

Global Airlines Audit

Adherence to the revised Air Carrier Access Act (ACAA) of 1986





With the size of our site,
Sitemorse accessibility testing
makes what once was a
daunting task into something
far **more manageable**. The
whole web team has benefited.



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2016 Q4 / Aviation (US DoT / ACAA)

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With the final US DoT (ACAA) regulation deadline next month, are the websites of affected airlines now ready? The latest results from our analysis show none are achieving the required level of compliance, with only a few weeks to go. Where does this leave the regulation and the regulator?

From the millions of tests that Sitemorse has run the results show that globally, very few, if any, websites achieve WCAG 2.0 compliance (a cornerstone of the DoT requirement). It is possible that the complexity of the standard is one of its greatest issues, both for those looking to adhere to it and those looking to enforce regulation related to it.

As most sites are not even close to adherence [results page 7] would it not be more pragmatic to introduce an assessment criteria that is more meaningful for site visitors, simplifies monitoring for the regulator and is more likely to be achieved by operators? **Could Accessibility Priorities be that pragmatic step?**

Making Accessibility More Realistic with Priorities



Sitemorse are aware of the difficulties that the digital industry is facing with regards to conforming to the Web Content Accessibility Guidelines (WCAG) 2.0.

Over the years we have found that there are many individuals who are passionate and knowledgeable about this subject and achieving the high standards required to make the web accessible for all.

Sitemorse have been using automation to test accessibility for more than 12 years, during this period we have assessed more pages than anybody else globally.

Every quarter we run checks on thousands of sites for the INDEX. With all this data and the internal technical knowledge that we hold, we are able to have a well-considered approach to this topic.

We wanted to create a list of 10 things that should be dealt with as a priority to improve accessibility, which will all be understandable, manageable, measurable and achievable.

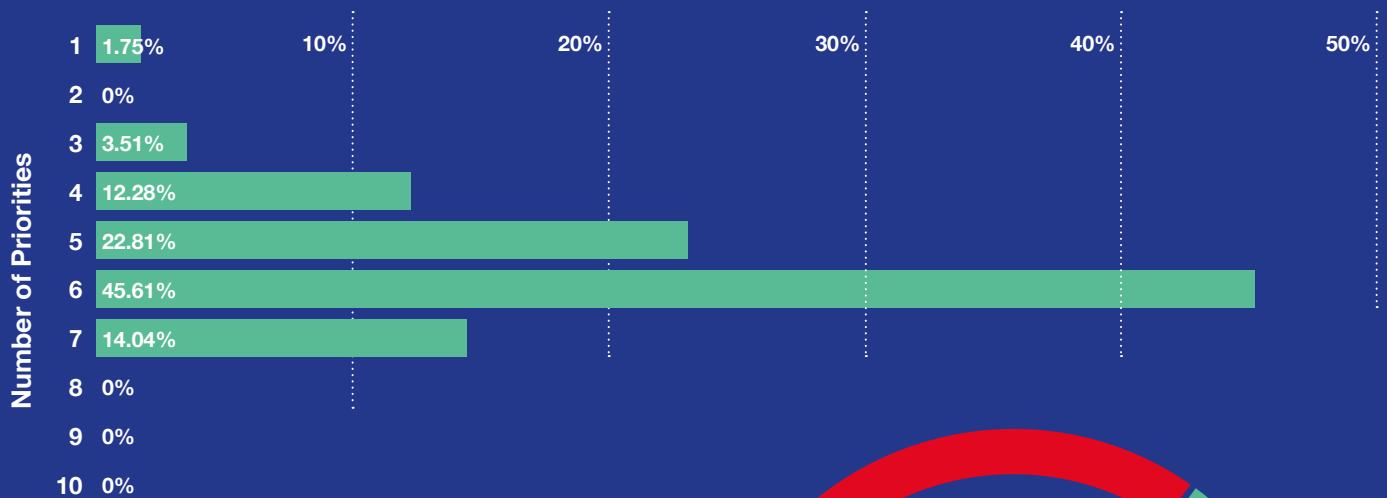
By creating this list, we hope organisations will be able to improve the basics of their site to make it more accessible which one day might lead to a fully accessible website.

Please note, our list relates specifically to automated testing, and is not intended to include additional manual checks that should also be carried out.

