b>Priority Level 1 (16 Checkpoints)</b>	<b>Number</b>
Number of checkpoints 'Passed'	3
Number of checkpoints 'Nearly passed'	2
Number of checkpoints 'Failed'	0
Number of checkpoints 'Not Applicable (N/A)'	11
<b>Priority Level 2 (29 Checkpoints)</b>	<b>Number</b>
Number of checkpoints 'Passed'	13
Number of checkpoints 'Nearly passed'	4
Number of checkpoints 'Failed'	7
Number of checkpoints 'Not Applicable (N/A)'	5
<b>Priority Level 3 (19 Checkpoints)</b>	<b>Number</b>
Number of checkpoints 'Passed'	9
Number of checkpoints 'Nearly passed'	1
Number of checkpoints 'Failed'	0
Number of checkpoints 'Not Applicable (N/A)'	9

## 2. Background

The need for information and services to be accessible to persons with disabilities has always been important. In the UK, amendments to the Disability Discrimination Act (DDA) set out the rights of disabled people not to encounter unjustifiable discrimination by goods, facilities and service providers on account of their disability. While no UK case law yet exists with regards to the accessibility of on-line goods facilities and service providers, it is widely accepted by observers that DDA legislation does extend to web-based facilities and services.

There are many sound guidelines for developing accessible web pages, which are helpful to an extent, but they rely on the developer having time to absorb sometimes detailed and prescriptive information, frequently lacking in examples, and also tend not to cover emerging technologies. There is thus a need for an expert review of sites that can indicate their accessibility.

Edinburgh Inspiring Capital Brand are committed to ensuring their website offering is as accessible as possible and with this in mind, User Vision have been commissioned to audit a cross-section of the Edinburgh Inspiring Capital Brand website.

## 3. Methodology

The accessibility evaluation consisted of an expert manual review of the selected pages, combined with an evaluation of the pages using Cynthia Says and WAVE 3.0 automated accessibility checking tools. We also browsed pages using Internet Explorer and Mozilla Firefox graphical browsers, Lynx text-only browser and Freedom Scientific's JAWS screen reader to identify potential accessibility barriers that, for some disabled users, might significantly hinder or prevent access to information or functionality.

Notes were made from each stage and combined to provide a set of accessibility barriers. For each barrier, advice is provided on how best to minimise or eliminate the barrier, along with an indication of the severity of the barrier – and hence urgency of the need to implement this advice.

In all cases, advice is based on the World Wide Web Consortium's Web Content Accessibility Guidelines <<http://www.w3.org/TR/WAI-WEBCONTENT/>>, the *de facto* standard for measuring web site accessibility.

None of the methods in this assessment involve testing with real users, but rather provide a structured evaluation of the site with reference to a set of recognised 'best practice' principles for accessible design. This approach quickly reveals the outstanding accessibility defects in the site in a more thorough and systematic way than usability testing with disabled subjects could possibly do. Thus Edinburgh Inspiring Capital Brand can get the feedback they need quickly and cost effectively.

## 4. Findings

This section presents every WAI checkpoint (including all of Priority 1, Priority 2 and Priority 3) and it indicates the status of the pages with regards to passing or failing each checkpoint. Each checkpoint is organised in numerical order and grouped in relation to what aspect of web development the checkpoint relates to, e.g. use of tables, forms, navigation, etc.

The following scoring system was used to indicate the status of Edinburgh Inspiring Capital Brand pages with regards to each checkpoint:

<b>Pass</b>	<b>The site meets the requirements of the checkpoint.</b>
<b>Nearly</b>	The site almost meets the requirements of the checkpoint. Only a small number of minor problems were identified.
<b>Fail</b>	The site fails to meet the requirements of the checkpoint and severe accessibility issues were identified.
<b>N/A</b>	No content was found on the site to which the checkpoint would relate.

<b>WAI Checkpoints - Priority 1</b>	
<b>In General (Priority 1)</b>	<b>Status</b>
1.1 Provide a text equivalent for every non-text element (e.g., via "alt", "longdesc", or in element content).	Nearly
2.1 Ensure that all information conveyed with colour is also available without colour, for example from context or mark-up.	N/A
4.1 Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions).	N/A
6.1 Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document.	Pass
6.2 Ensure that equivalents for dynamic content are updated when the dynamic content changes.	N/A
7.1 Until user agents allow users to control flickering, avoid causing the screen to flicker.	N/A
14.1 Use the clearest and simplest language appropriate for a site's content.	Pass
<b>Use of images and image maps (Priority 1)</b>	<b>Status</b>
1.2 Provide redundant text links for each active region of a server-side image map.	N/A
9.1 Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.	N/A
<b>Use of tables (Priority 1)</b>	<b>Status</b>
5.1 For data tables, identify row and column headers.	Pass
5.2 For data tables that have two or more logical levels of row or column headers, use mark-up to associate data cells and header cells.	N/A
<b>Use of frames (Priority 1)</b>	<b>Status</b>
12.1 Title each frame to facilitate frame identification and navigation.	N/A
<b>Use of applets and scripts (Priority 1)</b>	<b>Status</b>
6.3 Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.	Nearly
<b>Use of multimedia (Priority 1)</b>	<b>Status</b>
1.3 Until user agents can automatically read aloud the text equivalent of a visual	N/A

track, provide an auditory description of the important information of the visual track of a multimedia presentation.	
1.4 For any time-based multimedia presentation (e.g., a movie or animation), synchronize equivalent alternatives (e.g., captions or auditory descriptions of the visual track) with the presentation.	N/A
<b>And if all else fails (Priority 1)</b>	<b>Status</b>
11.4 If, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page.	N/A

