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1. Executive Summary

This report examines the conformance of the UBER Website with the guidelines outlined in Section 508 of the Rehabilitation Act of 1973 and the Web Content Accessibility Guidelines (WCAG) 2.0 (developed by the W3C-World Wide Web Consortium). The evaluation process is described below in Section 3 and is based on the afore mentioned guidelines. Resources for evaluation tools are listed in Section 5.

Issues were identified that may affect the ability of users to effectively navigate and interact with the content of the site.

**Missing form labels and broken aria references**
- On both web pages, the form fields are missing associated text label references. The Sign up to Ride page contains broken ARIA references to the form fields. Each of these instances may make it difficult for screen readers or persons with low vision to know what is required of the form field.

**Poor color contrast**
- On the Sign up to Ride page, low color contrast exists between foreground text and background elements. Low color contrast causes viewing difficulty for persons with visual impairments.

**Unspecified language**
- The language attribute is missing in the code for the “Sign up to Ride” page. The lack of a language attribute could make webpage interpretation difficult for persons requiring a screen reader or with vision or motor impairments.

**Missing, Skipped and Empty heading levels**
- On the home page, there are missing, skipped and empty heading levels. Heading levels organize the navigation of the page to make it easier to follow and understand. Persons with keyboard only access as well as cognitive disability may have difficulty navigating the page.

**Ambiguous links**
- On the home page, several links are non-descriptive. Not specifying where a link will lead may cause confusion for the visitor.

The evaluation results, including screenshots, issues, and recommendations, are documented in Section 4.
2. Website/Application Information

- **Application/URL:** *UBER Website*
  - Home Page: [https://www.uber.com/](https://www.uber.com/)
  - Sign Up to Ride Page: [https://auth.uber.com/login/?uber_client_name= riderSignUp](https://auth.uber.com/login/?uber_client_name=riderSignUp)

- **Individual/Organization/Unit making request:** EDIT 526 Course
- **Browser(s) used for manual testing:** Chrome (PC); Firefox (PC)
- **Date or range of dates testing was completed:** 6/24/18
- **Assistive technology used for testing:** NVDA (screen reading application), manual keyboard
- **The following tools were used in conjunction with the assistive technology for this evaluation:** WAVE Toolbar (Chrome & Firefox)

3. Evaluation Process

The *UBER Website* was tested using the assistive technology listed above. The guidelines mentioned in the Executive Summary were used to outline the level of web page compliance. The results of this report are based upon the technology and browsers listed in *Section 2*.

4. Results and Recommended Actions

Based on the evaluation, the items below were found to need accessibility improvements in order to conform to the standards outlined in Section 508 and WCAG 2.0 AA. It is recommended that these improvements be remediated in order to ensure that the website is more accessible for all users. Listed below are the high priority areas, along with the associated Section 508/WCAG 2.0 standard.
A. Issues in the template

Missing form labels and broken aria references

- **Relevant Standard(s):**
  - **1.1.1 Non-text Content:** 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. (Level A)
  - **WCAG 1.3.1 Info and Relationships:** Semantic markup is used to designate headings (<h1>), lists (<ul>, <ol>, and <dl>), emphasized or special text (<strong>, <code>, <abbr>, <blockquote>, for example), etc. Semantic markup is used appropriately.
  - **WCAG 2.4.6 Headings and Labels:** Page headings and labels for form and interactive controls are informative. Avoid duplicating heading (e.g., "More Details") or label text (e.g., "First Name") unless the structure provides adequate differentiation between them.
  - **3.3.2 Labels or Instructions:** Labels or instructions are provided when content requires user input. (Level A)

- **Issue(s):**
  - On both web pages, the form fields are missing associated text label references. The Sign up to Ride page contains broken ARIA references to the form fields. Each of these instances may make it difficult for screen readers or persons with low vision to know what is required of the form field.

- **Recommendation(s):**
  - Add a <label> element with a for attribute value that is equal to the id of a unique form control. For example <label id="input-label-email" class="_h _i _j _k _l for="email">Enter your email (required)</label>
  - Ensure the element referenced in the aria-labelledby or aria-describedby attribute value is present within the page and presents a proper label or description.