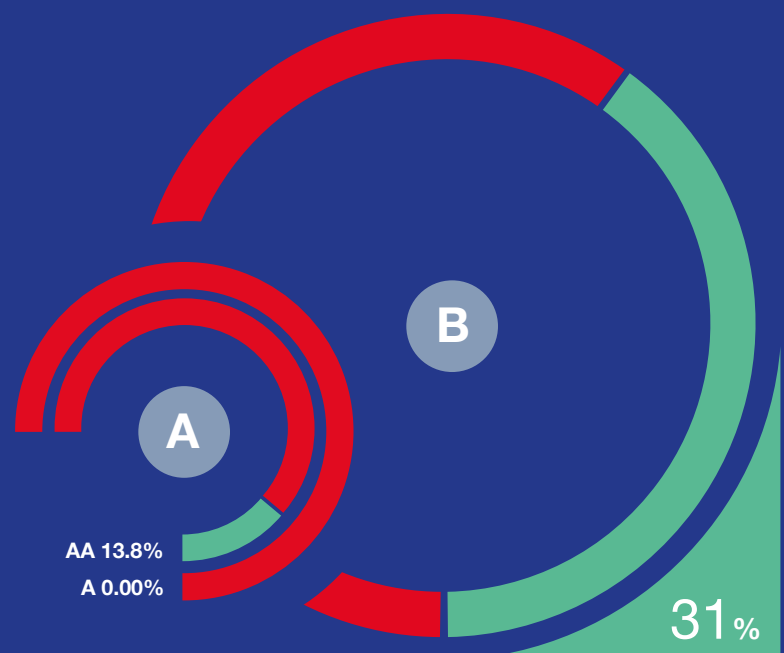
Top 10 Sites

1	http://www.jal.com/ Japan Airlines	6	http://www.airindia.in/ Air India
2	http://www.avianca.com/ Avianca	7	http://www.virgin-atlantic.com/ Virgin Atlantic
3	http://www.ana.co.jp/ ANA	8	http://www.uzairways.com/ Uzbekistan Airways
4	http://www.britishairways.com/ British Airways	9	http://www.delta.com/ Delta Airlines
5	http://www.etihad.com/ Etihad Airways	10	http://www.swiss.com/ Swiss Airlines

Percentage of Sites Passing



- A** Pages passing WCAG 2.0
- B** % of pages without priorities issues



Sitemorse have been using automation to test accessibility for **more than 12 years**, during this period we have **assessed more pages than anybody else globally.**



Overall Results

The results presented below detail your sites achievement against automated WCAG (Web Content Accessibility Guidelines) tests.

The Accessibility columns report the percentage of pages that passed Priority A and Double A (AA) tests for each site, however automation alone cannot give a 100% pass.

Site Address	Accessibility	
	A	AA
http://www.aerlingus.com/	0.94%	71.70%
http://www.aerolineas.com.ar/	0.00%	6.98%
http://www.aeromexico.com/	0.78%	8.59%
http://www.airberlin.com/	0.69%	80.69%
http://www.aircanada.com/	0.00%	26.52%
http://www.airfrance.com/	0.00%	88.19%
http://www.airindia.in/	3.98%	94.53%
http://www.airnewzealand.com/	0.00%	4.00%
http://www.airtransat.com/	0.00%	16.80%
http://www.alitalia.com/	0.56%	50.28%
http://www.ana.co.jp/	7.69%	75.00%
http://www.arikair.com/	0.00%	8.59%
http://www.austrian.com/	0.00%	9.29%
http://www.avianca.com/	9.47%	37.89%
http://www.azal.az/	0.00%	12.88%
http://www.britishairways.com/	4.80%	76.00%
http://www.brusselsairlines.com/	0.00%	21.60%
http://www.caribbean-airlines.com/	0.76%	89.31%
http://www.csair.com/en/	0.00%	46.40%
http://www.delta.com/	2.88%	84.17%
http://www.egyptair.com/	0.77%	96.92%
http://www.elal.com/	0.00%	89.15%
http://www.emirates.com/	0.00%	52.00%
http://www.ethiopianairlines.com/	0.62%	14.38%
http://www.etihad.com/	4.08%	70.41%
http://www.finnair.com/	0.76%	13.74%
http://www.flysaa.com/	1.70%	50.00%
http://www.flysas.com/	1.53%	10.69%

Site Address	Accessibility	
	A	AA
http://www.flytap.com/	0.69%	89.58%
http://www.flyuia.com/	0.00%	23.57%
https://www.aireuropa.com/	1.30%	17.53%
http://www.iberia.com/	0.00%	94.89%
http://www.icelandair.com/	0.77%	86.15%
http://www.jal.com/	17.51%	57.58%
http://www.jet2.com/	0.00%	14.96%
http://www.jetairways.com/	0.00%	70.35%
http://www.klm.com/	1.54%	6.15%
http://www.koreanair.com/	0.00%	97.83%
http://www.lufthansa.com/	0.00%	48.80%
http://www.philippineairlines.com/	2.24%	11.19%
http://www.pia.com/	16.30%	61.05%
http://www.qantas.com.au/	0.00%	61.24%
http://www.rj.com/	0.73%	4.38%
http://www.royalairmaroc.com/	0.74%	11.76%
http://www.sata.pt/	0.64%	78.34%
http://www.saudiirlines.com/	0.00%	39.23%
http://www.singaporeair.com/	2.08%	82.64%
http://www.southwest.com/	0.68%	57.53%
http://www.swiss.com/	2.76%	91.72%
http://www.tam.com.br/	0.80%	15.20%
http://www.thomascokairlines.com/	0.00%	35.16%
http://www.thomson.co.uk/	0.00%	0.00%
http://www.turkishairlines.com/	0.00%	1.60%
http://www.united.com/	0.77%	48.46%
http://www.uzairways.com/	3.28%	97.95%
http://www.virgin-atlantic.com/	3.33%	88.67%
http://wowair.co.uk/	0.00%	0.00%