<b>WAI Checkpoints - Priority 2</b>	
<b>In General (Priority 2)</b>	<b>Status</b>
2.2 [Images] Ensure that foreground and background colour combinations provide sufficient contrast when viewed by someone having colour deficits or when viewed on a black and white screen. [Priority 2 for images, Priority 3 for text].	Fail
3.1 When an appropriate mark-up language exists, use mark-up rather than images to convey information.	Pass
3.2 Create documents that validate to published formal grammars.	Nearly
3.3 Use style sheets to control layout and presentation.	Pass
3.4 Use relative rather than absolute units in mark-up language attribute values and style sheet property values.	Pass
3.5 Use header elements to convey document structure and use them according to specification.	Fail
3.6 Mark up lists and list items properly.	Pass
3.7 Mark up quotations. Do not use quotation mark-up for formatting effects such as indentation.	Nearly
6.5 Ensure that dynamic content is accessible or provide an alternative presentation or page.	N/A
7.2 Until user agents allow users to control blinking, avoid causing content to blink (i.e., change presentation at a regular rate, such as turning on and off).	N/A
7.4 Until user agents provide the ability to stop the refresh, do not create periodically auto-refreshing pages.	N/A
7.5 Until user agents provide the ability to stop auto-redirect, do not use mark-up to redirect pages automatically. Instead, configure the server to perform redirects.	N/A
10.1 Until user agents allow users to turn off spawned windows, do not cause pop-ups or other windows to appear and do not change the current window without informing the user.	Nearly
11.1 Use W3C technologies when they are available and appropriate for a task and use the latest versions when supported.	Pass
11.2 Avoid deprecated features of W3C technologies.	Pass
12.3 Divide large blocks of information into more manageable groups where natural and appropriate.	Nearly
13.1 Clearly identify the target of each link.	Fail
13.2 Provide metadata to add semantic information to pages and sites.	Fail
13.3 Provide information about the general layout of a site (e.g., a site map or table of contents).	Pass
13.4 Use navigation mechanisms in a consistent manner.	Fail

<b>Use of tables (Priority 2)</b>	<b>Status</b>
5.3 Do not use tables for layout unless the table makes sense when linearized. Otherwise, if the table does not make sense, provide an alternative equivalent (which may be a linearized version).	Pass
5.4 If a table is used for layout, do not use any structural mark-up for the purpose of visual formatting.	Pass
<b>Use of frames (Priority 2)</b>	<b>Status</b>
12.2 Describe the purpose of frames and how frames relate to each other if it is not obvious by frame titles alone.	N/A
<b>Use of forms (Priority 2)</b>	<b>Status</b>
10.2 Until user agents support explicit associations between labels and form controls, for all form controls with implicitly associated labels, ensure that the label is properly positioned.	Fail
12.4 Associate labels explicitly with their controls.	Fail
<b>Use of applets and scripts (Priority 2)</b>	<b>Status</b>
6.4 For scripts and applets, ensure that event handlers are input device-independent.	Pass
7.3 Until user agents allow users to freeze moving content, avoid movement in pages.	Pass
9.2 Ensure that any element that has its own interface can be operated in a device-independent manner.	Pass
9.3 For scripts, specify logical event handlers rather than device-dependent event handlers.	Pass

<b>WAI Checkpoints - Priority 3</b>	
<b>In General (Priority 3)</b>	<b>Status</b>
4.2 Specify the expansion of each abbreviation or acronym in a document where it first occurs.	Nearly
4.3 Identify the primary natural language of a document.	Pass
9.4 Create a logical tab order through links, form controls, and objects.	Pass
9.5 Provide keyboard shortcuts to important links (including those in client-side image maps), form controls, and groups of form controls.	Pass
10.5 Until user agents (including assistive technologies) render adjacent links distinctly, include non-link, printable characters (surrounded by spaces) between adjacent links.	Pass
11.3 Provide information so that users may receive documents according to their preferences (e.g., language, content type, etc.)	N/A
13.5 Provide navigation bars to highlight and give access to the navigation mechanism.	Pass
13.6 Group related links, identify the group (for user agents), and, until user agents do so, provide a way to bypass the group.	N/A
13.7 If search functions are provided, enable different types of searches for different skill levels and preferences.	Pass
13.8 Place distinguishing information at the beginning of headings, paragraphs, lists, etc.	Pass
13.9 Provide information about document collections (i.e. documents comprising multiple pages.).	N/A
13.10 Provide a means to skip over multi-line ASCII art.	N/A
14.2 Supplement text with graphic or auditory presentations where they will facilitate comprehension of the page.	N/A
14.3 Create a style of presentation that is consistent across pages.	Pass

Use of Images and image maps (Priority 3)	Status
1.5 Until user agents render text equivalents for client-side image map links, provide redundant text links for each active region of a client-side image map.	N/A
Use of Tables (Priority 3)	Status
5.5 Provide summaries for tables.	Pass
5.6 Provide abbreviations for header labels.	N/A
10.3 Until user agents (including assistive technologies) render side-by-side text correctly, provide a linear text alternative (on the current page or some other) for all tables that lay out text in parallel, word-wrapped columns.	N/A
Use of Forms (Priority 3)	Status
10.4 Until user agents handle empty controls correctly, include default, place-holding characters in edit boxes and text areas.	N/A

## 5. Issues and Recommendations

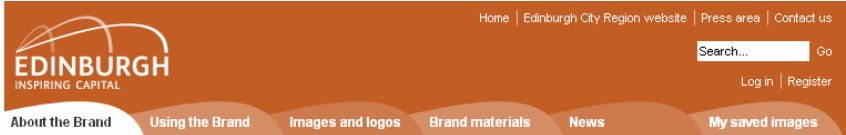

Accessibility comments are classified in one of three categories shown below. The distinctions between these are not strict, and should be interpreted as such.

Category	Definition
<b>H</b>	<b>High severity problem:</b> a problem that either will prevent users with certain disabilities or browsing set-ups from being able to access information or functionality, or a less severe problem that due to location and frequency is such that browsing by a disabled person will be compromised to such an extent that they are likely to give up using the site.
<b>M</b>	<b>Medium severity problem:</b> a problem that is likely to significantly hinder, but not prevent, users with certain disabilities or browsing set-ups from accessing information or functionality.
<b>L</b>	<b>Low severity problem:</b> a problem that is likely to hinder to some extent users with certain disabilities or browsing set-ups from accessing information or functionality.

