

# High-level accessibility review – LAA (D&B Hoovers Platform)

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## (D&B Hoovers Platform)

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# D&B Hoovers Platform

## Summary

### Top 3 problems for the D&B Hoovers Platform

This high-level assessment covers limited portions and functionality of the D&B Hoovers Platform. The assessment revealed issues with assistive technology compatibility, resulting in some users missing information required to understand content, states and operate functions. It is important to keep in mind that the findings represent a high-level assessment, and do not reflect the results of a Deque Comprehensive Web Assessment.

1. **Name, Role, Value** – Many interactive elements are missing a proper role or are using inappropriate aria attributes
2. **Keyboard** – Most of the menus and buttons in the header area on all pages are not reachable with the keyboard alone.
3. **Keyboard focus** – Most the elements in the menus that receive focus do not have focus indicators.

### Accessibility findings

#### Project wide issues

The issues presented in this section were identified in multiple pages and are recorded here to avoid repetition. These are applicable to each screen. Due to particularities, similar issues are still reported on a page per page basis, where applicable.

#### Automated findings using Axe

Issues found through automated testing come from the Axe plugin, an open source accessibility testing tool that is available for Chrome, Firefox and Edge. Details here: <https://www.deque.com/products/axe/>.

1. **SC 1.3.1 A** – Info and Relationships - Certain ARIA roles must contain particular children. The list items (Desktop, Search & Build a list) in the main menu have role="none" set and the list must contain list items.
2. **SC 1.3.1 A** – Info and Relationships - Certain ARIA roles must contain particular children. There is an invisible list to the right of the search box that the list item is set as role="none" and aria-hidden="true" so the list does not include list items
3. **SC 4.1.2 A** – Name, Role, Value – “Search Type” combobox – Invalid ARIA attribute values: aria-owns="rc\_select\_0\_list", aria-controls="rc\_select\_0\_list", aria-activedescendant="rc\_select\_0\_list\_0". The values being called do not exist.
4. **SC 4.1.2 A** – Name, Role, Value – Form elements must have labels. “Search Type” combobox does not have an accessible label/name.
5. **SC 4.1.2 A** – Name, Role, Value – “Search Type” combobox – on initial load combobox does not have the aria-expanded attribute set.

