EQUAL ENTRY

White Mountain Accessibility Conformance Report WCAG Edition

(Based on VPAT® Version 2.4)

Name of Product/Version: Main Website

Report Date: March 11th, 2021

Product Description: Public information and sales website

Contact information: Independent Accessibility Consultant
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Notes: Equal Entry LLC, a third party accessibility consultant, worked with White Mountain to define a set of User Scenarios (Appendix A) to assess Main Website. Site was fully reviewed and initial report created on August 27, 2020.   Over the last 6 months White Mountain worked on specific accessibility issue, and those were reviewed independently at the time they were placed into production. Exceptions in this document are pending accessibility issues, to be addressed in future product releases to Main Website.

Evaluation Methods Used: Manual testing using various browser agents, assistive technologies and inspection tools. Scenarios are in Appendix A. Additional details are in Appendix B.

Applicable Standards/Guidelines:
This report covers the degree of conformance for the following accessibility standard/guidelines:
Web Content Accessibility Guidelines 2.1 at **https://www.w3.org/TR/WCAG21/,** at level A and AA.

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports**: The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports**: Some functionality of the product does not meet the criterion.
- **Does Not Support**: The majority of product functionality does not meet the criterion.
- **Not Applicable**: The criterion is not relevant to the product.

- **Not Evaluated**: The product has not been evaluated against the criterion. This can be used only in WCAG Level AAA.

WCAG 2.1 Report

Note: When reporting on conformance with the WCAG 2.1 Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the **WCAG Conformance Requirements**.

Success Criteria

Success Criterion	Conformance Level	Remarks
1.1.1 Non-text Content (Level A)	Partially Supports	Scenario 4: Product Images lack text alternatives
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Not Applicable	Does not contain any Audio-Only or Video-Only pre-recorded content
1.2.2 Captions (Prerecorded) (Level A)	Not Applicable	Does not contain Prerecorded content
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Not Applicable	Does not contain Prerecorded content
1.2.4 Captions (Live) (Level AA)	Not Applicable	Does not contain Live Streamed media
1.2.5 Audio Description (Prerecorded) (Level AA)	Not Applicable	Does not contain Prerecorded content

Success Criterion	Conformance Level	Remarks
1.3.1 Info and Relationships (Level A)	Partially Supports	Scenario 1: Privacy Policy page visual lists are not programmatic lists Scenario 4: • Product page Item Information layout table not hidden • View Cart table of items do not correctly communicate column and row headers • Order Summary has a heading without a level defined
1.3.2 Meaningful Sequence (Level A)	Partially Supports	Scenario 4: Impacted by an External/3rd Party Issue - Reviews have repeated information
1.3.3 Sensory Characteristics (Level A)	Not Applicable	No instructions or visuals convey meaning though shape, size, location, orientation or sound
1.3.4 Orientation (Level AA)	Supports	Respects users choice of landscape or portrait
1.3.5 Identify Input Purpose (Level AA)	Supports	Autocomplete is supported via a programmatic link purpose
1.4.1 Use of Color (Level A)	Not Applicable	Color is not used to convey meaning
1.4.2 Audio Control (Level A)	Not Applicable	Does not contain audio that plays automatically

Success Criterion	Conformance Level	Remarks
1.4.3 Contrast (Minimum) (Level AA)	Partially Supports	Scenario 4: Impacted by an External/3rd Party Issue - Reviews Powered by YotPO has color contrast violations
1.4.4 Resize text (Level AA)	Supports	Text can be resized up to 200 percent without loss of content or functionality
1.4.5 Images of Text (Level AA)	Partially Supports	Scenario 1: Homepage includes a few Images of text
1.4.10 Reflow (Level AA)	Supports	Content can be presented without loss of information or functionality, and without requiring scrolling in two dimensions
1.4.11 Non-text Contrast (Level AA)	Supports	Good color contrast is used for non-text elements
1.4.12 Text Spacing (Level AA)	Supports	Good text spacing is used
1.4.13 Content on Hover or Focus (Level AA)	Not Applicable	Tooltips are not used
2.1.1 Keyboard (Level A)	Partially Supports	Scenario 1: Menus are only available to mouse users
2.1.2 No Keyboard Trap (Level A)	Supports	No Keyboard traps were found