## 6.1 General

No.	Accessibility Issue	Category	WCAG
6.1.1	<p><b>No accessibility statement present:</b> No accessibility statement is present on the site. Some information regarding supported browsers and other aspects is provided in the 'About' page, however this is not a replacement for a high quality accessibility statement. A good accessibility statement should provide users with information on browser support, access keys (if present) and how to resize text across a number of different browsers.</p> <p><b>Recommendation:</b> Provide an accessibility statement on the site. Ideally, the link to this accessibility statement should be near the start of the page and early in the logical keyboard tab order. Many disabled site visitors initially visit the accessibility statement before browsing the site. A good example of an accessibility statement can be found on the Scottish Widows site:-</p> <p><a href="http://www.scottishwidows.com/about_us/serving_our_customers/accessibility.html">http://www.scottishwidows.com/about_us/serving_our_customers/accessibility.html</a></p>	<b>L</b>	<b>N/A</b>

## 6.2 Images and Colour

No.	Accessibility Issue	Category	WCAG
6.2.1	<p><b>Low contrast text/background colour scheme:</b> Across the site there are numerous examples of foreground and background colour combinations which do not provide the required colour contrast. A good example is the 'About The Brand' page which has particular colour contrast issues in the header navigation bar.</p>  <p>With the exception of the 'About the Brand' link on the left hand side of the navigation bar, all the other tabs fail the colour contrast ratio by a considerable margin.</p> <p><b>Recommendation:</b> Both WCAG 1.0 and 2.0 highlight this as an issue. WCAG 2.0 (<a href="http://www.w3.org/TR/2006/WD-WCAG20-20060427/guidelines.html#visual-audio-contrast">http://www.w3.org/TR/2006/WD-WCAG20-20060427/guidelines.html#visual-audio-contrast</a>) provides a more usable metric for analysing colour combinations, recommending that the level 2 success criteria is represented by a luminosity contrast ratio of at least 5:1 and the level 3 success criteria by 10:1.</p> <p>Avoid, where possible, low contrast foreground and background colour schemes. Different colour combinations should be introduced to increase the contrast ratio in these sections. Luminosity ratio can be tested using online tools such as Juicy Studio: Luminosity Contrast Ratio Analyser (<a href="http://juicystudio.com/services/luminositycontrastratio.php">http://juicystudio.com/services/luminositycontrastratio.php</a>). They also have a plug in available for Firefox to analyse colour combinations (<a href="http://juicystudio.com/services.php#firefox">http://juicystudio.com/services.php#firefox</a>).</p> <p>Also avoid potentially problematic colour combinations such as blue/red and green/red.</p>	M	P2: 2.2
6.2.2	<p><b>Missing alternative text for images:</b> A number of images on the homepage are set as background images and as such lacked alternative text. It is tempting to consider all images which do not add any information to the page as decorative images and as such, only provide null alternative text (alt="") for these types of images or display them as background images.</p> <p>However, "decorative image" is generally a term used to describe such elements as rounded corners, motifs and artistic element rather than actual photographs.</p>  <p><b>Recommendation:</b> Regardless of whether these images are considered decorative or not, it may be better to present them as foreground images with the relevant alternative text.</p> <p>From our own experience we have found from testing that many blind users actually prefer a page to have images as it both breaks up the audible flow of the page and allows the blind user to experience the site in the same way as sighted users.</p>	L	P1: 1.1

6.2.3

**Inappropriate alternative text for images:** Various images across the site did not have appropriate alternative text. The site logo has NULL alt text, whereas proper alternative text would provide much greater information for the user.




The 'Brand Adopter' page contains a number of logos of various companies who are using the brand. The company logos have NULL alt text where again, alt text describing who the logo relates to would be more informative for non-visual browsers.



On the 'Why Inspiring Capital' page, the Edinburgh Inspiring Capital logo in the top right hand corner of the page has the somewhat confusing alternative text of 'Door Vinyl'.


L

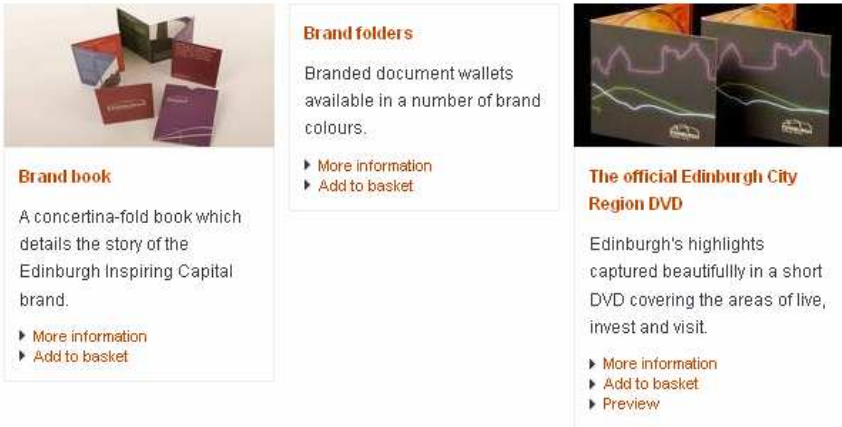
P1: 1.1

	 <p><b>Recommendation:</b> Certainly for logos, alternative text should be provided. For example, for the main site logo, the alternative text should be along the lines of 'Edinburgh Inspiring Capital'. On the 'Brand Adopter' page, alternative text should reflect the name of the company and the fact that the image is a logo so for example "Arts and Business Scotland Logo" would be good alternative text.</p> <p>With regards to the Inspiring Capital logo on the 'Why Inspiring Capital' page, this seems to be one of a selection of images which are meant to represent a physical product (such as in this case a door vinyl), however the nature of the product really doesn't come across too clearly in the image, resulting in the alternative text appearing confusing, even to the sighted users. It may be worth considering more straightforward or even better, more explanatory alternative text such as "Door vinyl of Edinburgh Inspiring Capital Logo".</p>		
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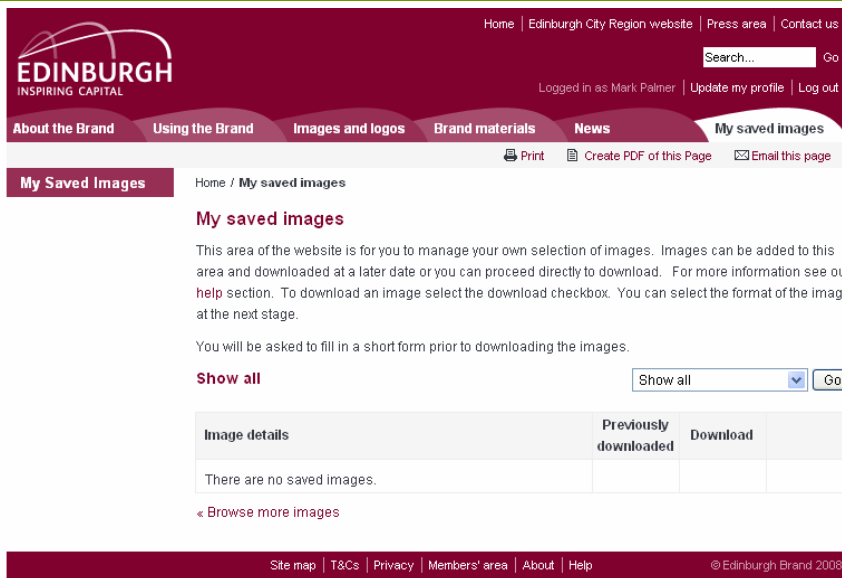
### 6.3 Navigation

