

A Y K O

# EAA Report

JML

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# AYKO

## About the EAA

The European Accessibility Act (EAA) of 2025 is a legal directive that aims to ensure equal access to digital products and services across the European Union by setting common accessibility standards.

The key deadline for compliance is June 28, 2025, meaning all businesses operating within the EU must adhere to these accessibility requirements by that date. This affects various products like computers, smartphones, ATMs, banking services, e-commerce platforms, and transportation systems, effectively guaranteeing people with disabilities can fully participate in the digital economy.

### Focus on accessibility

The act primarily focuses on making digital products and services accessible to people with disabilities, addressing issues like screen reader compatibility, keyboard navigation, and sufficient contrast ratios.

### Wide range of products covered

This includes computers, operating systems, smartphones, ATMs, ticketing machines, online banking services, e-commerce platforms, telecommunication services, audiovisual media services, and transportation related apps and websites.

### Impact on businesses

Any company selling goods or services within the EU, regardless of their location, needs to comply with the EAA standards.

### Potential consequences of non-compliance

Businesses that fail to comply with the EAA could face legal repercussions, including fines and potential market removal of non-compliant products or services.

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## Intro to WCAG

The EAA leverages Web Content Accessibility Guidelines (WCAG), specifically 2.1 Level AA, as a foundational mechanism to help EU member states implement consistent digital accessibility laws.

WCAG provides the technical guidance for creating accessible digital content, while the EAA enforces these standards through legal obligations tailored to EU requirements.

## WCAG principles

### Perceivable

This means providing text alternatives for non-text content (like images or audio), ensuring that content can be presented in different ways (such as by adjusting text size or contrast), and making sure that content is easily distinguishable regardless of the sensory abilities of the user.

### Operable

Operability means that users should be able to interact with the interface and navigate through the content effectively. For example, providing keyboard accessibility so that users who cannot use a mouse can still navigate.

### Understandable

This involves using clear and simple language, organising content logically, and providing instructions to help users understand how to interact with the content effectively.

### Robust

Robustness refers to the ability of web content to be interpreted reliably by a wide variety of user agents, including assistive technologies such as screen readers and voice recognition software.

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## Overview

Overall key pages of the site perform quite well against general accessibility practices, but shows signs of struggle with the use of digital support tools like screen readers and keyboard navigation.

- Images are missing ALT tags or are using the same generic ALT tag.
- Key content areas aren't being picked up by screen reader tests.
- Inconsistency in error messaging.
- Content hidden in sliders/tabs is being missed by keyboard navigation and screen readers.
- Focus Indicators are missing from keyboard navigation.

**High**

### Perceivable

- ✗ Text Alternatives
- ⚠ Colour Contrast
- ✓ Text Resizing
- ✓ Media Accessibility

**High**

### Operable

- ⚠ Keyboard Navigation
- ✓ Timing
- ✓ Seizure Prevention
- ✗ Focusable Elements

**Mid**

### Understandable

- ✓ Clear Language
- ✓ Consistent Navigation
- ⚠ Error Prevention
- ⚠ Help & Instructions

**Mid**

### Robust

- ✗ Assistive Technology Compatibility
- ⚠ HTML & ARIA Compliance

## High Priority Issues & Recommendations

| Issue                        | Detail  | Recommendation  |
|------------------------------|---|---|
| Missing Image Alt Text       | <p>A large amount of imagery, primarily located on (but not exclusive to) the cms pages are missing correct alt text adding to the images. Also product imagery in the gallery on the product display page has replicating alt text rather than more unique, detailed ones for each image.</p>  | <p>Implementation of alt text on all cms pages and adjustment to product imagery to make alt texts more unique.</p>   |
| Failing Colour Contrasts     | <p>Colour contrast of the was pricing when a product is on offer was scoring only 2.85 contrast ratio and so was failing compliancy. The use of same pale grey used on slider arrows or content backgrounds was also failing.</p> <p>Also white text being used on top of light coloured tags were also failing compliancy and is inconsistent with other areas of the site where similar colour layering has been used.</p>  | <p>Adjust to either a darker shade of grey with higher contrast colour or the branding darker navy colour. Alternatively, removing the use of this pale grey and use the main body copy colour, utilising font weight or size to highlight pricing differences etc.</p> <p>Remove the use of white text on the pale blue (#3598DB) and pale orange (#E67E23) backgrounds - Use dark coloured font in these instances instead.</p> |
| Inconsistent Error Messaging | <p>Error messaging across the sites key pages needs aligning as there is a lack of consistency or minor bugs that could cause issues. The footer sign up error message appears in white (correct for compliancy) however the text in the input field turns to white when error message appears so this need correcting, as currently give impression the input field is automatically cleared when error message is displayed, yet this is no the case.</p> <p>Error messaging on the contact page form is different to all other site forms. Positioning and styling of the error messaging is slightly confusing and not consistent with other pages.</p> | <p>Correct error in footer messaging glitch.</p> <p>Align the contact form errors to match style and placement on similar form/input elements across site.</p>  |

