

To: Robert Van Rennes, Big Ten Academic Alliance  
From: Grey L. Pierce, MSU Usability/Accessibility Research and Consulting  
CC: Heidi Schroeder, MSU Libraries  
Subject: IBISWorld High-Level Accessibility Evaluation  
Date: December 10, 2019

MSU Usability/Accessibility Research and Consulting (MSU UARC) conducted a high-level accessibility evaluation of IBISWorld to evaluate its conformance with WCAG 2.0 AA Criteria. This evaluation did not include all functionality or content of the site or all WCAG 2.0 AA Success Criteria.

During this evaluation, a number of issues were found that will make the site and its content impossible to use for some individuals with disabilities, and difficult to use for many others.

Keyboard users, including screen reader users and users with dexterity impairments, will find it difficult or impossible to use some site content. Some content cannot be reached or operated via keyboard, making it impossible to use for those that rely on keyboard access. Focus order is incorrect in some places, increasing the difficulty of using the site with a keyboard. Some interactive elements lack a sufficiently visible focus indicator, making it difficult for many keyboard-only users to effectively use them, as they cannot determine when they have reached the correct element.

Individuals with visual impairments, including those that rely on screen readers, will also have significant problems. Critical content is not available to screen readers, particularly charts and graphs, and some content is not read. Some content is read out incorrectly and structural information (including headings and lists) is not appropriately conveyed to users, making it difficult or impossible to understand content and organization in places. Some form inputs are not appropriately labeled, making those inputs difficult or impossible to use for those that rely on screen readers. Custom elements do not correctly announce themselves to screen readers, making them difficult or impossible to understand and use. Many images lack appropriate alternative text, and images of text are frequently used in place of styled text, significantly impacting users with visual impairments.

Individuals with hearing impairments will have difficulty understanding videos, as they lack correct captions.

Other issues were found that will make it difficult for users with a variety of disabilities to effectively use the system, including insufficient color contrast, use of color alone to convey information and purpose, no means to bypass repeated navigation on pages, insufficiently descriptive labels, and inappropriate page titles.

To improve access for users with disabilities, UARC recommends a full WCAG 2.0 AA evaluation and that the problems discovered be remediated.

*Note: Results for "hotels" were used as an example of a Search Results page and "IBISWorld Industry Report 72111: Hotels & Motels in the US" was used as an example of an About this Industry, Industry Performance, Key Statistics, and iExpert Report page.*

*For reference, a screenshot of the Home Page at the time this evaluation was completed has been included at the end of this memo.*