Excluded	Reason
http://www.aeroflot.com/	Site reliant on JavaScript
http://www.airchina.com/	Insufficient pages to test
http://www.norwegian.com/	Site reliant on JavaScript
http://www.flychinaeastern.com/	Insufficient pages to test
http://www.lot.com/	Site reliant on JavaScript
http://transaero.ru/en/	Assessment not available
http://www.usairways.com/	Assessment not available
http://www.kuwaitairways.com/	Insufficient pages to test
http://www.flyasiana.com/	Site reliant on JavaScript
http://www.cathaypacific.com/	Assessment not available
http://www.aa.com/	Assessment not available
http://www.evaair.com/	Site reliant on JavaScript

Digital Wildfire Takes Hold

Over the years the extent of the digital landscape of retailers has grown like ‘digital wildfire’ and can to some extent be viewed as a real threat to their future capabilities. For retail this presents an emerging, and likely to become significant, problem.

Retailers must have an understanding of what exactly constitutes their entire digital landscape, this being far more than a list of domains or the approved social pages.

Most companies have a difficulty knowing what they have out there in terms of their digital assets. The case of HMV losing control of its social media channels to

some disgruntled employees when it made redundancies has been well documented – page wasn't known about and the basic rules were not applied.

And there was the recent case of a QR code being used by Heinz on its ketchup bottles that led customers to a porn site. The registration of the URL had lapsed and reassigned to the adult content site and Heinz had not kept a record of this online asset.

The reality for most retailers is that they have had over 10 years of various people coming in and out of their e-commerce and IT departments that have all undertaken a variety of projects for an array of different people. Contractors, changing agencies, organisations the retailer has bought, and cloud service providers all muddy the water and make visibility of digital assets all the more tougher for retailers to get a firm and clear handle on.

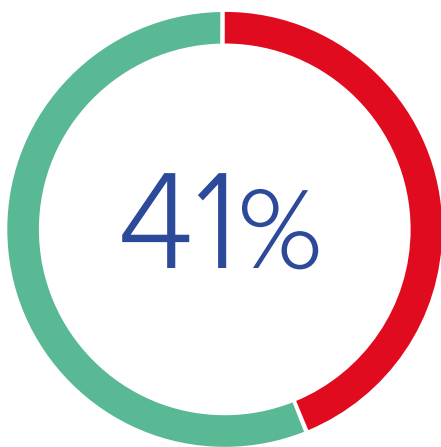
The result is that they have ended up with a 'digital bucket' that holds various websites,

analytics providers' solutions, and content management systems etcetera. There is no over-arching view of this spaghetti-load of assets.

Research has found that retailers have no knowledge of an astonishing 41% of their digital properties – this is a serious worry. Certainly When Sitemorse undertakes landscape mapping for retailers it identifies things like social media pages, mobile apps, web domains, and online promotional offers that the business knows absolutely nothing about.

Even in regulated industries firms do not have a full inventory of what they operate so it is not surprising that in the world of retail there is even more of a problem that pervades the sector.

Until retailers accept there is an issue of digital wildfire then it is not going to be extinguished anytime soon. The problem is only going to get worse.



■ Indicates 'unknown assets' discovered

Time For A More Pragmatic Approach

WCAG 2.0, is it an impossible standard that provides the basis for excuses?

WCAG 1.0 was published and became a W3C recommendation in May 1999. It consisted of 14 guidelines which described general principles of accessible design. Each guideline covered a basic theme of web accessibility and was associated with one or more checkpoints which provide further detail about the guideline and techniques on how to apply the checkpoints.

The standard was superseded by WCAG 2.0 which was published as a W3C Recommendation in December 2008. It comprises of twelve guidelines which are separated into four principles - perceivable, operable, understandable and robust. Each of the guidelines are further divided into Success Criteria, which in theory are intended to be testable.

The inception and launch of WCAG 2.0 (Web Content Accessibility Guidelines (WCAG) 2.0 / <https://www.w3.org/TR/WCAG20/>) has been difficult. Several organisations claim compliance and a desire to adopt the standard, however its complexity, time requirements and the level of training/support required have challenged many. In some instances, we have found that the matter is seemingly becoming less important and is regarded as an unachievable goal.

In addition, the actual results for sites are also showing a downward trend. Just 1.5% of the 200 Government Sites in the Central Gov. INDEX (<https://sitemorse.com/index/uk-central-government/2016-q2>) are anywhere near WCAG 2 AA complaint, yet accessibility is claimed by many and is a government requirement. Before the release of WCAG 2.0 it appeared that a considerable number of organisation were at least heading towards WCAG 1.0 even though some considered it onerous and not all understood its importance.