No.	Accessibility Issue	Category	WCAG
6.3.1	<p><b>Links which are not clearly identifiable as hyperlinks:</b> Users need to be able to differentiate between hyperlinked and non-hyperlinked text. This becomes very difficult when the same style is used for both, such as is the case on the 'Terms and Conditions' page.</p> <p>On this page there are non link headings such as the 'General Terms and Conditions' heading below:</p> <p><b>General terms and conditions of use</b></p> <p><b>Accuracy of information</b></p> <p>We do our best to ensure that all information on this Site is accurate. If you believe an be inaccurate, please let us know and where we agree with you, we will correct it as s However, we make no representations that any of the information on this Site is in fac up-to-date or complete, and accept no responsibility for any loss or damage caused l incompleteness of the information on this Site. It is the responsibility of users of this : .....</p> <p>There are also hyperlinked headings such as the three headings in the image below:</p> <p>If any of these Terms and Conditions is held to be invalid or unenforceable by any court having authority to determine such issues, the remaining provisions of these Terms and Conditions will not be affected, and accordingly will remain in full force and effect.</p> <p>You may not assign or transfer your rights under these Terms and Conditions.</p> <p><b>Privacy Policy</b></p> <p><b>Photography usage - terms and conditions</b></p> <p><b>Further information</b></p> <p>As can be seen from the examples above, both links and non-links are styled identically and the only way a user can tell which is a link and which is not is by actually hovering over the text.</p> <p><b>Recommendation:</b> Ensure that hyperlinks are easily distinguishable from non-link text. Standard convention usually suggests that</p>	M	P2: 13.4

	<p>hyperlinks should be underlined, however this is not a hard and fast rule and as long as hyperlinks are clearly recognisable and presented consistently across the site then there is no need to adhere to this convention. Do not represent hyperlink and non-hyperlink text in the same style.</p>		
<p>6.3.2</p>	<p><b>New window which opens without warning:</b> The 'guidelines' link on the 'Brand Guidelines' page opens a new window without warning the user that this is going to happen.</p>  <p>This may cause confusion for some users. Since the page shown in the new window is the first in the 'History' list of the new browser window, the Back button no longer works. This may confuse users who cannot see that a new window has opened, including screen reader users, screen magnification users or other users of low-resolution browsing set-ups. Users with visual impairments that restrict the field of vision and thus can only view part of the screen, or may be unaware that it has happened will also be similarly affected.</p> <p><b>Recommendation:</b> Preferably avoid opening destination pages in a new browser window, but where doing so aids usability, warn the user <b>within the hyperlink text</b>, e.g. Guidelines (opens in a new browser window), that it will result in a new browser window being opened. This is particularly important if the link in question leads to an external web site.</p>	<p>M</p>	<p>P2: 10.1, 13.1, 13.4</p>
<p>6.3.3</p>	<p><b>Multiple hyperlinks with same link text:</b> Within the 'Brand Materials' pages there are a number of sub-sections (e.g. Promotional Materials) which provide a list of materials which can be ordered. On these pages there are numerous instances of hyperlinks which are not unique. In this case, there are multiple links for 'More Information' and 'Add to basket'. As there are multiple examples of each, this can be confusing for users. Links with identical link text but different destinations can be confusing for users who are browsing using a non-visual medium.</p> <p>Screen reader users often initially listen only to the hyperlinks on a page, before listening to the full page content, in order to quickly gain an idea of where they can go from the current page. But if link text does not indicate the destination page, this technique becomes ineffective.</p>	<p>M</p>	<p>P2: 13.1</p>

