



Tigard Taphouse

Website
Accessibility
Evaluation by:
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Overview

TIGARD
TAPHOUSE



Q: Why is web accessibility important to a Taphouse?

- **Legally** – laws regarding accessibility are changing fast, locally, nationally, and internationally, and enterprising litigants have forced defendants to settle novel legal claims out of court. Small businesses rarely have the resources to mount a robust legal defense and often opt for a costly one-time cash settlement.
- **Profit** – research has shown that companies that invest in accessibility see higher profits. One of the biggest factors is those with disabilities already have limited accessible options, and providing more options provides more choice for these consumers.
- **Growth**– websites that prioritize accessibility for those with disabilities also are making the website experience easier for those without disabilities. An easy user experience leads to repeat users, and growth of brand loyalty.



Q: What do you exactly evaluate and do?

- **The simple answer:** is that I understand and follow the regulations and laws about accessibility. I use this knowledge to help others make their website more accessible through UX Design accessibility audits and providing actionable changes.

Key Factors Analyzed:

- **Accessibility** – Can users of all ability levels access the website?
- **Usability** – Can new users easily understand the website?
- **Information Architecture** – Is the website easy to navigate?
- **Visual Design** – Is the website aesthetically pleasing?
- **Content** – Is the website content clear and understandable?



Summary:

The Tigard Taphouse has a warm welcoming, family- and pet-friendly atmosphere, but website accessibility issues have hindered the communication of this key brand message. By addressing the three main accessibility concerns outlined in the presentation, the website can become more accessible and effectively reach a broader audience.



Opportunities

TIGARD
TAPHOUSE



Top 3 Opportunities

01

First Impression

The website's function and connection to the Taphouse is unclear. Image quality and extra negative space adds to this confusion.

02

Accessibility

Some headers missing on the site, and others confused as links. This affect both screen reader effectiveness and SEO ranking directly.

03

Aesthetics and Design

The look of a website, how and where information is placed, are important to accessibility and comprehension of the content.



Recommendations

TIGARD
TAPHOUSE



Next Steps: First Impressions

Data Collection.

Personal user information is being requested from users. How the information is used and stored needs to be addressed.

PDFs used instead of Pages.

Yes, PDFs are convenient to upload, but that convenience comes at a price to both the user's accessibility and the business owner's bottom line.

Homepage/Landing Page

There is no identifying information for the user immediately upon visiting the website. The user has no idea what Tigard Taphouse is about at first glance.



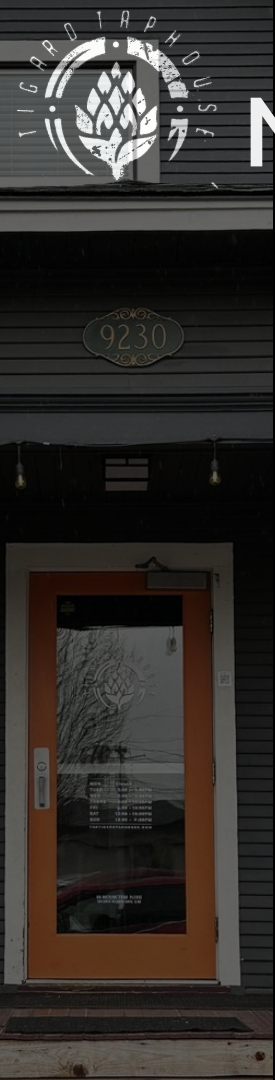
Next Step 01: Data Collection

Important Points

- The website collects personal information, but doesn't tell the user for what purpose.
 - A Privacy Policy would resolve this issue.
- Verified no first party cookies, but unable to verify if third party cookies are present.
 - A Cookie Policy would give notice of potential unknown cookies.
- Adding a Term and Condition page to encompass these policies and accessibility statement would be the most optimal solution.

Why are these important?

- Gives protection to the business, and informs the user.
- These policy statements are required by law, often regardless of location. For example, the CCPA protects the data of California residents, regardless of website location.
- Sites without these disclosures appear less trustworthy to users because they don't know the sites intentions.