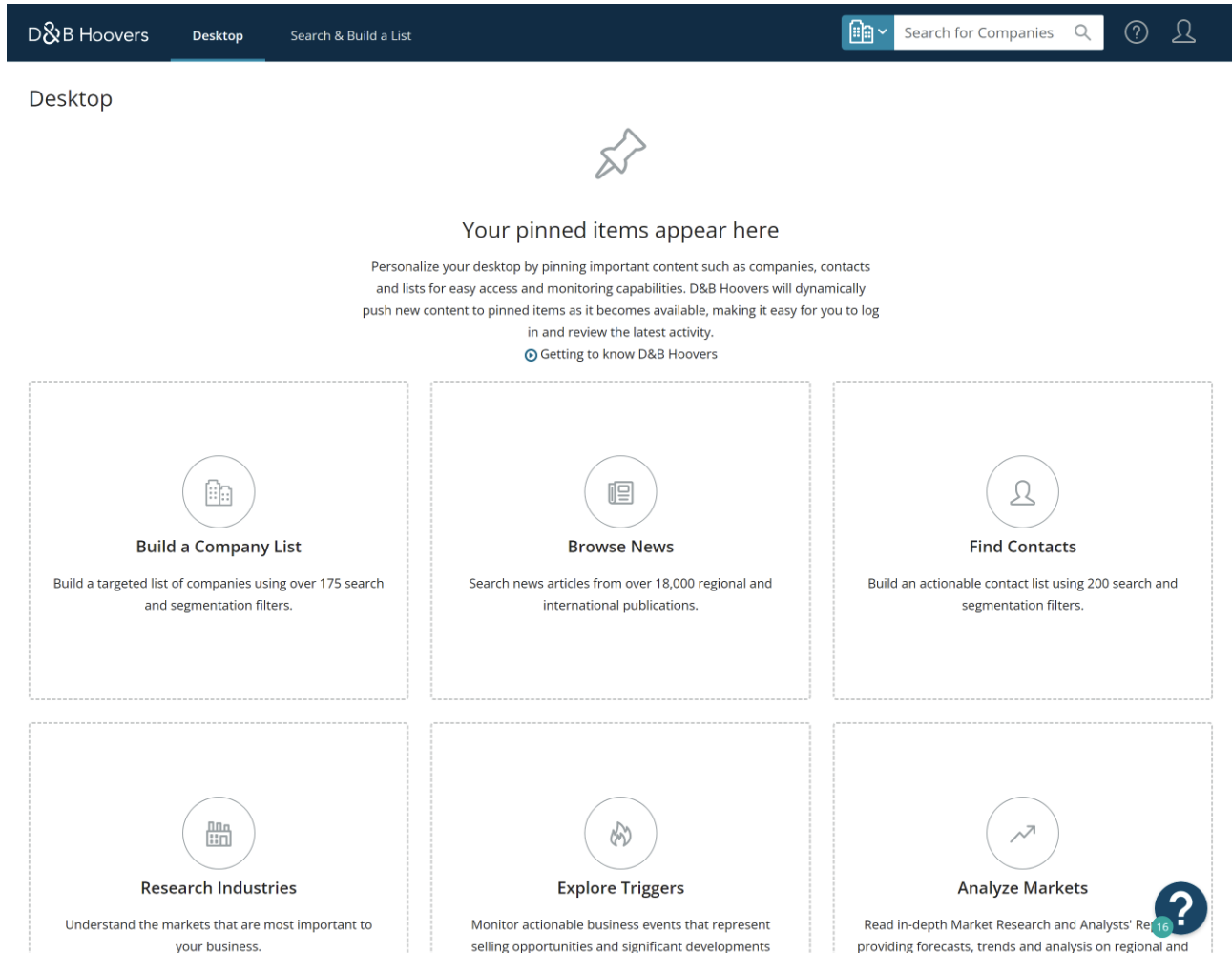
#### Additional manual findings using NVDA screen reader

1. **SC 1.1.1 A** – Text Alternative Missing - D&B Hoovers logo, Help icon and profile icon are svgs and do not have a proper text alternative
2. **SC 2.1.1 A** – Keyboard – “Search & Build a list” and “profile” cannot be reached with the keyboard alone.
3. **SC 2.1.1 A** – Keyboard – Hidden or empty element receives focus.
4. **SC 2.1.1 A** – Keyboard – “Help submenu” cannot be reached with the keyboard alone.
5. **SC 2.4.7 AA** – Focus Visible – “Desktop” link and “search by” combo box receive focus but do not have a focus indicator.
6. **SC 2.4.7 AA** – Focus Visible – “Search & Build a List” submenu items do not have focus indicators.
7. **SC 4.1.2 A** – Name, Role, Value – Help, Profile, and D&B Hoovers logo are missing a role.

## 1. Landing Page

Source: <https://app-avention-com.offcampus.lib.washington.edu/>

Test case: Test initial interface/landing page to ensure menus, search box, images, icons, sort by, etc. are accessible.



### Automated findings using Axe

No automated issues detected

### Additional manual findings using NVDA screen reader

1. **SC 1.4.11 AA** – Non-text contrast – “Tile icons” lack 3:1 contrast with the background. Icon color: #a2aaad, background: #ffffff, contrast: 2.4:1.
2. **SC 2.1.1 A** – Keyboard – Can’t reach the “pin button” and “get started button” on each tile with the keyboard alone or reach the tile itself with the keyboard alone.
3. **SC 2.1.1 A** – Keyboard – Can’t reach the “Getting to know D&B Hoovers video link” with keyboard alone.