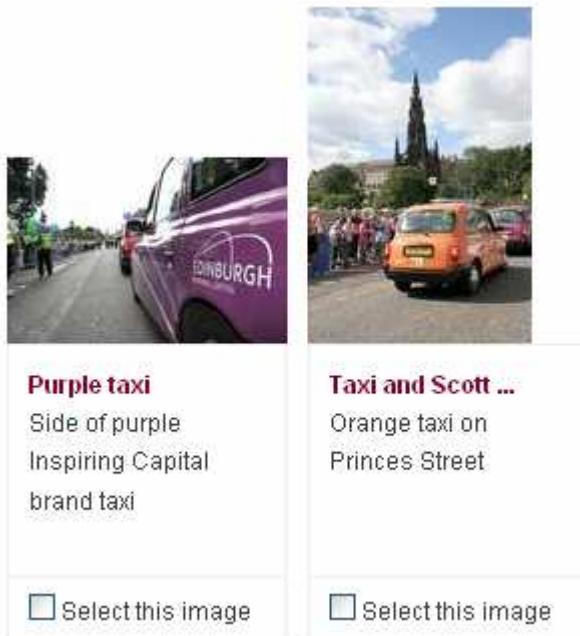
	 <p><b>Brand folders</b> Branded document wallets available in a number of brand colours.</p> <ul style="list-style-type: none"> <li>▶ More information</li> <li>▶ Add to basket</li> </ul> <p><b>Brand book</b> A concertina-fold book which details the story of the Edinburgh Inspiring Capital brand.</p> <ul style="list-style-type: none"> <li>▶ More information</li> <li>▶ Add to basket</li> </ul> <p><b>The official Edinburgh City Region DVD</b> Edinburgh's highlights captured beautifully in a short DVD covering the areas of live, invest and visit.</p> <ul style="list-style-type: none"> <li>▶ More information</li> <li>▶ Add to basket</li> <li>▶ Preview</li> </ul> <p><b>Recommendation:</b> Ensure that hyperlinks display different link text where they refer to separate content items. If after all efforts, you still require to use the same link text to refer to different resources then you must ensure that each link uses different 'title' attributes to differentiate between the links.</p> <p>Merely adding a title is not the best solution to this issue however, as the title attribute is not read by default and depends on the users personal settings within their screenreader. It is definitely better to provide unique hyperlink text.</p>		
<p>6.3.4</p>	<p><b>Two links which are combined into one single link:</b> There is a bug on the 'About' page which has resulted in the 'Downloads' and 'Contact Us' links being joined as a single link. Whilst not an accessibility error as such, this would be potentially confusing for anyone wanting to jump to either of these sections of the page.</p> <p><b>Contents</b></p> <ul style="list-style-type: none"> <li>Navigation</li> <li>Site structure</li> <li>Site map</li> <li>Search</li> <li>Design and browser support</li> <li>Downloads</li> <li>Contact us.</li> </ul> <p><b>Recommendation:</b> Separate these links into two separate links as was obviously originally intended.</p>	<p>L</p>	<p>N/A</p>
<p>6.3.5</p>	<p><b>Lack of internal page navigation:</b> On the 'About' page, there are a number of links (see 6.3.4 above). However, there are no 'back to top' links to allow the user to navigate back to the top of the page after they have jumped down the page.</p> <p><b>Contents</b></p> <ul style="list-style-type: none"> <li>Navigation</li> <li>Site structure</li> <li>Site map</li> <li>Search</li> <li>Design and browser support</li> <li>Downloads</li> <li>Contact us.</li> </ul>	<p>L</p>	<p>P2: 12.3, P3: 13.6</p>

	<p><b>Recommendation:</b> Provide 'back to top' links at the end of each of the jump link sections, taking the user back up to the top of the in-page link menu. A good example of this functionality in use can be found on the 'Food Standards Agency' website:-  <a href="http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg">http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg</a></p>		
<p>6.3.6</p>	<p><b>Images not clickable links:</b> On the 'Images and Logos' page, none of the images used to represent the image categories are clickable and instead, links beneath the images are used to navigate to the relevant section. Whilst not an accessibility issue as such, making these images into clickable hyperlinks would aid both usability and accessibility, particularly for disability groups such as the motor impaired who would benefit greatly from having an increased clickable area to work with.</p> <div data-bbox="245 651 1107 1406"> <p>The image shows a 3x3 grid of image categories. Each category has a representative image and a caption below it:</p> <ul style="list-style-type: none"> <li>Recently added: A crowd of people in front of a classical building.</li> <li>Brand logos: The Edinburgh Inspiring Capital logo on a purple background.</li> <li>Lines of influence: A white line graphic on a red background.</li> <li>Logos for web: The Edinburgh Inspiring Capital logo on a blue background.</li> <li>Abstract &amp; detailed: A close-up of a blue textured surface.</li> <li>Buildings &amp; skylines: A view of a city skyline with a classical building.</li> <li>People &amp; lifestyle: A woman sitting on a red sofa talking to a man.</li> <li>Festival &amp; events: A group of people in red costumes performing.</li> <li>Landscapes: A coastal scene with a boat and a lighthouse.</li> </ul> </div> <p><b>Recommendation:</b> Make the images into clickable hyperlinks which would allow users to navigate through to the relevant sections within the image library, thus providing users with motor impairment a larger clickable area.</p> <p>If possible, embed the image as part of the respective hyperlink to avoid duplicating the links.</p>	<p>L</p>	<p>P2: 13.4</p>
<p>6.3.7</p>	<p><b>Recursive links:</b> Navigation links remained active at all times, even when shown on the relevant destination page.</p> <p>This can cause great confusion and uncertainty, particularly amongst screen reader users, who on following the link may be uncertain as to whether they have reached their intended destination when they then hear the link again.</p> <p>This issue is common across the site. In the example below, the user is on the 'My Saved Images' page, however the 'My Saved Images' link is still active and clickable in the top navigation menu.</p>	<p>L</p>	<p>P2: 13.4</p>



**Recommendation:** For all links, ensure links are deactivated when displayed on the relevant destination page.

6.3.8 **Abbreviated hyperlink text:** When using the image search function, image results are returned with any relevant images being displayed in a box with the associated description as link text beneath. As a result of the physical confines of the box, certain descriptions are either abbreviated or cut off. This may cause issues for screen reader users as an abbreviated or cut off word may not make as much sense when read out in a screen reader as it will not be immediately apparent to the screen reader user that this is indeed an abbreviation.


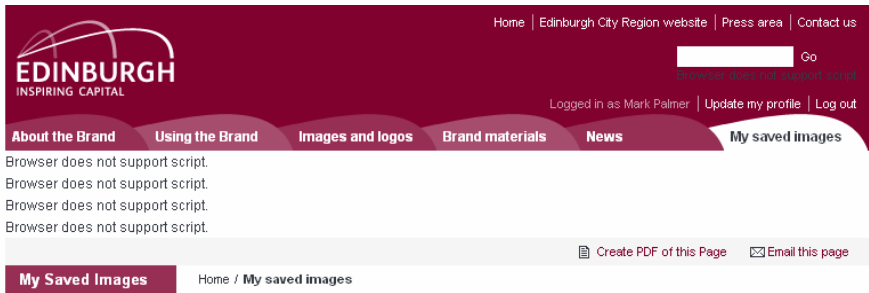



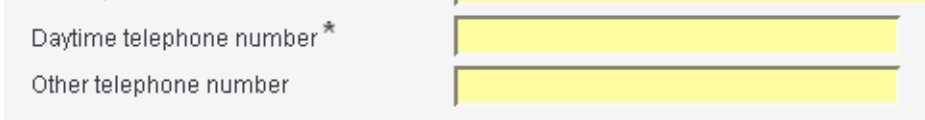
**Recommendation:** Be very careful with abbreviated descriptions. If these abbreviated titles are created solely by for example displaying only the first x number of characters then consider implementing a different method of abbreviation such as providing each image with a preset abbreviated form of the title when adding it to the database. One other method would be to use the xhtml standard abbreviation tag <abbr> to expand abbreviations. Whilst most screen readers do not access this information by default, the option is there for users to access it if required.

