

Cookie Run Accessibility Evaluation

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Table of Contents

Table of Contents	1
Executive Summary	3
Background About Evaluation	4
Scope of Review	5
Review Process	6
Reviewed Pages	8
Overview	8
Reviewed: Home Page	9
1.4.3 Contrast (minimum) - Level AA	10
2.2.1 Timing Adjustable - Level A	18
2.4.7 Focus Visible - Level AA	22
Reviewed: Collections - New Page	27
1.4.11 No-text Contrast - Level AA	28
2.3.3 Animation from interactions- Level AAA	30
2.4.9 Link Purpose(link only) - Level AAA	32
Reviewed: Product Page	34
1.1.1 Non-text Content - Level A	35
1.2.8 Multimedia Alternative (prerecorded) - Level AAA	39
1.4.9 Images of Text - Level AAA	41
Redesigned Pages	43
Redesigned: Home Page	43
Issues Identified from Criteria	43
Summary of Changes	43
Redesigned: Collections - New Page	57
Issues Identified from Criteria	57
Summary of Changes	57
Redesigned: Product Page	61
Issues Identified from Criteria	61
Summary of Changes	61
Redesign Annotations	62
References	65
Appendices	67
Appendix A: Accessibility Panel	67

Appendix B: Redesigned Home Screens	68
Appendix C: Redesigned Product Screen	69
Appendix D: Redesigned Collections - New Screen	70

Executive Summary

This report describes the conformance of the Etsy website with [W3C's Web Content Accessibility Guidelines \(WCAG\)](#). The review process is described in the Review Process section below and is based on evaluation described in [Accessibility Evaluation Resources](#).

This evaluation and the subsequent redesign covered three unique WCAG 2.1 criteria for each page evaluated: Home page, Product page, and Collections - New page. Based on this evaluation, the reviewed Cookie Run website pages **do not meet** the WCAG 2.1, Conformance Level A, AA, and AAA.

Annotated reviews are available in the Reviewed Pages section below. Annotated redesigns are available in the Redesigned Pages section below. Resources for follow-up study are listed in [References](#) below. Feedback on this evaluation is welcome.

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(s): 10/23/2022 to 10/27/2022. The website may have changed since that time.

Scope of Review

Website: Cookie Run Store / Global | Official Store (desktop website)

Purpose of site: Cookie Run Store is the official and global shopping website for the mobile game, Cookie Run, and it sells official merchandise of the game.

Base URL of site: <https://cookierunstore.com/>

URLs included in review:

1. Cookie Run Store Home Page: <https://cookierunstore.com/>
 - Reviewed manually and using semi-automated evaluation tools (WAVE & ANDI).
2. Cookie Run Store Product Page: <https://cookierunstore.com/products/7138094055610>
 - Reviewed manually and using semi-automated evaluation tools (WAVE & ANDI).
3. Cookie Run Store Collections - New Page: <https://cookierunstore.com/collections/new>
 - Reviewed manually and using semi-automated evaluation tools (WAVE & ANDI).

Review Process

WCAG 2.1 Level for which conformance was tested: WCAG 2.1 Level A, AA, AAA

- Home Page
 - 1.4.3 Contrast (minimum)
 - 2.2.1 Timing Adjustable
 - 2.4.7 Focus Visible
- Product Page
 - 1.1.1 Non-text Content
 - 1.2.8 Multimedia Alternative (prerecorded)
 - 1.4.9 Images of Text
- Collections: New Page
 - 1.4.11 Non-text Contrast
 - 2.3.3 Animation from interactions
 - 2.4.9 Link Purpose (Link only)

Evaluation and validation tools used, and versions:

- WAVE version 3.1.6
- [Web AIM Contrast Checker](#)
- ANDI, [Apache License 2.0](#)
- A11y Contrast Checker

Description of manual reviews (usability testing of accessibility features) used:

- Visual review

- Keyboard navigation
- The scenarios where context, visual observation, and keyboard testing were required were tested according to the specific WCAG guidelines provided.

Reviewed Pages

Overview

- Home Page
 - 1.4.3 Contrast (minimum): Does not pass
 - 2.2.1 Timing Adjustable: Does not pass
 - 2.4.7 Focus Visible: Does not pass
- Collections: New Page
 - 1.4.11 Non-text Contrast
 - 2.3.3 Animation from interactions
 - 2.4.9 Link Purpose (Link only)
- Product Page
 - 1.1.1 Non-text Content
 - 1.2.8 Multimedia Alternatives (prerecorded)
 - 1.4.9 images of text

Reviewed: Home Page

For the Cookie Run Store Home page, the following WCAG 2.1 Criteria were evaluated:

- 1.4.3 Contrast (minimum) - Level AA
 - Status: Does not pass
- 2.2.1 Timing Adjustable - Level A
 - Status: Does not pass
- 2.4.7 Focus Visible - Level AA
 - Status: Does not pass

1.4.3 Contrast (minimum) - Level AA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 1.4.3 Contrast \(minimum\)](#) require that the visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

- **Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1
- **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement
- **Logotypes:** Text that is part of a logo or brand name has no contrast requirement

Summary of Issues:

- Overall, the Home page doesn't pass the Contrast (minimum) criteria. Most of the issues should be easy to fix by increasing the contrast of the text to the background (or selecting a different text/background color). Having enough contrast is an important element of visual accessibility, and "the intent of this Success Criterion is to provide enough contrast between text and its background so that it can be read by people with moderately low vision (who do not use contrast-enhancing assistive technology)", according to the WCAG 2.1 guidelines.
- The Home page doesn't provide an accessibility option to let users switch to a different contrast mode (high, low), which would help users with visual disabilities ([WCAG 2.1 techniques](#)).

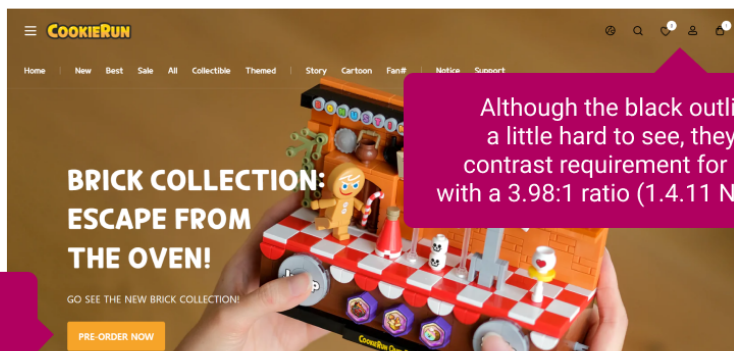
- Because some of the background colors are from images (such as the banners and section titles), a background color for that image isn't specified, which would make it difficult "for users to set their own colors in their browser or Assistive Technology", according to the [WCAG 2.1 techniques](#).
- A big issue is when text gets overlaid on busy images. I manually tested the text overlaid on the images; for some with busy images, I couldn't color-pick and test all the colors against the overlaid text individually, so I tested the largest amount of color. It's important to note that the busyness of the image could still make the text be challenging and inaccessible for users with visual disabilities, even if they technically do pass the contrast ratio. Where I'm unable to individually color-pick or use a semi-automated testing tool to test the contrast ratio, I make visual observations for areas which accessibility could be improved for users with visual disabilities (such as with the busy images).
- Another minor issue is that some of the UI components technically pass the color contrast ratio but may not be the easiest to see, such as the outlined navigation icons.

1.4.3 Contrast (minimum)

Home

1

Initial landing page carousel image



Although the black outlined icons are a little hard to see, they do pass the contrast requirement for UI components with a 3.98:1 ratio (1.4.11 Non-text Contrast).

The button doesn't pass. The contrast ratio is 2.04:1.

Contrast analysis for the 'PRE-ORDER NOW' button:

- Foreground Color: #FFFFFF
- Background Color: #F6A429
- Contrast Ratio: 2.04:1
- WCAG AA: Fail
- WCAG AAA: Fail

WCAG AA: **Fail** The five boxing wizards jump quickly.

WCAG AAA: **Fail** The five boxing wizards jump quickly.

WCAG AA: **Fail** Text Input ✓

Contrast analysis for the 'PRE-ORDER NOW' button (highlighted area):

- Foreground Color: #000000
- Background Color: #8F632B
- Contrast Ratio: 3.98:1
- WCAG AA: Fail
- WCAG AAA: Fail

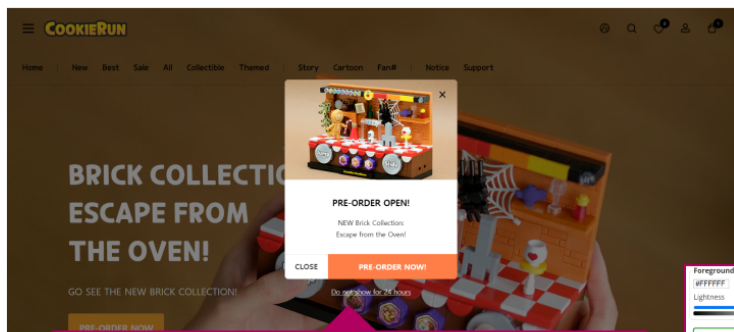
WCAG AA: **Pass** The five boxing wizards jump quickly.

WCAG AAA: **Fail** The five boxing wizards jump quickly.

WCAG AA: **Pass** Text Input ✓

2

Initial landing page carousel image with pop-up



An approximation of the background color shows that this passes the contrast ratio with 9.93:1. However, because it's overlaid on a busy image, it could still be challenging for people with visual disabilities to see and to read.

Contrast analysis for the 'PRE-ORDER NOW' button (highlighted area):

- Foreground Color: #FFFFFF
- Background Color: #564225
- Contrast Ratio: 9.93:1
- WCAG AA: Pass
- WCAG AAA: Pass

WCAG AA: **Pass** The five boxing wizards jump quickly.

WCAG AAA: **Pass** The five boxing wizards jump quickly.

WCAG AA: **Pass** Text Input ✓

1.4.3 Contrast (minimum)

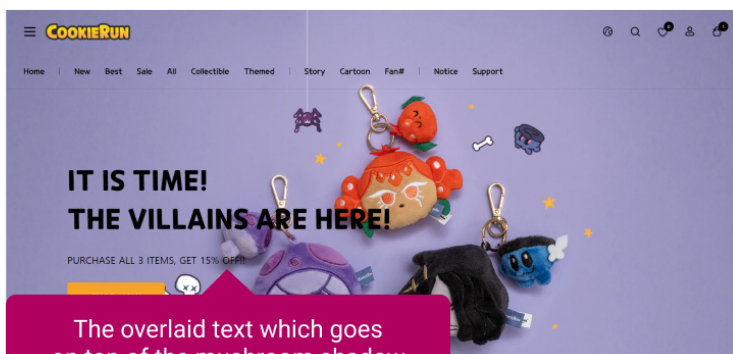
Home

For the following screens, the contrast issues in the text and image background are worsened because the images have "busy" content which overlaps with the text.

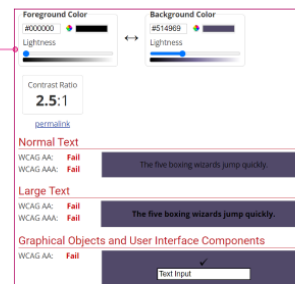
The contrast issues plus the speed of the carousel both make a challenging and inaccessible reading experience for users with visual disabilities.

3

Second landing page carousel image



The overlaid text which goes on top of the mushroom shadow is difficult to read and doesn't pass the contrast ratio with 2.5:1.



The navigation text is also overlaid on the image, and it would be a visual challenge for users with visual disabilities.

4

Third landing page carousel image



The overlaid text on top of the busy map image is very difficult to read, even though the individual colors look light enough to pass the color contrast ratio.

1.4.3 Contrast (minimum)

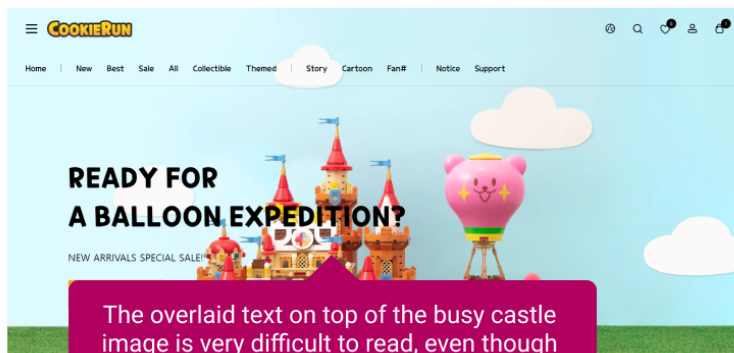
Home

For the following screens, the contrast issues in the text and image background are worsened because the images have "busy" content which overlaps with the text.