## High-Level Findings

### Document Structure

- On the Home page, "Start your search here:" should be tagged as a heading (h2). [[WCAG 2.0 SC 1.3.1](#)]
- On the Search Results page, "Report Country" and "Report Type" should be tagged as h2s, not h4s. [[WCAG 2.0 SC 1.3.1](#)]
- On the About this Industry page, "IBISWorld Industry Report 72111" should not be tagged as a heading or should be part of the adjacent h1. [[WCAG 2.0 SC 1.3.1](#)]
- On the About this Industry page, subheadings within "The Supply Chain" (e.g., "Key Economic Drivers") should be tagged as h3s, not h2s. [[WCAG 2.0 SC 1.3.1](#)]
- On the Industry Performance page, subheadings under "Key External Drivers" and "Current Performance" (e.g., "Domestic trips by US residents", "Prevailing growth") should be tagged as headings (h3s). [[WCAG 2.0 SC 1.3.1](#)]
- On the Industry Performance page, "Revenue Growth" should be tagged as a heading (h3). [[WCAG 2.0 SC 1.3.1](#)]
- On the Key Statistics page, subheadings under "Industry Financial Ratios" (e.g., "Liquidity Ratios") should be tagged as headings (h3s). [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Hotels & Motels in the US" should be tagged as a heading (h1). [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Key Statistics Snapshot" should be tagged as a heading (h2). [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Industry Benchmarks", "Industry Performance", etc. should be tagged as h2s, not h1s. [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Major Markets", "Performance Summary", etc. should be tagged as h3s, not h2s. [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Role: Sales & Marketing", etc. should be tagged as h4s, not h3s. [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, "Threat" and "Opportunity" should be tagged as headings (h4s). [[WCAG 2.0 SC 1.3.1](#)]
- On the Home page, visual lists under "Browse Report Listings:" and "Recently Updated at IBISWorld" should be coded as programmatic lists. [[WCAG 2.0 SC 1.3.1](#)]
- On the About this Industry page, visual lists (e.g., under "Key Economic Drivers", "Similar Industries", "Glossary", etc.) should be coded as programmatic lists. [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, visual lists under "Key External Drivers" and "Call Preparation Questions" should be coded as programmatic lists. [[WCAG 2.0 SC 1.3.1](#)]
- On the Search Results page, results should be organized into a list and use headings. [[WCAG 2.0 SC 1.3.1](#)]
- On the Key Statistics page, table column headings should be tagged as table headings (th) throughout the page. [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, there is no programmatically determinable relationship between paired information in the Industry Structure section (e.g., "Life Cycle Stage" and "Mature"). [[WCAG 2.0 SC 1.3.1](#)]
- On the iExpert Report page, the contents of the Industry Structure section shouldn't be coded into a table. [[WCAG 2.0 SC 1.3.1](#)]

- On the About this Industry page, the supply chain tutorial video link should be read at the beginning of "The Supply Chain" section, not after "External Competition for the Hotels and Motels Industry". [[WCAG 2.0 SC 1.3.2](#)]
- On the Home page, "E" and "T" are not sufficiently descriptive labels for Email and Telephone. [[WCAG 2.0 SC 2.4.6](#)]

## Keyboard Support

- Contents of the primary navigation dropdowns (under "Industry Market Research" and "Industry Risk Ratings") cannot be reached via keyboard. [[WCAG 2.0 SC 2.1.1](#)]
- On the About this Industry page, tab navigation dropdowns (e.g., under "About this Industry", "Industry at a Glance", etc.) cannot be reached via keyboard. [[WCAG 2.0 SC 2.1.1](#)]
- Focus goes to non-interactive/invisible element after "Industry Risk Ratings". [[WCAG 2.0 SC 2.4.3](#)]
- On the About this Industry page, the supply chain tutorial video link should be reached at the beginning of "The Supply Chain" section, not after "External Competition for the Hotels and Motels Industry". [[WCAG 2.0 SC 2.4.3](#)]
- On the About this Industry page, focus doesn't immediately go into lightboxes/modals when they are opened, and focus incorrectly reaches the page behind lightboxes/modals while they are open (e.g., video lightboxes). [[WCAG 2.0 SC 2.4.3](#)]
- On the Home page, focus is not sufficiently visible on "Katie Hernandez", "Watch our new video tutorials", "Financial Ratios", and social media icons. [[WCAG 2.0 SC 2.4.7](#)]
- On the About this Industry page, focus is not sufficiently visible on tabs (e.g., "About this Industry", "Industry at a Glance"). [[WCAG 2.0 SC 2.4.7](#)]
- On the iExpert Report page, focus is not sufficiently visible on "Domestic trips by US residents", "Consumer spending", etc. [[WCAG 2.0 SC 2.4.7](#)]

## Navigation

- On all pages except Home, page titles are not sufficiently descriptive. [[WCAG 2.0 SC 2.4.2](#)]
- On the Home, Search Results, and iExpert Report pages, no means to bypass repeated navigation exists (no h1 at the start of unique page content and no "Skip to Main" link provided). [[WCAG 2.0 SC 2.4.1](#)]