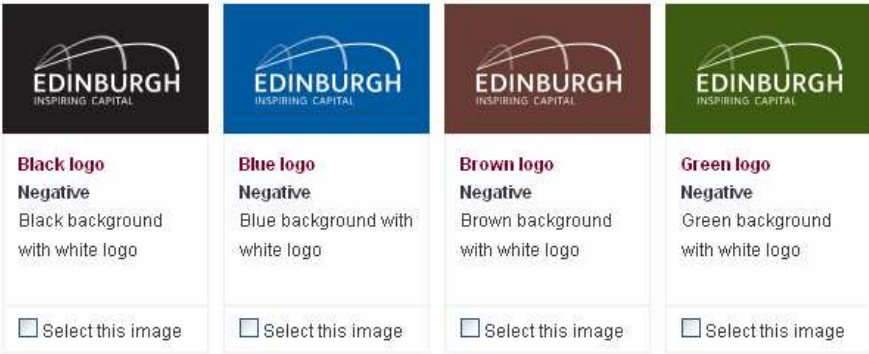

L P2: 13.1

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## 6.4 Scripts and Forms

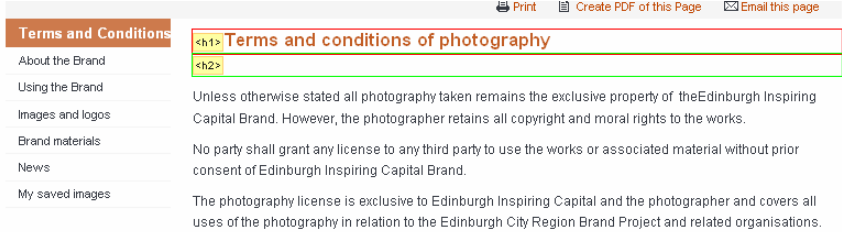
No.	Accessibility Issue	Category	WCAG
6.4.1	<p><b>Error messages not optimised for non-visual browsers:</b> Error messages are not always optimised for those users who are browsing non-visually. An error on the login page for instance results in the error message appearing above the e-mail field. Screen reader users will not hear the error messages at the beginning of the form and may be left with the impression that the form hasn't submitted at all, rather than there being errors in the form. There is a 'Required' indicator which appears after any required form fields which have not been completed and again, users will not be aware of this until AFTER they have listened to the field again.</p>  <p><b>Recommendation:</b> Ensure that error messages are displayed at the very top of the form – in this case above the 'Log In' heading. Provide details of why the form submission and what was incorrect in what fields in addition to indicating the nature of the error next to the field itself.</p>	H	N/A
6.4.2	<p><b>Error message when scripting disabled:</b> On the 'My Saved Images' page, disabling JavaScript and selecting an image to download results in a confusing and repetitive error message when the 'proceed' button is pressed. It appears this error message has been implemented to draw the user's attention to the fact that their browser has JavaScript support disabled or removed. However, to most browsers this error message will be meaningless. Furthermore, for screen reader users this message will repeat itself four times prior to the form and three times afterwards, causing greater confusion.</p>  <p><b>Recommendation:</b> Remove this error message from the page as it provides no benefit to the user whatsoever. As the form seems to continue to allow submissions whilst JavaScript is disabled, the reason for this error message being used is unknown.</p>	M	P1: 6.3 P2: 6.4, 8.1, 9.2, 9.3

<p>6.4.3</p>	<p><b>Form components lacking explicit labels:</b> The filter field on the 'My Saved Images' page is lacking an underlying &lt;label&gt; element in the page markup.</p> <p>Users of text-to-speech devices may have particular difficulty in understanding complex forms, and erroneous data input may occur when it is not clear to them what information is required by a particular field. When labels are associated with controls, using the HTML &lt;label&gt; element, screen reading technology can report this association, thus aiding understanding.</p> <p><b>h1</b> My saved images</p> <p>This area of the website is for you to manage your own selection of images. Images can be added to this area and downloaded at a later date or you can proceed directly to download. For more information see our <b>help</b> <b>title</b> section. To download an image select the download checkbox. You can select the format of the image at the next stage.</p> <p>You will be asked to fill in a short form prior to downloading the images.</p> <p><b>h2</b> Show all</p>  <p><b>Recommendation:</b> Presumably, this field was not provided with a label because one was not required for display purposes. Ultimately though, a label still needs to be applied even if the label itself will not display visually. This aids screen readers. In order to prevent the label from displaying it should be hidden using the CSS {display: none;} property.</p>	<p><b>M</b></p>	<p><b>P2: 10.2 12.4</b></p>
<p>6.4.4</p>	<p><b>Orphaned form label:</b> There are 'orphaned' form labels on the 'Register' page. Both the 'Daytime Telephone Number' and the 'Other Telephone Number' field have these orphaned labels. As a result of this, the associated fields are lacking actual label associations so the impact is double. This issue is caused by the label 'for' attribute not matching the fields 'id' attribute.</p>  <p><b>Recommendation:</b> Change the field 'id' attribute or the label 'for' attribute so they match each other. This will remove the issue of the orphaned label and the label-less field.</p>	<p><b>M</b></p>	<p><b>P2: 10.2 12.4</b></p>
<p>6.4.5</p>	<p><b>Multiple form elements with same label text:</b> There are a number of form elements which have the same label text of 'select this image'. This is common throughout the 'Images and Logos' section of the site.</p>	<p><b>L</b></p>	<p><b>P2: 10.2, 12.4</b></p>

