# ACCESSIBILITY SURVEY RECOMMENDATIONS
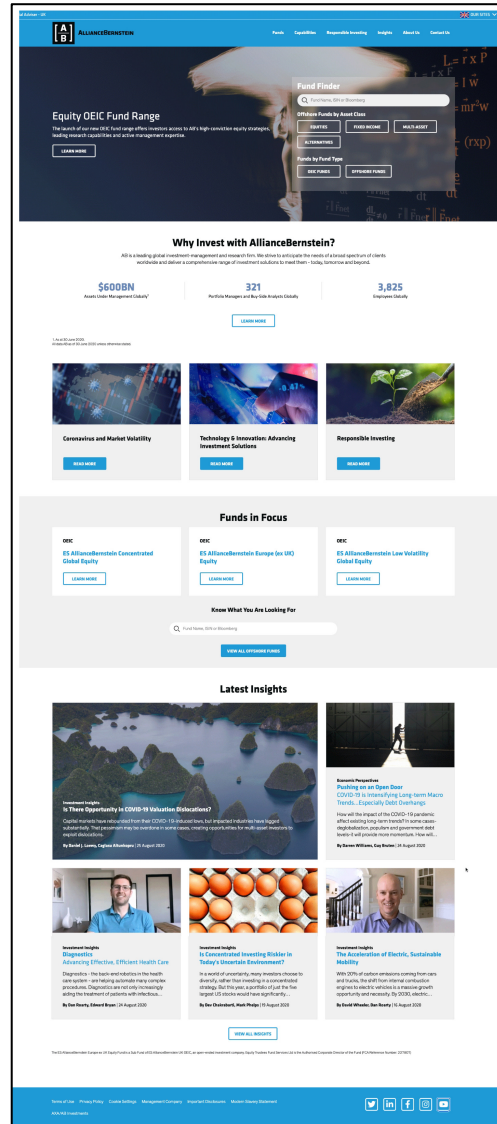
By John Walker for AllianceBernstein

## My Process

I surveyed AllianceBernstein's homepage by:

- Using VoiceOver (Mac) and NVDA (PC) to evaluate screen reader performance

- Examining the source code using the WAVE website accessibility evaluation tool

- Examining color palette for WCAG 2.0 contrast compliance

# Survey Recommendations: General



**Issues with multiple instances:**

1. Typography that doesn't comply with color-contrast standards
   - **Finding:** <h3>s are compliant when bold, but not when regular weight
   - **Recommendation:** Don't allow regular weight <h3>s
   - **Finding:** <p> text that's blue on white or white on blue is not compliant
   - **Recommendation:** Increase spec to 18px from 16px *or* darken blue to #177CAB from #1E9BD7

2. **Finding:** Four images lack alt text since they are implemented as background images (which can't have alt text applied)
   - **Recommendation:** Don't implement background images

