

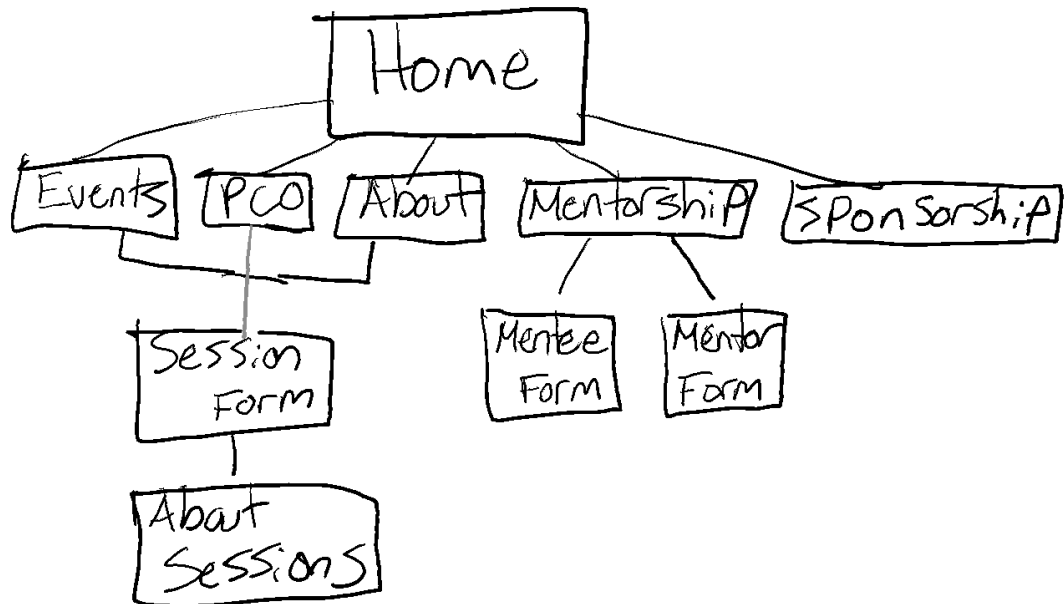
# 2024 Ottawa.pmma.ca UX & Accessibility Report

By Sara Shouldice, Comparative analysis by Nousha Safahani

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## Use Cases & Current Sitemap



## Use cases

- Senior PM/PMM
- Junior PM/PMM
- local business/entrepreneur
- Student
- media / general public

## User Perspectives

### Senior PM / PMM Prospective

- What is OPMMA?
- How can I get involved?
- Why would I become a member?
- What are the benefits of membership?
- Can I speak at my own event?
- What are events about?
- Who has spoken at past Events?
- What are the benefits of becoming a mentor?
- Where can I find Resources from Past events?
- How many people are there at events?

## Junior PM/PMMA Prospective

- Why would I join as a volunteer?
- How can I boost my career?
- What's discussed during events?
- How can I grow my network?
- How can I learn more about what OPMMA does?
- What is PCO?
- What have events been about?
- What is OPMMA?
- Can I add the next event to my Google calendar?
- How many people are at events?



## Local Business / Entrepreneur

- Why should I become a Sponsor?
- How can I learn from other Product owners / PM's?
- Why should I host an event venue?
- How can OPMA help Promote my business?
- What is required to host OPMA events (venue wise)?
- How much do I have to donate to be considered a Sponsor?

## Student Prospective

- what is OPMMA?
- How do I work at OPMMA?
- Does OPMMA pay employees?
- what connections/companies does OPMMA work with?
- why does OPMMA hold events?
- How can I learn from OPMMA?
- Can I connect with a mentor or other students?
- How do I get involved without going to events?

Medical / General Public

- what is OPMMA?
- what companies has OPMMA worked with?
- what is their next event about?
- who is speaking next, where can I learn more about them?
- How do I reach out to learn more?
- Can OPMMA promote my business?
- where is OPMMA located?