	 <p><b>Black logo Negative</b> Black background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Blue logo Negative</b> Blue background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Brown logo Negative</b> Brown background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Green logo Negative</b> Green background with white logo</p> <p><input type="checkbox"/> Select this image</p>  <p><b>Ochre logo Negative</b> Ochre background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Orange logo Negative</b> Orange background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Purple logo Negative</b> Purple background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p><b>Red logo Negative</b> Red background with white logo</p> <p><input type="checkbox"/> Select this image</p> <p>Screen reader users in form mode may navigate directly from form field to form field, skipping the surrounding text. As a result, the context of the checkbox and its label may be lost and users will not be able to distinguish between them.</p> <p><b>Recommendation:</b> Labels should be unique as far as is reasonably possible. This may not be practical in all cases, however in the example above it would be entirely feasible to change the labels to be more specific e.g. 'Select Ochre Logo Image'.</p>		
<p>6.4.6</p>	<p><b>Required field indicator not explained:</b> Asterisks are displayed next to fields on the 'Contact Us' form but no explanation is given as to the meaning of the asterisks. Whilst asterisks have become an accepted indicator of a required field in web forms, it is always good practise to advise users of the meaning of the asterisks and of any other symbols used within a web form.</p>	<p>L</p>	<p>N/A</p>

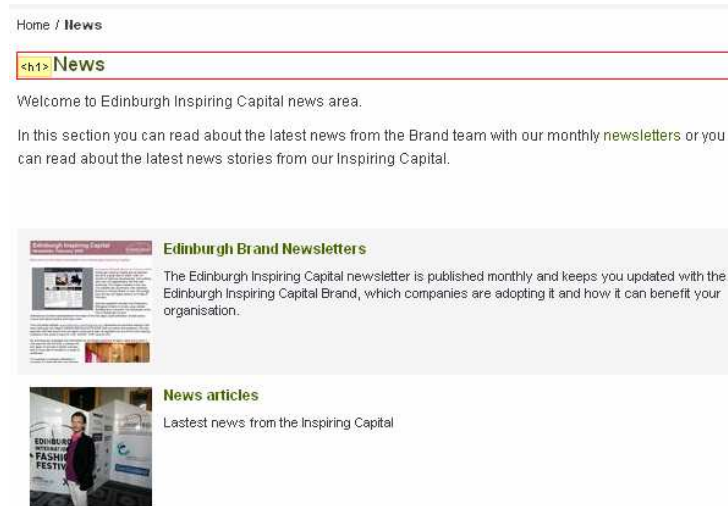
	<p><b>Contact us</b></p> <p>Please use the form below to:</p> <ul style="list-style-type: none"> <li>• provide feedback on this website</li> <li>• enquire about advertising opportunities on this website</li> <li>• enquire about getting listed on this website or becoming a case study</li> <li>• ask general enquires about the Edinburgh Inspiring Capital Brand</li> <li>• enquire about the terms and conditions of this website</li> <li>• enquire about how you can help promote Edinburgh Inspiring Capital.</li> </ul> <p>Name* <input type="text"/></p> <p>E-mail Address* <input type="text"/></p> <p>Organisation <input type="text"/></p> <p>Phone Number <input type="text"/></p> <p>Message* <input type="text"/></p> <p><input type="button" value="Submit"/></p> <p><b>Recommendation:</b> As is the case in other forms within the site, provide instruction at the top of the form as to the relevance of the asterisks.</p>		
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## 6.5 Structure and layout

No.	Accessibility Issue	Category	WCAG
6.5.1	<p><b>Lack of HTML structural mark-up:</b> HTML structural markup conventions were not observed throughout many pages of the site. Whilst visually it was clear that information on pages was displayed with headings, subheadings and text underneath, this was not always reflected in the underlying HTML mark-up.</p> <p>On the 'Terms and Conditions' page there is an empty level 2 heading element.</p>  <p>On many other pages (e.g. the 'Using the brand' page) there are images which are embedded in level 2 headings which is not necessary and leads to a false structure, particularly for screen reader users who have hot keys allowing them to jump from heading to heading.</p>	M	<p><b>P2:3.5, 3.6, 12.3</b> <b>P3:13.8</b></p>




There were also some missed opportunities to use headings, such as the 'News' page where a level 1 heading was declared but no level 2 headings where 'News articles' for example would have been a good use of a level 2 heading).



**Recommendation:** Use correctly nested HTML heading elements to identify headers, and use CSS to style these elements. Do not embed images within headings.

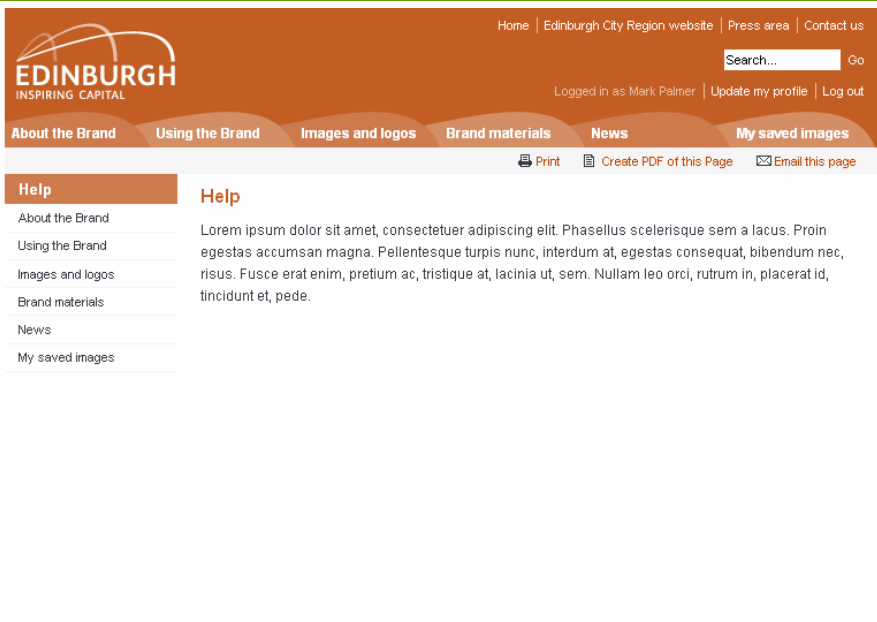
<p>6.5.3</p>	<p><b>Pages written in code that do not validate to HTML standards:</b> A number of pages in the site failed to validate successfully against the declared version of HTML (e.g. the 'Using the Brand' page), when passed through the W3C Markup Validation Service.</p> <p>Pages written in HTML that do not validate to accepted standards are more likely to cause problems for a variety of browsing technologies. As popular browsers move towards a higher level of standards compliance, there is an increased chance that pages that are not written to standards will fail to display or function correctly when viewed by the majority of site visitors.</p> <p><b>Recommendation:</b> Using a validation tool such as the W3C's Markup Validation Service, check each page for valid code, and correct any reported instances of invalid HTML.</p>	<p>L</p>	<p>P2: 3.2</p>
<p>6.5.4</p>	<p><b>Pages written in code that does not validate to CSS standards:</b> A number of pages in the site failed to validate successfully for correct CSS (e.g. the 'Using the Brand' page), when passed through the W3C CSS Validation Service.</p> <p>Pages written in CSS that do not validate to accepted standards</p>	<p>L</p>	<p>P2: 3.2</p>