Next Step 02: PDF Usage:

Important Points

- PDFs are difficult at best for text to speech readers to read and impossible in most cases.
- Industry research also shows PDF menus are a negative user experience for abled users too.

Why are these important?

- Negative experiences subconsciously predispose consumers against your business.
- Recommend either adding a menu directly to a website page, or outsourcing the menu, similar to the drink menu.
- Making the menu more accessible to disabled users also increases the ease of use for abled users.

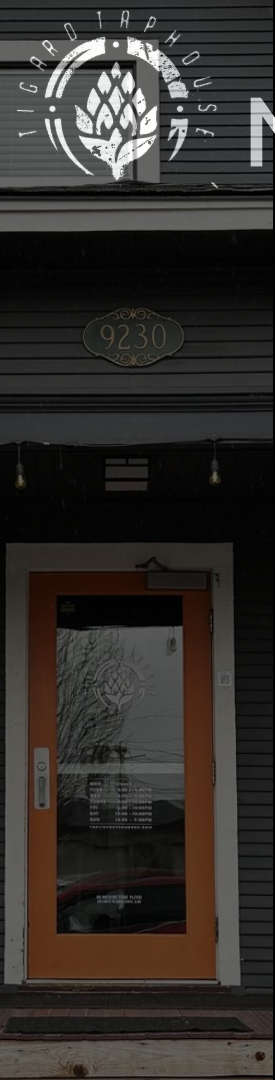


PDF Menu and Page Example:



Convenience at a price .

- PDFs are easy to upload and use, but the text isn't real. It's a picture of the text, which is why screen readers can't read it aloud.
- Having the pdf open on a page is better than a forced auto-download, but you still have the user leaving the main page for another tab. Research shows that once a user leaves a tab for another tab for a source of information their likelihood to return to the previous one drops significantly. This occurs even if it staying on the same website.
- The best and most professional solution is directly putting the text and menu items onto the website. This opens many avenues of creativity and design such as food with images and uniqueness of brand. Most importantly is that it insures the widest possible accessibility of your menu to a diverse ability population.



Next Step 03: Homepage

Important Points

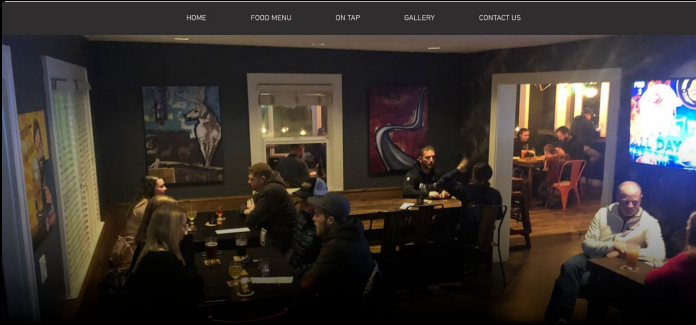
- **Basic information** like business name, hours, and phone number are not immediately found by users.
 - User has to scroll to the very bottom to find info, past a low resolution background image and large amount of negative space.
- **Private Events** gives little details of what the website is about, and if the link is present it lacks contrast against the background image.

Why are these important?

- A need for the restaurant's basic information is one of the first reason users visits a website. Not having it easily accessible can lose customers, or take even more time for readers to find.
- Adding the brand logo and a brief one or two sentence summary at the beginning can clarify what Tigard Taphouse is, and has to offer.

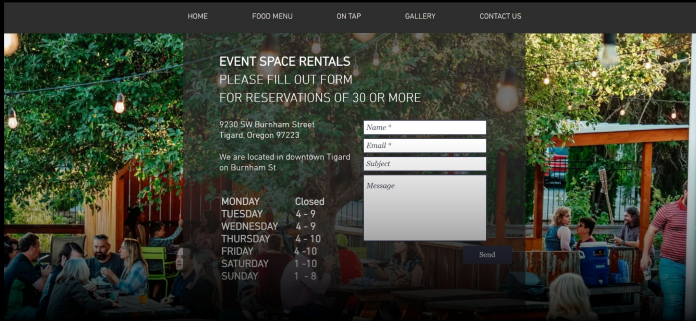


Homepage Images Example 1:



Important information.