The contrast issues plus the speed of the carousel both make a challenging and inaccessible reading experience for users with visual disabilities.

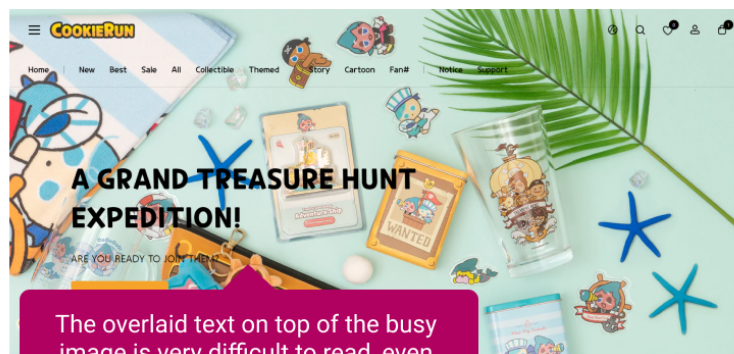
5

Fourth landing page carousel image



6

Fifth landing page carousel image



1.4.3 Contrast (minimum)

Home

The contrast issues identified in the Trending Now section are also applicable to the other sections on the Home page which follow the same layout, typography, and use of color.

Because part of this title is an image, I manually color-picked and tested this. The section title passes with a contrast ratio of 9.54:1.

Foreground Color: #5F2E10
Background Color: #FFEEA0

Lightness: [Slider]

Contrast Ratio: **9.54:1**

Text Size: **Large**

Normal Text: **Sample**

AA: **Pass**

AAA: **Pass**

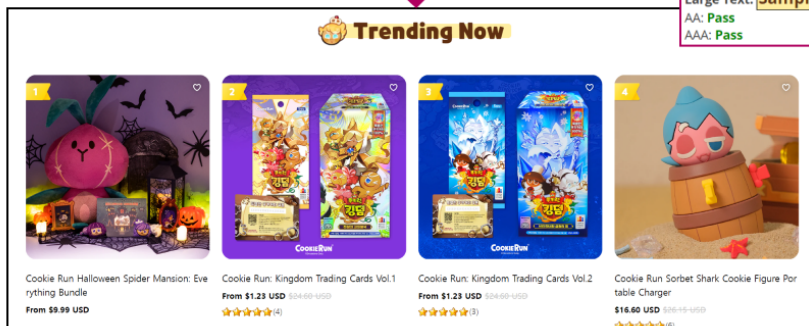
Large Text: **Sample**

AA: **Pass**

AAA: **Pass**

7

Trending Now section



Because this is part of an image, I manually color-picked and tested this. The Trending numbers don't pass with a contrast ratio of 1.34:1.

Foreground Color: #FFFFFF
Background Color: #FEDD2A

Lightness: [Slider]

Contrast Ratio: **1.34:1**

Text Size: **Large**

Normal Text: **Sample**

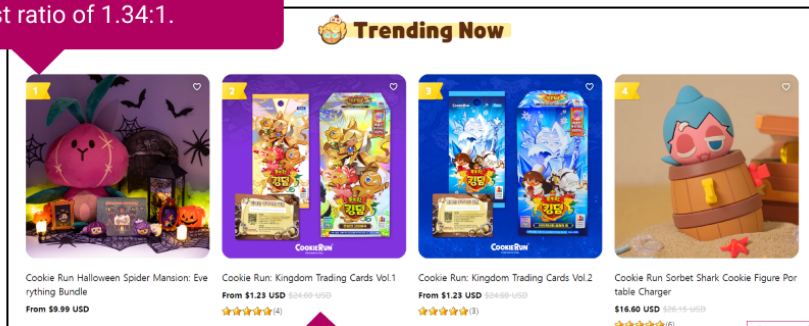
AA: **Fail**

AAA: **Fail**

Large Text: **Sample**

AA: **Fail**

AAA: **Fail**



The pricing in gray does not pass with a color contrast ratio of 1.6:1.

Foreground Color: #CCCCCC
Background Color: #FFFFFF

Lightness: [Slider]

Contrast Ratio: **1.6:1**

Text Size: **Normal**

Normal Text: **Sample**

AA: **Fail**

AAA: **Fail**

Large Text: **Sample**

AA: **Fail**

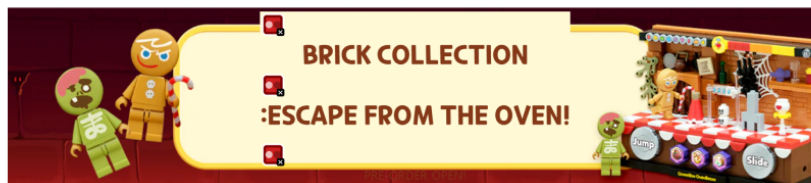
AAA: **Fail**

1.4.3 Contrast (minimum)

Home

8

Brick Collection banner

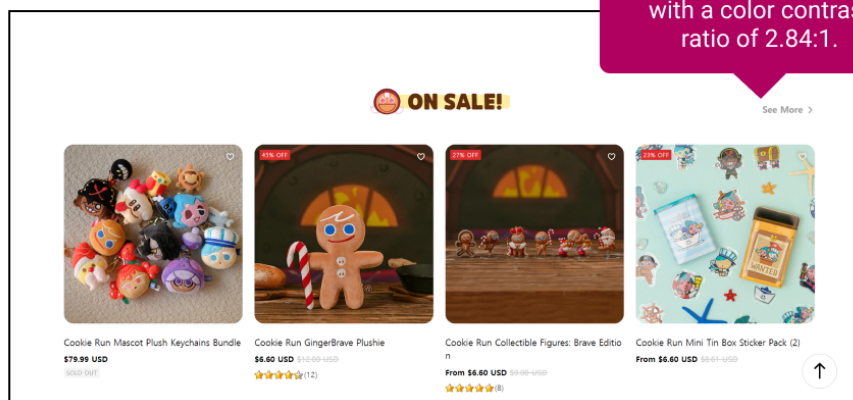


Because this text is over an image, I manually color-picked and tested this. The text passes with a color contrast ratio of 7.72:1.

Foreground Color #843818	Background Color #FFF9D5
Lightness	Lightness
Contrast Ratio: 7.72:1	
Text Size: Large	
Normal Text: Sample	
AA: Pass	
AAA: Pass	
Large Text: Sample	
AA: Pass	
AAA: Pass	

9

On Sale section



This text does not pass with a color contrast ratio of 2.84:1.

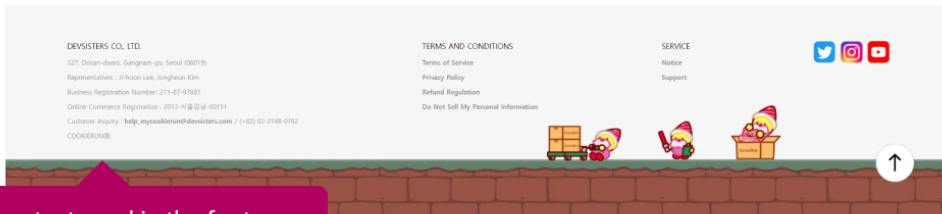
Foreground Color #999999	Background Color #FFFFFF
Lightness	Lightness
Contrast Ratio: 2.84:1	
Text Size: Normal	
Normal Text: Sample	
AA: Fail	
AAA: Fail	
Large Text: Sample	
AA: Fail	
AAA: Fail	

1.4.3 Contrast (minimum)

Home

10

Footer



The gray text used in the footer does not pass with a color contrast ratio of 2.64:1.

Foreground Color: #999999
Background Color: #F7F6F6

Lightness sliders for both colors.

Contrast Ratio: 2.64:1

Text Size: Normal
Normal Text: Sample
AA: Fail
AAA: Fail

Text Size: Large
Large Text: Sample
AA: Fail
AAA: Fail

2.2.1 Timing Adjustable - Level A

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 2.2.1 Timing Adjustable](#) require that one of the following the following criteria be true to pass:

- 1) **Turn off:** The user is allowed to turn off the time limit before encountering it
- 2) **Adjust:** The user is allowed to adjust the time limit before encountering it over a wide range that is at least ten times the length of the default setting
- 3) **Extend:** The user is warned before time expires and given at least 20 seconds to extend the time limit with a simple action (for example, "press the space bar"), and the user is allowed to extend the time limit at least ten times
- 4) **Real-time Exception:** The time limit is a required part of a real-time event (for example, an auction), and no alternative to the time limit is possible
- 5) **Essential Exception:** The time limit is essential and extending it would invalidate the activity
- 6) **20 Hour Exception:** The time limit is longer than 20 hours

Summary of Issues:

- Overall, the Home page doesn't pass the Timing Adjustable criteria. It doesn't pass any of the components listed above because the carousel banners start rotating automatically and don't give the user an option to turn it off, adjust the timing, or pause it. There's also no real-time, essential exception, and 20 hour exception.
- The banners rotate through five images, and they last less than five seconds. This isn't accessible because the text content on the banner is important to read, and with the banner changing so quickly, users with visual disabilities and cognitive disabilities will

have trouble with reading the banners. According to the WCAG 2.1, “People with low vision need more time to locate things on screen and to read. People who are blind and using screen readers may need more time to understand screen layouts, to find information and to operate controls” (WCAG 2.1).

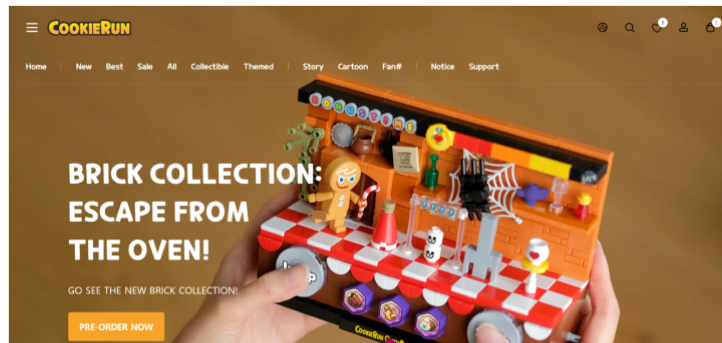
- Extra visual details which make the carousel experience inaccessible to people with visual disabilities are:
 - Contrast problems between the carousel controls and images
 - Inconsistent carousel control height (lower on the first image, so it doesn't show up on the screen)
 - Combination of contrast problems between the background image and overlaid text plus the speed of the carousel moving

2.2.1: Timing Adjustable - Level A

Home

1

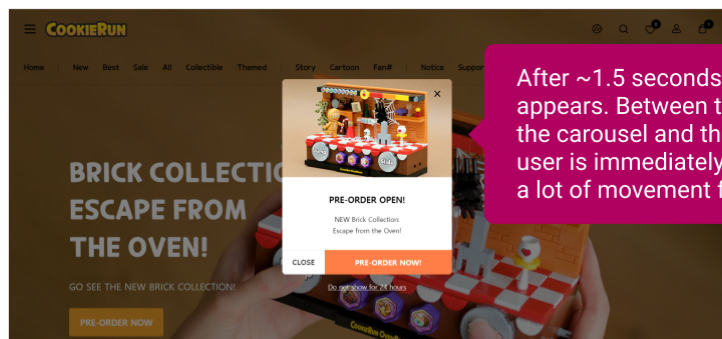
Initial landing page carousel image



On initial screen load, the carousel navigation buttons aren't immediately available like they are on the other images. The carousel controls load in at a different height each time on this image, so the user can't see the carousel controls, unless they scroll down.

2

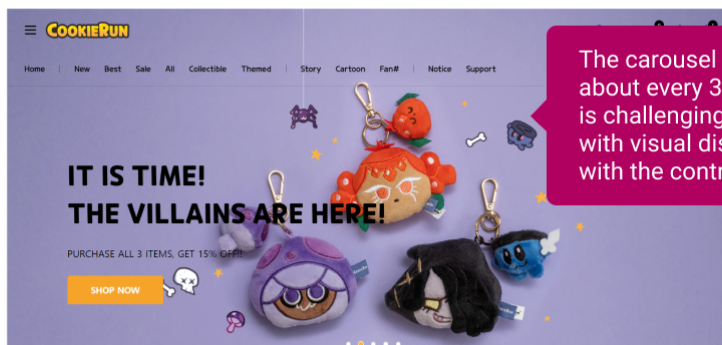
Initial landing page carousel image with pop-up



After ~1.5 seconds, this pop-up appears. Between the content on the carousel and the pop-up, the user is immediately assaulted with a lot of movement from the website.

3

Second landing page carousel image



The carousel images switch about every 3-4 seconds. This is challenging to read for people with visual disabilities, especially with the contrast issues.

