Accessibility Testing Checklist

Donation Forms

DoingGoodAgency.com

Introduction

Welcome to our Accessibility Testing Checklist for Donation Forms. Building accessible donation forms improves inclusivity, reachability, and SEO. Meeting the Web Content Accessibility Guidelines (WCAG) should be an important part of your fundraising strategy.

4 reasons why you should consider an accessible donation form:

Inclusivity

It's the law

Improved useability for all

Better for SEO

Our aim is to make this checklist detailed but concise.

You will learn how to improve and test your donation forms to ensure that anyone can participate in and support your organization's fundraising efforts, regardless of their abilities.

Make sure the form is keyboard accessible

Many users with disabilities rely on keyboard navigation to navigate websites, rather than using a trackpad or mouse. All form functionality should be available through keyboard commands to ensure your donation form is keyboard accessible.

Test it!

Open the donation form in your browser.

Try navigating through the form without using your mouse!
Here's how:

- **'Tab' key**: This is used to move the keyboard focus from one interactive element to another, such as links, buttons, and form fields.
- **'Enter' key**: This is used to activate the currently focused interactive element, such as a button or link.
- **Arrow keys**: These are used to move between options in menus, select checkboxes or radio buttons, choose a dropdown item, and scroll through content.

Check for the following things:

Can you fill out the form problem free?

Can you visually see what field you are in?

Can you submit the form using 'Enter'?

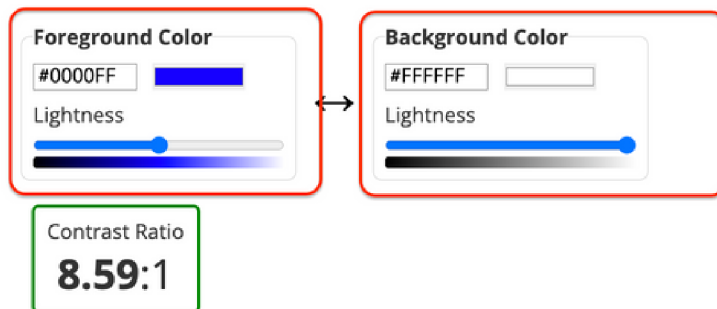# Ensure color contrast is sufficient

Color contrast is critical for users with visual impairments. Make sure that the color contrast between your form elements and their backgrounds is sufficient to meet the Web Content Accessibility Guidelines (WCAG). This ensures that users with color blindness or low vision can read your form and fill it out correctly.

Test it!

Identify the foreground and background colors of the text and the form elements on your donation form. This includes the colors of the labels, input fields, buttons, and other elements that users need to interact with.

The WCAG require a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text (18pt or 14pt bold). The contrast ratio for form elements should also be evaluated against the same standards.

Enter the foreground and background colors into the color contrast checker tool and verify that the contrast ratio meets the accessibility standards.

Foreground Color

#0000FF

Lightness

Background Color

#FFFFFF

Lightness

Contrast Ratio

8.59:1

permalink

Normal Text

WCAG AA: Pass
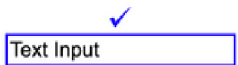WCAG AAA: Pass

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Pass

✓

Text Input

Check out one of our favorite tools:

CLICK HERE

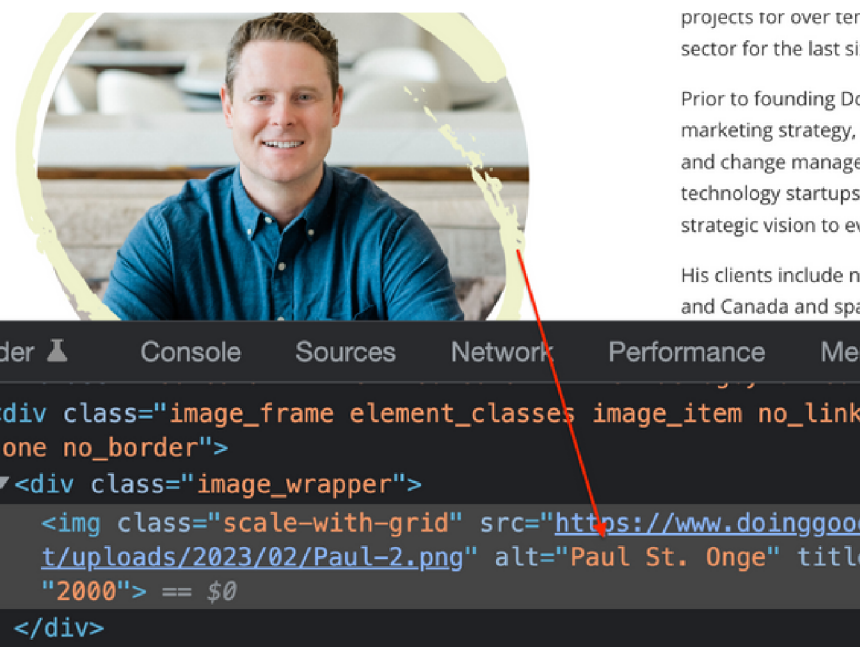# Ensure alternative text for images

If your donation form includes images, make sure that they have alternative text (alt text) that describes the content of the image. This is especially important for users with visual impairments who may be using screen readers to navigate your form. Providing alt text is required by Web Content Accessibility Guidelines.

