
3x3 Web Accessibility Conformance Report

WCAG Edition

VPAT® Version 2.3

Name of Product: 3x3 Web (www.3x3.us)

Product Description: Data-Driven Shopper Engagement & Technology for Beer, Wine, Spirits Brands and Retailers

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<https://www.3x3.us/lets-talk/>

Evaluation Methods Used:

Accessibility testing as per and WCAG 2.1 AA guidelines.

The following applications/methods were used as part of the audit to identify potential accessibility issues:

- **Desktop browsers:** Chrome, and Safari
- **Assistive technologies:** NVDA, VoiceOver
- **Accessibility testing tools:** aXe, Color Contrast Analyzer
- **Manual Accessibility Testing:** Keyboard-only testing, Browser zoom testing

Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.1 at https://www.w3.org/TR/WCAG21/	Level A (Yes) Level AA (Yes) Level AAA (No)

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports:** The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Supports with Exception:** Some functionality of the product does not meet the criterion.
- **Does Not Support:** The majority of product functionality does not meet the criterion.
- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion.

Table 1: Success Criteria, Level A

Criteria	Conformance Level	Remarks and Explanations
<u>1.1.1 Non-text Content</u> (Level A)	Supports	Images in the website contain relevant alternative text.
<u>1.2.1 Audio-only and Video-only (Prerecorded)</u> (Level A)	Not Applicable	No audio-only or video-only content present in the website.
<u>1.2.2 Captions (Prerecorded)</u> (Level A)	Not Applicable	No multimedia content present in the website.
<u>1.2.3 Audio Description or Media Alternative (Prerecorded)</u> (Level A)	Not Applicable	No multimedia content present in the website.
<u>1.3.1 Info and Relationships</u> (Level A)	Supports	3x3 has consistent headers and global table structures to establish clear information and relationships within the website. Screen readers properly identify most of the information available in the website. Visually impaired users are easily able to perceive the relationships between a particular element and its role.
<u>1.3.2 Meaningful Sequence</u> (Level A)	Supports with Exception	Sequence of content present in the website is meaningful and appropriate and does not affect the meaning of the provided content. Exceptions Include: <ul style="list-style-type: none"> The reading order is incorrect as follows: - Menu button > 3X3 logo link on privacy policy page.
<u>1.3.3 Sensory Characteristics</u> (Level A)	Supports	No information is present in website which is based on sensory characteristics such as shape, size, location, sound etc.

<u>1.4.1 Use of Color</u> (Level A)	Supports	Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
<u>1.4.2 Audio Control</u> (Level A)	Not Applicable	No audio content present on the website that plays automatically for more than 3 seconds.
<u>2.1.1 Keyboard</u> (Level A)	Supports with Exception	The website supports standard keyboard navigation and input functions (including swiping to move between input fields, and pressing [Double tap] to make selections). Exceptions Include: <ul style="list-style-type: none"> • General Agreement scrollable region is not accessible by keyboard. <i>(This is specific to Gravity Form plugin)</i>
<u>2.1.2 No Keyboard Trap</u> (Level A)	Supports	Keyboard focus is moving sequentially throughout the website without the focus getting trapped in any section and it is convenient to access the functionality.
<u>2.1.4 Character Key Shortcuts</u> (Level A 2.1 only)	Supports	All shortcut keys are working with the screen reader which are active only on focus, or have a mechanism to turn them off or remap them.
<u>2.2.1 Timing Adjustable</u> (Level A)	Not Applicable	There is no such activity present in the website where time needs to be adjusted or extended.
<u>2.2.2 Pause, Stop, Hide</u> (Level A)	Not Applicable	There is no such content present in the website that needs to be stopped, paused or hidden.
<u>2.3.1 Three Flashes or Below Threshold</u> (Level A)	Not Applicable	There is no flashing content present in the website.
<u>2.4.1 Bypass Blocks</u> (Level A)	Supports	Bypass mechanism for skipping to main content is implemented.