	<p>are more likely to cause problems for a variety of browsing technologies. As popular browsers move towards a higher level of standards compliance, there is an increased chance that pages that are not written to standards will fail to display or function correctly when viewed by the majority of site visitors.</p> <p><b>Recommendation:</b> Using a validation tool such as the W3C's CSS Validation Service, check each page for valid code, and correct any reported instances of invalid CSS.</p>		
<p>6.5.5</p>	<p><b>No metadata:</b> Pages did not provide meta-information about the page and site content. This means that some browsing technologies will be denied the ability to access this information and display pages or offer functionality based on the information provided as metadata.</p> <p>Metadata can be used provide useful information about a page and the site in which it belongs, and can also be used to help aid search engine indexing of the page.</p> <p><b>Recommendation:</b> Provide metadata on all pages, but at least the Edinburgh Inspiring Capital Brand home page and other key pages.</p>	<p>L</p>	<p>P2: 13.2</p>
<p>6.5.6</p>	<p><b>Uninformative page titles:</b> On more or less every page, the page title is not at all informative as to where the user is within the site and more importantly which site they are even on.</p> <p>Most screen reader users rely on the page title for orientation and an uninformative page title makes it much more difficult for them to ascertain where they are within the site.</p>  <p><b>Recommendation:</b> Provide page titles which are informative, and which provide details of the page as well as the actual site. For instance, the home page could be provided with a more informative heading such as 'Edinburgh Inspiring Capital Brand. Home page.'</p>	<p>L</p>	<p>N/A</p>
<p>6.5.7</p>	<p><b>Blockquotes not marked up correctly:</b> On the 'Testimonials' page there are a number of quotes which are not marked up as blockquote elements.</p>	<p>L</p>	<p>P2: 3.7</p>

	<p>Home / Using the Brand / <b>Testimonials about the Brand</b></p> <h2>Testimonials about the Edinburgh Inspiring Capital Brand</h2> <p><b>!</b> "A strong brand image is important to Edinburgh City Region to unify the diverse sectors of the capital and define the values against which Edinburgh can be measured."</p> <p><b>!!</b> <b>Gordon Drummond, General Manager, Harvey Nichols.</b></p> <p>"We believe working closely with Edinburgh Inspiring Capital will consolidate our position as one of Edinburgh's leading business tourism destinations."</p> <p><b>!!</b> <b>The Point Hotel, Edinburgh</b></p> <p>"The team at Edinburgh Inspiring Capital were great at helping us to come up with an innovative solution to dress the cruise liner terminal in Leith."</p> <p><b>!!</b> <b>Forthports</b></p> <p>"We have been enthusiastic supporters of the Edinburgh Inspiring Capital Brand from the start. When we devised our own corporate identity we incorporated the Brand colour palette and even adapted its strap line."</p> <p><b>Recommendation:</b> Whilst it is not imperative that quotes are marked up as blockquotes, it is always recommended to use the correct xhtml/html markup where available to aid understanding across devices and browsers.</p>		
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## 6.6 Multimedia

No.	Accessibility Issue	Category	WCAG
6.6.1	<b>Video not displaying and no transcript:</b> The video on the 'Help' page does not display. Furthermore, there is no transcript available for the movie meaning that any deaf users would not be able to comprehend the audio portion of the file..	<b>H</b>	<b>P1: 1.4</b>

	 <p>The screenshot shows the Edinburgh Inspiring Capital website. At the top, there is a navigation bar with links for Home, Edinburgh City Region website, Press area, and Contact us. A search bar is also present. Below the navigation bar, there are tabs for About the Brand, Using the Brand, Images and logos, Brand materials, News, and My saved images. A 'Help' section is highlighted, containing a list of links: About the Brand, Using the Brand, Images and logos, Brand materials, News, and My saved images. The main content area contains a 'Help' heading followed by a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus scelerisque sem a lacus. Proin egestas accumsan magna. Pellentesque turpis nunc, interdum at, egestas consequat, bibendum nec, risus. Fusce erat enim, pretium ac, tristique at, lacinia ut, sem. Nullam leo orci, rutrum in, placerat id, tincidunt et, pede.' Below this, there is another paragraph of placeholder text: 'Fusce in risus eget tellus sollicitudin scelerisque. Etiam eu sem. Nunc auctor. Praesent pede sem, gravida'.</p>		
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**Recommendation:** Ensure that all audio and video content functions as expected. Wherever audio or video content is provided, a synchronised text alternative should also be provided. Where this is not possible, at the very least an alternative text transcript providing a description of the content of the video should be offered.

## 6. Conclusion

The accessibility of the Edinburgh Inspiring Capital Brand website is fairly high and a good level of attention has clearly been given to the needs of disabled users. Some issues were uncovered though, mainly around the areas of colour contrast, form field labelling and navigation elements. Most of these issues are fairly straightforward to address.

The Edinburgh Inspiring Capital Brand site is very close to achieving Single A compliance and addressing the issues around alternative text and the error messages displayed when JavaScript is disabled would see the site very easily achieve single A compliance.

To go one step further and achieve AA compliance would require slightly more effort as this requires some considerable changes to colour schemes throughout the site which may conflict with corporate palette guidelines. Some of the more easily remedied Priority 2 requirements such as form labels etc could be implemented very quickly and every effort should be made to do this as soon as possible as forms are a notorious stumbling block for blind users in particular.

Overall the Edinburgh Inspiring Capital Brand site is fairly accessible. It should be borne in mind however that it's high level of accessibility is in part down to it's simple, primarily text and images nature. Further amendments which add interactive content, flash or Ajax functionality or any other form of Rich Internet Application could have an accessibility impact and careful consideration, evaluation and testing should be undertaken if and when this happens in order to maintain the level of accessibility currently in place.