## Forms and Data Submission

- On the Search Results page, numbers not programmatically associated with inputs (e.g., "(54)" with "Industry"). [[WCAG 2.0 SC 3.3.2](#)]
- On the Search Results page, checkboxes are not programmatically associated with grouping labels (e.g., "Report Type" with "Industry", "State Industry", etc.). [[WCAG 2.0 SC 3.3.2](#)]

## Images

- "IBISWorld" is not appropriate alternative text for "IBISWorld Where Knowledge is Power" image. [[WCAG 2.0 SC 1.1.1](#)]
- On the Home page, arrow bullets are decorative and should have null alt text. [[WCAG 2.0 SC 1.1.1](#)]
- On the Home page, "Now Available! ...", "Watch our new video tutorials", and "Financial Ratios" images lack appropriate alternative text. [[WCAG 2.0 SC 1.1.1](#)]

- On the Search Results page, "Industry Report" is not appropriate alternative text for flag of China. [[WCAG 2.0 SC 1.1.1](#)]
- On the Search Results page, flags and icons next to search results should have null alt text (the same information is immediately repeated in page text, making them redundant/decorative). [[WCAG 2.0 SC 1.1.1](#)]
- On the About this Industry page, "PDF" through "Search" icons are decorative, and should have null alt text. [[WCAG 2.0 SC 1.1.1](#)]
- On the About this Industry and Industry Performance pages, alternative text for all video icons (including "Tutorial") should indicate that they are videos. [[WCAG 2.0 SC 1.1.1](#)]
- On the About this Industry page, arrows in "The Supply Chain" section lack alternative text. [[WCAG 2.0 SC 1.1.1](#)]
- On the Industry Performance page, graphs lack alternative text. [[WCAG 2.0 SC 1.1.1](#)]
- On the iExpert Report page, graphs, charts, and statistics lack alternative text. [[WCAG 2.0 SC 1.1.1](#)]
- "Industry Market Research", "Industry Risk Ratings", and "Log Out" are images of text, instead of styled text. [[WCAG 2.0 SC 1.1.1](#)]
- On the Home page, "Now Available!...", "Watch our new video tutorials", and "Financial Ratios" are images of text, instead of styled text. [[WCAG 2.0 SC 1.1.1](#)]
- On the Industry Performance page, graph titles and sources (e.g., "Inbound trips by non-US residents", "SOURCE: WWW.IBISWORLD.COM", etc.) are images of text, instead of styled text. [[WCAG 2.0 SC 1.1.1](#)]
- On the iExpert Report page, "Key Statistics Snapshot" and the following text/numbers, graph titles and sources, wheel and pie chart text, etc. are images of text, instead of styled text. [[WCAG 2.0 SC 1.1.1](#)]

## Color and Visual Characteristics

- Grey text on white background (e.g., "Search"), white text on grey (e.g., "Industry Risk Ratings"; "Industry Market Research" on Home and Search Results pages), pink text on beige (e.g., "Katie Hernandez", "Stay Connected" on Home page), white text on beige (e.g., "Industry at a Glance", "Industry Performance" on About this Industry page), grey text on white (e.g., "Feeling at home: ..." on About this Industry page), grey text on beige (e.g., "External competition for the Hotels and Motels Industry" on About this Industry page), burgundy and grey text on orange (e.g., text under "Key Economic Drivers" on About this Industry page), white text on light red (e.g., "Hotels & Motels in the US" in "The Supply Chain" section on About this Industry page), light red on beige (e.g., "The Supply Chain" on About this Industry page; graph lines on Industry Performance page), light red text on burgundy (e.g., "April 2019 | Rachel Hyland" on About this Industry page), light red text on white (e.g., "The Primary activities of this industry are:" on About this Industry page; "Revenue Growth" on Industry Performance page), orange text on white (e.g., "\$206.5bn", "Mature", "Medium" on iExpert Report page), light teal text on white (e.g., "\$35.7bn", "Low" on iExpert Report page), white text on light grey (e.g., "There are no major players in this industry" on iExpert Report page), and white text on light teal (e.g., "Domestic trips by US residents" on iExpert Report page) have insufficient contrast. [[WCAG 2.0 SC 1.4.3](#)]
- On the Search Results page, color alone is used to highlight search term in results. [[WCAG 2.0 SC 1.4.1](#)]

