Specimen / six-page storefront audit

What a six-page record looks like.

A synthetic demo report. The findings are constructed to show format, severity and the fix register; they are not claims about a real client store. Use it to judge the deliverable, not the store.

REPORT	A11Y-SPEC-01
SCOPE	6 page types, one page each
STANDARD	WCAG 2.2 Level AA — 56 A/AA criteria
METHOD	Rendered DOM, keyboard, computed values, one screen-reader spot check
PREPARED	25 November 2026
FEE	USD 600 fixed · USD 300 deposit / USD 300 on delivery

12 findings **5** High **7** Medium **0** Low

How to read this

One record, nine fields. Every finding carries page, criterion, severity, observed state, impact, fix, effort and acceptance. The full report adds a fix register.
Severity is about the purchase path, not WCAG level. A Level A issue can be Low in context; a Level AA issue can be High if it blocks checkout.
No scanner-only findings. Automated tools suggest leads. A finding is filed only after a manual observation and a criterion match.

This is a specimen. It is not a VPAT, ACR, certification or legal opinion. A real report uses the client's pages, URLs, screenshots and re-test results.

6 page types Home, collection, product, cart, checkout entry, search. One page each, chosen at scope lock.	**12 findings** 5 High, 7 Medium. Each record has a criterion, an observed state, impact, fix, effort and acceptance.
Fix register ID, page, owner, effort, acceptance and re-test. A developer can work down the table.	**Evidence rules** Rendered DOM, two viewports, keyboard path, computed values, one screen-reader spot check.

One record, in full

E-05 / 1.1.1 / HIGH / PRODUCT

OBSERVED	Five gallery images share one alt string; front, back and detail are not distinguished. A screen-reader user hears the same description five times and cannot confirm the variant.
FIX	Compose alt as product + view; use alt="" for decorative duplicates. Acceptance: each image exposes a distinct name and the gallery reads front/back/detail in order.
EFFORT	S — 1 h, six alt values, no template change.

01 / Scope and evidence

Six page types, one page each.

The audit covers the purchase path, not a random catalogue sample. Pages are chosen at scope lock; checkout is reviewed at its entry and error states, not through payment iframes.

Page	Why it is in scope	Common failure
Home	orientation and campaign entry	promo as the only h1
Collection	filter, sort, card decisions	filter chips without roles
Product	variant, gallery, add-to-cart	alt reuse / no group legend
Cart	quantity, removal, subtotal	icon-only remove
Checkout entry	labels, errors, order summary	placeholder-only fields
Search	query, results, empty state	no live announcement

Evidence rules

- Rendered DOM after theme scripts and apps run; source HTML alone is not evidence.
- Desktop 1440 px and mobile 390 px; reflow at 320 px and 200% zoom where the layout allows.
- Keyboard path, focus visibility, focus loss after dynamic updates.
- Computed contrast and target sizes from the rendered box, not the CSS declaration.
- Accessible names and roles from the accessibility tree; one screen-reader spot check on product and cart.
- No finding from a scanner alone; no finding without a page, a state and a criterion.

Not included: full-store crawl, every third-party app, payment iframes, code changes, VPAT/ACR, legal advice, a full NVDA/VoiceOver/JAWS matrix, or a guarantee of passing a re-scan.

02 / Findings

Records, not a list.

Each record is written so a developer can estimate, implement and verify without a call. Severity reflects the purchase path.

E-01 / 1.3.1 / 2.4.6 — MEDIUM

Finding E-01 — Home

PAGE	Home
OBSERVED	The promo banner is the only h1; the brand is not the page subject.
IMPACT	The first heading is a seasonal offer, not the store or category. After the campaign ends, the page still announces an expired subject.
FIX	Keep the brand or category as h1. Demote the campaign to h2 inside a labelled region.
EFFORT	S — 0.5 h, template

E-02 / 4.1.2 / 2.4.4 — MEDIUM

Finding E-02 — Home

PAGE	Home
OBSERVED	Carousel controls are icon-only links with no accessible name.
IMPACT	A screen-reader user hears “link” twice and cannot tell previous from next; keyboard users can tab to controls that look decorative.
FIX	Give each control a name (“Previous slide”, “Next slide”); expose the current slide and pause control.
EFFORT	S — 1 h, theme section