- This information is important and should be placed near the top.
- This space even when used for private events reservation, or upcoming events seem to not flow with the rest of the site.





Next Steps: Accessibility

Headers

Some parts of the websites don't have headers or titles.

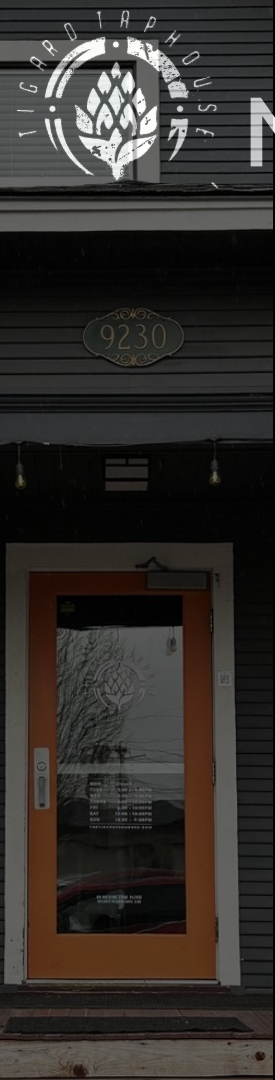
This is important for SEO ranking on website searches, and navigation for both abled and disabled users.

Galleries

The website has two galleries. This is confusing and seems redundant. Also some images don't have descriptive title, and no image has descriptive text for screen readers.

Contact Form

The contact form has multiple accessibility issues that will be addressed. These range from contrast to screen reader issues.



Next Step 01: Headers

Important Points

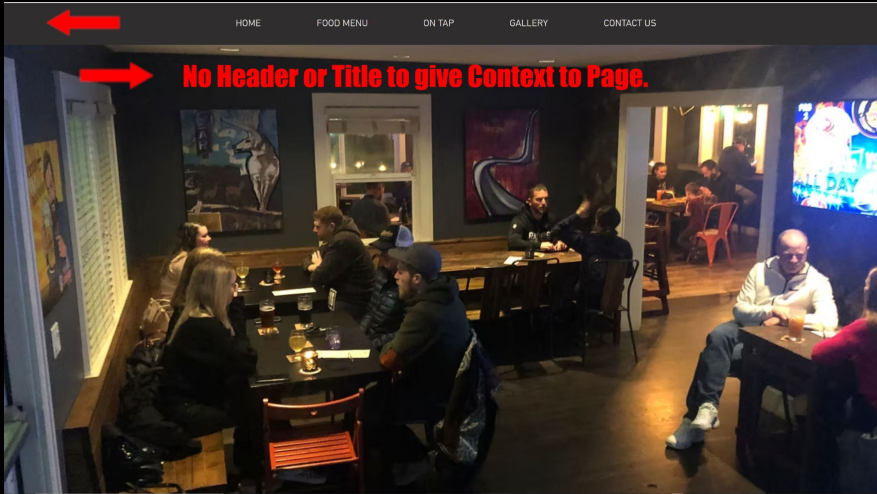
- **There is no header or title for the main page and gallery page.**
 - This makes it hard for search engines to find your business, and lowers your SEO ranking.
 - This gives nothing for screen readers to read to know what the main context is about.
 - Some headers are underlined, breaking consistency, and suggesting a hyperlink where one doesn't exist.

Why are these important?

- The higher your SEO ranking the more likely your site will show up in searches and be at the top of the list.
- Headers are the start of Information Hierarchy on a site, and give the primary context of what the site is about.
- Not having headers causes more cognitive load for users to understand purpose.
- Consistency subconsciously makes information easier to process creating a lighter cognitive load.



Headers Example 1:



Home Icon and Title Header.

- Having a left corner Home Logo give a level of familiarity to users while fostering a subconscious level of trust.
- Inattention blindness happens a lot on websites, having familiar breadcrumbs like a logo can help with wayfind.
- Having an opening header even if just the business name gives instant meaning and recognition to user.