The carousel controls' click target area is small. There aren't any options to pause or adjust the timing too.

4

Third landing
page carousel
image

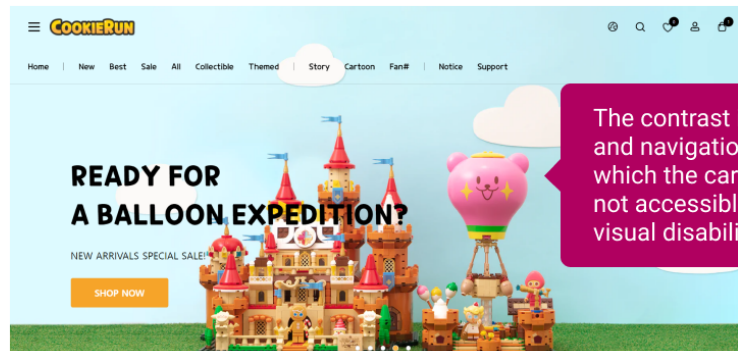


The contrast issues in the text and navigation plus the speed which the carousel changes is not accessible for people with visual disabilities.

The image and controls have a contrast ratio problem.

5

Fourth landing
page carousel
image



The contrast issues in the text and navigation plus the speed which the carousel changes is not accessible for people with visual disabilities.

The image and controls have a contrast ratio problem.

6

Fifth landing
page carousel
image



The contrast issues in the text and navigation plus the speed which the carousel changes is not accessible for people with visual disabilities.

The image and controls have a contrast ratio problem.

2.4.7 Focus Visible - Level AA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 2.4.7 Focus Visible](#) requires that “any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible”.

Summary of Issues:

- The Home page doesn't pass the Focus Visible criteria.
 - As an aside, the Home page is close to passing [2.4.3 Focus Order](#), which was checked prior to 2.4.7 Focus Visible. The focus order is shown in the annotations to confirm this. I'm mentioning the focus order here to first confirm that keyboard navigation is set up on the Home page. However, there's no focus visible indicator, which makes it challenging for people with visual disabilities (such as low vision) to figure out where they are on the page without any indicator. If the person wasn't using assistive technology, such as a screen reader that could help read out the navigation landmarks, it would be especially challenging without a focus visible indicator.
- There's no visible focus indicator for each item that the user can tab to.
- The navigation menu dropdown focus shows what item the user is selecting, but it's not done well because the dropdown menu is cut off and the main menu disappears.
- When tabbing through the page, the page's focus does follow the tabs, but because there's no visible focus indicator, the user with visual disabilities would still have trouble following along.

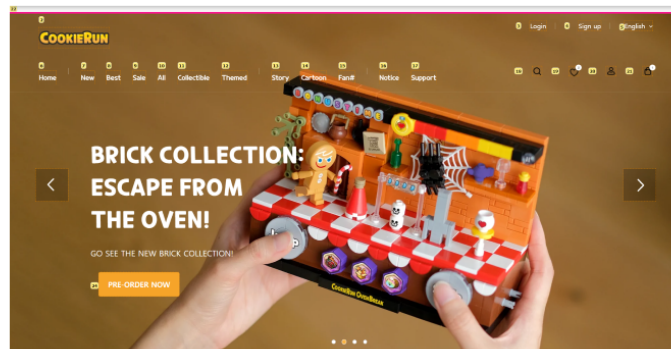
2.4.7 Focus Visible

Home

but first... 2.4.3 Focus Order

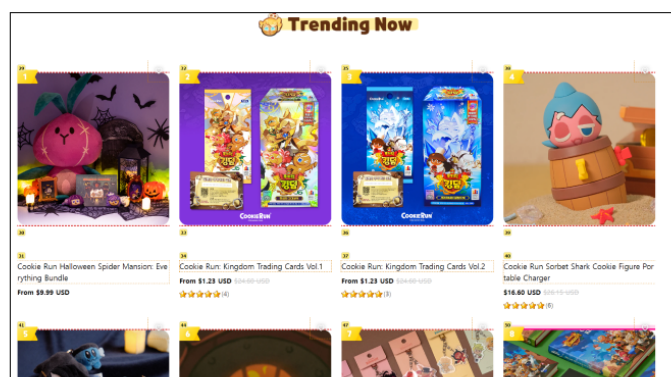
1

Overview of focus order.



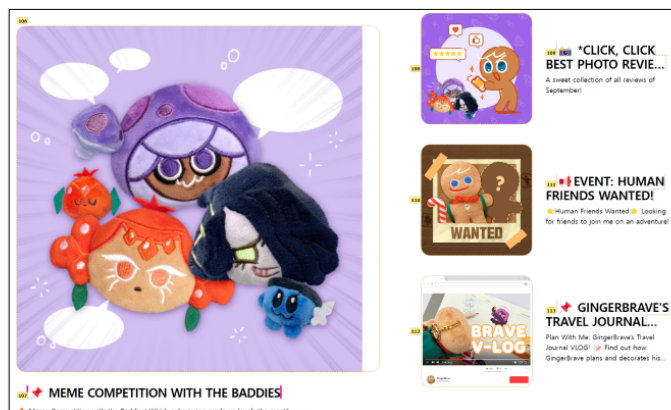
The focus order for the home page follows a logical order, going from left to right and top to bottom. The user can use tab to move forward and shift+tab to move back.

It navigates through the banner's CTA buttons but doesn't navigate the carousel's controls.



While I'm tabbing through the page, I can see the URL changing the product number, but I can't tell which product it is.

The page moves with the tabbing, but there's no focus visible indicator to show the user what they're looking at.



This format also follows left to right and top to bottom keyboard navigation.

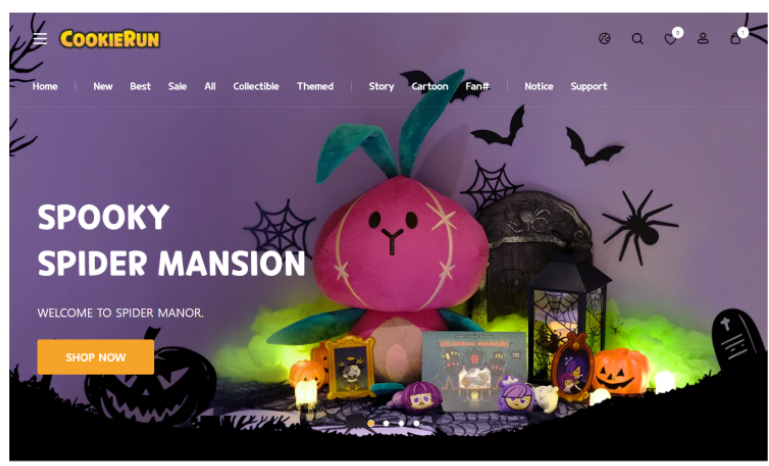
The footer is included in the keyboard navigation.

2.4.7 Focus Visible

Home

1

Landing screen

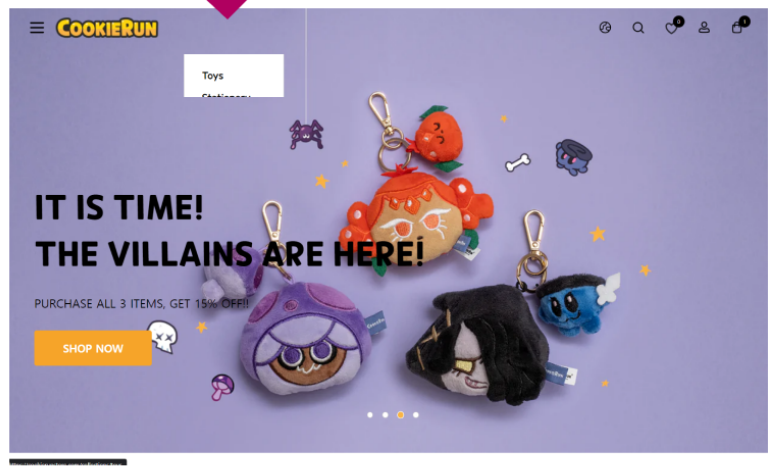


There's no visible focus indicator. The user only knows that the keyboard navigation is working because the URL changes when you tab or shift+tab. This isn't sufficient.

Tabbing into the nav menu does put focus on what dropdown item the user is selecting, but it's not done well. The user can't see the whole menu and the main nav bar disappears.

2

Navigation Menu



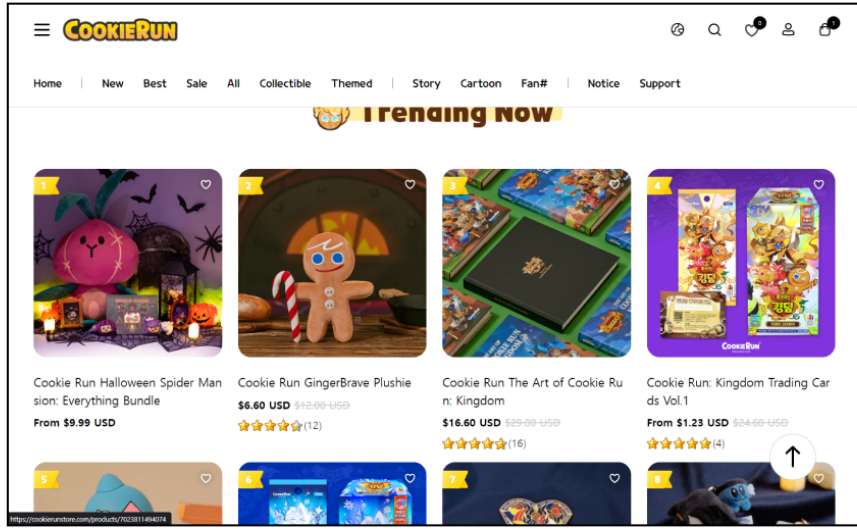
This is one of the only indicators of where the user is progressing on the page, but it's confusing and unclear.

2.4.7 Focus Visible

Home

3

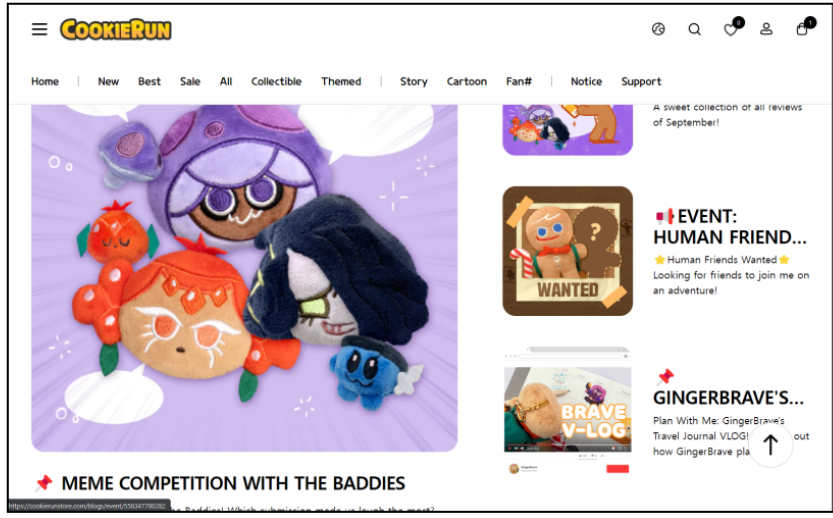
Trending Now section



This indicates that the user is tabbing through the products. It's an issue because it's not a visible focus indicator. The user still won't know which product it is that they're on (hint: it's the Cookie Run GingerBrave plushie).

4

Event section

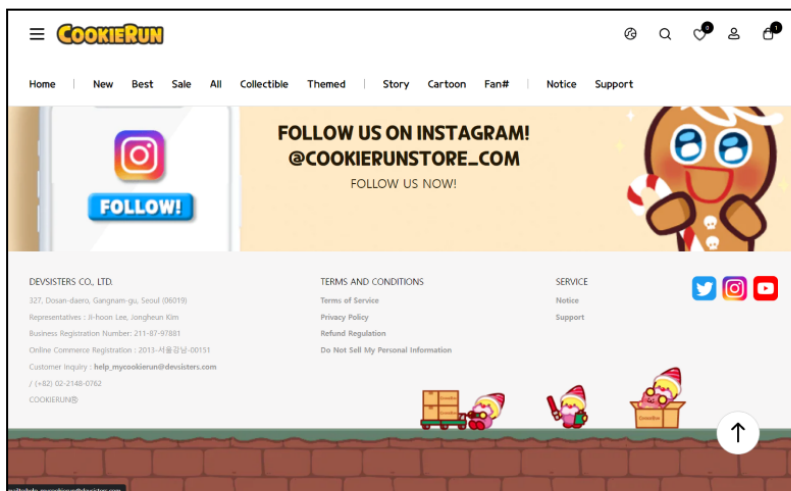


2.4.7 Focus Visible

Home

5

Footer section



There's no focus indicator. The user only knows what section they're in because of this email link.