## Comparative Analyses

- **Pragmatic Institute**

Pragmatic Institute offers training in product management, product marketing, and data science. Its website serves as a hub for professionals looking to improve their skills through courses, access educational resources, and connect with a community of peers.

*Website Goals:* The main purposes of the website include showcasing courses, providing educational content like blogs and webinars, and facilitating course registration.

*Target Audience:* The site is designed for professionals at various stages in their careers in product management, marketing, and data science, aiming to enhance their knowledge and skills.

When analyzing, here are the key factors to focus on:

1. **First Look and Aesthetic:** The website's colours are attractive and align with the brand's identity. In certain areas, the text can be difficult to read and lacks uniformity across the site. Not all visuals maintain high quality. The mix of photographs and animations near each other disrupts the visual consistency.
2. **Ease of Use and Navigation:** Due to the colour and visual hierarchy issues, It may be hard for users to navigate to where they need to go. There are 3 different ways to access the contact page/form which makes things easy but creates a crowded layout that could confuse the user. The chatbot popup in the bottom right corner somewhat prevents ease of use by reopening after reloading the page. It has to be closed twice before no notification or distraction appears.
3. **Content Quality and Pertinence:** Content is relevant to the target user; of the student and/ or program student. If someone isn't looking to learn or enroll, the site may seem crowded or overinformational. No issues are to be found otherwise.
4. **Accessibility for All:** Semi-compliant is the grade given by AccessScan. This is because the site needs tags and header hierarchy used for screen readers and ease of use. Images and button elements also need proper titles and alternative text. The use of contrasting colours and elements is great on this site.
5. **Speed and Efficiency:** Quick and easy access everywhere except for the sub-menu items in the main menu. Minimizing sub-menu items could help with this.
6. **Mobile Friendliness:** Some button targets could be hard for users to click in the mobile layout. The text is also small in some areas but overall, the site adapts well to non-PC layouts.
7. **Engaging Users:** With features like contact forms, registration forms, social media links, and online chat functionality, the website is well-equipped to encourage interaction and keep users interested.

- **Invest Ottawa**

Invest Ottawa helps accelerate your growth and success, leverage the best programs, people, and places, and make your mark in Ottawa, a global tech hub and collaborative business community.

*Website Goals:* This website has multiple uses but the most general is to provide information and resources to those working or who are looking to work in Ottawa. They host events, a podcast, a job board, and other programs and resources.

*Target Audience:* The target audience for this site ranges from all kinds of work experience and professions. Anyone who needs information about work in Ottawa and who is hoping to learn and/or network in the process. When analyzing, here are the key factors to focus on:

1. **First Look and Aesthetic:** This site has a consistent theme and uses a minimalistic layout on each page. To simplify each page, summaries appear on hover for a more in-depth view of what content is featured where. The only thing about so many menu sub-categories is that the menu layout looks crowded and overloaded with information.
2. **Ease of Use and Navigation:** Navigation is quick and easy whether you're at the header of the page or the footer. One improvement that could be made is removing the underline or hyperlink appearance of the main menu items since the user has to click a sub-menu item to open a new page.
3. **Content Quality and Pertinence:** Information is clear and to the point. The site does a good job of keeping paragraphs to the point and neat. Language is likely to be understood by their target users.
4. **Accessibility for All:** The site is semi-compliant in its AccessScan. It could improve on improving information hierarchy and contrast between text on top of images and other colors. Elements and images also need tags and descriptive text to be accessible to screen readers. The site does however have an accessibility button at the bottom right for accessibility features like contrast control, bigger text, Dyslexic font, Text Alignment, and more.
5. **Speed and Efficiency:** No issues in terms of speed and form submission efficiency here. The user journey could be faster if the menu Hierarchy were somewhat simpler.
6. **Mobile Friendliness:** The drop-down navigation makes opening a page somewhat longer on mobile. A simpler menu hierarchy could shorten the user's journey. Targets and text also appear small and uneven in some areas which may also affect ease of access.
7. **Engaging Users:** Lots of bright and large images are used throughout the site. Videos are found in the site's blog posts and About page.