<u>2.4.2 Page Titled</u> (Level A)	Supports	Descriptive and correct page titles are present for pages throughout the website.
<u>2.4.3 Focus Order</u> (Level A)	Supports	Focus moves in a correct sequence order in the website from left to right and top to bottom.
<u>2.4.4 Link Purpose (In Context)</u> (Level A)	Supports	All links are provided with appropriate link text and user would be able to understand the purpose of the link from its link text.
<u>2.5.1 Pointer Gestures</u> (Level A 2.1 only)	Supports	All functionalities present in the website can be operated with a single pointer without a path-based gesture, unless a multipoint or path-based gesture is essential.
<u>2.5.2 Pointer Cancellation</u> (Level A 2.1 only)	Supports	No down-event of pointer is used in the website to execute any part of the action.
<u>2.5.3 Label in Name</u> (Level A 2.1 only)	Supports	All labels in the website include text and the same text is defined in the code as well to assist speech recognition technologies.
<u>2.5.4 Motion Actuation</u> (Level A 2.1 only)	Not Applicable	No functionality is present on the website that is operable only by device motion.
<u>3.1.1 Language of Page</u> (Level A)	Supports	The product inherits the language settings configured in through the operating system.
<u>3.2.1 On Focus</u> (Level A)	Supports	No interactive element is being triggered automatically on receiving the focus.
<u>3.2.2 On Input</u> (Level A)	Supports	Change of context does not happen when the user changes the setting of any input controls.

<p>3.3.1 Error Identification (Level A)</p>	<p>Supports with Exception</p>	<p>Errors present in the website are notified to screen reader user automatically.</p> <p>Exceptions Include:</p> <ul style="list-style-type: none"> • The screen reader doesn't announce the error message when user triggers the 'Submit' button with empty field on blog page. <i>(Controlled by a third party plugin)</i> • The screen reader doesn't announce the error message when user triggers the 'Submit' button with empty field on let's talk page. <i>(This is specific to Gravity Form plugin)</i>
<p>3.3.2 Labels or Instructions (Level A)</p>	<p>Supports with Exception</p>	<p>The website provides support for motor impaired and cognitive users as the labels and instructions are provided for the form fields, which are clearly visible and readable to such users.</p> <p>Exceptions Include:</p> <ul style="list-style-type: none"> • All the radio buttons present in the main section are unlabelled on onboarding page. <i>(This is specific to Gravity Form plugin)</i>
<p>4.1.1 Parsing (Level A)</p>	<p>Supports with Exception</p>	<p>The mark-up of website has complete start and end tags, attributes, and unique IDs.</p> <p>Exceptions Include:</p> <ul style="list-style-type: none"> • Every id attribute value of active elements is not unique on terms and conditions page. • Every id attribute value is not unique on blog page.

<p>4.1.2 Name, Role, Value (Level A)</p>	<p>Supports with Exception</p>	<p>All the website elements have a proper label associated with their role and screen reader is recognizing them correctly with updated values as well.</p> <p><u>Exceptions Include:</u></p> <ul style="list-style-type: none"> • Select element does not have an accessible name on sign up page. <i>(This is specific to Gravity Form plugin)</i> • Multiple states 'selected/ expanded' are announced by the screen reader on careers page. <i>(This behaviour is specific to the theme functionality)</i> • Incorrect role 'tab' is provided to the buttons present on home page. <i>(This behaviour is specific to the theme functionality)</i>
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Table 2: Success Criteria, Level AA