Reviewed: Collections - New Page

For the Cookie Run Store Collections New page, the following WCAG 2.1 Criteria were evaluated:

- 2.3.3 Animation from interactions- Level AAA
 - Status: Does not pass
- 1.4.11 No text Contrast - Level AA
 - Status: Does not pass
- 2.4.9 Link Purpose (Link only)
 - Status: Close to passing

1.4.11 No-text Contrast - Level AA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for Link purpose](#) (Link only) requires that the visual [presentation](#) of the following have a [contrast ratio](#) of at least 3:1 against adjacent color(s):

User Interface Components

Visual information required to identify [user interface components](#) and [states](#), except for inactive components or where the appearance of the component is determined by the user agent and not modified by the author;

Graphical Objects

Parts of graphics required to understand the content, except when a particular presentation of graphics is [essential](#) to the information being conveyed.

Summary of Issues:

- On my product cards, there is a white heart button on the top right corner of the page for users to “save” the product. It is an important interaction component. However, the color contrast on most of them do not meet level A Standards. (Contrast ratio 1.21:1)

1.4.11: Non-text Contrast(Level AA)

2

Product card-
Save button



Cookie Run Brave Adventure Kit
\$45.99 USD

The "heart" button is for saving for users to save the product. However, the contrast ratio is only 1.21:1

Foreground Color: #FFFFFF, Background Color: #DFE8EB, Contrast Ratio: 1.21:1

Normal Text: WCAG AA: Fail, WCAG AAA: Fail. Text: The five boxing wizards jump quickly.

Large Text: WCAG AA: Fail, WCAG AAA: Fail. Text: The five boxing wizards jump quickly.

Graphical Objects and User Interface Components: WCAG AA: Fail. Text: Text Input

2.3.3 Animation from interactions- Level AAA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 2.2.1 Timing Adjustable](#) require that [Motion animation](#) triggered by interaction can be disabled, unless the animation is [essential](#) to the functionality or the information being conveyed.

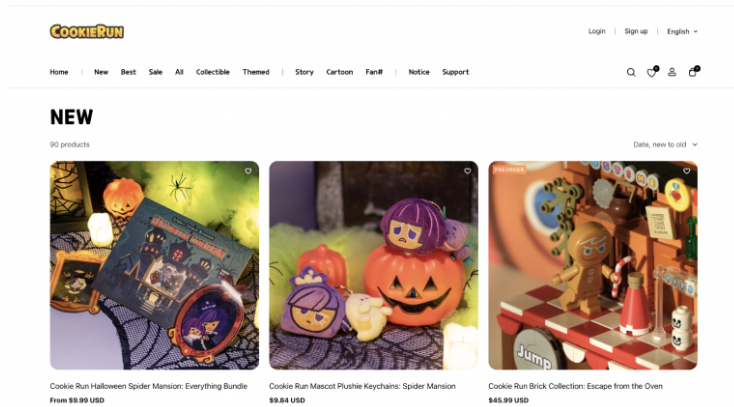
Summary of Issues:

- When hovering over a product image on this page, the image would automatically change immediately. This trigger cannot be disabled by the user. This animation is not essential to the functionality since the user could view the second image when clicking into the product detail page.

2.3.3: Animation from interactions (Level AAA)

1

Initial landing page when hover image, image change



When hover over each image, the image would immediately change. However, there is no way to disable this animation.

2.4.9 Link Purpose(link only) - Level AAA

Status: Close to passing

Description of Criteria: The [WCAG 2.1 Guidelines for Link purpose](#) (Link only) requires that A [mechanism](#) is available to allow the purpose of each link to be identified from link text alone, except where the purpose of the link would be [ambiguous to users in general](#).

Summary of Issues:

- Link purpose is ambiguous
 - The “heart” icon is an icon to save a product to the user’s wishlist. However, there is no description of this button and it can be confusing for users to know what this button is for. An example of link purpose for an icon being successful would be having a text description below the icon and both of those being connected to the link.
- The product picture link passes the criteria because there’s a text title description indicating what the product picture link is for.

2.4.9: Link Purpose(link only) - Level AAA

3

Product
information card
-stat rating- no
link to the rating
section



Cookie Run 5 Fold Umbrella (2)

\$18.11 USD

☆☆☆☆☆ (1)

The "heart" icon itself is a link to save product . However, there is no indication what this link is for

Reviewed: Product Page

For the Cookie Run Store Product page, the following WCAG 2.1 Criteria were evaluated:

- 1.1.1 Non-text Content - Level A
 - Status: Does not pass
- 1.2.8 Multimedia Alternative (prerecorded) - Level AAA
 - Status: Does not pass
- 1.4.9 Images of Text - Level AAA
 - Status: Does not pass

1.1.1 Non-text Content - Level A

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 1.1.1 Non-text Content](#) require that all non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below:

- **Controls, Input:** If non-text content is a control or accepts user input, then it has a name that describes its purpose
- **Time-Based Media:** If non-text content is time-based media, then text alternatives at least provide descriptive identification of the non-text content
- **Test:** If non-text content is a test or exercise that would be invalid if presented in text, then text alternatives at least provide descriptive identification of the non-text content
- **Sensory:** If non-text content is primarily intended to create a specific sensory experience, then text alternatives at least provide descriptive identification of the non-text content
- **CAPTCHA:** If the purpose of non-text content is to confirm that content is being accessed by a person rather than a computer, then text alternatives that identify and describe the purpose of the non-text content are provided, and alternative forms of CAPTCHA using output modes for different types of sensory perception are provided to accommodate different disabilities.
- **Decoration, Formatting, Invisibl:** If non-text content is pure decoration, is used only for visual formatting, or is not presented to users, then it is implemented in a way that it can be ignored by assistive technology

Summary of Issues:

- The Product page doesn't pass the Non-text Content criteria. The intent of this Success Criterion is to make information conveyed by non-text content accessible through the use of a text alternative.
- Text alternatives are a primary way for making information accessible because they can be rendered through any sensory modality (for example, visual, auditory or tactile) to match the needs of the user.
- A big issue is when the text is a part of the image and not embedded so that it can be easily accessible for users who use voice overs.
- The page does not provide text alternatives that allows the information to be rendered in a variety of ways by a variety of user agents. For example, a person who cannot see a picture can have the text alternative read aloud using synthesized speech.
- A person who cannot hear an audio file can have the text alternative displayed so that he or she can read it.
- Alternatively, the image is not marked up as a decorative image in HTML so that it can allow assistive technology to ignore it.

1.1.1 Non-text Content - Level A

Product

1

Product details image

PLEASE READ BEFORE PURCHASING
International shipments from Korea may be subject to a customs and clearance tax that must be paid by the customer. Please check your local customs and clearance policies as they differ from region to region.

Image description of the product detail does not have a text alternative that provides a brief description of the non-text content.

2

Product details image

Secret Rare Cards (3)

LSF-303	777	777
LSF-304	777	777
LSF-305	777	777

Special Illustration Cards (9)

?	?	?
LSF-004	LSF-005	LSF-006
?	?	?
LSF-007	LSF-008	LSF-009
?	?	?
LSF-100	LSF-101	LSF-102

Ultra Rare Cards (9)

LSF-084	Cocoa Cookie	★★★★★
LSF-085	Kumquat Cookie	★★★★★
LSF-086	Poison Mushroom Cookie	★★★★★
LSF-087	Pomegranate Cookie	★★★★★
LSF-088	Espresso Cookie	★★★★★
LSF-089	Cream Puff Cookie	★★★★★
LSF-090	Cotton Cookie	★★★★★
LSF-091	Latte Cookie	★★★★★
LSF-092	Licorice Cookie	★★★★★
LSF-093	Herb Cookie	★★★★★

Normal Cards (45)

LSF-001	Raspberry Cookie	★
LSF-002	Orion Cookie	★★
LSF-003	Snow Sugar Cookie	★★

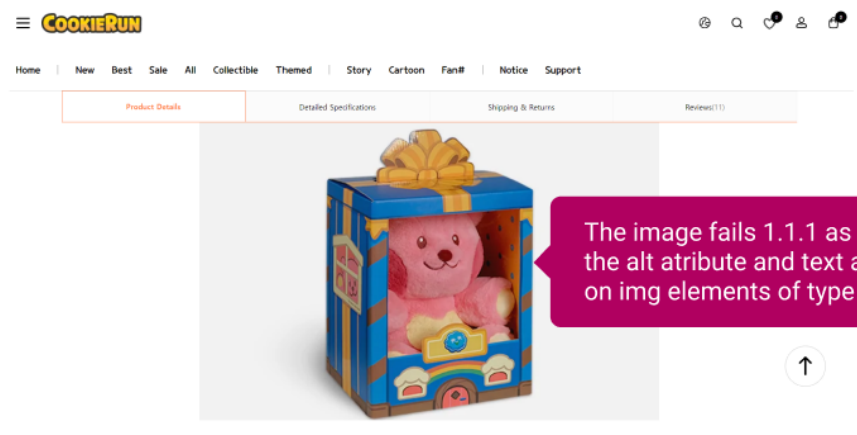
Not marked up as decorative image in HTML so that it can allow assistive technology to ignore it.

1.1.1 Non-text Content - Level A

Product

3

Product details image



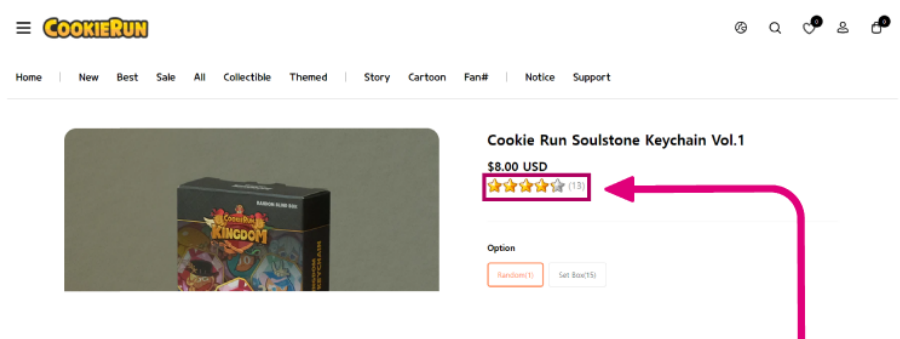
The image fails 1.1.1 as it omits the alt attribute and text alternative on img elements of type "image".

1.1.1 Non-text Content - Level A

Product

4

Product details image



Images of star for user rating needs to have an alternate text for voice readers

1.2.8 Multimedia Alternative (prerecorded) - Level AAA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 1.2.8 Multimedia Alternative \(prerecorded\)](#) require an alternative for time-based media is provided for all prerecorded synchronized media and for all prerecorded video-only media.

Summary of Issues:

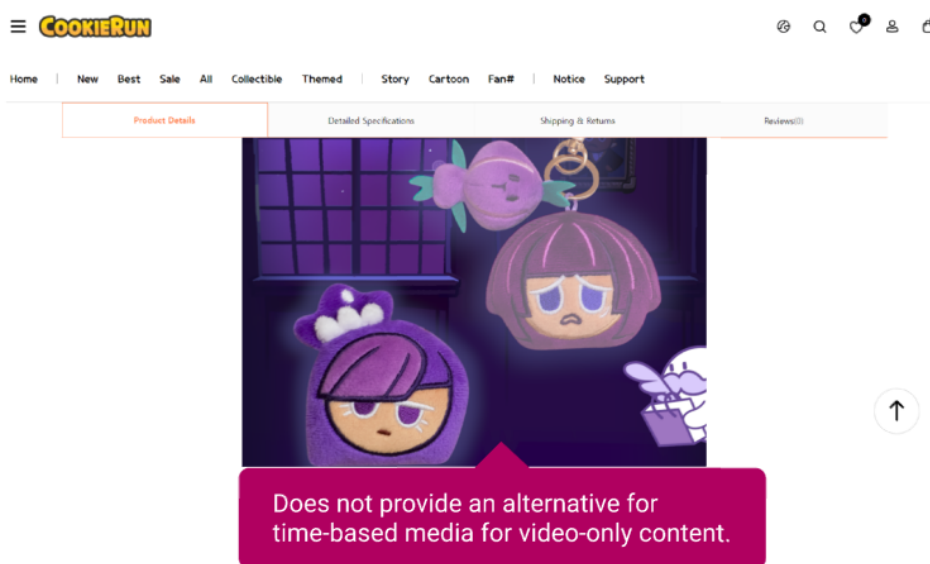
- Overall, the Product page does not pass the Multimedia Alternative criteria, as it does not provide an alternative for time-based media for video-only content.
- The video-only media that also contains text, does not contain a text description explaining its contents.
- Could place a link to the alternative for time-based media immediately next to the non-text content.
- The image object in HTML does not have content that provides a brief description of the function of the image. For example: Taking advantage of nesting object elements to provide alternative representations of information.