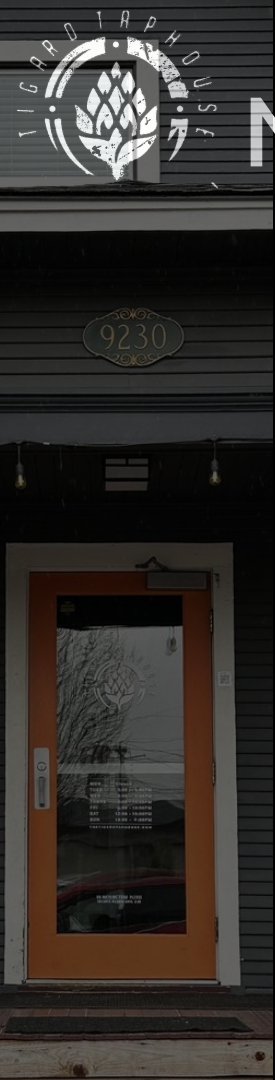


Headers Example 2:

FREQUENTLY ASKED QUESTIONS:

Hyperlink Confusion.

- This header may be underlined to show importance, but this is misleading. It can make the user think that a hyperlink exists where one doesn't.
- A simple solution to remove the confusion while still giving emphasis to the header is using HTML coding to create a real span line that can have space added between it and the words to remove the confusion of a hyperlink.



Next Step 02: Galleries

Important Points

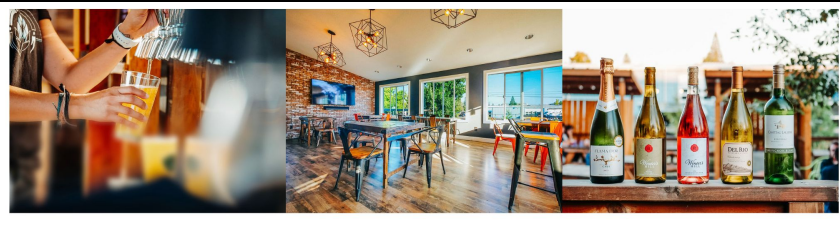
- **Having a main gallery with a separate page, and mini-gallery partway through the main page is confusing.**
 - The mini-gallery seems redundant, and is unclear of what its purpose is when there is a dedicated gallery page.
 - Some images in the gallery do not have descriptive titles.
 - No image has descriptive text in the gallery.

Why are these important?

- Redundant features can confuse users, and even cause them to miss the main features.
- The Mini-gallery could be used to display upcoming events, concerts, and similar content, giving it purpose on the main page.
- Images without descriptive titles or descriptive text cannot be read or seen by disabled users.



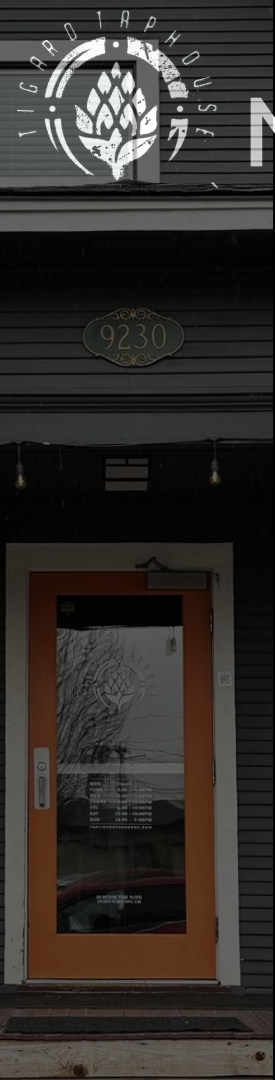
Mini-Gallery Usage Example:



Better Utilization.

- Using the mini-gallery to showcase event is a better repurposing of the mini-gallery and removes user confusion.
- It also gives a specific home for users to quickly find this information.
- Adding an H2 header identifying this a 'Upcoming Events' can reinforce this even more.
- A long path to that information can discourage users.





Next Step 03: Contact Form

Important Points

- The error indicator on the form just changes colors, with no additional text or information. This makes it impossible to read the label placeholder.
 - Red color blind users will not see this error message.
 - The prompts are unclear of what is required and optional with the asterisks.
 - The red contrast makes it difficult to read what was wrong.
 - The grey background for "send" is low contrast against the grey background.

Why are these important?