Success Criterion	Conformance Level	Remarks
2.1.4 Character Key Shortcuts (Level A)	Not Applicable	Custom keyboard shortcuts are not defined
2.2.1 Timing Adjustable (Level A)	Not Applicable	Does not contain timers
2.2.2 Pause, Stop, Hide (Level A)	Not Applicable	Does not contain auto-updating, scrolling or flashing content
2.3.1 Three Flashes or Below Threshold (Level A)	Not Applicable	Does not contain Flashing text or other visuals
2.4.1 Bypass Blocks (Level A)	Supports	Bypass blocks are used effectively throughout to aid in navigation
2.4.2 Page Titled (Level A)	Supports	Titling is used effectively throughout to aid in understanding
2.4.3 Focus Order (Level A)	Partially Supports	Scenario 1: Responsive menu allows focus to move behind it Scenario 3: • Catalog page - Product elements have an extra tab stop • Product Page - Skip to the end of the images gallery feature adds a non-actionable element to the tab order Scenario 4: • Impacted by an External/3rd Party Issue - Review **Fit** and

Success Criterion	Conformance Level	Remarks
		Width information is non-actionable but in the tab order • Zoom image viewer focus rectangle for **Previous** and **Next** covers multiple elements • Checkout Shipping **Order Summary** and one other non-action-able element is in the tab order
2.4.4 Link Purpose (In Context) (Level A)	Supports	Link text was found to be accurate and clear
2.4.5 Multiple Ways (Level AA)	Supports	The user scenario S3: Product catalog search specifically addressed the need for an alternative method of finding a web page - Search
2.4.6 Headings and Labels (Level AA)	Supports	Heading and labels are descriptive throughout to aid in understanding
2.4.7 Focus Visible (Level AA)	Supports	A visual focus indicator was used throughout to aid in navigation and understanding
2.5.1 Pointer Gestures (Level A)	Not Applicable	Multipoint or path-based gestures are not used
2.5.2 Pointer Cancellation (Level A)	Supports	Operations that use a single pointer execute on the up-events allowing for

Success Criterion	Conformance Level	Remarks
2.5.3 Label in Name (Level A)	Supports	Programmatic names match visual labels
2.5.4 Motion Actuation (Level A)	Not Applicable	Device motion sensors are not used
3.1.1 Language of Page (Level A)	Supports	Language is programmatically expressed for assistive technologies at the product or page level
3.1.2 Language of Parts (Level AA)	Not Applicable	Does not contain language changes
3.2.1 On Focus (Level A)	Partially Supports	Scenario 3: Catalog page - Product color selection mouse and keyboard experience are not equivalent
3.2.2 On Input (Level A)	Supports	Controls have clear purpose and behavior
3.2.3 Consistent Navigation (Level AA)	Supports	Navigational mechanisms are visually and functionally consistent
3.2.4 Consistent Identification (Level AA)	Supports	Components that have similar functionality are visually and functionally consistent
3.3.1 Error Identification (Level A)	Supports	Input errors are clearly identified and described to the user in text
3.3.2 Labels or Instructions (Level A)	Supports	All user input components have clear labels and instructions

Success Criterion	Conformance Level	Remarks
3.3.3 Error Suggestion (Level AA)	Supports	Users are provided suggestions for correcting errors
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Supports	User submissions are Confirmed
4.1.1 Parsing (Level A)	Partially Supports	Scenario 2: My Account page, Recent Orders **View Order** buttons have nested link text that could cause confusion Scenario 3: Shop by accordions are announced as individual tab controls
4.1.2 Name, Role, Value (Level A)	Partially Supports	Scenario 4: Impacted by an External/3rd Party Issue - Review Filter options not explained well to screen reader users
4.1.3 Status Messages (Level AA)	Not Applicable	No status messages are sent

Appendix A:

Equal Entry LLC worked with White Mountain to define the following User Scenarios to assess Main Website.