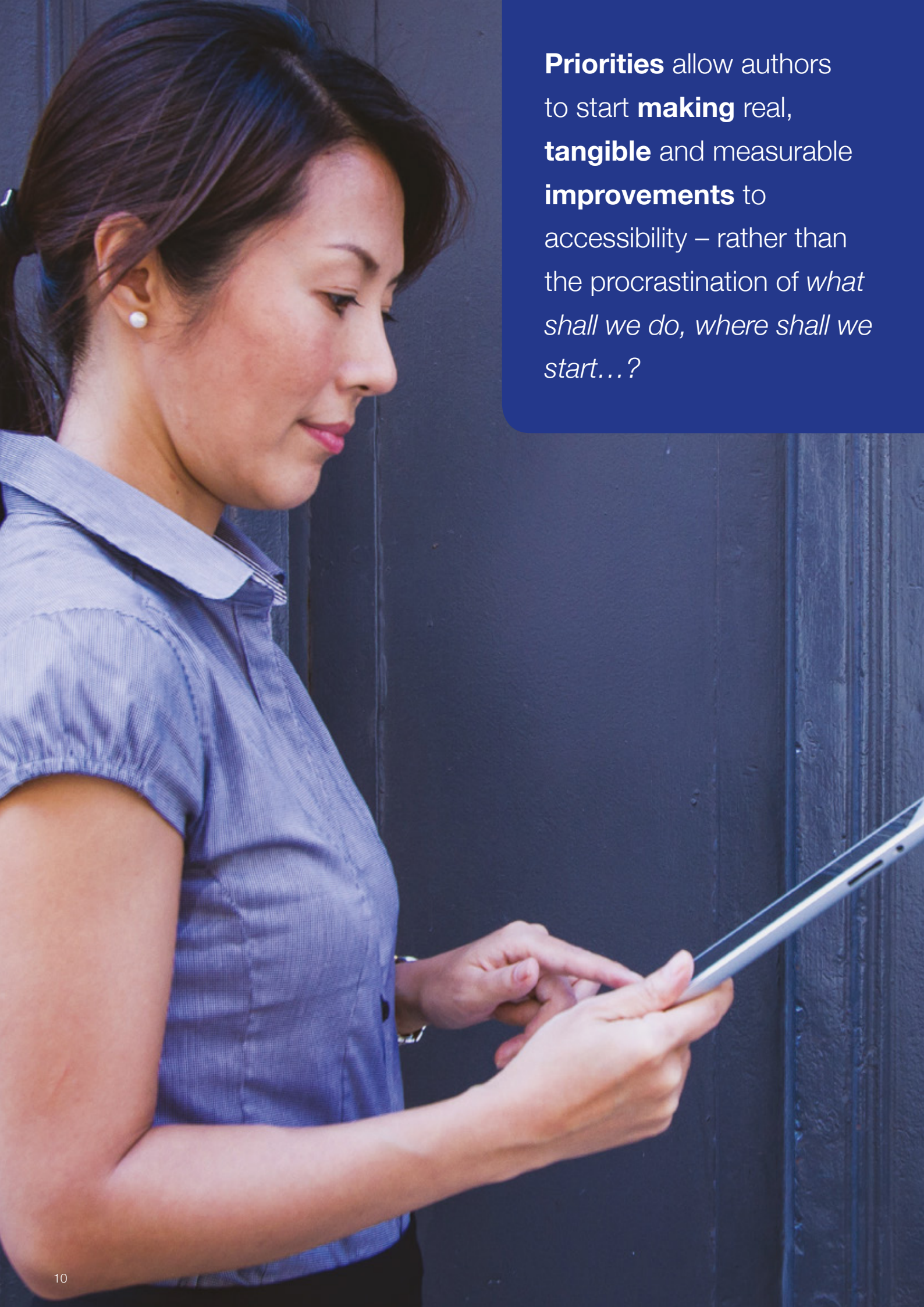
But, WCAG 2.0 is being considered over bearing and the sheer level of understanding and site work required to even start to embrace, let alone achieve it is seen as difficult to manage.

As we are all aware, there are many benefits to an accessible site but, if the standard itself is the reason the need is negated, then the value is considerably diminished.

To improve this situation, we have created a top 10 list of priorities which can be done to improve accessibility. The priorities list is based on the data we have collected after checking millions of pages, feedback from industry experts and our clients. We have considered each of the checkpoints of WCAG 2.0 to compile the 'priorities' all of which we feel are understandable, manageable, measurable and achievable.

By dealing with this list, the experience for all users regardless of their access needs will be improved. This isn't a perfect solution but by dealing with this list first, site owners can improve accessibility by 65-70% which is considerably better than no improvement at all. These techniques provide a starting point for getting to grips with the complete WCAG 2.0 standard.