1.2.8 Multimedia Alternative (prerecorded) - Level AAA

Product

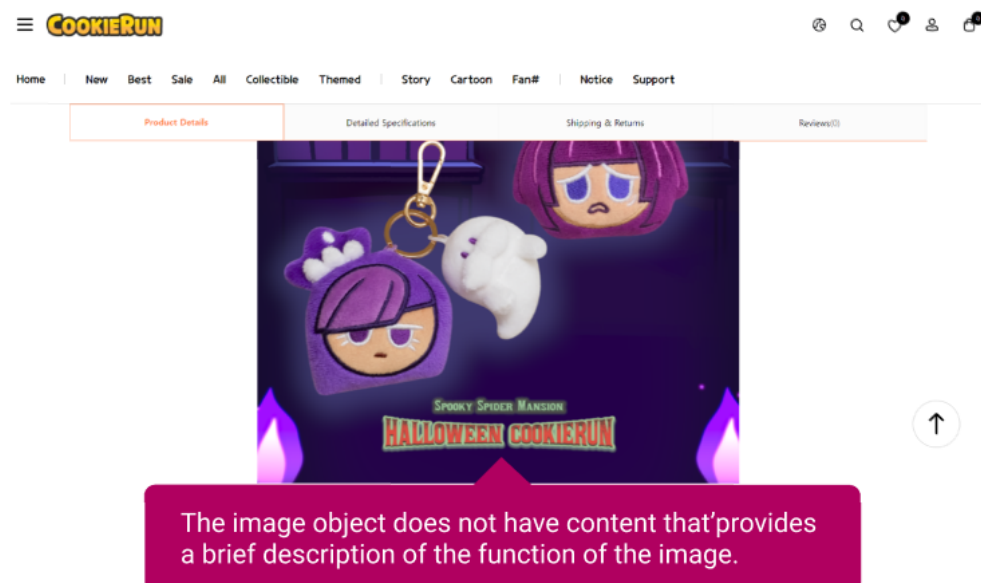
1

Product details
video-only media



2

Product details
video-only media



1.4.9 Images of Text - Level AAA

Status: Does not pass

Description of Criteria: The [WCAG 2.1 Guidelines for 1.4.9 Images of Text \(No Exception\)](#) require [images of text](#) are only used for [pure decoration](#) or where a particular presentation of [text](#) is [essential](#) to the information being conveyed.

Summary of Issues:

- The product detail images contain too many words and information that are not displayed through HTML form as opposed to their intention to serve as pure decorations. The author's intent to brand the product but does not consider the accessibility of reading.

1.4.9 Images of Text - Level AAA

Product

1

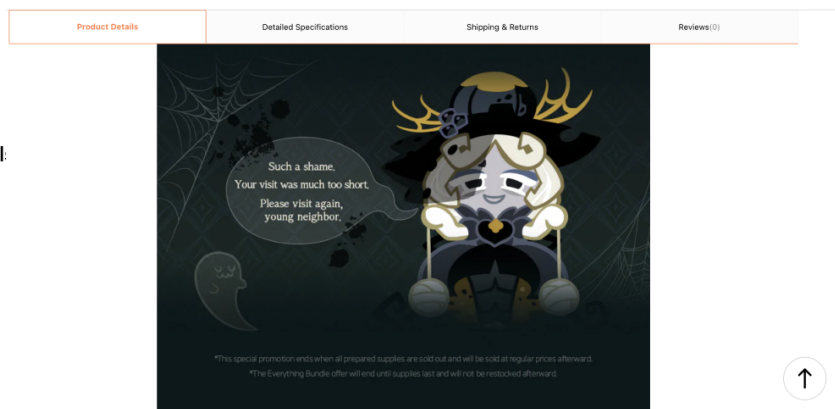
Product details image



Image contains many texts that are not of particular meanings and can be displayed using HTML.

2

Product detail image



Same here with the dialogue that can be displayed using HTML but instead it showed up as an image.

3

Product details image

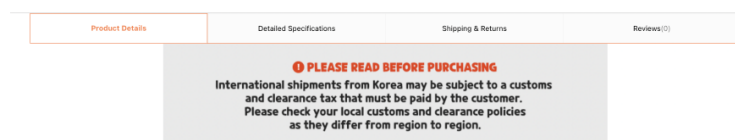


Image of important texts are not displayed using HTML.

Redesigned Pages

Redesigned: Home Page

Issues Identified from Criteria

- 1.4.3 Contrast (minimum) - Level AA
 - Text and carousel background
 - Button text and button background color
 - Light gray text in product cards, sections, and footer
 - Yellow flag in product images
- 2.2.1 Timing Adjustable - Level A
 - No carousel controls to pause/stop the slides
 - No timing adjustments
 - Less than 5 seconds per slide/image
- 2.4.7 Visible Focus Indicator - Level AA
 - Lacking visible focus indicator

Summary of Changes

- For the carousel to be accessible, I've redesigned the following, according to the [WCAG guide for carousels](#):
 - (2.2.1) Added Carousel Timing Controls in the Accessibility panel
 - (1.4.3) Increased contrast between background and navigation menu, as well as background, buttons, and text

- (2.2.1) Provided clear carousel control options which let the user pause and play the carousel animations
- The carousel controls are at a consistent height
- (2.2.1) The carousel uses semantic structure so that screen readers can pick it up, and the slide transitions are by default at least 5 seconds
- (2.4.7) The visible focus indicator clearly indicates where in the carousel it is, and it can also navigate through the carousel
- For the whole page, I've designed and redesigned the following:
 - Edited the navigation menu's icons to filled icons, so that they are more visually distinct than outlined icons.
 - Edited the navigation menu's icons to include text of what each icon represents.
 - (1.4.3) Increased color contrast between text and background, as well as icons and background
 - Added an accessibility icon in the navigation menu, which opens an Accessibility panel
 - (2.4.7) Added visible focus indicators; and when the user keyboard navigates through the page, the page should scroll to follow where the visible focus indicator is at and center that point.

Full redesign screens are available in the Appendices and on [Figma](#).

Redesign Annotations

Home

1

Initial landing page carousel image



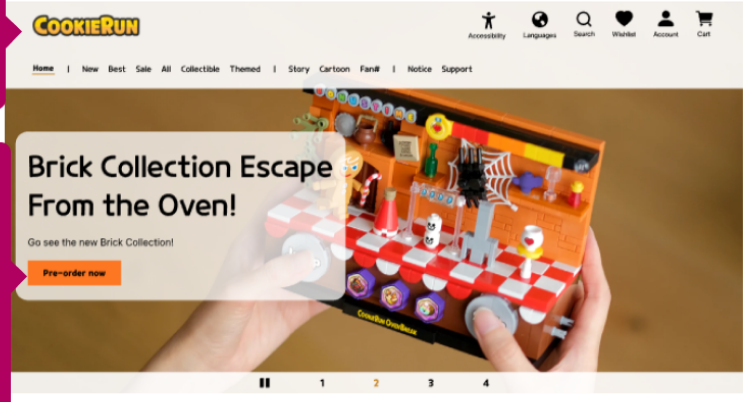
Original

Note: I'll be using the different carousel images in the following Home screen examples to showcase the improvement in reading for all images. (One of the images on the Home screen changed during the evaluation of this website.)

More contrast in the lines separating navigation link sections to make the section separation clear.

Removed hamburger menu because it was redundant (same links).

(1.4.3) Overlay added on top of image so that words are easier to read; more contrast between words and background. The contrast ratio is 15:05:1.



Redesign

Color contrast tool showing:

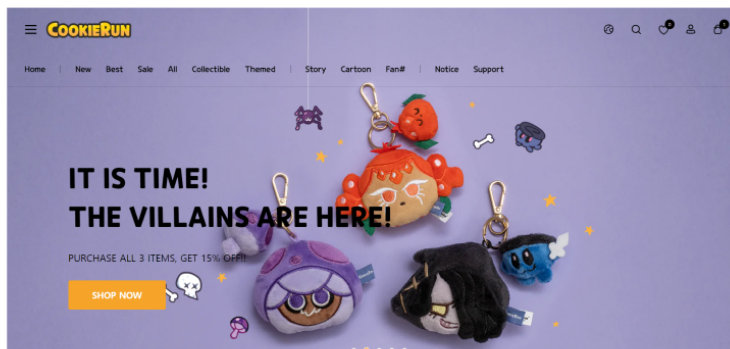
- Foreground Color: #000000 (Black)
- Background Color: #E3D9CB (Light beige)
- Contrast Ratio: 15.05:1

Redesign Annotations

Home

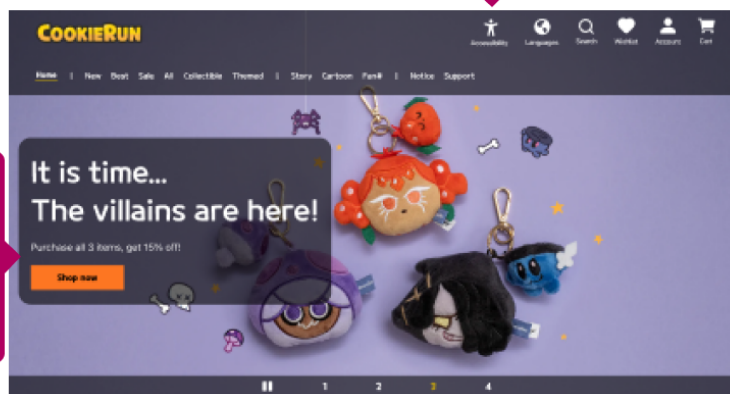
1

Initial landing page carousel image



Original

Added icon for accessibility panel (1st icon in top row after logo for quick access). Controls for slideshow timing can be adjusted here.



Redesign

(1.4.3) Dark mode version nav, carousel controls, and overlay. Color contrast passes at 10.77:1

Color contrast tool showing:

- Foreground Color: #FFFFFF
- Background Color: #3D3C4C
- Lightness sliders for both colors
- Contrast Ratio: 10.77:1

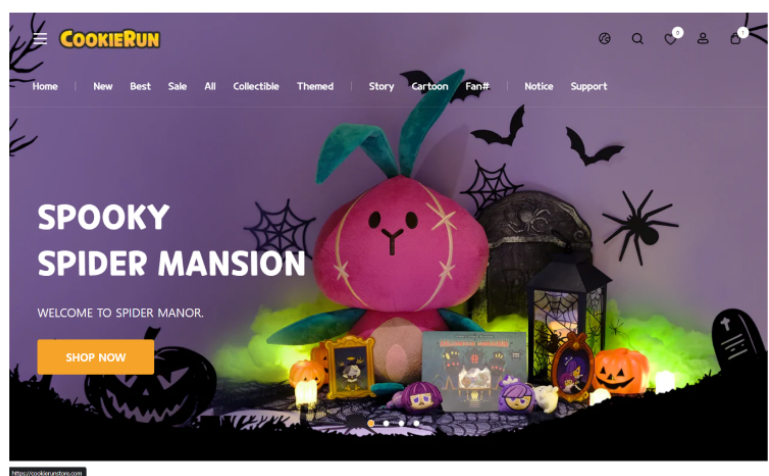
(2.2.1) Carousel controls at same height for each image. It offers users an option to pause, and to go through the slides. Spaced-out numbers are used instead of the close-together dots, so it's clear which image the user is on, and also an easier click target.

Redesign Annotations

Home

1

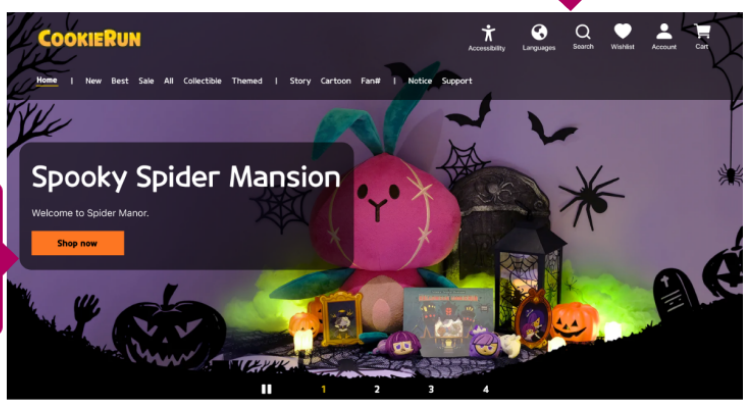
Initial landing page carousel image



Original

Added icon name for better accessibility. Changed cart icon to match the word "Cart".