3. **Finding:** Button aria-labels are too general, i.e. "Read More"
   - **Recommendation:** Use more specific aria-labels, i.e. "Read More About Responsible Investing"
   - Note: The aria-label text can vary from the visual text to be more precise
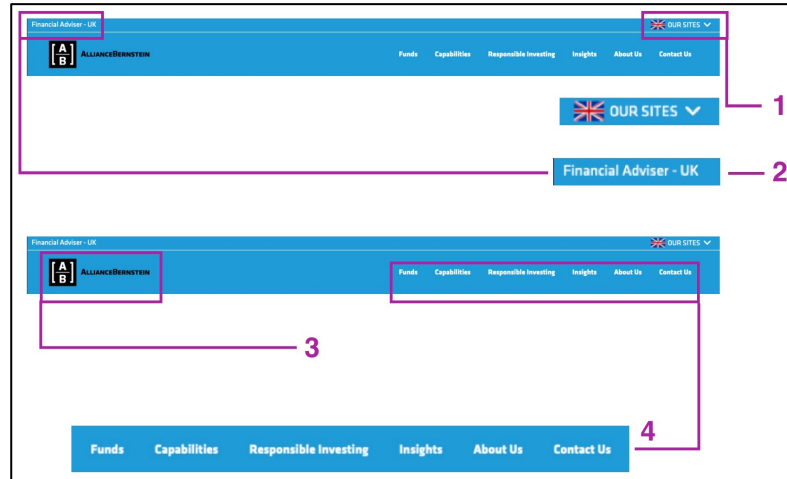
# Survey Recommendations: Header & Navigation (Part 1)
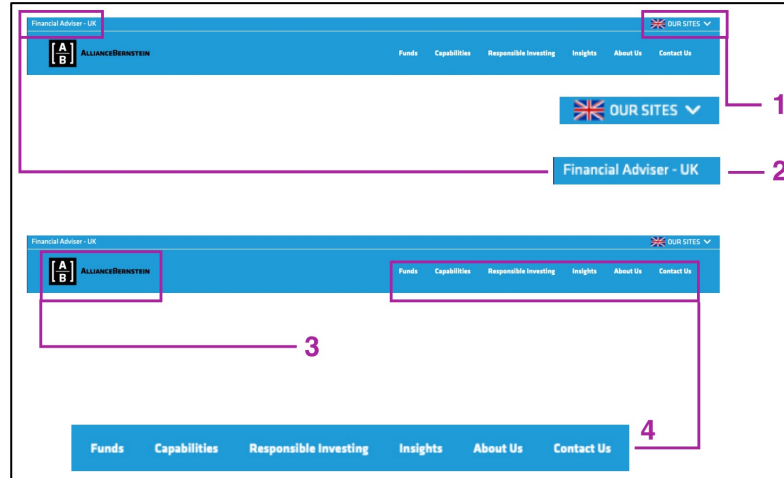


1. **Finding:** "Our Sites" is currently implemented as a link
   - Selecting the link does *visually* open the country selector—but the screen reader doesn't register this action and none of the options in the dropdown are read out or are navigable
   - **Recommendation:** Implement as a collapsible button
2. **Finding:** "Financial Adviser - UK" is read as a text element but its meaning is unclear in a non-visual context
   1. **Recommendation:** Make the text more precise ("Your Role: Financial Adviser – UK" etc)
3. **Finding:** Alt text for the logo ("GB EN-BG Adviser") is unclear and not useful as navigation
   - **Recommendation:** Update alt text to be clear and navigable ("AllianceBernstein - Home")

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# Survey Recommendations: Header & Navigation (Part 2)

4. **Finding:** Navigation implemented as a list of 6 links
   - Selecting "Funds", "Capabilities", or "About Us" triggers visual dropdown options that aren't read by the screen reader
   - Selecting "Responsible Investing", "Insights", or "Contact Us" correctly leads to their respective pages
   - **Recommendation:** The element should be implemented as links that either: *a)* navigate to another page, or *b)* expand a collapsed button to reveal nested navigation options
   - *Note:* Expanded links must be operable with just a keyboard