| Issue                                 | Detail  | Recommendation   |
|---------------------------------------|---|--|
| Focusable Elements are unclear        | When using keyboard navigation after the header any main page content isn't being highlighted so is very difficult to see where you are/what is being focused on. This is highlighted on some buttons and input fields but still not that clear so needs improvement.   | Ensure correct focus styling is applied to all elements in default styling. Look at making button and form input focus styling more obvious.   |
| Keyboard Navigation Skipping Content  | <p>When testing keyboard navigation a variety of elements were being skipped. Some key areas this was a cause for concern was in the create account/login pages, things like show password and check box for shopping assistance was being skipped and are likely two key areas for customers requiring support. Alongside product information/tabbed content on the product page, which was also being skipped.</p> <p>On search, the keyboard navigation only works for half of the drop down. You can tab through the categories but doesn't register/allow you to tab through the suggested products. So could be a pain point for users that just want to go directly to a product.</p> <p>Navigation is being skipped. Unable to tab through navigation top level at all. Seems to register as one single section not as something with multiple layers to be viewed.</p> | Review/adjustment of the framework of these key elements to decipher the issue into why they are being skipped and either add correct attributes/code so they get picked up or adjust element layout to to something less nested/sectional to potentially help avoid similar issues. |
| Assistive Technology Skipping Content | <p>Similar to the keyboard navigation some areas of content are being skipped or fragmented when a screen reader is in use. This again is missing key bits of information in certain situations like price on product cards; product title, price, stock and description (both bullet points and main content) on product pages; navigation links, even on open drop downs. In many of these situations it's missing quite important information that could effect user journey.</p> <p>One major issue was using a screenreader on the product list pages, when it hit the arrow of the pagination is read it off as a link to proceed to payment which was incorrect and could be a cause of major issues due to it's misinformation.</p>   | <p>Review/adjust why these elements are being skipped and correct any missing elements or blockers the readers are struggling with.</p> <p>Correct any incorrect elements to ensure information that will be read by the screen readers is correct.</p>                              |

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| Issue                              | Detail   | Recommendation   |
|------------------------------------|--|--|
| Navigation Structural Issues       | Issues with incorrect structure of the navigation. List Items aren't nested in the correct way and is potentially causing issues including possible reasoning as to why it's not being picked up correctly by screen readers etc.  | Correct the structure to ensure the correct hierarchy of html elements.  |
| ARIA Labels Missing                | It was noted there are some issues with the ARIA labels and the roles applied to parent and children elements that is causing some issues. This seems to be primarily effecting the navigation but seen as it being a global element it's effecting all pages.   | Correct the ARIA labelling and ensure they are nested correctly in parent/child elements.  |
| Links Missing Discernible Text     | Some links don't include screen reader visible text which is impacting the ability for screen readers to provide the details of the link it comes across.  | Fix these links to ensure correct ARIA labels have been applied or title attributes are correctly added to ensure there is discernible for all links.  |
| General Best Practice Improvements | There is a lack of visual hierarchy across the pages that could be improved to help guide the user to key areas of information.<br><br>Also a wider opportunity to look at modernising the homepage and other key areas of the site. It is sometimes advise to update the look and feel of a website, especially high traffic areas, every 18 months - 2 years to keep up with latest trends and user experience developments. | Can investigate key areas and if tracking is available see where some pain points are and if there is opportunity to refresh these areas to hopefully improve interaction.<br><br>Work with design to create some fresher site designs and where possible utilise page builder to implement some of these changes quickly and efficiently. |

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## Next Steps

### Design

Working closely with design they can offer mock ups for any quick wins to ensure development have clear instructions to follow when making any changes. For larger visual adjustments, design will work closely with JML to produce design variations for potential updates or testing, whilst working closely alongside appropriate internal AYKO teams such as SEO and Data Science to ensure any suggested changes are achieving the desired goal and aren't going to have a knock on effect to any other site elements.

### Development

The development team will begin deep-diving any issues that require further investigation so we can find the root cause for any of the issued raised and the appropriate steps in fixing the issues. In terms of the quick wins development will work closely with design to implement any styling corrections or any issues that can be fixed through page builder.

### Future

Once all applicable changes have been made the Data Science team will monitor initial progress to ensure there are no obvious dips or hiccups in the sites data. It can sometimes take around 3-4 months to really be able to gather enough data to produce a quantified outcome but we will monitor it around this point to gather a reliable outcome achieved and either make further changes if required or look at a next phase of potential improvements.