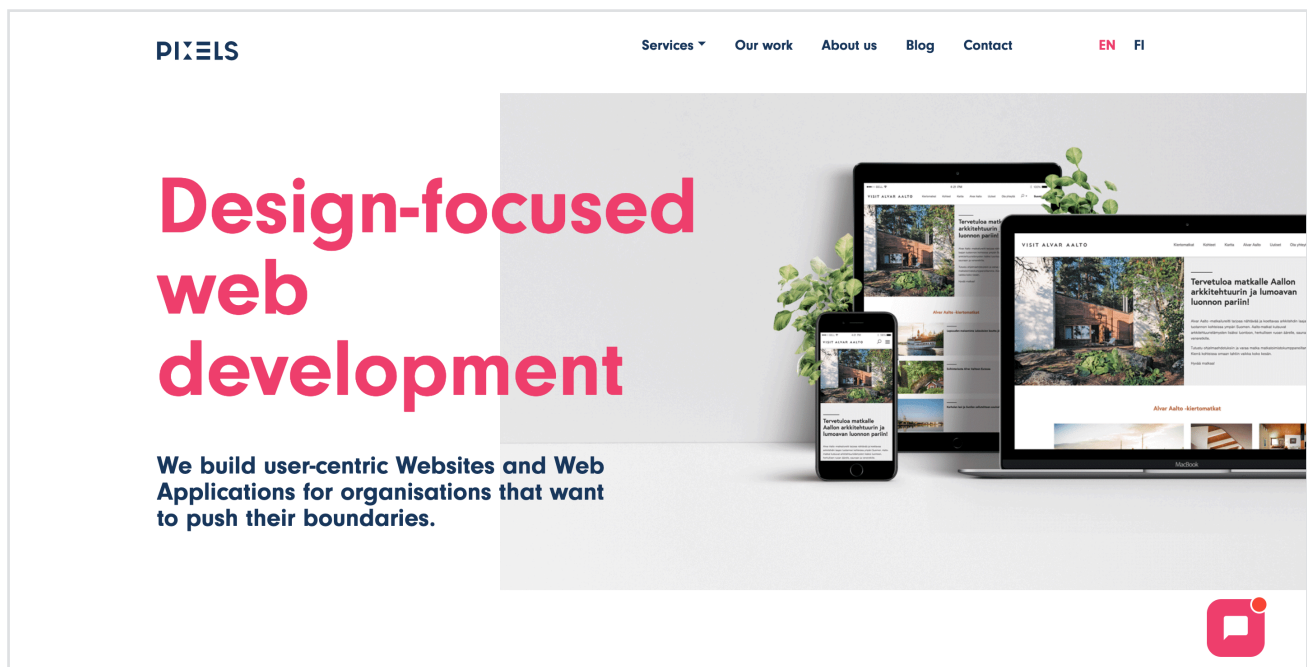


pixels.fi

Website Accessibility Audit

Evaluation conducted on 10.7.2019 by Alenka Kramer Turnšek



Content

1. Summary	2
2. Accessibility Evaluation Standards	3
3. Results	4
4. Failed guidelines and recommended actions	5
5. Detailed results	10
6. Evaluation process	14

1. Summary

This report describes the conformance of the **pixels.fi** 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 **pixels.fi** website **does not meet** WCAG 2.1, Conformance **Level AA**.

Detailed review results are available in Section 6 below. Resources for follow-up study are listed in the end of Section 5 below. Feedback on this evaluation is welcome.

2. Accessibility Evaluation Standards

Web Content Accessibility Guidelines (WCAG) are developed through the W3C process in cooperation with individuals and organisations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organisations, and governments internationally. WCAG 2.1 is divided into three conformance levels (A, AA, AAA) because the success criteria are organised based on the impact they have on design or visual presentation of the pages. Each level is defined based on a set of success criteria.

Standard levels

■ Level A - Minimum

Success criteria are those which will have a high impact on a broad array of user populations. In other words, they (usually) do not focus on one type of disability alone. They will also have the lowest impact on the presentation logic and business logic of the site.

■ Level AA - General standard

Success criteria will also have a high impact for users. Sometimes only specific user populations will be impacted, but the impact is important. Adherence to these success criteria may impose changes to a system's presentation logic or business logic.

■ Level AAA - Advanced

Success criteria are often focused on improvements for specific user populations. They may be difficult or expensive to adhere to, depending on platform limitations.

Standard level target for pixels.fi website was WCAG 2.1 **Level AA**.

3. Results

Summary of review results

Although there are no crucial errors for main users, the website **did not pass** AA standard criteria.

