



Qualitest Ensures Accessibility Compliance for Global Consumer Goods Website



Challenge

The client required proper accessibility testing.

Testing was necessary to make the website compliant with accessibility standards.



Solution

Professional testing and guidance on improvement.

Accessibility testing made the website WCAG 2 compliant and identified potential barriers.



Results

The client achieved the required compliance level.

The quick and cost-effective solution found 62 issues, including two severe ones.



As a consumer goods industry leader, the Client has a strong portfolio of well-known food and household products brands.

The Client houses leading brands responsible for influencing the day-to-day lives of millions. So, apart from the client's website being entirely functional, it also needs to be compliant with every guideline, to avert disruption in service and continue making lives better.

A Non-Compliant Website Would Lead to Hefty Fines

To be completely compliant with World Wide Web Consortium (W3C)'s Web Content Accessibility Guidelines (WCAG) 2.0, the global website of the Client required regular accessibility testing to avoid having to pay hefty fines.

The scope of testing included both manual and automation testing. The Client looked forward to the test analysis to derive knowledge as well as a thorough test report containing detailed information.

Accessibility testing, guaranteeing usability for every customer, was required to be conducted within a short period. This was essential to prevent being penalized and fined.

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The Test Approach: Both Automated and Manual Testing

The test strategy for automated testing included the use of the following tools:

- A-Checker
- Access Color
- Functional Accessibility Evaluator
- HERA
- Mozilla/ Firefox Accessibility Extension
- WDG HTML Validator and
- WAVE

Despite the use of the tools as mentioned above, Qualitest made sure every minute detail was monitored manually, as well.

The following manual test approach ensured a comprehensive test. The plan was to:

- Enable any plug-ins/extensions relevant to accessibility, available for the browsers used during testing.
- Document the concerns and observations relevant to accessibility after manually navigating the website under test.
- Apply optimum replication for specific impairment groups (e.g., getting rid of the mouse to replicate dexterity impairment, enhancing the size of screen text to replicate vision impairment, etc.)



- Utilize native accessibility features in the browser and operating system (e.g., screen readers, creen magnifiers, font magnification, etc.) where applicable.
- Use the accessibility features that Android and iOS devices include.

Professional Accessibility Testing Provided Prompt Results

Qualitest used the WCAG 2.0 as the foundation for testing to document the areas that stood as a hindrance between the client's website and its existing as well as prospective clients with disabilities.

Qualitest conducted tests on mobile devices as well as desktop, running on both Android and iOS operating systems. The test included the accessibility standards affecting the audio, video, and flash images.

Our team of accessibility testing experts took just two weeks from the time of commencement of testing to complete the project.

They documented the test results in a well-organized report that indicated both the areas that were compliant as well as non-compliant with WCAG 2.0.

The documentation also consisted of suggestions and prioritization with regards to the remediations. The report contained data about compliance with W3C's Web Content Accessibility Guidelines (WCAG) using:

- Tools
- Manual and exploratory testing
- Android Mobile, iOS Testing

Qualitest reported 64 defects and made recommendations in four significant areas.

These included highlighting active text, full navigation through the keyboard instead of the need for mouse usage, making descriptions clearer and detailed, and improving consistency on links and images.

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Key Benefits

- Qualitest provided accessibility review, including guidance on potential hindrances and required enhancements to conform to WCAG 2.0.
- The client achieved the right compliance level needed to avoid fines, along with an understanding of issues to be fixed first, to prevent blocking users from crucial functionalities.
- An offshore accessibility testing team identified 62 issues, 2 of which required instant attention.
- Apart from providing a quick and cost-efficient solution, Qualitest also provided consultancy assistance for a better accessibility testing strategy.

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