# Survey Recommendations: Main Content (Part 1)
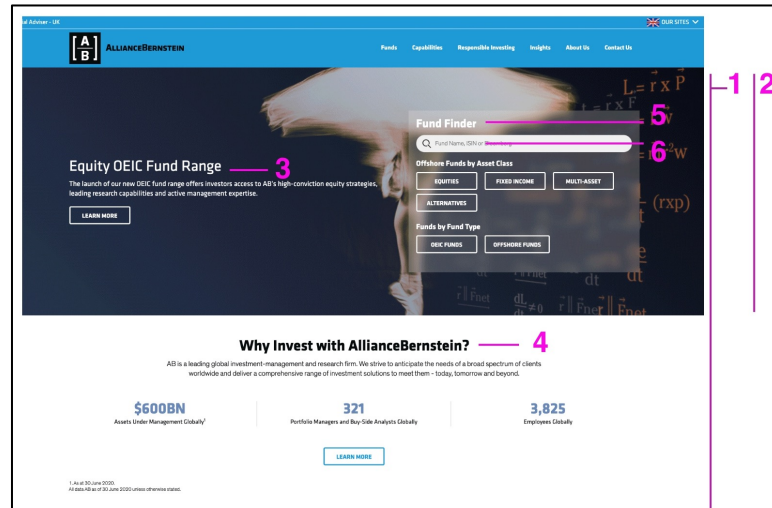


1. **Finding:** The homepage doesn't have a <main> landmark containing key content that can be linked to for easier navigation for a screen reader
   - **Recommendation:** Implement a <main> landmark
2. **Finding:** The top section (i.e. the Equity OEIC Fund Range) is implemented a "complementary" component (usually used for a sidebar to main content)
   - **Recommendation:** Implement as <region> landmark
3. **Finding:** "Equity OEIC Fund Range" is implemented as an <h1>
   - **Recommendation:** Implement it as an <h2> since it doesn't accurately represent page's overall content
4. **Finding:** "Why Invest with AllianceBernstein?" is implemented as an <h2>
   - **Recommendation:** Implement it as an <h1> since it accurately represent page's overall content

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# Survey Recommendations: Main Content (Part 2)
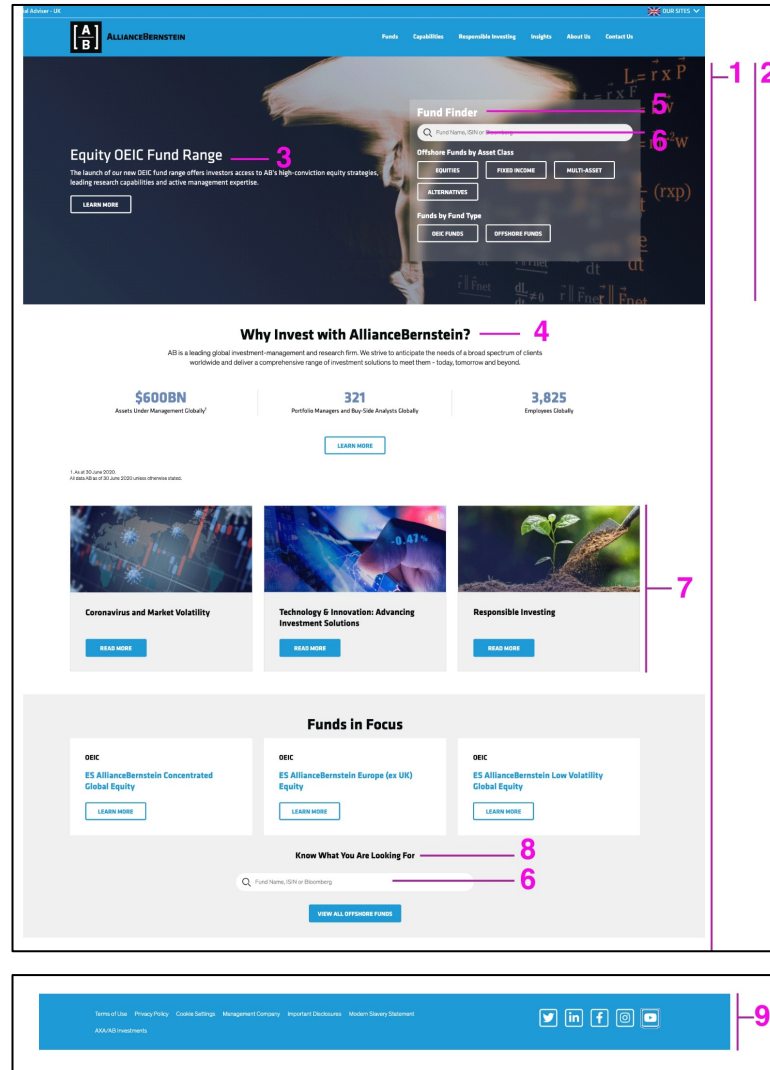


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5. **Finding:** "Fund Finder" is implemented as a <p>
   - **Recommendation:** Implement it as an <h3> so it's easier to find
6. **Finding:** Search fields aren't correctly implemented
   - **Recommendation:** Add search landmark labels, i.e. "Search Fund Name, ISIN or Bloomberg"
7. **Finding:** Card section has no explanatory context/headline, which is confusing
   - **Recommendation:** Add an <h2> to create a section
8. **Finding:** Outside of its visual context, "Know What You're Looking For" doesn't suggest it's a header in a search component
   - **Recommendation:** Write a more meaningful headline ("Search for…") to clarify its role
9. **Finding:** Footer information is implemented as separate text and social icons links
   - **Recommendation:** Set up as a <footer> element