## 2. Search Results – Apple

**Source:** <https://app-avention-com.offcampus.lib.washington.edu/search/results/company?q=Apple>

**Test case:** From the initial interface, perform a search for: Apple. Test results page by sorting results by “Assets: high to low”.

The screenshot shows the D&B Hoovers search results page for 'Apple'. The page has a dark blue header with the D&B Hoovers logo, 'Desktop' label, and 'Search & Build a List' button. A search bar contains 'Apple'. Below the header, the left sidebar shows 'SEARCH CRITERIA' with a 'Clear All' link and a 'Modify' button. The main content area shows 'SEARCH Companies' with '44,411 Results'. A 'Download' button is visible. The results are sorted by 'Relevance'. The first three results are:

Company	Location	Contact Info	Sales USD	Assets	Employees (Here)	Employees (Total)
Apple Inc.	Cupertino, California, United States	+1-408-996-1010	394.33B	336.31B	926	164K
APPLE SALES INTERNATIONAL LIMITED	Cork, Ireland	+353-214392088	211.06B			1.5K
APPLE JAPAN, INC.	Minato-Ku, Tokyo, Japan	+81-343452000	28.28B			4K

### Automated findings using Axe

1. **SC 1.3.1 A** – Info and Relationships - <ul> must only directly contain <li>. The main list that wraps the search results directly contains div tags.
2. **SC 1.3.1 A** – Info and Relationships - <li> elements must be contained in a <ul> or <ol>. The individual search results (25) are each housed in an <li> tag but the parent of the <li> tag is a <div> tag.
3. **SC 4.1.2 A** – Name, Role, Value – Form elements must have labels. Majority of the form fields are missing an accessible label (28 fields)
4. **SC 4.1.2 A** – Name, Role, Value – Required ARIA attributes must be provided. “Sort by field” is set with a role of combobox which requires aria-expanded which is not set on initial load.
5. **SC 4.1.2 A** – Name, Role, Value – ARIA attributes must conform to valid values. Sort by combobox has invalid ARIA attribute values: aria-owns=“rc\_select\_2\_list”, aria-controls=“rc\_select\_2\_list”, aria-activedescendant=“rc\_select\_2\_list\_0”
6. **SC 4.1.2 A** – Name, Role, Value – Buttons must have discernable text. The “previous and next arrows” do not have accessible text.

### Additional manual findings using NVDA screen reader

1. **SC 1.4.11 AA** – Non-text contrast – social icons lack 3:1 contrast with the background. Icon color: #a2aaad, background: #ffffff, contrast: 2.4:1.
2. **SC 2.1.1 A** – Keyboard – Can’t reach the clear all link or the display view menu with keyboard alone.
3. **SC 2.1.1 A** – Keyboard – Can’t reach the additional company details with keyboard alone.
4. **SC 2.4.7 AA** – Focus Visible – “Modify buttons”, “find matching contacts button”, “company name links” do not have focus indicators.

### 3. Search Results Details

**Source:** [https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company\\_summary](https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company_summary)

**Test case:** Select Apple Inc. – test individual landing page of Company Summary. Navigate to SWOT and Closest Companies in the left navigation pane.

The screenshot shows the D&B Hoovers interface for Apple Inc. The top navigation bar includes the D&B Hoovers logo, a desktop icon, a search bar with the text "Search for Companies", and user icons. The left sidebar contains a "CORE" section with links to "Company Summary" (selected), "Company Description", "Company History", "Site Contacts", "All Contacts", "Contact Decision Matrix", "Corporate Family", "Corporate Overview", "Signals", "SWOT", "News", and "Triggers". Below this is an "ADVANCED" section with "Competitors" and "Closest Industry Peers". The main content area for Apple Inc. includes the company logo, name, location (Cupertino, California, United States), phone number (+1-408-996-1010), website (www.apple.com.offcampus.lib.washington.edu), and social media links. It also displays a "Data Feedback" link. The "Financials In: USD" section shows "EMPLOYEES" (926 Here, 164,000 Total), "SALES" (394.33B), "FISCAL YEAR END" (23-Sep-2022), "REPORTING CURRENCY" (USD), "D&B LEGAL STATUS TYPE" (Corporation), "CORPORATE LINKAGE" (756 Companies), "TOTAL ASSETS" (336.31B), "TRADED" (AAPL (NASDAQ)), "MARKET VALUE" (2.41T), "INDUSTRY" (Communications Equipment Manufacturing), "D-U-N-S® NUMBER" (06-070-4780), and "FORTUNE 1000 RANK" (3). A map shows the location of Apple Park in Cupertino. At the bottom, there are icons for "REPORT CRUSH", "REPORT BUILDER OneStop", "ALL CONTACTS 84,525", "SITE CONTACTS 44,827", and "TRIGGER 33,16".

