

Accessibility Evaluation Report:

Winmo Advertising Database

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Conducted by: Accessiblü, LLC

For: Library Accessibility Network (LAA)

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Summary of Accessibility Findings

Accessiblü conducted a **high-level accessibility evaluation** of the Winmo Advertising Database platform to assess its usability for individuals with disabilities. The review was conducted using the JAWS and NVDA screen readers, keyboard-only navigation, and manual inspection for conformance to select WCAG 2.2 AA success criteria.

Key Findings

The WINMO platform presents significant accessibility challenges that create substantial barriers for users with disabilities. During our testing, we encountered numerous critical issues that prevented users from effectively navigating the site, searching for information, and accessing resources. These issues would severely impact the ability of screen reader users and keyboard-only users to use the platform effectively.

The testing revealed issues such as inconsistent heading structures, unlabeled buttons, keyboard traps, missing alternative text for images, inaccessible dynamic content, and poorly structured tables. These problems not only hinder platform usability but often render essential functionality completely inaccessible to people with disabilities.

Addressing these concerns would significantly improve the experience for persons with disabilities and users of assistive technology, allowing them to access the wealth of advertising and marketing information that WINMO provides.

Top 3 Issues Identified

1. Keyboard Traps and Inaccessible Popup Dialogs

- a. Expanded menus, filters, and dialog boxes trap keyboard focus, preventing users from navigating out without pressing the Escape key, which is not communicated to users.
- b. Impact: Keyboard-only users, including those with motor disabilities and screen reader users, become stuck in these interface elements and cannot proceed without specialized knowledge.
- c. WCAG Success Criteria: 2.1.1 Keyboard (A), 2.1.2 No Keyboard Trap (A).

2. Missing or Incorrect ARIA States and Properties

- a. Interactive components like accordions, buttons, and tabs do not properly communicate their states (expanded/collapsed, selected/unselected) to screen readers.

- b. **Impact:** Screen reader users cannot determine the current state of interface elements, making it impossible to understand the context or know if their actions produced the expected results.
- c. WCAG Success Criteria: 4.1.2 Name, Role, Value (A), 1.3.1 Info and Relationships (A)

3. **Issue Three**

- a. Most images, including logos, graphics, and informational images, lack appropriate alternative text, and some have completely unintelligible text (e.g., "Link Graphic, Ukag. 7. Physwog. 74. Lfk").
- b. **Impact:** Screen reader users cannot access the visual information conveyed by images, severely limiting their ability to understand the content and context.
- c. WCAG Success Criteria: 1.1.1 Non-text Content (A).

Disabilities Impacted

Blind and Low-Vision Users

- **Issues:** Missing alternative text for images, improper heading structures, unlabeled form controls, inconsistent navigation patterns, lack of ARIA landmarks, keyboard traps, missing state announcements, and inaccessible popup dialogs.
- **Impact:** Screen reader users are unable to understand page content, navigate effectively, or interact with many of the platform's core functions. The platform fails to communicate dynamic changes or the results of user actions, creating confusion and preventing the completion of basic tasks.

Users with Motor Disabilities

- **Issues:** Keyboard traps in expandable menus and dialogs, lack of visible focus indicators, inaccessible popup elements, and unpredictable focus management.
- **Impact:** Keyboard-only users become trapped in certain UI components, requiring them to use the Escape key (which is not communicated). Some functionality is completely inaccessible without using a mouse, preventing users with motor disabilities from accessing the platform's key features.

Neurodiverse Users

- **Issues:** Inconsistent UI patterns, unpredictable behavior when activating controls, lack of feedback when actions are taken, cluttered layouts, and overwhelming information presentation.

- **Impact:** Users with cognitive disabilities will struggle to develop a mental model of how the interface works due to inconsistent patterns and behavior. The lack of clear feedback and status updates creates additional cognitive load, making the platform difficult or impossible to use.

Page-Specific Findings and Impact Analysis

The following section lists the accessibility findings by page and WCAG violations and describes their impact on users.