- These pain points have a compounding effect on cognitive load that leads to confusion and frustration. These negative experiences can cause users to not complete a form.
- Asterisks are no longer a standard for required information.
- The form does not have a character limit warning. This can cause frustration to users.
- The format of the form is limiting to multiple disabled users access.



Contact Form Issues Example 1:

A contact form with a background image of a person at a counter. The form has four input fields: "Name", "Email", "Subject", and "Message". The "Name" and "Email" fields have red error messages above them. The "Subject" field has a red error message to its right. The "Message" field is empty. A "Send" button is at the bottom right.

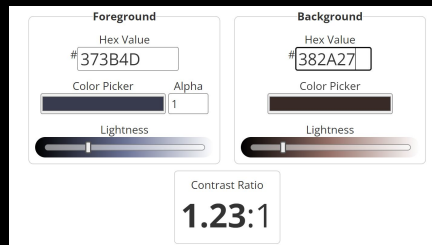
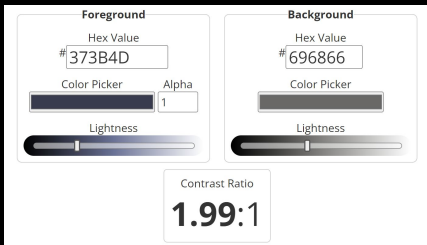
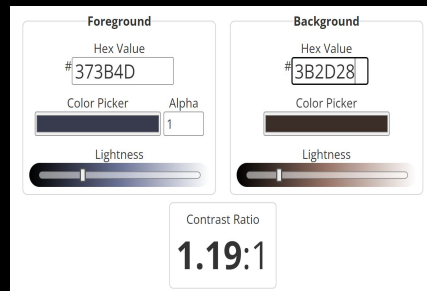
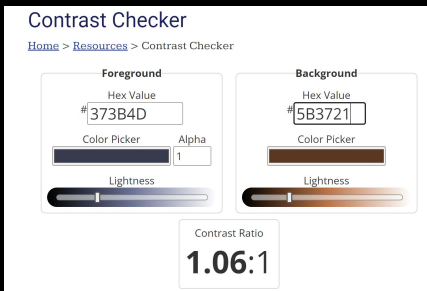
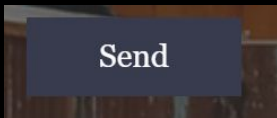
Color Vision Disability (CVD).

- The top image of the contact form is how it appears to CVA users, and the bottom two images show what the contact form looks like to two of the most common CVD types.
- It becomes very difficult to see the error messages.

A contact form with a background image of a person at a counter. The form has four input fields: "Name", "Email", "Subject", and "Message". The "Name" and "Email" fields have grayscale error messages above them. The "Subject" field has a grayscale error message to its right. The "Message" field is empty. A "Send" button is at the bottom right.A contact form with a background image of a person at a counter. The form has four input fields: "Name", "Email", "Subject", and "Message". The "Name" and "Email" fields have yellow error messages above them. The "Subject" field has a yellow error message to its right. The "Message" field is empty. A "Send" button is at the bottom right.



Contact Form Issues Example 2:



Send Button Contrast Failures.

- I sampled the top four colors that surrounded the send button.
- In each case it failed a contrast comparison against the grey background used for the 'send' button.
- This means that for both abled vision and CVD users this is difficult to see.
- Suggest moving away from grey altogether.



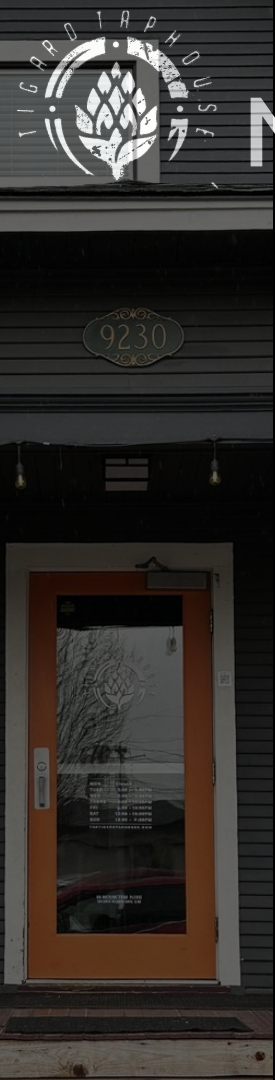
Next Steps: Aesthetic & Minimalist Design

Images and Negative Space.