Accessibility features in which this site is strong include clear hierarchy and structure.

Recommended priorities for addressing inaccessible features of site are contact forms and contrast ratios.

Results by principles

Principle	Level A passed	Level AA passed	All
1. Perceivable	8 / 9	4 / 5	12 / 14
2. Operable	8 / 9	3 / 3	11 / 12
3. Understandable	4 / 5	4 / 5	8 / 10
4. Robust	2 / 2	0 / 0	2 / 2
TOTAL	22 / 25	11 / 13	33 / 38

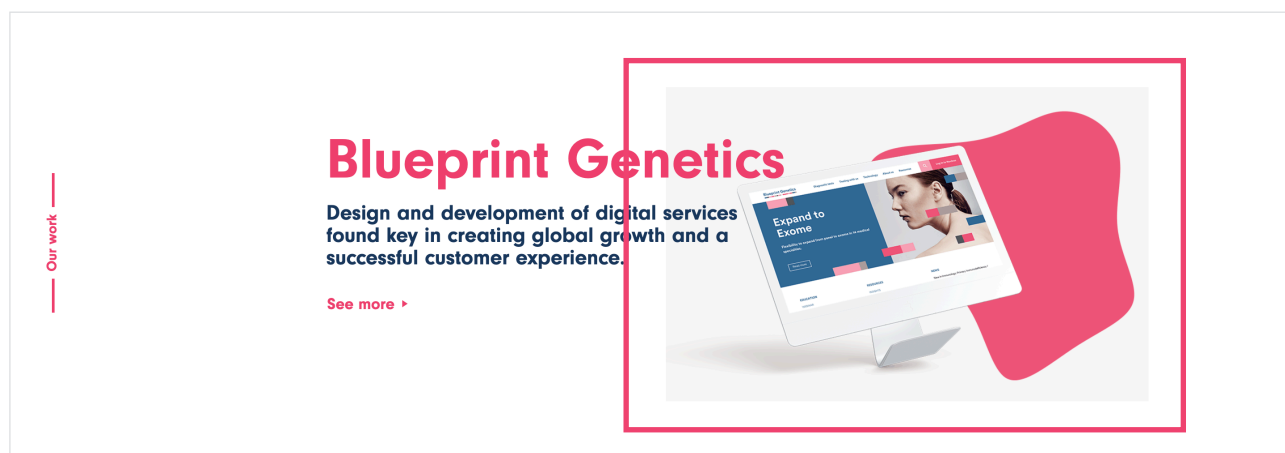
Number of failed guidelines: 5

4. Failed guidelines and recommended actions

4.1. Non-text Content

Nr	Guideline	Level	Instructions	Outcome
1.1.1	Non-text Content	A	Provide text alternatives for non-text content	FAILED

Findings: Some images (including case image covers) are set as a background image. The CSS background-image property was designed for decorative purposes and it is not possible to associate text alternatives with images that are included via CSS. Text alternatives are necessary for people who cannot see images that convey important information. Blog post images sometimes have no text alternatives or have Redundant alternative text.



Area of work to deal with this issue:

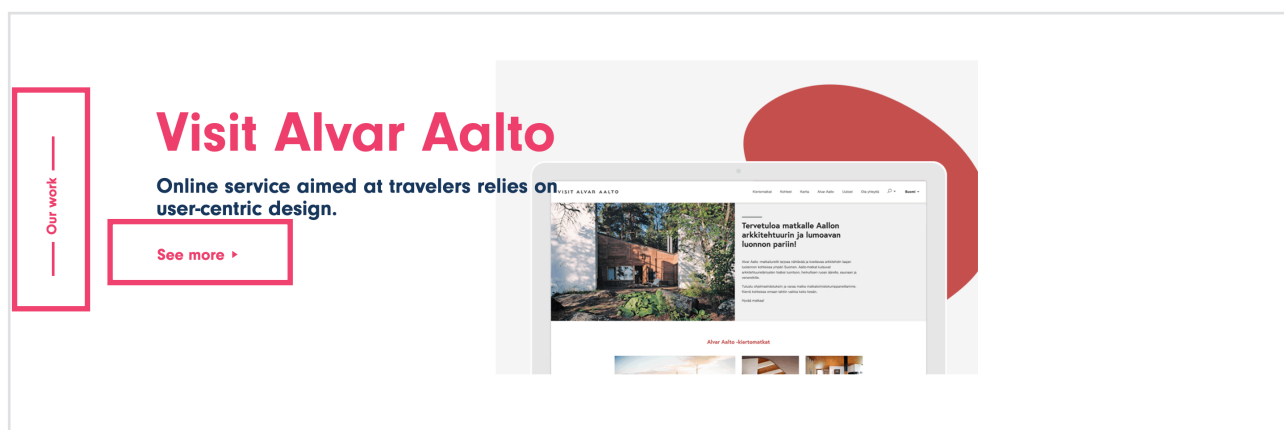
Coding

Recommended action:

Add alternative text to all images.