(1.4.3) Button now passes color contrast with a ratio of 7.79:1.



Redesign

Foreground Color
 #000000
 Lightness
 [Slider]

Background Color
 #FD7622
 Lightness
 [Slider]

Contrast Ratio
7.79:1

Redesign Annotations

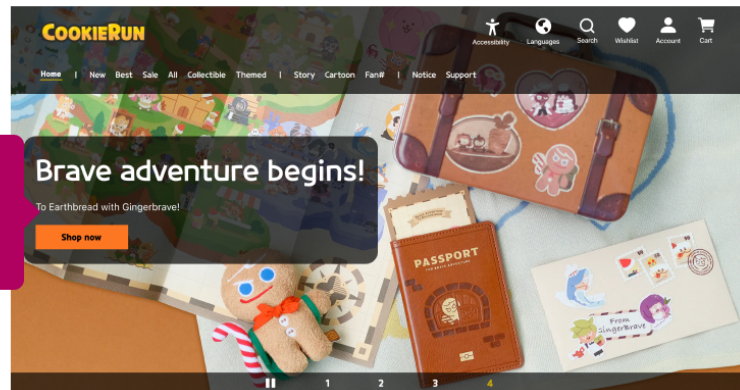
Home

1

Initial landing page carousel image



Original



Redesign

(1.4.3) Busy background, but the overlay makes the text easier to read.

Color contrast tool showing:

- Foreground Color: #FFFFFF
- Background Color: #494338
- Contrast Ratio: 9.79:1

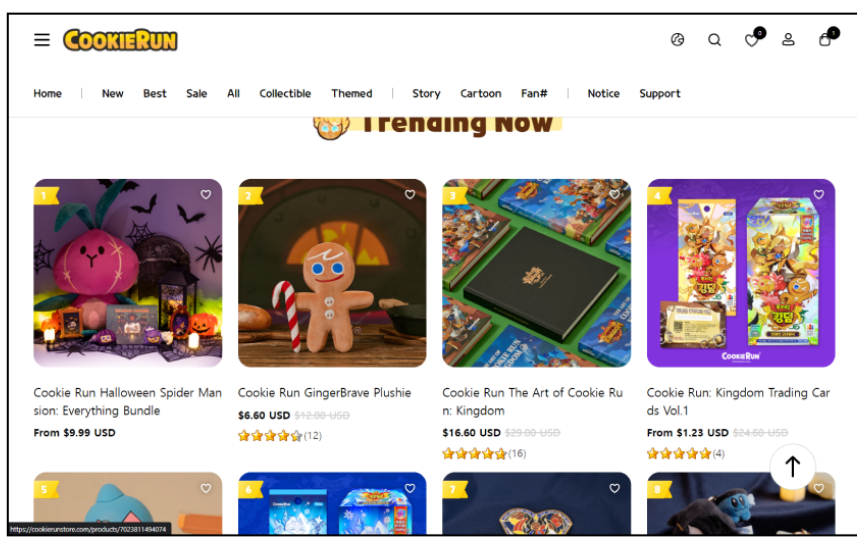
(2.2.1) Slides advance after 5 seconds, which is an acceptable standard for WCAG. It was previously advancing after 3-4 seconds.

Redesign Annotations

Home

2

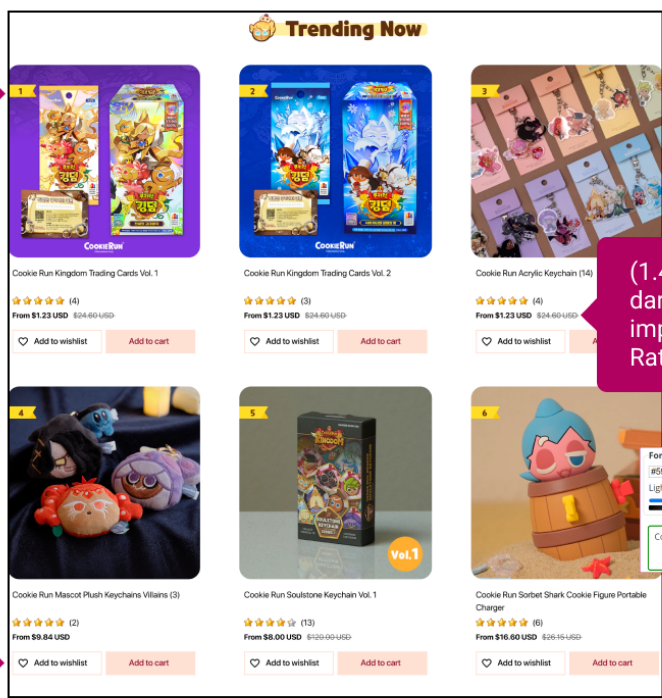
Trending Now Section



(1.4.3) Changed number color to increase contrast. Ratio passes at 8.23:1.

Foreground Color: #5F2E10
 Background Color: #FFDC25
 Contrast Ratio: 8.23:1

Wishlist icon was changed to a button to be more visible and easily clickable.



Redesign

(1.4.3) Gray text darkened to improve contrast ratio. Ratio is at 7:1.

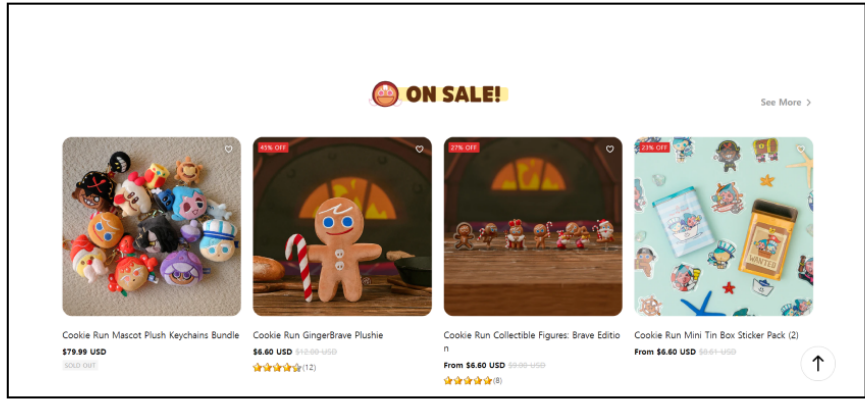
Foreground Color: #505050
 Background Color: #FFFFFF
 Contrast Ratio: 7:1

Redesign Annotations

Home

3

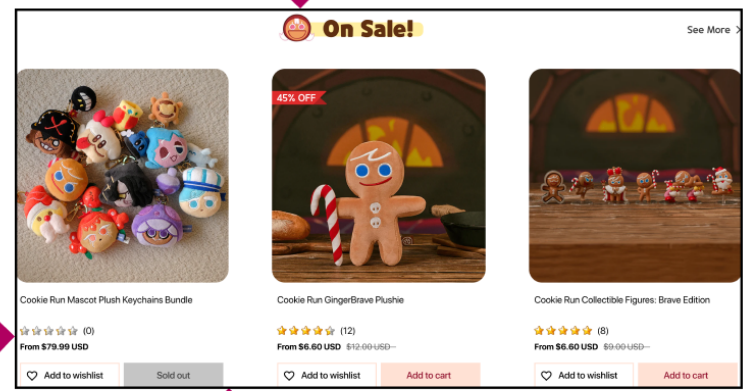
On Sale Section



Changed the title to title-case, so all section heading formats will be consistent and more readable.

(1.4.3) Gray text darkened to improve color contrast ratio. Ratio is at 10.36:1.

Consistent use of stars and review numbers to keep a consistent layout and spacing for each product card.



(1.4.3) Sold out marker changed to button, which makes adding to cart also not possible. Increased color contrast as well, with the ratio now at 6:1.

Redesign

Foreground Color: #404040
 Background Color: #FFFFFF
 Contrast Ratio: 10.36:1

Foreground Color: #404040
 Background Color: #C5C5C5
 Contrast Ratio: 6:1

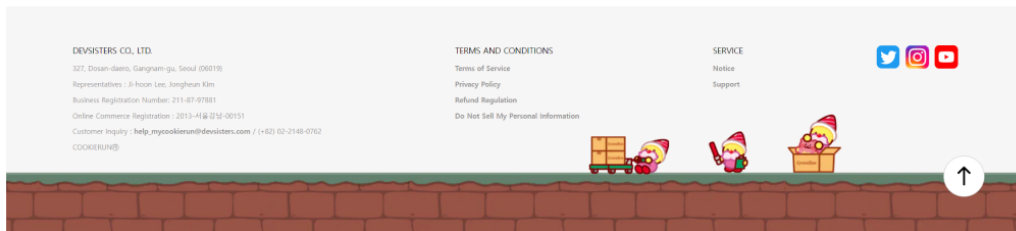
Redesign Annotations

Home

4

Footer

Original



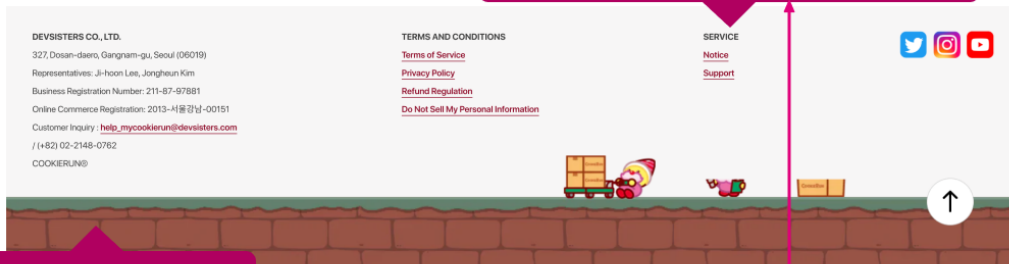
Bolded headings so hierarchy is more obvious.

(1.4.3) Links are in pink, underlined, and bolded to indicate they're links. Color contrast ratio is 8.4:1.

(1.4.3) Increased color contrast for gray text. Ratio is at 9.61:1.

Foreground Color: #404040
Background Color: #F7F6F6
Lightness sliders for both colors.
Contrast Ratio: **9.61:1**

Foreground Color: #91102D
Background Color: #F7F6F6
Lightness sliders for both colors.
Contrast Ratio: **8.4:1**



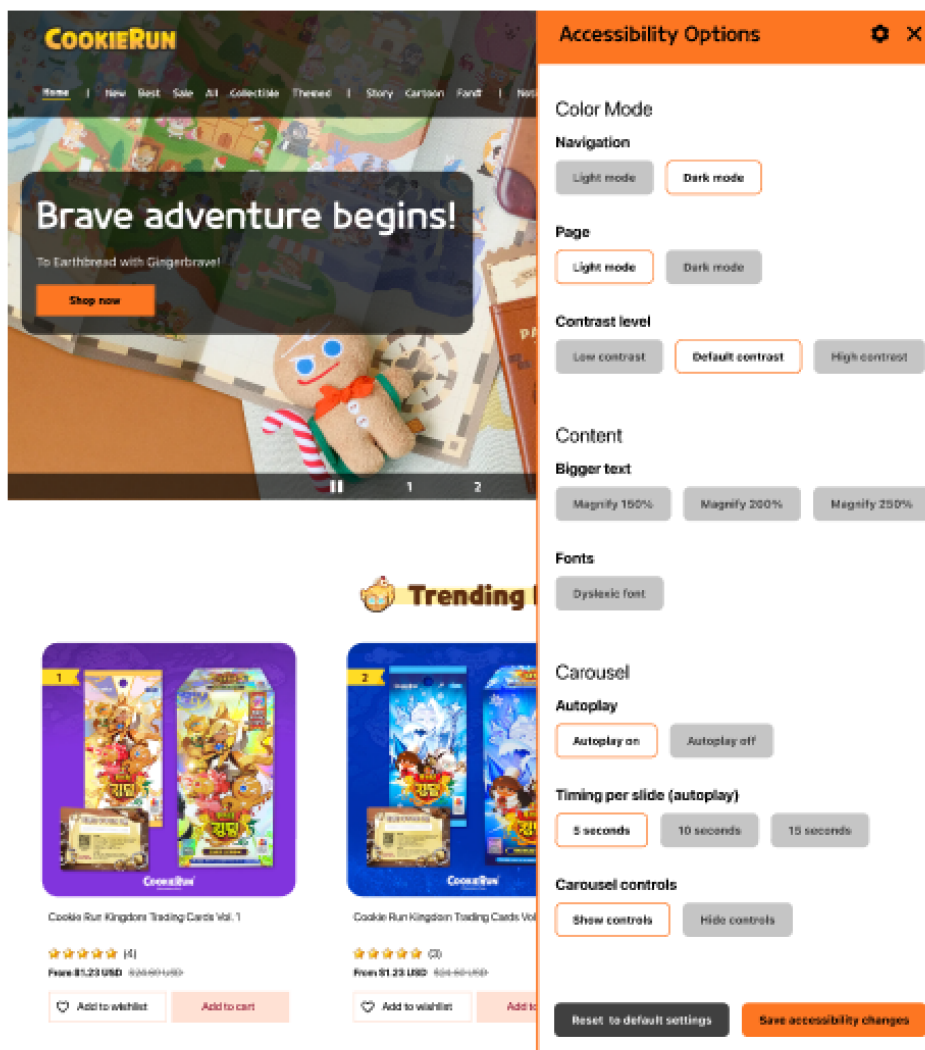
Redesign

Redesign Annotations

Home

5

Accessibility Panel



(1.4.3 and 2.2.1) The Accessibility panel slides out when the user clicks/keyboard navigates to the Accessibility icon. The Accessibility panel will include options which will make the website more accessible for users. As MVP, the Accessibility panel currently includes options for Color Mode, Content, and Carousel. In the future, more options could be added.