Winmo Landing Page

Issue	WCAG Success Criteria	Description	Example
Keyboard Traps	2.1.2 No Keyboard Trap (A)	Multiple expandable menus and buttons create keyboard traps when activated.	The "Export All" button menu, when expanded, traps keyboard focus with no instruction on how to exit.
Missing Alternative Text	1.1.1 Non-text Content (A)	Most images lack meaningful alt text , particularly for maps and graphics.	"No description available. Graphic." is announced for company logos in the recommended companies section.
Inaccessible Dialogs	4.1.2 Name, Role, Value (A)	Pop-up dialogs are not announced and cannot be immediately accessed via keyboard.	When selecting "Job Role" button, a popup appears but is not announced and cannot be accessed without tabbing to the end of the page.
Missing State Information	4.1.2 Name, Role, Value (A)	Interactive elements do not communicate their states.	Filter buttons are not identified as expandable and do not announce when they are expanded or collapsed.

Impact Summary:

Screen reader users face extreme difficulty understanding the dashboard content due to improper heading structure and missing alternative text. Keyboard-only users become trapped in various UI components, preventing them from effectively navigating the platform. The inability to access dialog content and understand component states makes it virtually impossible for users with disabilities to use many core features of the dashboard.

Winmo Landing Page Screenshot

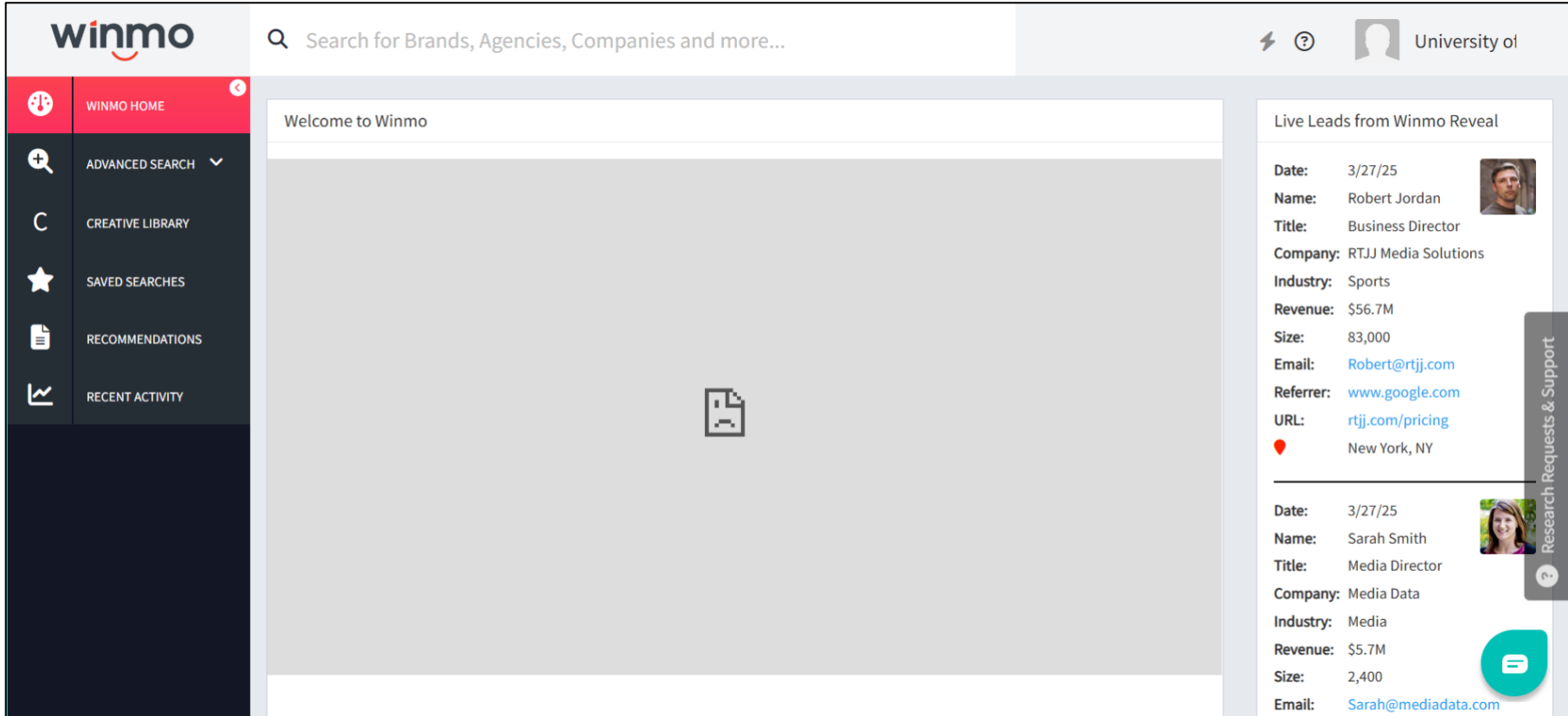


Figure 1. The Winmo main landing page has a search bar across the top, an options menu down the left side, and live leads down the right.

Search Results Page

Issue	WCAG Success Criteria	Description	Example
Poor Table Structure	1.3.1 Info and Relationships (A)	Tables lack proper headers and scope attributes, making it difficult to understand relationships between data.	The search results table has no table scope, column headers, or proper structure.
Undiscoverable Filters	1.3.1 Info and Relationships (A), 2.4.6 Headings and Labels (AA)	Filter options are announced as static text or simple buttons rather than as interactive checkboxes or radio buttons.	Agency Contacts, Agencies" are announced as static text, not as selectable options.