4.2. Contrast (minimum)

Nr	Guideline	Level	Instructions	Outcome
1.4.3	Contrast (Minimum)	AA	Contrast ratio between text and background is at least 4,5:1	FAILED
Findings: Link color (#ef426f) has a contrast ration 3,7:1 (low)				



Area of work to deal with this issue:

Design, Coding

Recommended action:

Change the #ef426f color where it is used with small text size.

Click a Contrast icon below or within the web page to view details.

Foreground Color

Lightness

Background Color

Lightness

Contrast Ratio: **3.69:1**

Text Size: Normal

Normal Text: Sample

AA: **Fail**

AAA: **Fail**

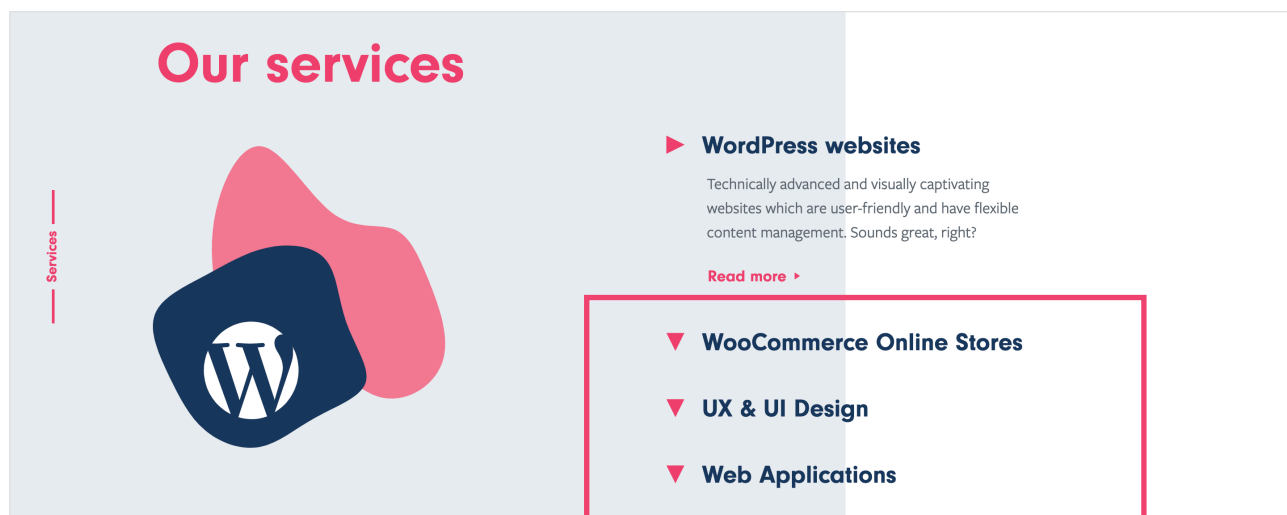
Large Text: Sample

AA: **Pass**

AAA: **Fail**

4.1. Keyboard

Nr	Guideline	Level	Instructions	Outcome
2.1.1	Keyboard	A	Accessible by keyboard only	FAILED
<p>Findings: It is not possible to assess the Services section from collapsible component with keyboard. Note: In project teasers headers and read more buttons go to the same page. When adjacent links go to the same location this results in unnecessary repetition for keyboard and screen reader users. If possible, combine the redundant links into one link and remove any redundant text or alternative text (for example, if a product image and product name are in the same link, the image can usually be given alt="").</p>				



Area of work to deal with this issue:

Design, Coding

Recommended action:

Redesign the collapsible component in a way that read more links are not collapsable.

4.2. Labels or instructions

Nr	Guideline	Level	Instructions	Outcome
3.3.2	Labels or Instructions	A	Labels or instructions are provided when content requires user input	FAILED
Findings: Required fields are not marked as required.				

You can email, call or text us. Whatever is the easiest for you.

Tel: +358 40 544 8080
 Email: hello@pixels.fi
 Support: support@pixels.fi

You're also welcome to message us via the form found below.
 We'll get back to you within one business day.

Name
 Email address


Your message here

Send

someone in the team?