#### Automated findings using Axe

1. **SC 1.4.3 AA – Contrast** – “View all news articles” has insufficient color contrast of 4.24 (foreground color: #0d7594, background color: #e5e7e7)
2. **SC 4.1.2 A – Name, Role, Value** – ARIA commands must have an accessible name. Map pinpoint does not have an accessible name.
3. **SC 4.1.2 A – Name, Role, Value** – ARIA attributes must conform to valid values. Financials in combobox has invalid ARIA attribute values: aria-owns="rc\_select\_2\_list", aria-controls="rc\_select\_2\_list", aria-activedescendant="rc\_select\_2\_list\_0"
4. **SC 4.1.2 A – Name, Role, Value** – Required ARIA attributes must be provided. Financials in is set with a role of combobox which requires aria-expanded which is not set on initial load.
5. **SC 4.1.2 A – Name, Role, Value** – Buttons must have discernable text. The list actions, actions, previous, and next arrows do not have accessible text.
6. **SC 4.1.2 A – Name, Role, Value** – Form elements must have labels. “Financials in” combobox is missing an accessible label.
7. **SC 4.1.2 A – Name, Role, Value** – Interactive controls must not be nested. “Latest news” has nested interactive elements.

#### Additional manual findings using NVDA screen reader

Not completed due to insufficient time.

## 4. SWOT

**Source:** [https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company\\_swot](https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company_swot)

**Test case:** Select Apple Inc. – test individual landing page of Company Summary. Navigate to SWOT and Closest Companies in the left navigation pane.

The screenshot displays the D&B Hoovers interface for Apple Inc. The top navigation bar includes the D&B Hoovers logo, a desktop view toggle, a search bar with the text "Search for Companies", and user account icons. The left sidebar contains a navigation menu with sections "CORE" and "ADVANCED". Under "CORE", the "SWOT" option is highlighted. The main content area shows the "SWOT Analysis" for Apple Inc., published on 09-Apr-2021. The analysis is divided into two columns: "INTERNAL" and "EXTERNAL". The "INTERNAL" column contains "Strengths" (S) and "Weaknesses" (W). The "EXTERNAL" column contains "Opportunities" (O) and "Threats" (T). Each section lists specific factors.

INTERNAL		EXTERNAL	
<b>S</b> Strengths	<b>W</b> Weaknesses	<b>O</b> Opportunities	<b>T</b> Threats
<ul style="list-style-type: none"><li>Distribution Channels</li><li>R&amp;D</li><li>Revenue Growth</li></ul>	<ul style="list-style-type: none"><li>Lawsuits</li><li>Profitability</li></ul>	<ul style="list-style-type: none"><li>Strategic Initiatives</li><li>Strategic Acquisitions</li><li>Stores Expansion</li><li>Launch of New Products</li><li>Smartphone Market in North America</li></ul>	<ul style="list-style-type: none"><li>Foreign Exchange Risks</li><li>Intense Competition</li><li>Dependence on Network Providers</li><li>Technological Changes</li></ul>

### Automated findings using Axe

1. **SC 4.1.2 A** – Name, Role, Value – Buttons must have discernable text. The “list actions” and “actions” buttons do not have accessible text.