- **Ottawa Network**

The Ottawa Network is a not-for-profit member-driven organization that connects entrepreneurs, academics, industry professionals, students, and government agencies to grow innovative businesses in the Ottawa region.

*Website Goals:* They provide events, resources, and awards to those working in business, academics, and entrepreneurship. They aim to help those within the community connect and network.

*Target Audience:* A wide array of people working in different industries. Those who are hoping to network, learn, and accelerate their career.

When analyzing, here are the key factors to focus on:

- 1. First Look and Aesthetic:** The site is minimalistic on the home page and uses large images to fill the screen. It has a cohesive theme across all pages and uses large text and the same font site-wide.
- 2. Ease of Use and Navigation:** Navigation is quick and easy through the main menu which is fixed at the top of every screen. There are only two pages to navigate to, so users can either scroll or use the menu anchor links. There is however no menu item for the site's Contact Us form. This may be a good shortcut to allow for users especially if they're using the menu instead of scrolling.
- 3. Content Quality and Pertinence:** Information Hierarchy is somewhat difficult to process, especially in the events section. The user may not know where to look since all text is coloured and multiple headers are used under other headers. It's hard to tell whether one event is being displayed or multiple. Images and event details are displayed with Images but users could have difficulty telling which images go with what title.
- 4. Accessibility for All:** After running an AccessScan this site is semi-compliant. It has some needs for improvement including changing text size to improve readability. It is also missing the proper contrast between text and background.
- 5. Speed and Efficiency:** The site has a good speed since the navigation is based on page anchors. The contact form and images load properly upon opening the site.
- 6. Mobile Friendliness:** The basics of the website are accessible via mobile and smaller screens. There are some formatting errors where text overlays images, however. The one-page navigation makes the site somewhat less minimalist via mobile, it could be improved by making a different page for each section so that scrolling isn't as lengthy.
- 7. Engaging Users:** The site uses lots of bright colours and images to engage users. You can also watch videos on the Bootstrap page.

- **AFP Ottawa**

AFP Ottawa is a key group of people who help raise money for good causes in Ottawa, Canada. They offer chances to meet others doing similar work, learn new skills through workshops and seminars, and provide resources to help members. They also have special programs for young people and discounts on events and educational programs. The organization celebrates those who contribute to the community and helps members speak up about the importance of giving and fundraising in Ottawa.

*Website Goals: The goal of AFP Ottawa is to support fundraising professionals in their efforts to gather resources for various causes. They aim to foster a community where members can share knowledge, improve their skills, and advocate for the importance of philanthropy and ethical fundraising practices.*

*Target Audience: Professionals involved in fundraising, philanthropy, and related sectors, particularly those working in or around Ottawa, Canada. This includes both experienced fundraisers and those new to the field, as well as young professionals looking to develop their careers in philanthropy.*

When analyzing, here are the key factors to focus on:

- 1. First Look and Aesthetic:** while the website's colour palette is visually attractive and aligns with its branding, the overall design presents a challenge in terms of organization and clarity. This contrast could impact first impressions, suggesting a need for a more streamlined and intuitive layout to enhance user experience.
- 2. Ease of Use and Navigation:** the top menu offers a straightforward path for exploring the site, yet the overall appearance feels cluttered, leading to confusion. Improvements in the menu's structure and a cleaner organization, especially at the website's bottom, could greatly enhance user navigation and experience, making it more intuitive and user-friendly.
- 3. Content Quality and Pertinence:** the website should aim for concise, directly relevant content. Currently, some sections have excessive information, while others lack sufficient details. Balancing the amount of content to ensure it's informative yet succinct across all parts could improve user understanding and engagement.
- 4. Accessibility for All:** For "Accessibility for All," the site's lack of keyboard navigation, inconsistent headings, missing image tags, and some small font sizes hinder accessibility. Enhancing these elements to ensure keyboard navigability, uniform titles, alt tags for images, and readable fonts would significantly improve the site's accessibility for a broader audience, including those with disabilities.
- 5. Speed and Efficiency:** The site has a good speed. The contact form and images load properly upon opening the site.
- 6. Mobile Friendliness:** The site is mostly mobile-friendly but requires excessive scrolling. Optimizing the mobile design to reduce the need for long scrolls could improve the experience, making information more accessible and navigation smoother on smaller screens.
- 7. Engaging Users:** The website does have sections like membership that are easily accessible and engaging. However, the overall disorganized layout can hinder access to other parts, leading to user frustration. Simplifying and organizing the site could make it more user-friendly and engaging for visitors.