The following Criteria were **Not Applicable** based on a review with White Mountain that confirmed that current scenarios do not contain this functionality.

- 1.2.1 Audio-only and Video-only (Prerecorded)
- 1.2.2 Captions (Prerecorded)
- 1.2.3 Audio Description or Media Alternative (Prerecorded)
- 1.2.4 Captions (Live)
- 1.2.5 Audio Description (Prerecorded)
- 1.3.3 Sensory Characteristics

- 1.4.1 Use of Color
- 1.4.2 Audio Control
- 1.4.13 Content on Hover or Focus
- 2.1.4 Character Key Shortcuts
- 2.2.1 Timing Adjustable
- 2.2.2 Pause, Stop, Hide
- 2.3.1 Three Flashes or Below Threshold
- 2.5.1 Pointer Gestures
- 2.5.4 Motion Actuation
- 3.1.2 Language of Parts
- 4.1.3 Status Messages

Scenarios

S1: Homepage, common header and common footer

Use Incognito to insure you will be offered the Sign Up request popups

1. Open **White Mountain Shoes Homepage**
2. Navigate to and activate **Skip to main content**; find start of main content area; return to top of page
3. Navigate to each non-menu element in header (White Mountain, Cliffs, Rialto, Seven dials, free shipping info, Account, My Bag, Covid-19 info and search)
4. Navigate to each menu element in header (New Arrivals, All Styles, Collections, Sale)
5. Read the top ads (Summer Clearance Event, Summer Sale, Clogs, Sandals, Wedges, Flats), ensuring that screenreader can find and describe all text, alt text and interactive elements
6. Navigate to the Customer Feedback carousel, reading each slide
7. Navigate to and read each text element and link in footer (White Mountain Shoes Social Media, email signup, Contact Us, We're here to help, get to know us, policies)
8. Activate **Terms of Use**
9. Read Terms of Use
10. Navigate to and activate **Accessibility**, within the footer
11. Read "Our Commitment to Accessibility"
12. Navigate to and activate **Privacy Policy**, within the footer
13. Read "Privacy Policy"
14. When presented, read "The White Mountain Footwear Group complies with data protection laws. Click to view our Privacy Policy." notification pop-up at the bottom of the screen
15. When presented, read Get Lucky, with email join request
16. When presented, read White Mountain Sign Up Today to get $15 off popups with email join request

S2: New Account Creation/ Login

1. Open **White Mountain Shoes Homepage**
2. Navigate to and activate **Account**, to open **Customer Login**
3. Activate **Create an Account**, to open **Create New Customer Account**
4. Navigate to **Email** and enter: tester
5. Without entering any additional data, navigate to and activate **Create an Account**
6. Read error message(s)
7. Navigate to **First Name** and enter: A11y
8. Navigate to **Last Name** and enter: Tester
9. Uncheck **Sign Up for Newsletter**
10. Activate **Reload CAPTCHA**
11. Complete CAPTCHA
12. Navigate to **Email** and enter: **A11y@EqualEntry.com**
13. Navigate to **Password** and enter: A11y
14. How strong is this password?
15. Navigate to **Confirm Password** and enter: A11y
16. Activate **Create an Account**, to open **My Account**
17. Read confirmation message
18. Navigate to and activate **Welcome, Ally | Log out**
19. Navigate to and activate **Account**, to open **Customer Login**
20. Navigate to **Email** and enter: **ksaucier@whitemt.com**
21. Navigate to **Password** and enter: ZU36wmss
22. Activate **Sign in** to open **My Account**
23. Read My Account, including **Recent Orders**
24. Navigate to and activate **My Wish List**
25. Navigate to **Comment for Alice Leather Flat** and enter: NEEDED for the next conference I attend in Miami
26. Navigate to and activate **My Orders**, run a quick accessibility check with MS Insights
27. Navigate to and activate **Address Book**, run a quick accessibility check with MS Insights
28. Navigate to and activate **My Profile**, run a quick accessibility check with MS Insights
29. Navigate to and activate **My Returns**, run a quick accessibility check with MS Insights
30. Navigate to and activate **My Payment Methods**, run a quick accessibility check with MS Insights