### Additional manual findings using NVDA screen reader

Not completed due to insufficient time.

## 5. Closet Companies

**Source:** [https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company\\_closest](https://app-avention-com.offcampus.lib.washington.edu/company/fde555fc-5c4c-3c93-ae8e-e8fa828cb81d#report/company_closest)

**Test case:** Select Apple Inc. – test individual landing page of Company Summary. Navigate to SWOT and Closest Companies in the left navigation pane.

The screenshot shows the D&B Hoovers interface. The top navigation bar includes the D&B Hoovers logo, a 'Desktop' label, and a search bar. The left sidebar contains a 'CORE' section with links to 'Company Summary', 'Company Description', 'Company History', 'Site Contacts', 'All Contacts', 'Contact Decision Matrix', 'Corporate Family', 'Corporate Overview', 'Signals', 'SWOT', 'News', and 'Triggers'. Below this is an 'ADVANCED' section with a 'Competitors' link. The main content area displays the profile for Apple Inc., including its logo, name, location (Cupertino, California, United States), phone number (+1-408-996-1010), website (www.apple.com.offcampus.lib.washington.edu), and social media links. Below the profile is the 'Closest Companies' section, which shows 1,329,979 results. A 'Download' button is present. The results are sorted by 'Distance: Nearest to Farthest'. The first two results are Senty Alliance Productions LLC and Apple Services Latam LLC, both located in Cupertino, California, United States. Senty Alliance Productions LLC has 6 employees (Here) and 6 employees (Total), with sales of 65K USD and is 0.00 miles away. Apple Services Latam LLC has 10 employees (Here) and 10 employees (Total), with sales of 6.34M USD and is 0.00 miles away. A question mark icon is visible next to the distance for Apple Services Latam LLC.

### Automated findings using Axe

1. **SC 4.1.2 A** – Name, Role, Value – Form elements must have labels. Majority of the form fields are missing an accessible label (28 fields)
2. **SC 4.1.2 A** – Name, Role, Value – Required ARIA attributes must be provided. “Sort by field” is set with a role of combobox which requires aria-expanded which is not set on initial load.
3. **SC 4.1.2 A** – Name, Role, Value – ARIA attributes must conform to valid values. “Sort by” combobox has invalid ARIA attribute values: aria-owns=”rc\_select\_2\_list”, aria-controls=”rc\_select\_2\_list”, aria-activedescendant=”rc\_select\_2\_list\_0”
4. **SC 4.1.2 A** – Name, Role, Value – Buttons must have discernable text. The list actions, actions, previous, and next arrows do not have accessible text.