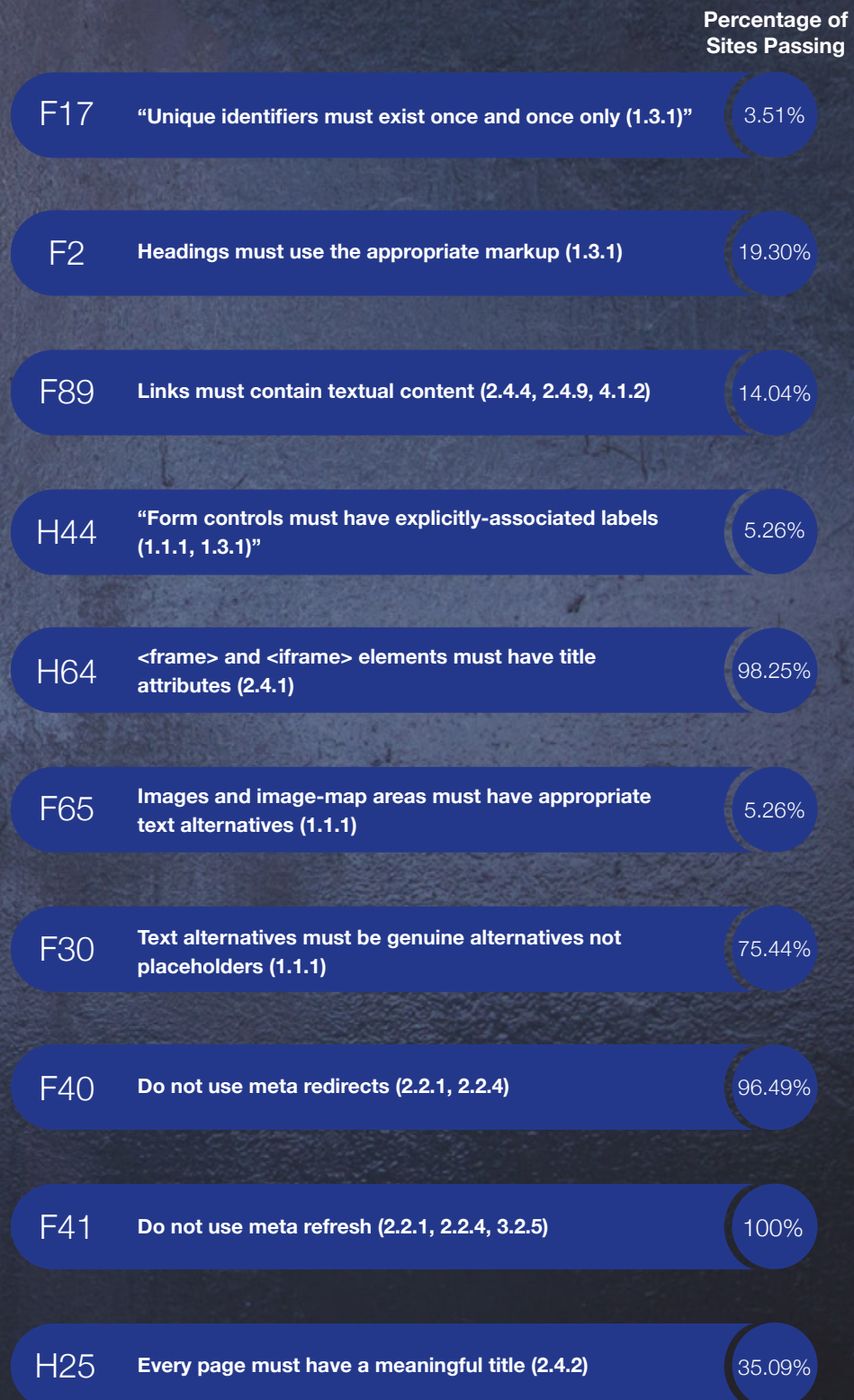


A woman with dark hair tied back, wearing a blue short-sleeved button-down shirt, is looking down at a tablet computer she is holding with both hands. She is standing in front of a dark, textured wall. The image is partially covered by a dark blue text box on the right side.

Priorities allow authors to start **making** real, **tangible** and measurable **improvements** to accessibility – rather than the procrastination of *what shall we do, where shall we start...?*

Our Suggested 10 Priorities

The results contained within this report show accessibility compliance isn't where it should be or where most would like it to be. Claims of AA compliance could be well intentioned but are not commercially, or technically realistic. We have considered the checkpoints of WCAG 2.0 and come up with 10 achievable points, offering an initial stage of measurable compliance to benefit all.



Web Accessibility Guidelines

WCAG 2.0 is the standard that web sites strive to comply to, but the standard is being considered overbearing and the sheer level of understanding and site work required to even start to embrace, let alone achieve it is seen as difficult to manage.

To best support our clients, Sitemorse has updated the Accessibility section of the report making changes which we believe will help users to see real, tangible and measurable improvements that can be made to improve their sites accessibility.

We at Sitemorse have considered the checkpoints of WCAG 2.0 and come up with this list of the 10 things that should be dealt with to improve accessibility, these are known as priorities. In September 2016 Sitemorse updated the Accessibility report page, the page now shows how a site is performing regarding accessibility in simple, easy to read graphics.

The graphics show how many pages fail accessibility by A, AA & AAA standards separately. We have kept the ability to look at Level A, AA & AAA individually as we feel is important for some of our clients who often wish to focus on one level at a time.