You can contact our team members directly when you want to chat about a new project, are interested in developing your online service or want to find out how they like working at Pixels.

Meet the team ▶



Area of work to deal with this issue:

Coding

Recommended action:

Mark the required fields and add instructions.

4.3. Error suggestion

Nr	Guideline	Level	Instructions	Outcome
3.3.3	Error Suggestion	AA	Suggest fixes when users make errors	FAILED
Findings: When the error is missing a required field, there is no text suggestion. When the error is a wrong format (email) the suggestion does not show the correct format.				

You can email, call or text us. Whatever is the easiest for you.

Tel: [+358 40 544 8080](tel:+358405448080)
 Email: hello@pixels.fi
 Support: support@pixels.fi

You're also welcome to message us via the form found below.
 We'll get back to you within one business day.


Your message here

Send

someone in the team?

You can contact our team members directly when you want to chat about a new project, are interested in developing your online service or want to find out how they like working at Pixels.

Meet the team ▶



Area of work to deal with this issue:

Coding

Recommended action:

Add text suggestion when the error is missing a required field. Add the right format suggestion when error is a wrong format.

5. Detailed results

Nr	Guideline	Level	Instructions	Outcome
Principle 1 Perceivable				
1.1 Text Alternatives				
1.1.1	Non-text Content	A	Provide text alternatives for non-text content	FAILED
<p>Findings: Some images (including case image covers) are set as a background image. The CSS background-image property was designed for decorative purposes and it is not possible to associate text alternatives with images that are included via CSS. Text alternatives are necessary for people who cannot see images that convey important information. Therefore, it is a failure to use t property to add images to convey important information.</p> <p>Blog post images sometimes have no text alternatives or have Redundant alternative text.</p>				
1.2 Time-based Media				
1.2.1	Audio-only and Video-only (Prerecorded)	A	Provide an alternative to video-only and audio-only content	NOT PRESENT
1.2.2	Captions (Prerecorded)	A	Provide captions for videos with audio	NOT PRESENT
1.2.3	Audio Description or Media Alternative (Prerecorded)	A	Video with audio has a second alternative	NOT PRESENT
1.2.4	Captions (Live)	AA	Live videos have captions	NOT PRESENT
1.2.5	Audio Description (Prerecorded)	AA	Users have access to audio description for video content	NOT PRESENT
1.3 Adaptable				
1.3.1	Info and Relationships	A	Logical structure	PASSED
1.3.2	Meaningful Sequence	A	Present content in a meaningful order	PASSED
1.3.3	Sensory Characteristics	A	Use more than one sense for instructions	PASSED
1.4 Distinguishable				
1.4.1	Use of Color	A	Don't use presentation that relies solely on colour	PASSED
1.4.2	Audio Control	A	Don't play audio automatically	NOT PRESENT

1.4.3	Contrast (Minimum)	AA	Contrast ratio between text and background is at least 4.5:1	FAILED
	Findings: Link color (#ef426f) has a contrast ration 3.7:1 (low)			
1.4.4	Resize text	AA	Text can be resized to 200% without loss of content or function	PASSED
1.4.5	Images of Text	AA	Don't use images of text	PASSED

Nr	Guideline	Level	Instructions	Outcome
Principle 2 Operable				
2.1 Keyboard Accessible				
2.1.1	Keyboard	A	Accessible by keyboard only	FAILED
	Findings: It's not possible to assess the Services section via keyboard Note: Headers and LUE LISÄÄ buttons go to the same page. When adjacent links go to the same location (such as a linked prod image and an adjacent linked product name that go to the same product page) this results in additional navigation and repetition keyboard and screen reader users. If possible, combine the redundant links into one link and remove any redundant text or alternative text (for example, if a product image and product name are in the same link, the image can usually be given alt="").			
2.1.2	No Keyboard Trap	A	Don't trap keyboard users	PASSED
2.2 Enough Time				
2.2.1	Timing Adjustable	A	Time limits have user controls	NOT PRESENT
2.2.2	Pause, Stop, Hide	A	Provide user controls for moving content	NOT PRESENT
2.3 Seizures				
2.3.1	Three Flashes or Below Threshold	A	No content flashes more than three times per second	PASSED
2.4 Navigable				
2.4.1	Bypass Blocks	A	Provide a 'Skip to Content' link	NOT PRESENT
2.4.2	Page Titled	A	Helpful and clear page title	PASSED
2.4.3	Focus Order	A	Logical order	PASSED
2.4.4	Link Purpose (In Context)	A	Every link's purpose is clear from its context	PASSED