Unpredictable Focus Movement	3.2.2 On Input (A)	Focus unexpectedly moves to the top of the page after selecting a search result.	After selecting a search result, focus returns to the top of the page rather than to the relevant content.
Missing Live Regions	4.1.3 Status Messages (AA)	No announcements when content updates after applying filters.	When selecting a filter option, the page refreshes but screen readers are not informed of the change.
Inaccessible Search Results	4.1.3 Status Messages (AA)	As users type in the search field, results appear but are not announced to screen readers.	When typing "cosmetics" in the search field, results appear visually but are not announced to screen readers.

Impact Summary:

The search functionality, which is core to the platform, is largely inaccessible to screen reader users. The lack of announcements for search results, combined with unpredictable focus management and undiscoverable filters, makes it extremely difficult for users with disabilities to find and filter information. The poorly structured results tables further compound the issue by making it challenging to interpret the data that is found.

Search Results Page Screenshot

The screenshot shows the Winmo search results page for the keyword "cosmetics". The interface includes a left sidebar with navigation options like "WINMO HOME", "ADVANCED SEARCH", "COMPANIES", "BRANDS", "AGENCIES", "ALL CONTACTS", "CREATIVE LIBRARY", "SAVED SEARCHES", "RECOMMENDATIONS", and "RECENT ACTIVITY". The main content area displays search filters (Location, Industry, Contact Type, Personality Type, Contact Details, Newly Added, Others) and summary statistics: 8,986 contacts and 69,777 related businesses. A table of results is shown below, with columns for Name, Title, Company, State, and Action. The table lists three contacts: Emily Griffin-Manlay (Director, Key Account- Cosmetics at Tarte, Inc., NY), Christina Stava (Marketing Manager, Color Cosmetics at Thrive Causemetics, CA), and Isabel Ramirez (Fragrance & Cosmetics Manager at 3Sixty, FL). Each contact has an "Export" button. A "Research Requests & Support" button is visible on the right side of the page.

Figure 2. The Winmo search results page shows the results after searching for the keyword “cosmetics.”