There is also the option to see more in depth information about where the failures are and what category they fall into. In addition to this, there is a useful graph which shows how the site is performing over time so that improvements can be tracked.

These top 10 priorities which Sitemorse amalgamated earlier this quarter are now shown on the page, along with how many corrections are required for each priority.

From here, you are able to drill down further into the priorities to see where the corrections are required. Along with this, there is also a graphic which shows how many pages in percentage terms have priorities that need to be dealt with, enabling you to see how much work is ahead.

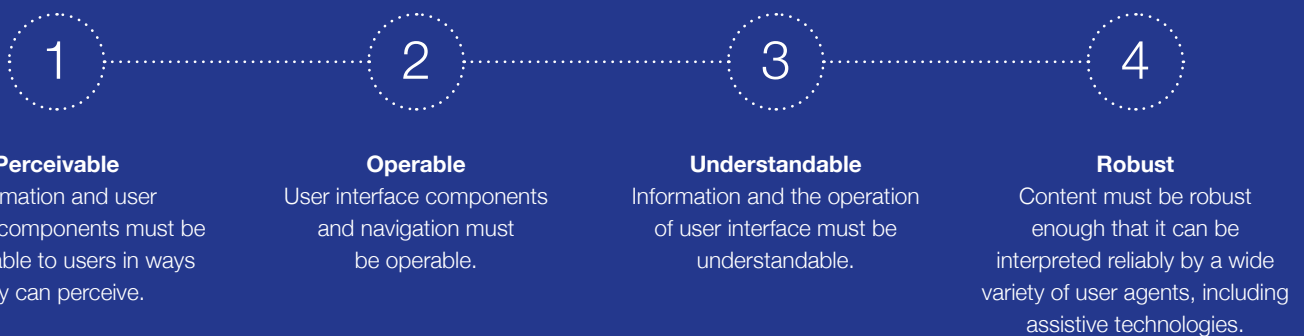
Presenting the Workflow

The W3C endorsed WCAG 2.0 on 11 December 2008 as an official recommendation. Since that time Sitemorse have monitored the uptake of WCAG 2.0 and researched how the information is used by organisations aiming to comply with the latest accessibility guidance.

From January 2014 Sitemorse reports have included a comprehensive report on WCAG 2.0 technique failures that support our clients attaining WCAG 2.0 compliance.

Background to the standard

WCAG 2.0 describes itself as a collection of Success Criteria that “are written as testable statements that are not technology-specific”. Twelve guidelines are categorised under four key principles of:



Each guideline incorporates one or more “Success Criteria”, divided into the three conformance levels of A, AA and AAA.

1. Priority A defines 25 Success Criteria
2. Priority AA defines 13 Success Criteria
3. Priority AAA defines 23 Success Criteria

The goal of WCAG 2.0 to be “technology neutral” stems from much of the criticism of WCAG 1.0 which referred to specific technology at the time. With the fast pace of change on the web and the increasing availability of portable and embedded devices the guidelines in WCAG 2.0 aim to state goals and refrain from commenting specifically on technology.

An adjoining document was published, “Understanding WCAG 2.0”, containing a collection of information, research, examples and techniques for compliance. This is not a static document and may be expanded upon in future revisions of WCAG 2.0 to accommodate new versions of HTML, new user agents, improvements in assistance technology and browser based technologies. As of writing the document was last updated in September 2013. The W3C stress that this document should be seen as offering advice, “informative” and not “normative” in the parlance of the W3C, and is not a requirement for conformance.

For each of the 61 Success Criteria the document “Understanding WCAG 2.0” offers:



Sitemorse is not just accessibility. These are the **10 categories** our service covers



Priorities – Distributing for Timely Action

Within just the click of a button the priorities displayed in our accessibility reports can be emailed to anybody regardless of whether they have a Sitemorse login. This results in the maximum return on correction effort **being achieved** and site visitors **receiving the benefits more rapidly**.

A



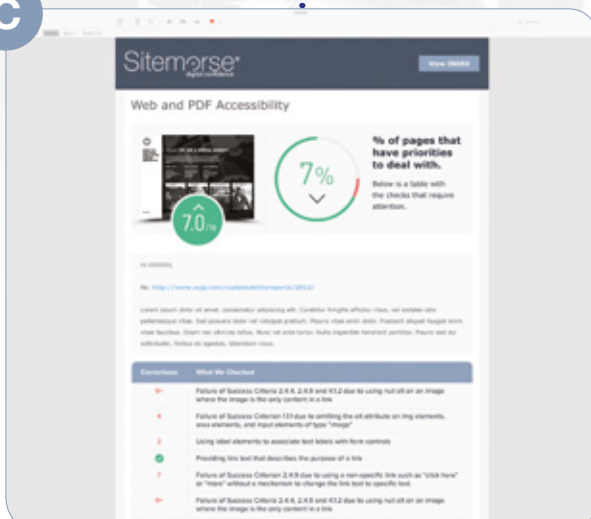
Viewing your Accessibility KPIs is clear on the Sitemorse Accessibility Reporting Page. It covers the Priorities, Level A, AA and AAA.