The some of the background image are blurry and takes a lot of negative space. There is an excessive amount of these, which is distracting and contributes to a negative user experience.

Text and Bullet Points

Text is concise and to the point, but has some formatting issues that need cleaning up. Also some images on the homepage have text in them occasionally; but this text cannot be read by text readers.



Next Step 01: Images & Space

Important Points

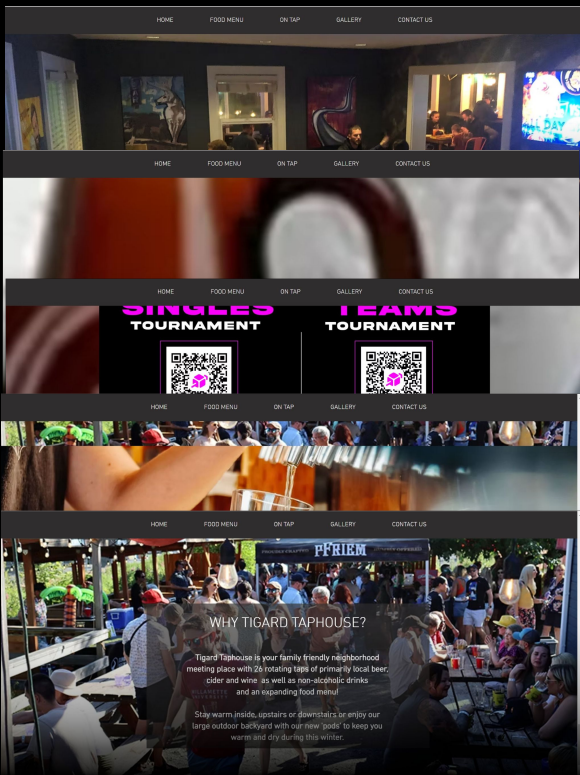
- The site uses several background images as negative space filler. Some of them, like the growler, are blurry.
 - Using quality resolution and sized images can resolve the blurry issues.
 - Having the website developer remove the spacing from scrolling in the html code can reduce the need for images.

Why are these important?

- People have short attention spans, and the extra scrolling is distracting creating a negative experience, and raising the potential for them to leave.
- Users consciously and importantly subconsciously judge a website based on quality of images. Blurry images are often associated with unprofessionalism.



Background Images Example:

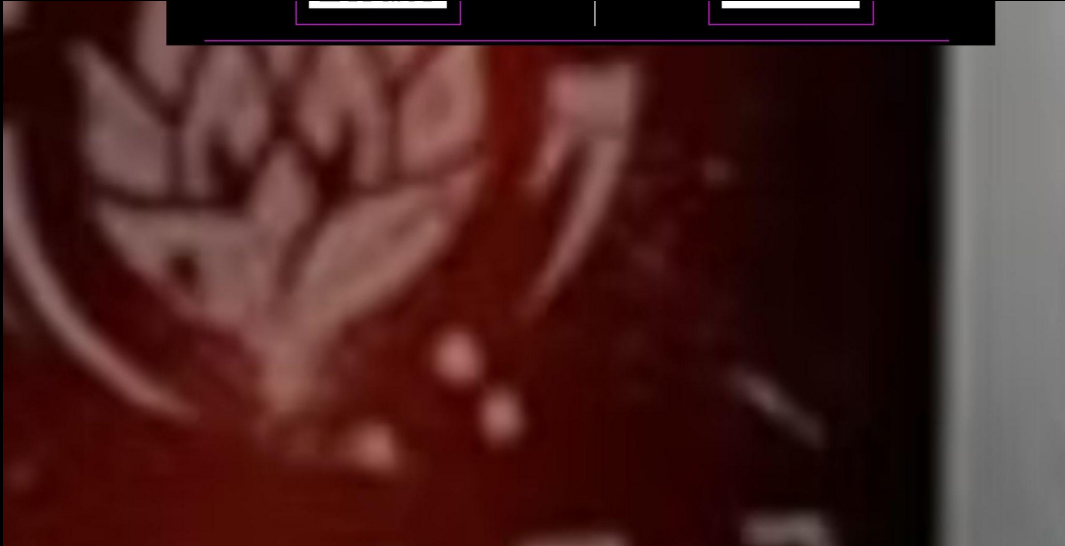


Excessive background images.