Company/Brand Profile Pages (Search Page URL)

Issue	WCAG Success Criteria	Description	Example
Nonsensical Alternative Text	1.1.1 Non-text Content (A)	Some images have automatically generated text that is completely meaningless.	Company logos are announced with text like "Link graphic asset. Slash. Windmill, magnifying E. 7. 0."
Unlabeled Interface Elements	1.1.1 Non-text Content (A), 4.1.2 Name, Role, Value (A)	Many interactive elements lack proper labels or descriptions.	Social media links are announced simply as "Link" without indicating their purpose.
JAWS Crashes	4.1.1 Parsing (A) [WCAG 2.1]	Certain tables cause the JAWS screen reader to crash.	The media spend table causes JAWS to crash when attempting to navigate through it.
Inaccessible Toggle Controls	4.1.2 Name, Role, Value (A)	Toggle buttons do not communicate their state or purpose.	"Alert me" button changes to "Alerts on" but doesn't properly indicate it's a toggle.
Incorrect ARIA Role Usage	4.1.2 Name, Role, Value (A)	Elements that function as tabs are coded as simple links or buttons.	"Current" and "Past Services" are announced as links instead of tabs.

Impact Summary:

Profile pages contain critical information but are largely inaccessible to screen reader users due to unlabeled elements, improper ARIA usage, and nonsensical alternative text. The fact that JAWS crashes when encountering certain tables is particularly concerning, as it completely prevents screen reader users from accessing this information. The inconsistent labeling and role usage make it nearly impossible to develop a mental model of how the page is organized.

Brand and Company Profile Page Screenshot

The screenshot displays the Winmo platform interface. At the top left is the Winmo logo. A search bar is located at the top center with the text "Search for Brands, Agencies, Companies and more...". On the top right, there is a lightning bolt icon, a question mark, and a user profile icon labeled "University of".

The left sidebar contains the following navigation items: WINMO HOME, ADVANCED SEARCH, COMPANIES, BRANDS, AGENCIES, ALL CONTACTS, CREATIVE LIBRARY, SAVED SEARCHES, RECOMMENDATIONS, and RECENT ACTIVITY.

The main content area is titled "Company" and features the profile for Ulta Beauty. The profile includes:

- Company Logo:** ULTA
- 2024 Annual Estimated Media Spend:** \$60,881,209
- Trailing 12 Month Estimated Media Spend:** \$60,881,209
- Estimated Revenue:** \$11,207,000,000
- NAICS Code:** 456120 - Cosmetics, Beauty Supplies, and Perfume Retailers
- Description:** Ulta Beauty, is a chain of makeup and hair supply stores and salons in the United States. The company, headquartered in Bowlingbrook, IL, carries a variety of cosmetic and skin care brands that include Bare Escentuals, Smashbox, Amazing, Stila, Studio Gear, Elizabeth Arden, Garden Botanika, Lola, Murad, Peter Thomas Roth, and Dermalogica.
- Social Media:** Icons for LinkedIn, Instagram, Facebook, and TikTok.
- Contact Information:**
 - Main Telephone:** (630) 410-4800
 - Toll Free Telephone:** (866) 983-8582
 - Primary Address:** 1000 Remington Boulevard, Suite 120, Bolingbrook, IL 60440 USA
- Additional Info:**
 - Fiscal Close:** February
 - # Employees:** 10,000-49,999
 - Founded:** 1989
 - Company Type:** Public

Below the company profile, there are navigation tabs: CONTACTS, AGENCY ROSTER (5), MEDIA SPEND, and RELATED BRANDS (1). The "Contacts" section shows "Company Contacts: 80" and "Agency Contacts: 12". There are buttons for "Expand Contact Details" and "Show All Contacts". A filter bar at the bottom includes a search input "Filter results..." and dropdown menus for "Related Brands", "Title Rank", and "Job Role".

Figure 3. The company profile for Ulta Beauty.

Advanced Search Page

Issue	WCAG Success Criteria	Description	Example
Non-accessible Form Controls	1.3.1 Info and Relationships (A)	Form controls like dropdowns are implemented in ways that make them inaccessible.	The "1 million" dropdown is announced as a "button menu" with inconsistent state information.
Hidden Pop-ups	2.4.3 Focus Order (A)	Pop-up dialogs for filters appear but cannot be accessed via keyboard.	When activating "Company Info" button, a dialog appears but is not announced and cannot be accessed.
Unpredictable Focus Management.	2.4.3 Focus Order (A)	After selecting options, focus jumps to unpredictable locations.	After selecting a filter option, focus returns to the top of the page instead of staying in context.
Missing Form Labels	3.3.2 Labels or Instructions (A)	Form controls lack proper labels and instructions.	The revenue minimum and maximum fields don't have clear labels describing their purpose.
Inaccessible Dynamic Filtering	4.1.2 Name, Role, Value (A), 4.1.3 Status Messages (AA)	Filter options are not properly identified, and changes are not announced.	Filter options like "Company Specialty" are announced as static text but function as interactive elements.