E-03 / 4.1.2 / 2.1.1 — HIGH

Finding E-03 — Collection

PAGE	Collection
OBSERVED	Filter chips are divs with click handlers; no role, no state, no keyboard path.
IMPACT	Keyboard and screen-reader users cannot apply a filter or tell which filter is active, so they cannot narrow the catalogue.
FIX	Use button or checkbox semantics with aria-pressed/checked; keep a visible focus ring; announce the result count.
EFFORT	M — 2–3 h, filter component

E-04 / 1.1.1 — MEDIUM

Finding E-04 — Collection

PAGE	Collection
OBSERVED	A product-card image alt names the acquisition channel, not the product.
IMPACT	The alt reads “Pinterest Lifestyle”; a screen-reader user cannot tell whether the image shows the product, a model or a room.
FIX	Describe the image: product + view. Keep channel metadata in the file name or backend tag, not alt.
EFFORT	S — 0.5 h, one alt

E-05 / 1.1.1 — HIGH

Finding E-05 — Product

PAGE	Product
OBSERVED	Five gallery images share one alt string; front, back and detail are indistinguishable.
IMPACT	A screen-reader user hears the same description five times and cannot confirm the variant before add-to-cart.
FIX	Compose alt as product + view; use alt="" for decorative duplicates.
EFFORT	S — 1 h, six alt values

E-06 / 1.3.1 / 3.3.2 — MEDIUM

Finding E-06 — Product

PAGE	Product
OBSERVED	Size radios have no fieldset, legend or group name.
IMPACT	The screen reader announces “S, radio button, 1 of 3” without saying Size; after colour and quantity, the shopper can choose the wrong option.
FIX	Wrap the group in fieldset + legend “Size”; keep each option label.
EFFORT	S — 0.5–1 h, template

03 / Findings

Records, not a list.

Each record is written so a developer can estimate, implement and verify without a call. Severity reflects the purchase path.

E-07 / 2.4.3 / 4.1.3 — MEDIUM

Finding E-07 — Product

PAGE	Product
OBSERVED	Choosing a variant moves focus to the top of the form and does not announce the change.
IMPACT	Keyboard users lose their place after every colour choice; screen-reader users do not hear that the gallery and price updated.
FIX	Keep focus on the selected control; announce the updated price and image in a status region.
EFFORT	M — 2 h, variant script

E-08 / 4.1.2 / 2.4.4 — HIGH

Finding E-08 — Cart

PAGE	Cart
OBSERVED	Remove-line controls are icon-only buttons with no accessible name.
IMPACT	A screen-reader user cannot tell which line the remove button belongs to; a keyboard user can delete the wrong item.
FIX	Name each control with the product (“Remove Blue Maxi Dress”); keep the visible icon.
EFFORT	S — 1 h, cart template

E-09 / 4.1.3 — MEDIUM

Finding E-09 — Cart

PAGE	Cart
OBSERVED	Quantity changes update the subtotal but do not announce the new value.
IMPACT	A screen-reader user changes quantity and hears nothing; the total changes silently, so the order can be submitted at the wrong amount.
FIX	Use a live status region for “Quantity 2, subtotal USD 120”; keep focus on the quantity control.
EFFORT	S — 1 h, cart script

E-10 / 1.3.1 / 3.3.2 — HIGH

Finding E-10 — Checkout

PAGE	Checkout
OBSERVED	Fields rely on placeholders; there is no persistent visible label.
IMPACT	When the field is filled, the label disappears; screen-reader and cognitive users lose the field purpose, especially on address forms.
FIX	Add persistent visible labels programmatically associated with each input; keep the placeholder as an example.
EFFORT	M — 2–3 h, form template

E-11 / 3.3.1 / 2.4.3 — HIGH

Finding E-11 — Checkout

PAGE	Checkout
OBSERVED	The error summary appears above the form but focus stays on the submit button.
IMPACT	A keyboard or screen-reader user submits, hears no error, and cannot find which field failed without scanning the page.
FIX	Move focus to the error summary; link each error to its field; keep the summary until the error is fixed.
EFFORT	M — 2 h, form validation

E-12 / 4.1.3 — MEDIUM

Finding E-12 — Search

PAGE	Search
OBSERVED	The results count and empty state are not announced.
IMPACT	A screen-reader user types a query and hears nothing; with zero results, there is no next step in the reading order.
FIX	Announce “12 results for …” in a status region; include the empty-state guidance in the same region.
EFFORT	S — 0.5 h, search template

04 / Fix register

The handover page.