Redesign Annotations

Home

5

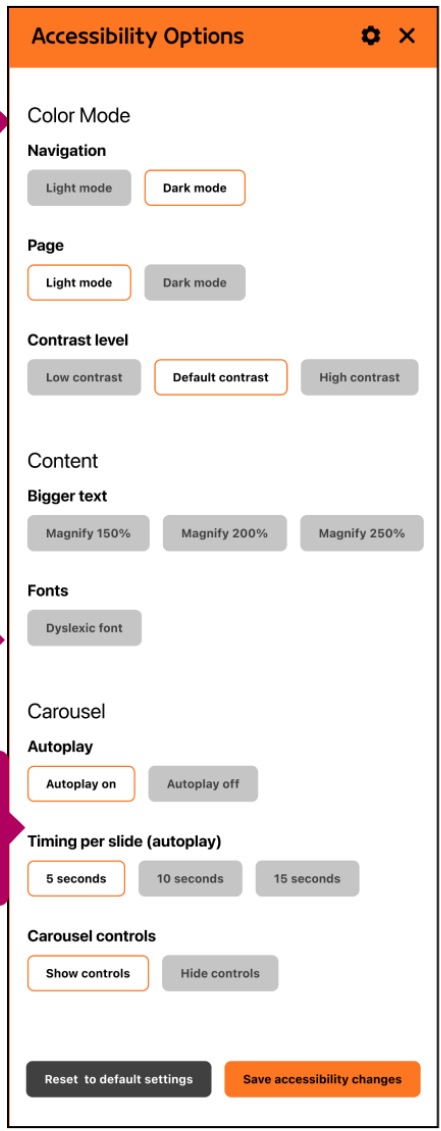
Accessibility Panel

(1.4.3) Color Mode covers the navigation's overlays, overall page color, and contrast levels. Selected option has the orange stroke and white background. There could be an option to remove the overlays, but because CookieRun uses busy backgrounds, I don't think the text will be accessible or readable, so for now, I haven't included the option.

200% is the WCAG standard, but this panel has options for 150% and 250% so users can have a level of flexibility.

By default, CookieRun uses SF Pro for its body text, which is accessible. This font section provides an option for fonts that are easier to read for people with dyslexia.

(2.2.1) Carousel controls are available below the images themselves. The Accessibility panel gives additional options to control the timing and other options for the carousel.



Redesign Annotations

Home

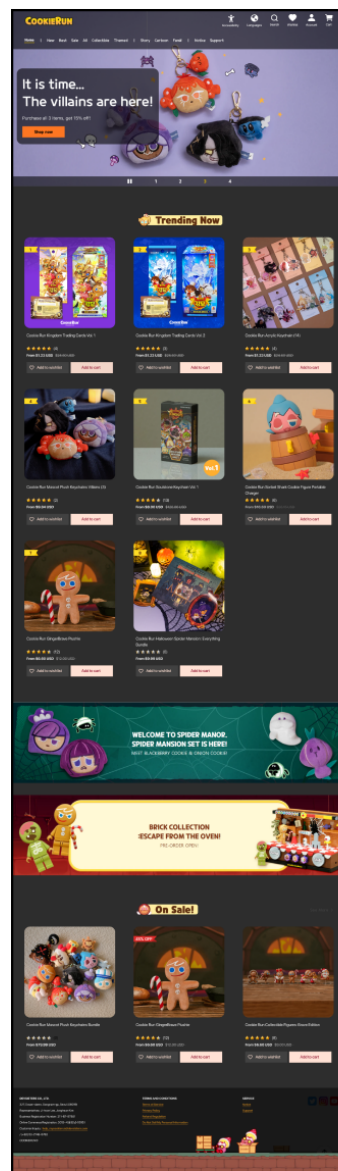
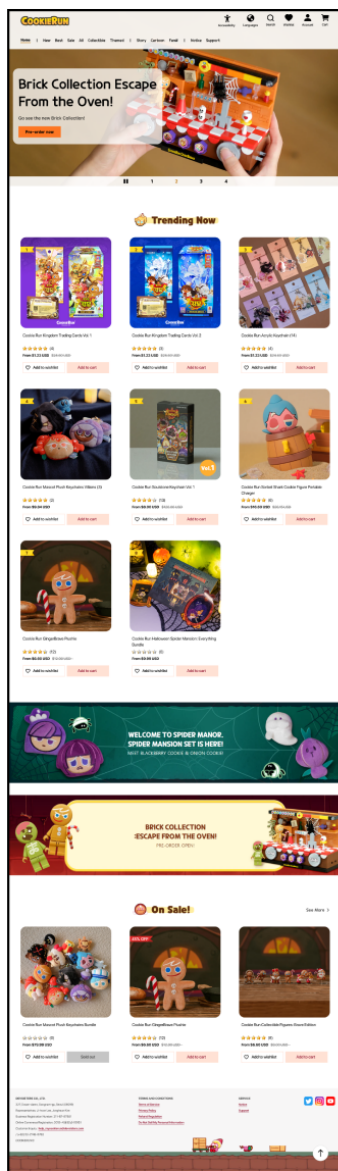
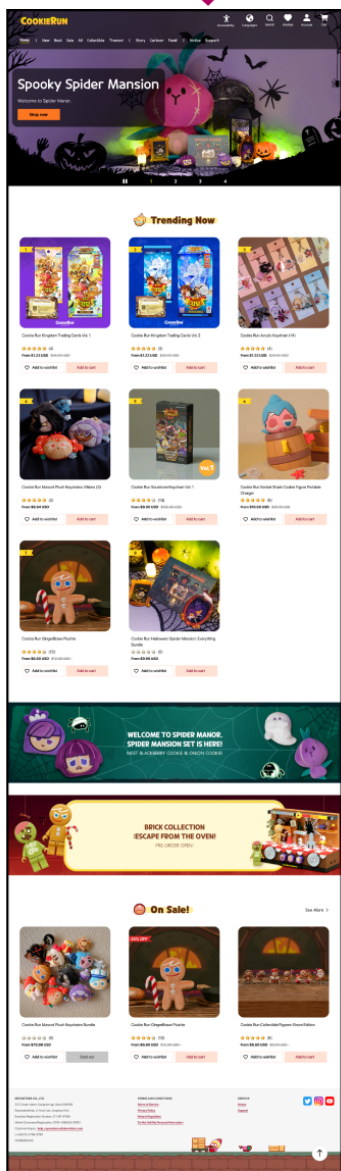
6

Different color mode combinations for nav and page

Dark mode nav with light mode page

Full light mode

Full dark mode

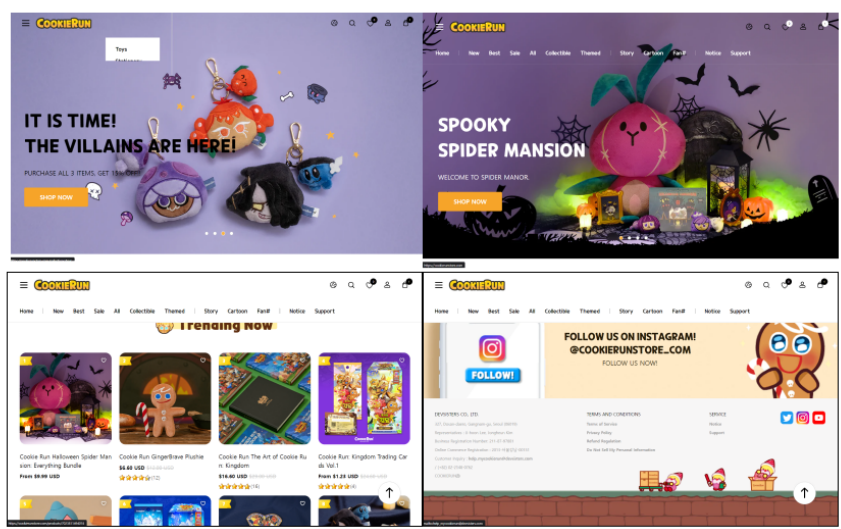


Redesign Annotations

Home

7

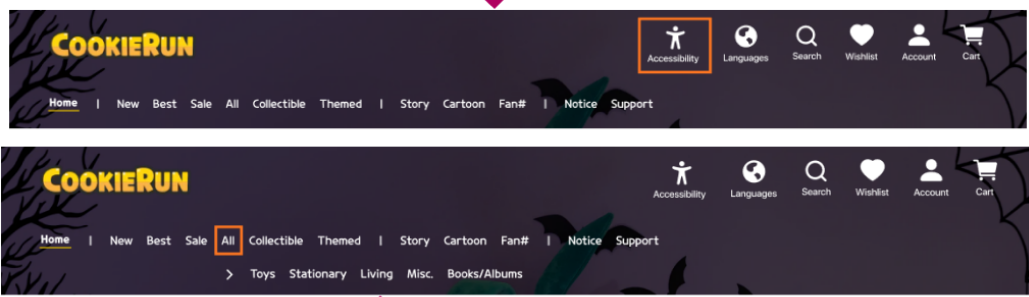
Visible focus indicators (2.4.7)



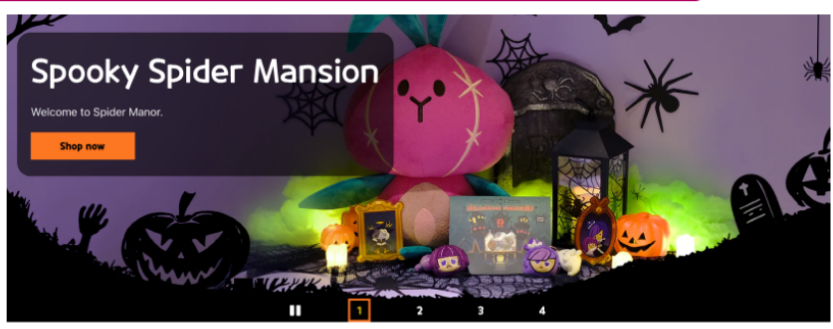
Original

Below are examples of visible focus indicators on different parts of the page.

Redesign



Dropdown menu options expand below. The user can navigate through them or skip them using keyboard controls. When they're laid out horizontally below the main link, they won't block the content on the carousel either. The arrow indicates that they fall under "All".