2.4.5	Multiple Ways	AA	Offer several ways to find pages	PASSED
2.4.5	Headings and Labels	AA	Use clear headings and labels	PASSED
2.4.5	Focus Visible	AA	Keyboard focus is visible and clear	PASSED

Nr	Guideline	Level	Instructions	Outcome
Principle 3 Understandable				
3.1 Readable				
3.1.1	Language of Page	A	Page has a language assigned	PASSED
3.1.2	Language of Parts	AA	Tell users when the language on a page changes	PASSED
3.2 Predictable				
3.2.1	On Focus	A	Elements do not change when they receive focus	PASSED
3.2.2	On Input	A	Elements do not change when they receive input	PASSED
3.2.3	Consistent Navigation	AA	Use menus consistently	PASSED
3.2.4	Consistent Identification	AA	Consistent identification	PASSED
3.3 Input Assistance				
3.3.1	Error Identification	A	Clearly identify input errors	PASSED
3.3.2	Labels or Instructions	A	Labels or instructions are provided when content requires user input	FAILED
	Findings: Required fields are not marked as required			
3.3.3	Error Suggestion	AA	Suggest fixes when users make errors	FAILED
	Findings: When the error is missing a required field, there is no text suggestion. When the error is a wrong format (email) the suggestion does not show the correct format			
3.3.4	Error Prevention (Legal, Financial, Data)	AA	Reduce the risk of input errors for sensitive data	NOT PRESENT

Nr	Guideline	Level	Instructions	Outcome
Principle 4 Robust				
4.1 Compatible				
4.1.1	Parsing	A	No major code errors	PASSED
4.1.2	Name, Role, Value	A	Build all elements for accessibility	PASSED

6. Evaluation process

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 date: **10.7.2019**. The website may have changed since that time.

Scope of Review

Name of the website: pixels.fi

Base URL of site: <https://pixels.fi/en/>

URLs included in review:

Page	URL	Reviewed by
Homepage	https://pixels.fi/en/	Evaluation tools & Manually
Services / WordPress websites	https://pixels.fi/en/wordpress-websites/	Evaluation tools & Manually
Services / WooCommerce Online Stores	https://pixels.fi/en/woocommerce-online-stores/	Evaluation tools & Manually
Services / UX & UI Design	https://pixels.fi/en/ux-ui-design/	Evaluation tools & Manually
Services / Web Applications	https://pixels.fi/en/web-applications/	Evaluation tools & Manually
Our work	https://pixels.fi/en/works/	Evaluation tools & Manually
Our work - single page example	https://pixels.fi/en/works/vahanen-innovarch/	Evaluation tools & Manually
About us	https://pixels.fi/en/about-us/	Evaluation tools & Manually
Blog	https://pixels.fi/en/blog/	Evaluation tools & Manually
Blog - single page example	https://pixels.fi/en/blog/what-is-a-design-system-and-why-we-think-you-should-build-one/	Evaluation tools & Manually
Contact	https://pixels.fi/en/contact/	Evaluation tools & Manually

URLs excluded from review

/fi/ path (Finnish language version)

Review information

Review was conducted on July 10, 2019.

Natural language(s) of website

English, Finnish

Reviewer

Alenka Kramer Turnšek

UX & UI Designer

Email: alenka@pixels.fi

Areas of expertise:

- Web technologies
- Validation tools for Web technologies
- Web Content Accessibility Guidelines and Techniques
- Approaches for evaluating Web accessibility
- Use of a variety of evaluation tools for Web site accessibility

Languages: Slovenian, English

Organization

Pixels Helsinki Oy

Eerikinkatu 28, 4th floor
00180 Helsinki

Tel: +358 40 544 8080

Email: hello@pixels.fi

Support: support@pixels.fi

Evaluation and validation tools

Semi-automated evaluation tools



WAVE is developed and made available as a free community service by WebAIM. Originally launched in 2001, WAVE has been used to evaluate the accessibility of millions of web pages.

<http://wave.webaim.org/>



Deque System's aXe (The Accessibility Engine) open source library is a lightweight (~100 KB), fast, portable JavaScript library that executes automated accessibility testing inside your testing framework or browser of choice.

<http://www.deque.com/products/axe/>

Manual review

Evaluating **color contrast**: A11Y Color Contrast Accessibility Validator: <https://color.a11y.com/>

Evaluating **black and white contrast**: Grayscale Black & White (Google Chrome Extension)

Evaluating how **visually impaired** people see the website: NoCoffee (Google Chrome Extension)

Evaluating if the website is **accessible by keyboard** and looking for the keyboard traps

Listening to the website with the **screen reader**: VoiceOver

References

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