Impact Summary:

The advanced search functionality, which should allow users to precisely filter information, is largely inaccessible. Screen reader users cannot discover, understand, or effectively use most filter options. The unpredictable focus management and inaccessible dialogs make it extremely frustrating and often impossible to complete even basic search tasks. Users with disabilities are effectively prevented from using one of the platform's core features.

Advanced Search Screenshot

The screenshot shows the Winmo application interface. At the top left is the Winmo logo. A search bar contains the text 'cosmetics'. On the right side of the top bar, there is a lightning bolt icon, a question mark icon, and a profile icon labeled 'University of'. A left-hand navigation menu includes options like 'WINMO HOME', 'ADVANCED SEARCH', 'COMPANIES', 'BRANDS', 'AGENCIES', 'ALL CONTACTS', 'CREATIVE LIBRARY', 'SAVED SEARCHES', 'RECOMMENDATIONS', and 'RECENT ACTIVITY'. Below the search bar, there are filter options for 'Location', 'Industry', 'Contact Type', 'Personality Type', 'Contact Details', 'Newly Added', and 'Others'. The main content area shows 'Contacts' with 1,003 results and 'Related Businesses' with 4,721 results. Below this, a section titled '1,003 Contacts' includes a search sub-bar with 'public relations' and an 'Expand Contact Details' button. A table lists contact information:

	Name	Title	Company	State	Action
<input type="checkbox"/>	Tammy Bartel	Director, Public Relations	Urban Decay Cosmetics, LLC	CA	Export
<input type="checkbox"/>	Madilyn Caruso	Manager, Public Relations & Influencer	Grande Cosmetics, LLC	NY	Export

Additional UI elements include 'Save This Search' and 'Save All Contacts' buttons, a 'REMOVE ALL FILTERS' button, and a 'Contact Options' button. A vertical sidebar on the right contains 'Research Requests & Support'.

Figure 4. The results of using the advanced search feature to filter by “all contacts” and then “public relations.”

Code Snippets

List code snippets for up to five critical WCAG success criteria and provide an example of a recommended fix.

Keyboard Trap (2.1.2)

```
<!-- Current problematic implementation -->
<button onclick="toggleMenu()" id="exportMenu">Export All</button>
<div class="menu-content">
  <a href="export-csv.php">Export all to CSV</a>
  <a href="export-excel.php">Export all to Excel</a>
</div>
```

```
<!-- Recommended fix -->
<button aria-expanded="false" aria-controls="exportOptions" onclick="toggleMenu(this)" id="exportMenu">Export All</button>
<div id="exportOptions" class="menu-content">
  <a href="export-csv.php">Export all to CSV</a>
  <a href="export-excel.php">Export all to Excel</a>
  <button onclick="closeMenu()" class="close-menu">Close Menu</button>
</div>
```

Missing Alternative Text (1.1.1)

```
<!-- Current problematic implementation -->

```

```
<!-- Recommended fix -->

```

```
<!-- Or for decorative images -->

```

Missing ARIA States (4.1.2)

```
<!-- Current problematic implementation -->  
<button onclick="toggleSection('contacts')" class="section-toggle">Contacts</button>
```

```
<!-- Recommended fix -->  
<button  
  onclick="toggleSection('contacts', this)"  
  class="section-toggle"  
  aria-expanded="false"  
  aria-controls="contactsSection">  
  Contacts  
</button>  
<div id="contactsSection" hidden>  
  <!-- Contact content -->  
</div>
```