Test it!

Open your donation form in a web browser.

Right-click on an image within the form, and select "Inspect" or "Inspect Element" (depending on your browser).

This should open the Developer Tools window, with the HTML code for the image selected in the Elements panel.

Look for the "alt" attribute in the HTML code for the image (eg. <img alt="**this is the alt text**" src="">).

The alt attribute should contain descriptive text that explains the content of the image. If the alt attribute is missing or contains a blank or irrelevant text, the image does not have alt text.

Note: If the image is in the background, or if the image is for the look and feel only and provides no context to the form, alt text is not needed and can remain blank.

Use clear and concise language

Using clear and concise language for accessibility means using language that is easy to understand. This is important because people with cognitive or language disabilities may have difficulty understanding complex or abstract language, or may have trouble processing large amounts of information at once.

To make the language more accessible, it is important to use simple and direct words and phrases, avoiding jargon, technical terms, or overly complex sentence structures. Additionally, it is helpful to use visuals, such as images or diagrams, to help illustrate key points and concepts.

Test it!

Test your donation form with people with different abilities: ask coworkers, family, or friends to test the form to make sure the language is easy to understand.
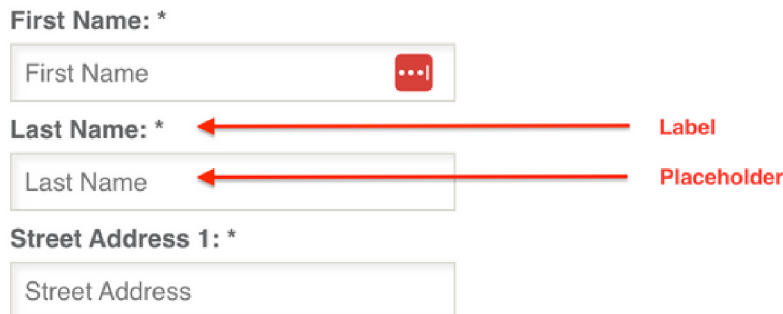
Test for comprehension: Use online tools, such as the Readability Test Tool to analyze the language used in the form and identify any areas that could be simplified further.

Check out the Readability Test Tool:

CLICK HERE

Provide clear instructions

Labels and placeholders are important for accessibility on donation forms because they help users understand what information they are expected to enter into each field. Clear and descriptive labels and placeholders prevent users from entering incorrect data and feeling frustration in the donation process.

Labels

The Web Content Accessibility Guidelines (WCAG) require that form fields are labeled (<label>) to ensure that they are accessible to people with disabilities. Failure to provide clear and descriptive labels can result in barriers to accessibility for these users.

To test that your labels are properly connected to their field, when clicking on a form fields' label, you should be brought into the field so you can fill it out.

Labels should be very clear on what is being requested from a user.

Placeholders

While form labels are imperative to meet WCAG guidelines, placeholders are optional. However, it can often provide more information for a user filling out a form and are thus helpful.

Limit the amount of 'required' fields

Making fields required can slow down the process of donating on your form and cause frustration and errors. Review the 'required' fields strategically to decide if each of the required fields should really be required.

By limiting the number of required fields on a donation form, you can help ensure that the form is more accessible to a wider range of users. This can increase the likelihood that users will successfully complete the form and make a donation.

What to look for:

Make sure required fields are marked clearly: Clearly marking required fields can prevent users from making errors and submitting incomplete forms, which can be frustrating and time-consuming.

Strategically review your required fields: Review if each of the fields marked required is in fact, required. By limiting the number of required fields, you can make filling out the form easier, which can improve the user experience and increase the likelihood that users will complete their donation.