- **Volunteer Ottawa**

Volunteer Ottawa is a nonprofit organization dedicated to promoting volunteerism and connecting individuals with volunteer opportunities in the Ottawa area. It serves as a bridge between people looking to volunteer and organizations in need of volunteer support, offering resources, training, and information on volunteer management and engagement

*Website Goals:* The goals of Volunteer Ottawa's website likely focus on Connecting volunteers with opportunities, Highlighting the impact of volunteering, and Providing resources for both volunteers and organizations.

*Target Audience:* The target audience for Volunteer Ottawa typically includes Individuals seeking volunteer opportunities, Non-profit organizations needing volunteers, Community groups looking for support, and Corporate entities interested in community engagement initiatives.

When analyzing, here are the key factors to focus on:

1. **First Look and Aesthetic:** The website uses vibrant colours that match the brand, though at times it might overwhelm users.
2. **Ease of Use and Navigation:** The site includes a straightforward top menu bar, making it easy to explore despite its rich design.
3. **Content Quality:** The content is concise and easy to read.
4. **Accessibility:** The website currently does not meet accessibility standards, presenting significant challenges across various elements that impact the user experience for those with disabilities.
5. **Speed and Efficiency:** The site performs well. The contact form and images load properly upon opening the site.
6. **Mobile Friendliness:** While it adapts to mobile sizes, the design requires extensive scrolling, impacting user-friendliness.
7. **Engaging Users:** Features like contact information, social media links, and a volunteer registration section enhance engagement.

- **Wesley Clover: Tech Tuesdays**

TechTuesday, hosted by the Wesley Clover Foundation, is a free monthly networking event open to all, focusing on technology and innovation. It occurs on the first Tuesday of each month, aiming to connect the tech community, featuring speakers and discussions on relevant topics. The events encourage registration to ensure attendance due to their popularity, and they highlight important aspects of technology, including cybersecurity. Events are held at The Brookstreet Hotel, offering pre-presentation networking, a main presentation, and a post-presentation discussion.

*Website Goals:* The website goals for TechTuesday, are to foster networking within the tech community, promote innovation and technology discussions, and provide a platform for sharing ideas and knowledge through monthly events. These goals aim to connect individuals and organizations interested in technology and entrepreneurship, enhancing the tech ecosystem's growth and collaboration.

*Target Audience:* The target audience for TechTuesday includes professionals in the technology sector, entrepreneurs, investors, and anyone with an interest in tech innovation



and trends. This encompasses individuals seeking to network, share ideas, and learn about the latest developments in technology and entrepreneurship.

When analyzing, here are the key factors to focus on:

**First Look and Aesthetic:** The website employs a professional color scheme that reflects the Wesley Clover brand, offering a visually stimulating experience without overwhelming visitors.