- On the iExpert Report page, color alone is used to differentiate lines and areas in charts and graphs. [[WCAG 2.0 SC 1.4.1](#)]

### **Custom Elements and Dynamic Content**

- Names, roles, and values (i.e., labels, that they are menus, and whether they are open) are not provided for "Industry Market Research" and "Industry Risk Ratings". [[WCAG 2.0 SC 4.1.2](#)]
- On the Home page, screen readers are not notified when the search autocomplete dropdown appears. [[WCAG 2.0 SC 4.1.2](#)]
- On the About this Industry page, roles and values (i.e., that they are tabs and whether they are selected) are not provided for tabs (e.g., "About this Industry", "Industry at a Glance", etc.). [[WCAG 2.0 SC 4.1.2](#)]

### **Audio and Video Media**

- On the About this Industry page, captions are incorrect in some places and lack punctuation and breaks in the Tutorial video. [[WCAG 2.0 SC 1.2.2](#)]
- On the About this Industry page, audio descriptions of visual content in the Tutorial video is not provided. [[WCAG 2.0 SC 1.2.5](#)]

Disclaimer: This high-level evaluation was conducted for the Big Ten Academic Alliance, and represents a good faith effort conducted within a limited time frame. It should not be assumed to be complete or free from error. No warranties or guarantees are implied. UARC is not responsible for direct, indirect, or incidental damages based on this work; its use or interpretation by any individual, group, or organization; or on conditions beyond our control.

# Home Page Screenshot

Home | About Us | Products | Careers | Industry Insider | Contact

**IBISWorld**  
WHERE KNOWLEDGE IS POWER

INDUSTRY MARKET RESEARCH | INDUSTRY RISK RATINGS

Search

Hello **Michigan State University**  
[LOG OUT](#)

HOME

**Now Available!**

**IBISWorld's Mexico Industry Reports**

Contact your Client Relationship Manager Today to Learn More!

Your Client Relationship Manager is:  
**E: Katie Hernandez**  
**T: 9172670307**

Watch our new video tutorials

Financial Ratios - Download details on our latest addition

**Stay Connected**  
For the latest trends. Follow us today!  
[Twitter](#) [Facebook](#) [RSS](#)

**Welcome Michigan State University**

Welcome to IBISWorld, the United States' most comprehensive collection of Industry Market Research and Industry Risk Ratings

**Start your search here:**

Search by keyword, company or code

**Browse Report Listings:**

- ▶ US Industry Reports (NAICS)
- ▶ US Industry State Reports
- ▶ US Industry Wizard
- ▶ US Industry iExpert Summaries
- ▶ US Specialized Industry Reports
- ▶ US Specialized Industry iExpert Summaries
- ▶ US Specialized Reports Archive
- ▶ Canada Industry Reports (NAICS)
- ▶ Canada Industry iExpert Summaries
- ▶ Canada Industry Archives
- ▶ China Industry Reports
- ▶ China Industry Archives
- ▶ Global Industry Reports
- ▶ US Business Environment Profiles
- ▶ Canada Risk Ratings Reports
- ▶ Canada Risk iExpert Summaries
- ▶ Canada Risk Scores Listing
- ▶ Canada Business Environment Profiles

**Recently Updated at IBISWorld**

- ▶ 23 - Construction in the US
- ▶ 11 - Agriculture, Forestry, Fishing and Hunting in the US
- ▶ 45311 - Florists in the US
- ▶ 81219b - Hair Loss Treatment & Removal in the US
- ▶ 42333 - Roofing, Siding & Insulation Wholesaling in the US

[Terms of Use](#) | [Privacy Policy](#) | Copyright © 1999-2019 IBISWorld