Who would you like to action the priorities?
Type in their email address.

B

The 'Email Priorities' dialog box prompts the user to 'Enter email recipients to receive the Accessibility Priorities:'. It includes a text input field and a red 'Send Email' button.

C



Email lists priorities to action. Click the red number to view the detail.

Replacing Hope with Confidence

Too often, we hear clients describe that they ‘hope’ the people who create and manage their content using CMS systems and other software are thorough and diligent with their manual processes, and 100% accurate at all times. They ‘hope’ their brand is consistent, error-free and risk-reduced as a result. They ‘hope’ that online visitors and customers accessing their digital channels have the best possible user experience, in every moment of their interaction.

But ‘hope’ isn’t enough.

Businesses need to ‘know’ that any new digital content requirements have been catered for, and are available across all channels. It’s not about hoping they deliver, it’s having the confidence that they do, as well as detail and insight into any shortcomings and issues.

At Sitemorse, we don’t leave things to chance. We give you that ‘**confidence**’.



Snapshot – Instantly Check Any Page

Any editor, any publisher, in fact anybody across your organisation can run an accessibility check on any page at any time straight from any browser as many times as they want.

The Three Stages

A

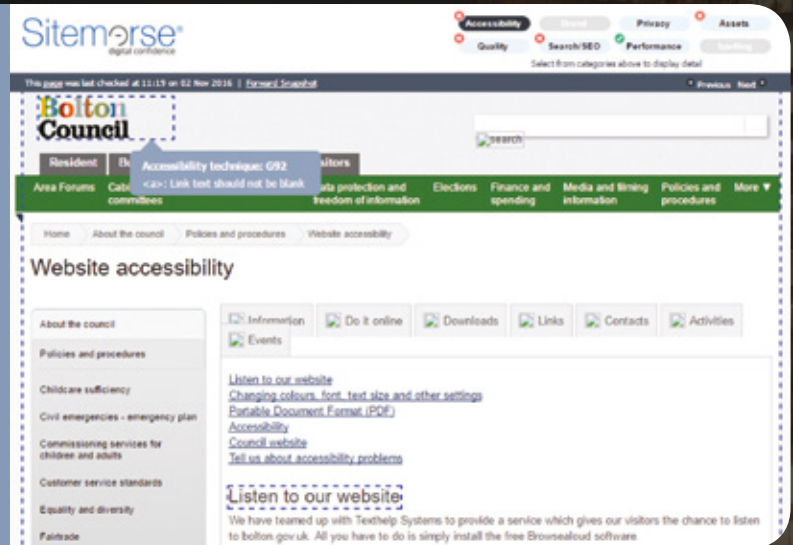
Click snapshot in your browser, you can run any page at any time.

B

The results are run and displayed within 30 seconds.