User testing: Do user testing on the form by asking friends, family, or coworkers to try to fill out the form. Are they getting a required field error? If so, review if this field is important enough to be required.
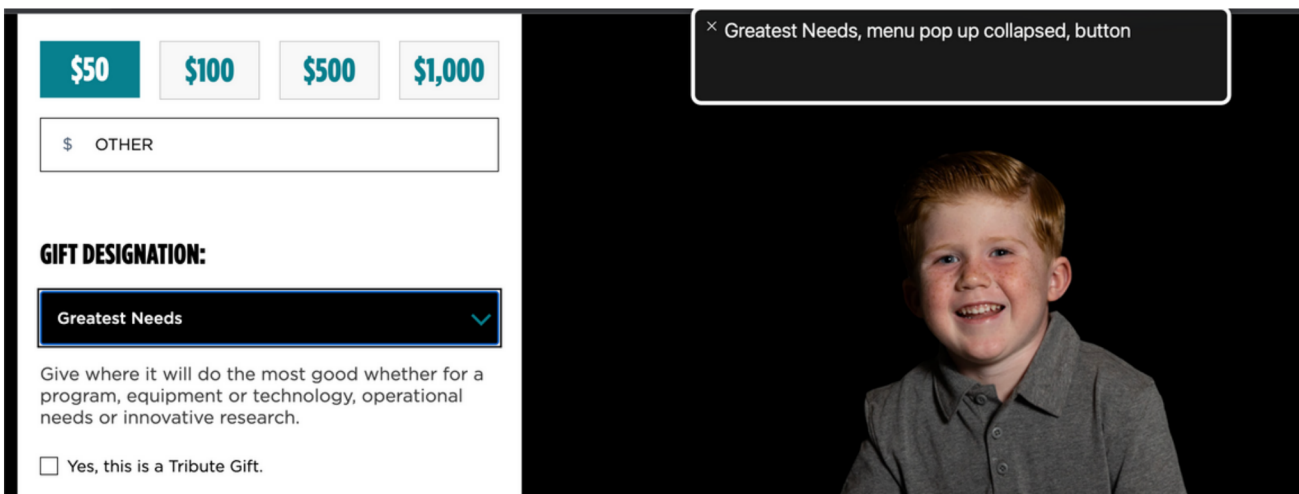
Check your form using a screen reader

A screen reader is an assistive technology software that is designed to help individuals with visual impairments access digital content on a computer or mobile device. Screen readers work by converting the visual content of a web page, document, or application into synthesized speech or braille output that can be read by the user.

Test it!

Open your donation form in a web browser and turn on the screen reader. The screen reader should automatically detect the form and begin reading the content aloud.

Use the keyboard to navigate through the form and interact with its elements, such as filling in the input fields and clicking on buttons. As you navigate through the form, listen to the output of the screen reader and ensure that it accurately describes the content of the form and provides clear instructions for completing it.

TIP: How to use the built in screen reader

Mac: Go to Apple menu > System Settings, then click Accessibility in the sidebar (you may need to scroll down). Click VoiceOver on the right, then turn VoiceOver on or off.

PC: Press the Windows logo key + Ctrl + Enter together to start Narrator. Press these keys again to stop the Narrator.

✓ Use an accessibility checker tool

An accessibility checker tool is a software application that helps evaluate the accessibility of a website, mobile application, or other digital content. These tools automatically scan the content and identify potential accessibility issues, such as missing alternative text for images, insufficient color contrast, and improperly labeled form fields.
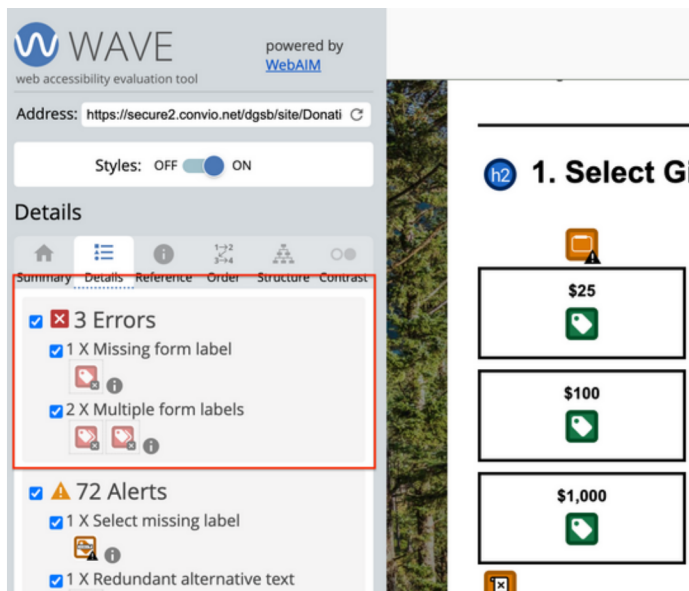
Test it!

Open up the WAVE Web Accessibility Evaluation Tool.

Enter the URL of the donation form you'd like to check in the search bar.

The tool will scan the donation form for accessibility issues and generate a report of any issues it finds.

Review the accessibility report. The report will highlight any accessibility issues found on the webpage or application, along with recommendations for how to fix them.

Check out the WAVE Web Accessibility Evaluation Tool:

CLICK HERE

Conclusion

Let's set up a time to discuss your digital fundraising strategy or how to improve your donation forms. Email us with your goals and needs at hello@doinggoodagency.com.

IDEAS FOR NON-PROFITS

Doing
good
Digital

EST 2018

hello@doinggoodagency.com
www.doinggoodagency.com