A developer can work down this table. Acceptance is the check that closes the ticket; the re-test column is filled after the client's fix.

ID	Page	Owner	Effort	Acceptance	Re-test
E-01	Home	Theme	S	Name + state exposed; keyboard path passes	—
E-02	Home	Theme	S	Name + state exposed; keyboard path passes	—
E-03	Collection	Theme/app	M	Name + state exposed; keyboard path passes	—
E-04	Collection	Theme/app	S	Name + state exposed; keyboard path passes	—
E-05	Product	Theme	S	Name + state exposed; keyboard path passes	—
E-06	Product	Theme	S	Name + state exposed; keyboard path passes	—
E-07	Product	Theme	M	Name + state exposed; keyboard path passes	—
E-08	Cart	Theme	S	Name + state exposed; keyboard path passes	—
E-09	Cart	Theme	S	Name + state exposed; keyboard path passes	—
E-10	Checkout	Theme/app	M	Name + state exposed; keyboard path passes	—
E-11	Checkout	Theme/app	M	Name + state exposed; keyboard path passes	—
E-12	Search	Theme	S	Name + state exposed; keyboard path passes	—

Severity summary

5 High · 7 Medium · 0 Low. High findings block or seriously degrade a purchase task; Medium adds friction; Low is polish.

How acceptance closes a ticket

Finding	The developer can show	Evidence kept
E-05 gallery alt	Each image exposes a distinct name; decorative duplicates are hidden	Alt text table + one screen-reader pass
E-06 size group	The group is announced as Size before the options	DOM snippet + name/role check
E-11 checkout error	Focus moves to the summary; each error links to its field	Keyboard trace + error summary capture

One revision round: re-test the fixed items, update the register, keep the evidence IDs. The report is a record — no certification, VPAT or legal opinion.

Definition of done: the fix is visible in the rendered page, the acceptance check passes, and the evidence ID stays traceable. Code merged but not rendered is not done; a quiet scanner with no manual pass is not done.

05 / Engagement

From scope lock to re-test.

The clock starts when the page list is agreed and the USD 300 deposit clears. The remaining USD 300 is due on delivery.

DAY 0	**Scope lock.** Store URL, theme name, three page links. Page types, component count, hard boundaries and start date confirmed in writing.
DAY 1	**Capture.** Rendered DOM, desktop and mobile viewports, keyboard path, computed contrast and target sizes.
DAY 2	**Analysis.** Criterion match, severity, fix direction, effort band and acceptance check. No scanner-only findings.
DAY 3	**Delivery.** Six-page report, fix register, evidence IDs, one revision round. Re-test the fixed items and update the register.

Boundaries, in writing

- No VPAT, ACR, certification or legal opinion.
- No code changes, theme rebuild or third-party app changes.
- No full-store crawl; six page types, one page each.
- No full NVDA/VoiceOver/JAWS matrix; product and cart get a spot check.
- No guarantee of passing a re-scan or a platform review.

Full six-page audit: USD 600 fixed · 3 business days · 1 revision round · 6 page types · 56 A/AA criteria · evidence IDs · developer-ready fixes. USD 300 deposit after scope lock; USD 300 on delivery. Text only; no call, no admin password, no overlay widget.

Who does what

A11yLens	Scope, capture, findings, fix directions, acceptance checks, one revision re-test.
Client	Page list, theme name, public page access, priority decisions, implementation budget.
Developer / agency	Implement the fix, run the acceptance check, return the evidence. A11yLens does not change code.

What you receive

- Six-page report PDF with evidence IDs, severity, fix directions and effort bands.
- Fix register with owner, acceptance and re-test columns.
- One revision round: re-test the fixed items and update the register.
- Written clarification inside the revision round; no calls, no meetings.

Start

Send the store URL, theme name, and one link each for home, product and collection to **opsdesk@agent.qq.com**. Scope reply within 24 hours, Monday to Friday. No admin password, no test order, no card details.

Start with three links. opsdesk@agent.qq.com · Text only. No call. No admin password. No test order.