S3: Product catalog search

1. Open **White Mountain Shoes Homepage**
2. Navigate to **Search** and enter the invalid search term: unicorn
3. Now on **Search results page for: 'Unicorn'**, confirm no search results were found
4. Navigate to **Search** and enter: Mamba wedge
5. Read **Search Results For: 'Mamba Wedge'**, how many results found? how many are currently being shown?

6. Navigate to **Sort By** and select *Price*
7. Change **Sort Order** to be lowest to highest
8. Navigate to **Show** and select *9*
9. Use the page navigation to move to the **last page**
10. Read the information available about "White Mountain Shows Lambert Suede Bootie" - what's it's price? what colors does it come in?
11. Expand **Color** under Shop by
12. Select **Multi**, page will refresh to **Search results for: 'Mamba Wedge' - Now Shopping by Color: Multi**
13. Expand **Size** and select *10*, page will refresh to **Search results for: 'Mamba Wedge' - Now Shopping by Color: Multi & Size: 10**
14. Navigate to and activate **White Mountain Shoes Mamba Wedge**
15. Without entering any data, navigate to and activate **Add to Cart**
16. Read error message

S4: Add / remove items to shopping cart

1. Open the products page for **White Mountain Shoes Mamba Wedge** - If needed login as **ksaucier@whitemt.com** / ZU36wmss
2. Review all the product images
3. Activate the last image, Zoom in on the product to get a better view of the material used
4. What's this products star rating? out of how many reviews?
5. Read if the product is **In Stock**, when it will ship, and it's general description
6. Navigate to **Step 1: Select Your Color** and select *Natural*
7. Navigate to **Step 2: Select Your Size** and try to select 9 (which is unavailable) then select 9.5
8. Read the **Item Information** before activating **Size Guide**
9. Read the **Size Guide** before activating **Reviews**
10. Read **Other top rated products**
11. What is the average optioninon of Fit and Width?
12. Navigate to **Sort reviews** and select *Newest*
13. Read the first review, when was it written? Mark it as **helpful**
14. Navigate to the last page of reviews, read the last review, when was it written? (8/18/2015)
15. Navigate back up to **Add to Cart** and activate
16. Read confirmation message
17. Navigate to and activate **My Bag**
18. Confirm **My Bag** containing 1 item, and read details of the contents
19. Activate **See Details** for the Mamba Wedge, to confirm color and size
20. Activate **View and Edit Cart**
21. Navigate to **Quantity** for the Mamba Wedge and increase to *2*
22. Activate **Proceed to Checkout**

23. Activate **Continue** to **Payment**
24. Activate Apply Discount Code

Appendix B:

Additional information about the evaluation methods used.

Main Website Technologies

The technologies that this content "relies upon" are:

- HTML5
- CSS
- JavaScript
- jQuery UI
- Google Font API
- PHP
- BootStrap
- jQuery Migrate
- Cart Functionality
- Slick
- jQuery
- Require JS
- MySQL
- Google Tag Manager
- Font Awesome
- Facebook
- Magento
- Polyfill
- Underscore.js
- Cloudflare
- reCAPTCHA
- google Analytics
- PayPal
- Moment.js
- Twitter
- AddThis
- Facebook

User Agents and Assistive Technologies

The technology platforms used in the verification:

Windows 10/Chrome

The assistive technologies used in the verification:

- Keyboard
- Accessibility Insights for Web
- ANDI
- NVDA
- aXe
- Colour Contrast Analyser
- Web Developer Toolbar
- Code Inspection / Dev Tools