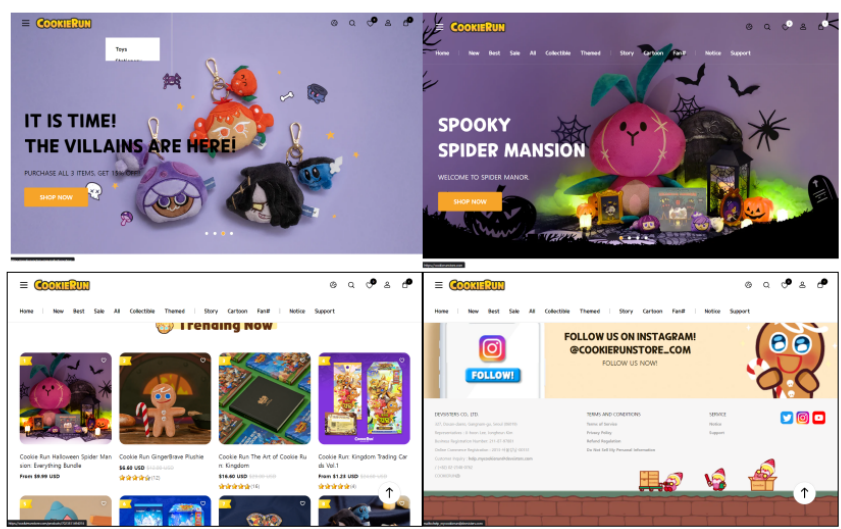


Redesign Annotations

Home

7

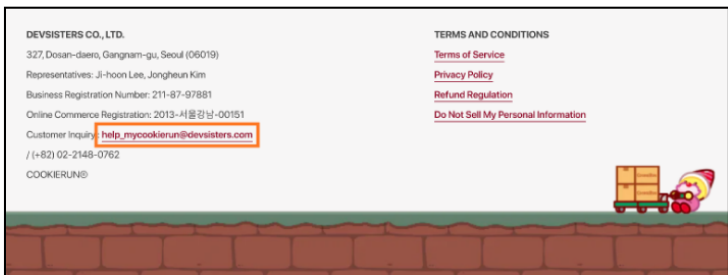
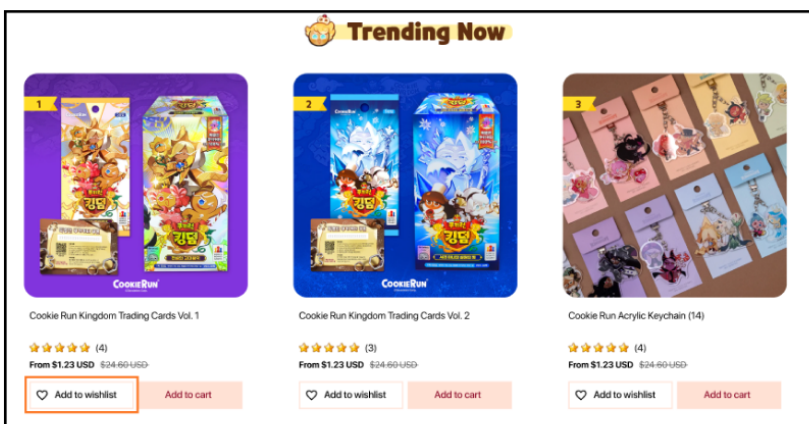
Visible focus indicators (2.4.7)



Original

Below are examples of visible focus indicators on different parts of the page.

Redesign



Redesigned: Collections - New Page

Issues Identified from Criteria

- 2.3.3 Animation from interactions- Level AAA
 - Auto Animation- no way to pause animation
- 1.4.11 No text Contrast - Level AA
 - “Save” button is small and have poor color contrast with the background image
- 2.4.9 Link Purpose (Link only)
 - “Save” button is only represented by a heart image. No text description of what this link is for

Summary of Changes

- (2.3.3) Removed the animation. When hovering over the image, there will be an animation showing another product image. If the users want to see more product images, they will go to the product detail page.
- (1.4.11) Moved the “save” icon down with better color contrast
- (2.4.9) The “save” button has a text description to tell the user exactly what the button is for.

Full redesign screens are available in the Appendices and on [Figma](#).

Redesign Annotations

2.3.3: Animation from interactions(Level AAA)

1

Initial landing page when hover image, image would not change



Cookie Run Halloween Spider Mansion: Everything Bundle

★★★★★ (1)

From \$9.99 USD

♡ Add to wishlist

Add to cart



Cookie Run Mascot Plush Keychains Villains(3)

★★★★★ (2)

From \$79.99 USD

♡ Add to wishlist

Add to cart



Cookie Run Brick Collection: Escape from the Oven

★★★★★ (0)

\$45.99 USD

♡ Add to wishlist

Add to cart

When hovering over each image, the image will not change. Users can click into the product detail page to see more product images.

1.4.11: Non-text Contrast(Level AA)

2

Product card
Save button



Cookie Run Mascot Plush Keychains Bundle
★★★★★ (0)
\$79.99 USD
Add to wishlist Sold out



Cookie Run Mascot Plush Keychains Bundle
★★★★★ (0)
\$45.99 USD
Add to wishlist Add to cart



Cookie Run 5 Fold Umbrella(2)
★★★★★ (1)
\$18.11 USD
Add to wishlist Add to cart

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color #454545
Lightness slider

Background Color #C0C0C0
Lightness slider

Contrast Ratio 5.26:1

Instead of plus save button on the top right corner of the image, move the button down next to add to cart to provide better text contrast, visibility, and clickability.

2.4.9: Link Purpose(link only) - Level AAA

3

Product
information card
- Link purpose



Cookie Run 5 Fold Umbrella(2)

★★★★★ (1)

\$18.11 USD

♥ Add to wishlist

Add to cart

Link to the heart icon is cleared labelled with "Add to wishlist" to indicate what this link is for

Redesigned: Product Page

Issues Identified from Criteria

- 1.1.1 Non-text Content - Level A
 - Product detail images do not contain any text alternatives for the non-text content like user ratings, which is inaccessible to screen readers.
- 1.2.8 Multimedia Alternative (prerecorded) - Level AAA
 - Videos in product detail section does not have any text explanation in HTML form.
- 1.4.9 Images of Text (No Exception) - Level AAA
 - Images in the product detail section contain too many texts that are not displayed in HTML form. Important information like “read before purchasing” is also displayed as an image.

Summary of Changes

- (1.1.1) Displayed text for product detail images that do not contain any text alternatives for the non-text content like user ratings, which is now accessible to screen readers.
- (1.2.8) Added a description for multimedia-like videos, in HTML form to display alternative forms of information.
- (1.4.9) Extracted all essential texts in the image in HTML form utilizing different font form to indicate multiple types of information. Made “read before purchasing” more eye-catching with HTML display.

Full redesign screens are available in the Appendices and on [Figma](#).

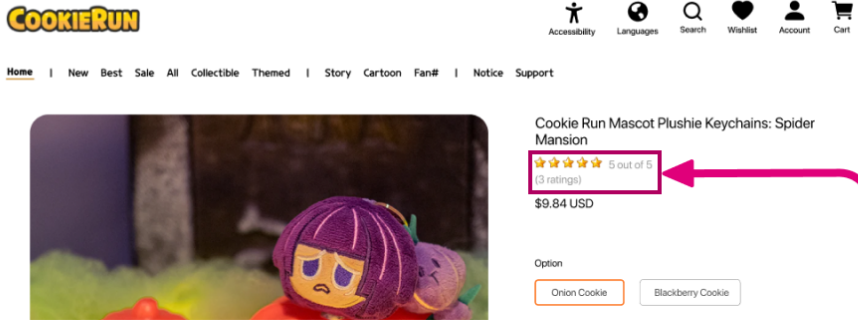
Redesign Annotations

1.1.1 Non-text Content - Level A

Product

1

Product details image



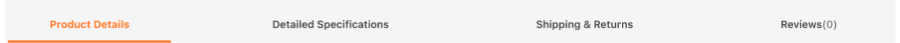
Added a text indicating the number of stars in user rating

1.4.9 Images of Text - Level AAA

Product

2

Product details image



! PLEASE READ BEFORE PURCHASING
International shipments from Korea may be subject to a customs and clearance tax that must be paid by the customer. Please check your local customs and clearance policies as they differ from region to region.

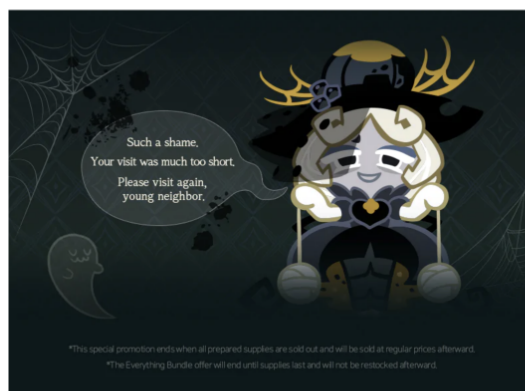
- Redesigned the navigation to make it more readable
- Extract texts from images and made it HTML form

3

Product details image



Halloween Special: Spider Mansion Set (32 Stickers & 2 Lenticular cards)
AND
Mascot Keychain: Spider Mansion Set (Blackberry cookie & Onion cookie)
FOR \$32.99 with Free Shipping



*"Such a shame.
Your visit was too short. Please visit again, young neighbor."*

*Note: This special promotion ends when all prepared supplies are sold out and will be sold at regular prices afterward.
The "Everything Bundle" offer will end until supplies last and will not be restocked afterward.

Made essential texts in the image HTML readable along with different text form

1.2.8 Multimedia Alternative (prerecorded) - Level AAA

Product

4

Product details image



Included text description in HTML for an alternate form of information display to multimedia like video

Welcome to Spider Manor.

A Halloween special!
Introducing, Cookie Run: Spider Mansion Everything Bundle!
Onion Rabbit Toy is included!
Only selling 100 sets! Don't miss out on this awesome opportunity!

You would not want to miss such a perfect chance, would you?
Please visit again, young neighbor.



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/>
 - 1.4.3 Contrast (minimum)
 - [Providing a control with a sufficient contrast ratio that allows users to switch to a presentation that uses sufficient contrast](#)
 - [Not specifying background color, not specifying text color, and not using technology features that change those defaults](#)
 - 2.4.3 Timing Adjustable
 - [Allowing the content to be paused and restarted from where it was paused](#)
 - [Providing a way for the user to turn the time limit off](#)
 -

- [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/>

- [Web Accessibility Carousel Tutorial](#)

Appendices

Appendix A: Accessibility Panel

Accessibility Options

Color Mode

Navigation

Light mode Dark mode

Page

Light mode Dark mode

Contrast level

Low contrast Default contrast High contrast

Content

Bigger text

Magnify 150% Magnify 200% Magnify 250%

Fonts

Dyslexic font

Carousel

Autoplay

Autoplay on Autoplay off

Timing per slide (autoplay)

5 seconds 10 seconds 15 seconds

Carousel controls

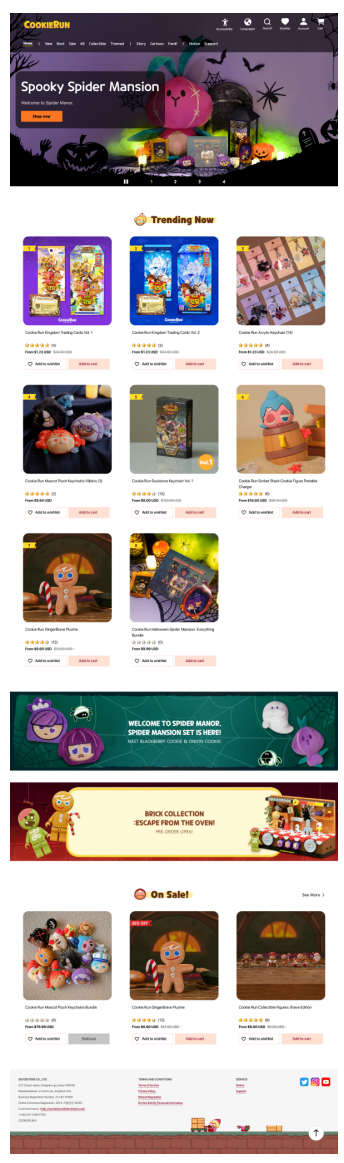
Show controls Hide controls

Reset to default settings Save accessibility changes

Appendix B: Redesigned Home Screens

[Cookie Run Home - Figma Link](#)

Additional color mode screens available on Figma.



Appendix D: Redesigned Collections - New Screen

[Cookie Run Collections New - Figma Link](#)

COOKIE RUN

Accessibility Languages Search Wishlist Account Cart

Home | New Best Sale All Collectible Themed | Story Cartoon Fan# | Notice Support

New

90 products Sort ^

Cookie Run Halloween Spider Mansion: Everything Bundle

★★★★★ (1)

From \$9.99 USD

[Add to wishlist](#) [Add to cart](#)

Cookie Run Mascot Plush Keychains Villains(3)

★★★★★ (2)

From \$79.99 USD

[Add to wishlist](#) [Add to cart](#)

Cookie Run Brick Collection: Escape from the Oven

★★★★★ (0)

\$45.99 USD

[Add to wishlist](#) [Add to cart](#)

Cookie Run Mascot Plush Keychains Bundle

★★★★★ (0)

\$79.99 USD

[Add to wishlist](#) [Sold out](#)

Cookie Run Mascot Plush Keychains Bundle

★★★★★ (0)

\$45.99 USD

[Add to wishlist](#) [Add to cart](#)

Cookie Run 5 Fold Umbrella(2)

★★★★★ (1)

\$18.11 USD

[Add to wishlist](#) [Add to cart](#)

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