Improper Table Structure (1.3.1)

```
<!-- Current problematic implementation -->  
<table>  
  <tr>  
    <td>Name</td>  
    <td>Title</td>  
    <td>Company</td>  
    <td>State</td>  
  </tr>  
  <tr>  
    <td>Jim Bunt</td>  
    <td>Chief Financial Officer</td>  
    <td>OnRes</td>  
    <td>MA</td>  
  </tr>  
</table>
```

```
<!-- Recommended fix -->
<table>
  <caption>Company Contacts</caption>
  <thead>
    <tr>
      <th scope="col">Name</th>
      <th scope="col">Title</th>
      <th scope="col">Company</th>
      <th scope="col">State</th>
    </tr>
  </thead>
  <tbody>
    <tr>
      <td>Jim Bunt</td>
      <td>Chief Financial Officer</td>
      <td>OnRes</td>
      <td>MA</td>
    </tr>
  </tbody>
</table>
```

Missing Status Messages (4.1.3)

```
<!-- Current problematic implementation -->
<div id="searchResults">
  <!-- Results update here via JavaScript -->
</div>
```

```
<!-- Recommended fix -->
<div id="searchResults" aria-live="polite">
  <!-- Results update here via JavaScript -->
</div>
```

```
<!-- JavaScript should also update with meaningful messages -->  
document.getElementById('searchResults').innerHTML =  
  '<p role="status">Showing 5 results for "cosmetics"</p>' + resultsHTML;
```


Final Thoughts and Recommendations

The WINMO platform in its current state presents significant accessibility barriers that make it largely unusable for people with disabilities, particularly screen reader users and keyboard-only users. The issues identified are not merely cosmetic but prevent access to core functionality of the platform.

Multiple critical accessibility issues were encountered throughout the testing, including keyboard traps, missing alternative text, improper ARIA usage, inaccessible dialogs, and poorly structured content. These issues collectively create an experience that is frustrating at best and completely unusable at worst for users with disabilities.

Recommended Fixes

- **Implement proper keyboard accessibility:** Ensure all interactive elements are keyboard accessible, fix keyboard traps, and properly manage focus, particularly when dialogs open and close.
- **Add appropriate ARIA attributes:** Correctly identify the state of expandable elements, use proper ARIA roles for tabs and accordions, and implement live regions to announce dynamic content changes.
- **Fix heading structure:** Use headings properly to create a logical document outline, ensuring they are used in the correct hierarchical order (H1, then H2, etc.).
- **Add alternative text to all images:** Provide meaningful alternative text for all non-decorative images and ensure decorative images are properly marked.
- **Improve table structure:** Implement proper table markup with appropriate headers, captions, and scopes to make tabular data understandable.
- **Address form accessibility:** Properly label all form controls, provide clear instructions, and ensure error messages are accessible.
- **Implement proper dialog accessibility:** Make sure dialogs are properly announced, can be accessed via keyboard, and follow WAI-ARIA best practices for modal dialogs.
- **Fix live region announcements:** Implement aria-live regions to announce dynamic content changes like search results and filter applications.

The significant number and severity of issues suggest that a comprehensive accessibility remediation effort is required, potentially involving substantial redesign of certain interface components to ensure they meet accessibility standards.

Disclaimer

Accessiblü prepared this report as a high-level accessibility evaluation of the WINMO platform. The evaluation utilized industry-standard testing methodologies, including screen reader testing (JAWS 2025), keyboard-only navigation, and manual inspection for select WCAG 2.2 AA success criteria.

This report does not represent a comprehensive WCAG compliance audit and should not be seen as a certification of accessibility compliance. While we have identified significant accessibility concerns and usability barriers, this evaluation was limited in scope and may not encompass all accessibility issues on the platform.

No Legal Liability:

Accessiblü offers this report for informational purposes only. It assumes no legal responsibility for accessibility violations or compliance failures resulting from its use. Organizations seeking formal certification should conduct a comprehensive audit and user testing with individuals with disabilities.

Limitations of Testing:

This evaluation was conducted at a specific time, and platform updates may have occurred after testing was completed. Additionally, while automated tools and expert reviews were utilized, real-world users with disabilities determine the true measure of accessibility.