- This is a screenshot of the user's journey to get to the basic information about Tigard.
- People have shorter attention spans and want information quickly, in small batches, and easy to find.
- A long path to that information can discourage user.
- Discouraged users are more likely to leave before reaching the intended information.

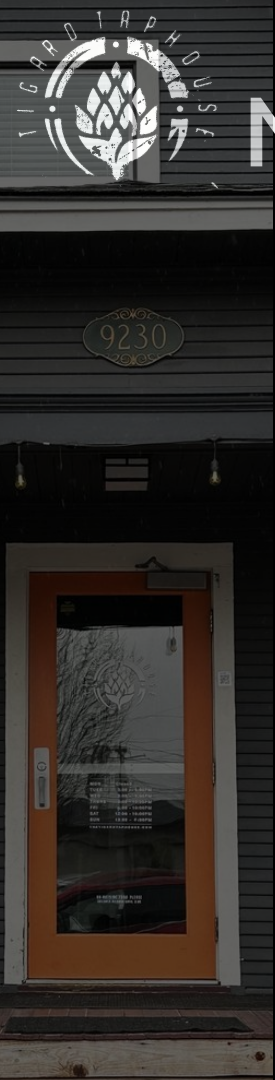


Blurry Images Example:



Low Resolution Images.

- Low resolution or blurry images are distracting to the user, and cause subconscious negative experiences.
- Blurry images also detract from the aesthetics of the site, and can make it be seen as unprofessional.



Next Step 02: Text and Bullets

Important Points

- There are formatting issues in the Frequently Asked Questions portion.
 - Spacing is inconsistent between bullet points sentences.
 - Bold text is used inconsistently.
- Text embedded in images.
 - Using Alt text to describe the image can solve this.

Why are these important?

- Properly formatted text is easy to read and understand, but also easy for text readers to understand too.
- If text readers can't read your upcoming sales, events, or ability to make reservations then you are losing potential sales.
- Giving this area a proper header like "Upcoming event at Tigard" can help identify the area, brand, and give instant context.

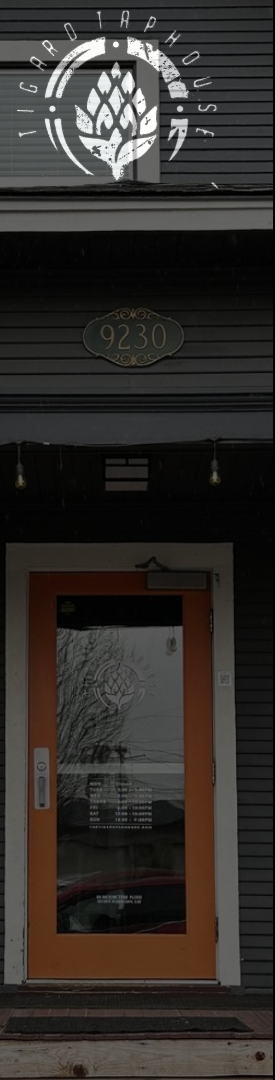


Points and Spacing Example:

- • Dogs are allowed in our back patio area on leash only.
-
- Children are allowed until 8:00 but are requested to remain seated with their parents while at the Taphouse.
-
- Last call for food 1 hour before closing
-
- Last call for drinks 30 minutes before closing

Formatting and Information Hierarchy.

- Important information, like FAQ, is processed easier if formatting is standardized.
- Bolding the whole word "Dogs" instead of just the letter "D" will achieve the emphasis of importances.
- The difference in line spacing is confusion, and adds to cognitive load for both abled and disabled viewers.



Thank You, Tigard Taphouse.

I appreciate the time you took to review my analysis. I would love to answer any questions or discuss my findings with you further. If you decide to implement these recommendation, I also work in website development.

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