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Not Applicable	No live multimedia content present in the website.
1.2.5 Audio Description (Prerecorded) (Level AA)	Not Applicable	No multimedia content present in the website.
1.3.4 Orientation (Level AA 2.1 only)	Supports	Website does not restrict its view and operation to a single display orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 only)	Supports	Interactive fields in the website are clearly labelled to direct the user to enter the data expected in the fields.
1.4.3 Contrast (Minimum) (Level AA)	Supports with Exception	<p>The 3x3 website adheres to minimum contrast standards.</p> <p>Exceptions Include:</p> <ul style="list-style-type: none"> The color contrast ratio of ad platforms on home page is 1.2:1, which is less than 4.5:1. The color contrast ratio of percentage value "35.86%" on home page is 3.8:1, which is less than 4.5:1.
1.4.4 Resize text (Level AA)	Supports	The website is fully responsive. At a zoom of 200%, the site responds to that resolution by adjusting the UI as it would if the user was on a smartphone.
1.4.5 Images of Text (Level AA)	Supports with Exception	<p>No information is conveyed to the user via image of text.</p> <p>Exceptions Include:</p> <ul style="list-style-type: none"> Information conveyed via image instead of text for the table present on onboarding page.

<u>1.4.10 Reflow</u> (Level AA 2.1 only)	Supports	The website does not require scrolling in two dimensions to present content without loss of information in 400% zoom.
<u>1.4.11 Non-text Contrast</u> (Level AA 2.1 only)	Supports	The website user interface components have a contrast ratio of at least 3:1 against adjacent color(s).
<u>1.4.12 Text Spacing</u> (Level AA 2.1 only)	Supports	The website is compliant with WCAG text spacing requirements.
<u>1.4.13 Content on Hover or Focus</u> (Level AA 2.1 only)	Not Applicable	The product does not have content triggered by hover or focus.
<u>2.4.5 Multiple Ways</u> (Level AA)	Supports	Proper navigation header is provided to access the different types of website pages.
<u>2.4.6 Headings and Labels</u> (Level AA)	Supports	Headings and Labels in the website provide sufficient detail of the content they are describing.
<u>2.4.7 Focus Visible</u> (Level AA)	Supports	All the elements present in the website have focus visibility.
<u>3.1.2 Language of Parts</u> (Level AA)	Not Applicable	English is the primary and only language of the website. There are no phrases or sentences written in any other language, which needs to be defined separately.
<u>3.2.3 Consistent Navigation</u> (Level AA)	Supports	Navigational mechanisms are repeated on the website and occur in the same relative order each time they are repeated. Hence, consistent navigation is provided to the user.
<u>3.2.4 Consistent Identification</u> (Level AA)	Supports	Components which provide the same functionality throughout the website can be easily identified by the user.

<p><u>3.3.3 Error Suggestion</u> (Level AA)</p>	<p>Supports with Exception</p>	<p>The provided error messages are descriptive enough to understand the error and identify the location where they occur.</p> <p><u>Exceptions Include:</u></p> <ul style="list-style-type: none"> • Insufficient error message is provided to all the form fields present on contact us page. <i>(This is specific to Gravity Form plugin)</i>
<p><u>3.3.4 Error Prevention (Legal, Financial, Data)</u> (Level AA)</p>	<p>Not Applicable</p>	<p>There are no critical forms available where error prevention is required. Error suggestions are enough to fill out the form and correct the errors.</p>

<p><u>4.1.3 Status Messages</u> (Level AA 2.1 only)</p>	<p>Supports with Exception</p>	<p>The updated content automatically notifies the visually impaired users via screen reader.</p> <p><u>Exceptions Include:</u></p> <ul style="list-style-type: none"> • The screen reader doesn't announce the 'loading' (No worries, we'll never spam you) notification when user triggers the signup button on blog page. <i>(Controlled by a third party plugin)</i> • Loading notification is not announced by the screen reader on onboarding page. <i>(This is specific to Gravity Form plugin)</i> • The screen reader doesn't announce the updated progress when user moves to the next step on onboarding page. <i>(This is specific to Gravity Form plugin)</i> • The screen reader doesn't announce the status message automatically on onboarding page. <i>(This is specific to Gravity Form plugin)</i>
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