

Website Evaluation Report: Accessibility, privacy, quality. www.ingdirect.com

Disclaimer:

This document is a sample report, which does reflect the actual state of the website www.ingdirect.com. It is provided to estimate the quality of service under Erigami [Website Evaluation Report](#) offering.

Introduction

Ing Direct (<http://home.ingdirect.com>) is a small corporate website with 125 web pages. Its purpose is to explain online banking services and attract customers.

1. Website general assessment

A web site produces good visual impression. Navigation is clear, all pages are lightweight and load quickly. There are 6 broken links in a website, which should be fixed.

Navigation systems is clear to a normal user. Some windows open in a new windows, which is not a good practice.

Search Engine Optimization. A website home page has high Google PageRank 7. It takes a good place on a very popular search query: "Savings Account". However deeper pages are not optimized for search: share the same titles, missing descriptions, no header tags (<h1>, <h2>). Consider doing SEO work in house or hiring SEO consultant.

2. Accessibility

Each accessibility rule is marked by standard's requirements. For example:

[508 (O)] – Provision "O" of the US Section 508

[W3C 13.6 (3)] – WWW Consortium accessibility standard, WCAG 1.0, Rule 13.6, priority 3.

Section 508 compliance summary

| | | Compliant? | Status |
|-----|--|------------|--------|
| A | A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content). | NO | FAIL |
| B | Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation. | N/A | PASS |
| C | Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup. | N/A | PASS |
| D | Documents shall be organized so they are readable without requiring an associated style sheet. | YES | PASS |
| E | Redundant text links shall be provided for each active region of a server-side image map. | N/A | PASS |
| F | Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape. | N/A | PASS |
| G,H | Row and column headers shall be identified for data tables. Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers. | NO | FAIL |
| I | Frames shall be titled with text that facilitates frame identification and navigation. | N/A | PASS |
| J | Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz. | YES | PASS |
| K | A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of these standards, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes. | N/A | PASS |
| L | When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology. | NO | FAIL |
| M | When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through | N/A | PASS |

| | | | |
|---|--|-----|------|
| | (I). | | |
| N | When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues. | NO | FAIL |
| O | A method shall be provided that permits users to skip repetitive navigation links. | NO | FAIL |
| P | When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required. | N/A | PASS |

Navigation to web page content

[508 (O)] [W3C 13.6 (3)] Page without skip link

The most of pages on website do not use a skip link around repetitive navigation menus. It make problems for users, who navigate a web site with reader software. A blind user should go through left and top navigation menu to reach content. The standard solution is a skip link, which allows to jump to a web page content bypassing menus.



Recommendation:

Place a skip link around the both menus.

```
<a href="#content"></a>
<!-- menu goes here -->
<a name="content"></a>
```

Missing alternative texts on important images

[508 (A)] [W3C 1.1 (1)] Alt exists, but empty ,

[508 (A)] [W3C 1.1 (1)] Alt is missing,

[508 (A)] [W3C 1.1 (1)] Clickable image without alt,

[508 (L)] Clickable image with JavaScript link has no 'alt' or 'title'

All objects, which may be not accessible for users with voice readers and other special devices like images, flash objects etc, require alternative text comment. If an image does not carry information (like spacer), it requires empty ALT (sample). It is especially important to provide ALT and/or title attributes to clickable objects with explanation of on-click action result.

Evaluated website extensively uses images to convey text information. Lets consider this webpage for example: <http://home.ingdirect.com/products/products.asp?s=OrangeInvestmentAccount>. Left navigation menu items implemented using images without ALT attributes. A user of assistive technologies has no chance to understand where a menu link leads without clicking on it. Headers on this web page are implemented using images, like Orange Investment account overview. They are not accessible for screen readers.

Recommendation: find all objects where Truwex generated ALT related errors and provide alternative comments or ALT attribute with empty text.

```
 - empty ALT attribute on design images
```

`` - alternative text for image with text

`` - alternative comment to image with link

`` - alternative comment to Javascript link

No header markup

[[W3C 3.5](#), [12.3 \(2\)](#)] Hardly reachable text for voice reader is found

A website does not use the correct markup for long documents and skip links (described above). It increases the time for screen reader software to reach the end of the document.

Recommendation:

Create a hierarchy for headers used in a website and mark them accordingly by `<H1>`, `<H2>` etc tags. `<H1>` Tag should be assigned to a web page header. `<H2>` tag should be used with section headers. A user of a voice reader can jump on them and therefore reach the intended part of a webpage quicker, skipping the previous content.

For example:

```
<h1>Orange Investment account overview</h1>
```

```
...
```

```
<h2>Conservative portfolio</h2>
```

```
...
```

```
<h2>Moderate portfolio</h2>
```

```
...
```

```
<h2>Agressive portfolio</h2>
```

Color contrast issues

[[W3C 2.2 \(2\)](#)] Low-contrast text is found

A website uses color combinations with low contrast. It makes it difficult for visitor with visual problems to read text. For example orange and grey on white.

Recommendation: test and use another colors.

JavaScript usage to open new windows

[[W3C 6.3 \(1\)](#)] NOSCRIPT tag required on a page

[[W3C 6.3 \(1\)](#)] Script based link is found

Approximately a third part of a website is linked by JavaScript code. If a user agent can not execute JavaScripts, these page are not accessible.

Recommendation:

Provide alternative links to such pages in NOSCRIPT tag.

```
<a href="javascript:popUp('opt_popup.html')"> Opt-out, Opt-in, what does it mean?</a>
```

```
<noscript><a href="opt_popup.html">Opt-out, Opt-in, what does it mean?</a></noscript>
```

3. Privacy compliance

Visitor tracking

A web uses Double Click metrics solution to track visitors. However Truwex discovered tracking code only on 4 pages. The most of documents are not measured. There are no other web beacons or third party cookies. Local cookies are correct.

Recommendation: install web analytics tracking code on all pages. Consider using free analytics service as Google Analytics.

P3P policy reference file is missing

None page on a webpage has a reference to P3P policy. P3P XML file defines a privacy policy for a website in a form supported by web browsers. It is highly important for this web site because the most of documents do not have privacy links.

Recommendation: create and add P3P file to default location <http://home.ingdirect.com/w3c/p3p.xml>. Read instructions how to create a P3P file at <http://www.p3ptoolbox.org/> and the W3C P3P specification at <http://www.w3.org/TR/P3P/>

Third party links

A website has hyperlinks to websites of third parties.

Recommendation: create interim webpage to warn users that they leave www.ingdirect.com

4. Conclusions and recommendations

A website is not compliant with the Section 508 regulation. It contains serious accessibility violations, which may prevent disabled user from accessing website content. The most important problems: no alternative comments on important images, no way to skip repetitive navigation, not accessible forms, no header markup.

Website privacy is on a satisfactory level. All external hyperlinks should be examined and referenced through an interim page.

Short term goals:

Website quality

- Fix broken links
- Improve visitor tracking. Place web analytics code on every web page.

Accessibility

- Add alternative comments to all necessary objects
- Implement skip links around navigation menus
- Add labels to form controls
- Provide alternative links to JavaScript links or remove JavaScript linking

Privacy

- Check age bump out mechanism on all forms. Do not allow people who are below stated age (16 years old) to register.

Long term goals:

- Avoid using color combinations with low contrast
- Implement P3P policy
- Check external hyperlinks list to verify their validity and link them through interim page.