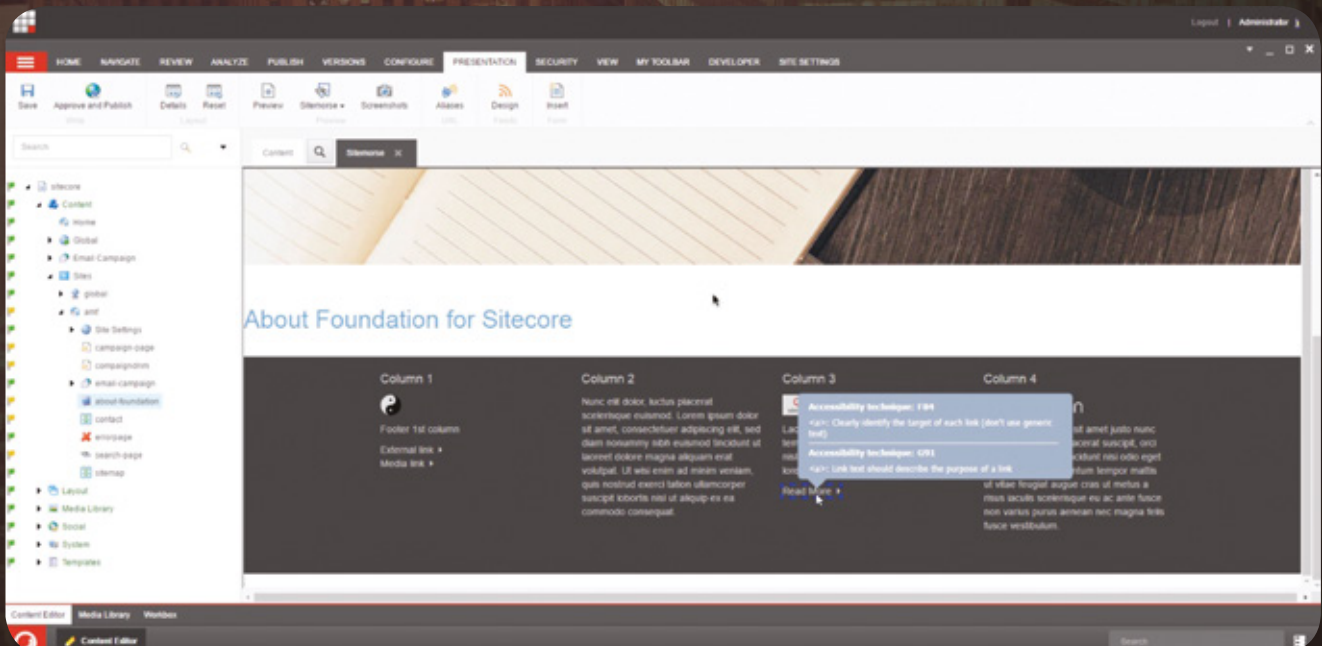
C

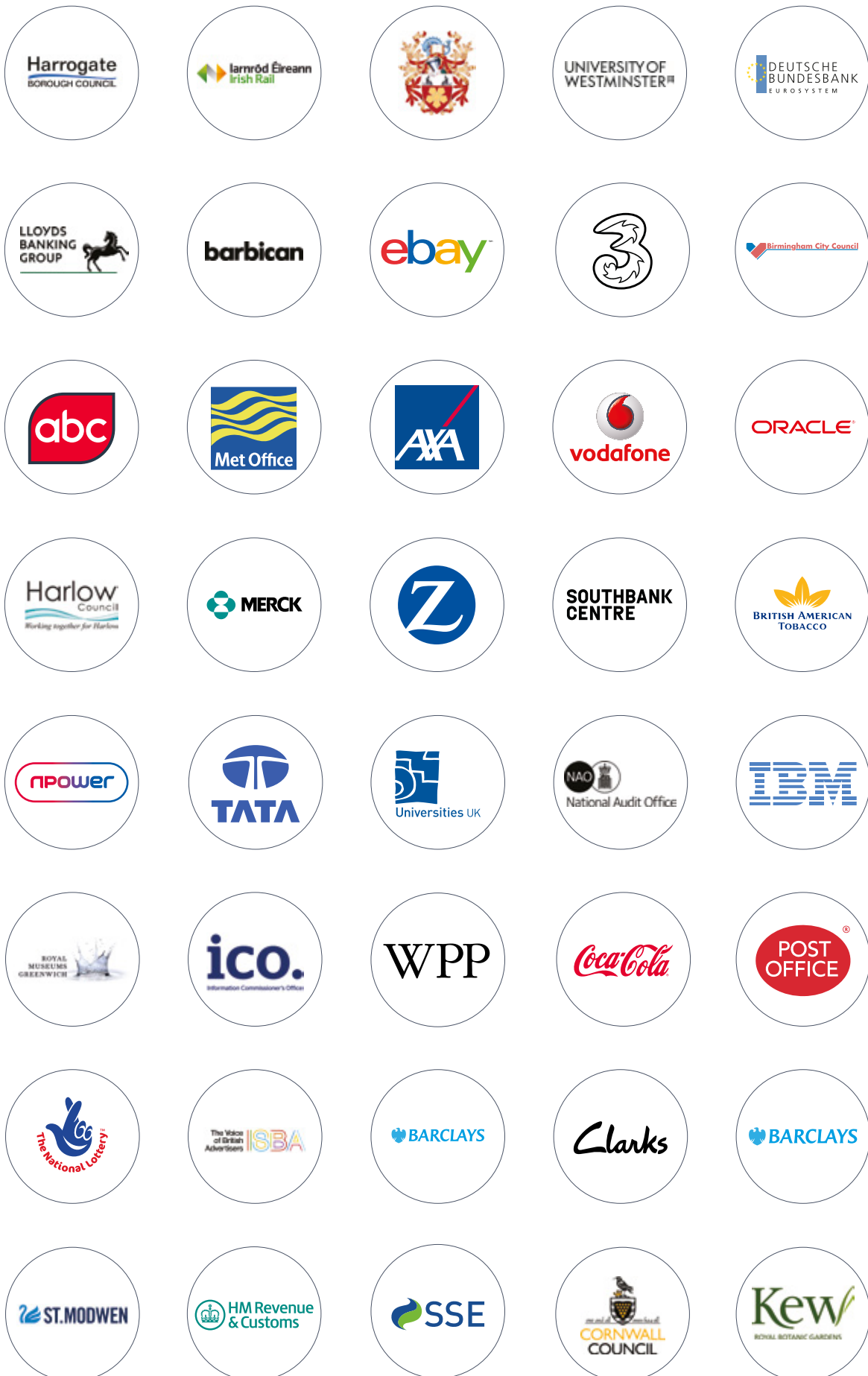
Page assessed, any issues requiring attention can be highlighted



Sitemorse - Working within CMS 'Sitecore'

Example below is Sitemorse running within the Sitecore CMS (Content Management System), Quality and Compliance (including accessibility) checked and page tested to ensure it is optimised for search.







Sitemorse is an ideal solution; it's a tool everyone can use checking thousands of pages and site journey permutations in minutes, **saving time and resources.**



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