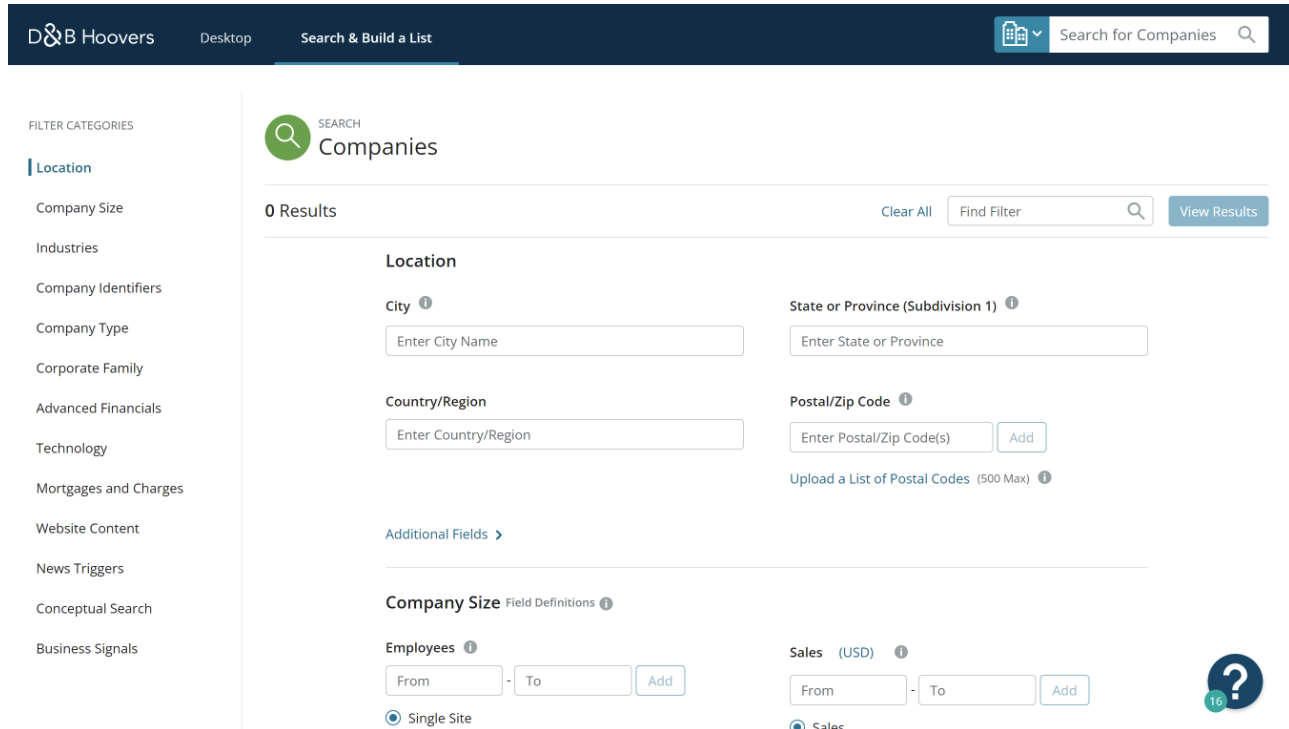
### Additional manual findings using NVDA screen reader

Not completed due to insufficient time.

## 6. Advanced Search

**Source:** <https://app-avention-com.offcampus.lib.washington.edu/search/company?>

**Test case:** Test advanced search by navigating to the “Build a Company List” module from the initial landing page. Enter Cash & Equivalents range from 100M to 1T. View results.



The screenshot displays the D&B Hoovers 'Build a Company List' search interface. The top navigation bar includes the D&B Hoovers logo, 'Desktop', and 'Search & Build a List'. A search bar on the right says 'Search for Companies'. The left sidebar lists 'FILTER CATEGORIES' including Location, Company Size, Industries, Company Identifiers, Company Type, Corporate Family, Advanced Financials, Technology, Mortgages and Charges, Website Content, News Triggers, Conceptual Search, and Business Signals. The main content area is titled 'SEARCH Companies' and shows '0 Results'. It features several input fields for location (City, State or Province, Country/Region, Postal/Zip Code) and company size (Employees, Sales). There are also buttons for 'Clear All', 'Find Filter', and 'View Results'. A help icon is visible in the bottom right corner.

### Automated findings using Axe

1. **SC 1.4.3 AA** – Contrast – “Field Definitions” (2 instances) does not have at least 4.5:1 contrast with the background. Text color: #818b8f, background: #ffffff, Contrast: 3.5:1.
2. **SC 4.1.2 A** – Name, Role, Value – ARIA attributes must conform to valid values. Text inputs with auto complete (16 fields) have invalid ARIA attribute values: aria-owns="rc\_select\_1\_list", aria-controls="rc\_select\_1\_list", aria-activedescendant="rc\_select\_1\_list\_0"
3. **SC 4.1.2 A** – Name, Role, Value – Required ARIA attributes must be provided. Text input fields with auto complete (16 fields) are set with a role of combobox which requires aria-expanded which is not set on initial load.
4. **SC 4.1.2 A** – Name, Role, Value – Form elements must have labels. Majority of the form fields are missing an accessible label (35 fields)

### Additional manual findings using NVDA screen reader

Not completed due to insufficient time.