**Poor Color Contrast**

- **Relevant Standard(s):**
  - **WCAG 1.4.3: Color Contrast:** The visual presentation of text and images of text has a contrast ratio of at least 4.5:1.
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• Issue(s):
  o Links and buttons on both pages have color contrast which may be difficult for persons with visual impairments to view. One example is the contrast of blue and white at a ratio of 3.49:1. To meet WCAG guidelines and provide clear visual contrast, the contrast should be at least 4.5:1.

• Recommendation(s):
  o On the Sign up to Ride page, change the style color of links and button so the contrast ratio is at least 4.5:1. If blue is to be used, use a darker shade with greater contrast such as #0c5e63, or use a darker color altogether.

Screenshots from Sign up to Ride page:

Add a promo code

SIGN UP

By clicking "Sign Up", you agree to Uber's Terms of Use and acknowledge the Privacy Policy.

Change the color of these links (and all others on the page) to a darker shade of blue or another dark color so the contrast ratio is at least 4.5:1.

B. Issues in the content of each page

Unspecified Language

• Relevant Standard(s):
  o WCAG 3.1.1: Language of Page: The language of the page is identified using the HTML lang attribute (<html lang="en">, for example).

• Issue(s):
  o While it is included on the homepage, it is missing on the Sign up to Ride page. This attribute is important for screen readers know the language to read in.

• Recommendation:
  o Insert a language attribute into the coding for each page. For example, since it is in English on the homepage, insert <html lang="en-US">.
Missing, Skipped and Empty Heading

- Relevant Standard(s):
  - WCAG 1.3.1 Info and Relationships: Semantic markup is used to designate headings (<h1>), lists (<ul>, <ol>, and <dl>), emphasized or special text (<strong>, <code>, <abbr>, <blockquote>, for example), etc. Semantic markup is used appropriately.
  - WCAG 2.4.2 Page Titled: The web page has a descriptive and informative page title.
  - WCAG 2.4.6 Headings and Labels: Page headings and labels for form and interactive controls are informative. Avoid duplicating heading (e.g., "More Details") or label text (e.g., "First Name") unless the structure provides adequate differentiation between them.
  - § 508-1194.22(o): A method shall be provided that permits users to skip repetitive navigation links.

- Issue(s):
  - On the home page, there are missing, skipped and empty heading levels. Heading levels organize the navigation of the page to make it easier to follow and understand. Persons with keyboard only access as well as cognitive disability may have difficulty navigating the page.

- Recommendation(s):
  - Ensure the headings are labeled correctly and in a logical order. It is recommended the H tags flow from h1 through h6 without skipping h tags.

Make sure each heading is coded in a logical descending order from <h1> through <h6>.
Ambiguous Links

- **Relevant Standard(s):**
  - **WCAG 2.4.4 Link Purpose (In Context):** The purpose of each link (or form image button or image map hotspot) can be determined from the link text alone, or from the link text and its context (e.g., surrounding paragraph, list item, table cell, or table headers).

- **Issue(s):**
  - On the home page, several links are labeled only as “LEARN MORE.” For users that would be using a screen reader, it wouldn’t be clear where the link was going or what the link was for.

- **Recommendation:**
  - Ensure that all links are reworded so that there is a description of where the link is going. Make it clear enough to understand where the link is going when out of context. For example, “Learn more about safety.”

**Screenshots from Home Page:**

**Safety**

Our commitment to riders and drivers

Uber is dedicated to keeping riders and drivers safe on the road. Learn what we’re doing to keep you safe on every ride.

[All of the uses of these links list ambiguous text, e.g. “LEARN MORE.” More descriptive text that puts the links in context should be used.]
5. Resources

The following resources were used to check for the standards and to evaluate the websites:

- Web Content Accessibility Guidelines (Created by the World Wide Web Consortium-W3C)
- Section 508 Standards Guide

Please contact Chris Hughes for questions about this report or the tools that were used for testing. Her contact information is as follows:

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