1. **First Look and Aesthetic:** The website employs a professional color scheme that reflects the Wesley Clover brand, offering a visually stimulating experience without overwhelming visitors.
2. **Ease of Use and Navigation:** Navigation is intuitive, with a fixed top menu for quick access., ensuring visitors can quickly grasp the site's offerings.
3. **Content Quality:** Content is concise and directly relevant to tech enthusiasts and professionals, making it easy to absorb valuable information. though some sections are lengthy.
4. **Accessibility:** The website faces some challenges with accessibility: the titles vary in size, making it hard to follow a clear structure; the text could benefit from larger fonts for easier reading; and the color contrast between the text and background needs improvement for better visibility. These factors combined result in a site that could be more accessible to all users.
5. **Speed and Efficiency:** The site loads efficiently, providing a smooth user experience.
6. **Mobile Friendliness:** Functional on mobile with a hamburger menu, though it could be more user-friendly with less scrolling.
7. **Engaging Users:** Engagement is encouraged through easily accessible contact options, social media links, and opportunities for volunteer registration.

- **The Telfer School of Management at the University of Ottawa**

The Telfer School of Management's Volunteer Initiatives page provides resources for students to find volunteer opportunities that complement their education and career goals. It emphasizes the importance of community service in professional development.

*Website Goals: The goals of the website are to facilitate connections between Telfer students and volunteer opportunities, enhance students' professional development through community service, and support students in applying their academic knowledge in real-world settings.*

*Target Audience: The target audience for the Telfer School of Management's Volunteer Initiatives page is Telfer students looking for volunteer opportunities to enhance their skills, network, and apply their academic knowledge in practical settings.*

When analyzing, here are the key factors to focus on:

1. **First Look and Aesthetic:** The website's colour scheme doesn't match the uOttawa brand, featuring distinct colours. A more harmonious colour selection could enhance its alignment with the university's identity.
2. **Ease of Use and Navigation:** The page is concise due to its single-page format, making it straightforward and precise.
3. **Content Quality and Pertinence:** While the content is clear and to the point, some sections could use more detail for clarity. However, this brevity fits well within the context of the website as a whole.
4. **Accessibility for All:** Font sizes could be larger, and there's insufficient contrast between foreground and background colours. The menu lacks tags for improved navigation. Despite these issues, it fares better than others in this aspect.
5. **Speed and Efficiency:** The website loads quickly and performs efficiently without any noticeable issues.
6. **Mobile Friendliness:** The website is responsive, adjusting well to different screen sizes. However, the menu could be improved for better usability, similar to Berger's menu design. Additionally, the overall mobile design could be enhanced for a more intuitive and visually appealing experience.
7. **Engaging Users:** With social sharing options, social media links, and contact information available, the website likely encourages interaction and engagement effectively.

## **Heuristics Analysis- Desktop/ PC Format**

Nielsen Norman's Heuristics are 10 indicators of what to look for when improving UX/ UI Design. His philosophy requires looking for; Visibility of System Status, Aesthetic & Minimalistic Design, Help & Documentation, Error Prevention, Flexibility & Ease of Use, Match Between System & Real World, Recognition rather than Recall, User Control & Freedom, Consistency & Standards as well as Recognizing, Diagnosing, and Recovering from Errors.

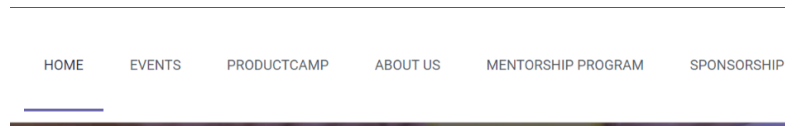
The following section analyzes each quality in the existing OPMMA layout (PC/ large screen format).

### **Visibility of System Status**

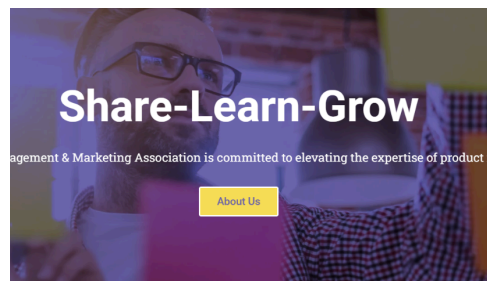
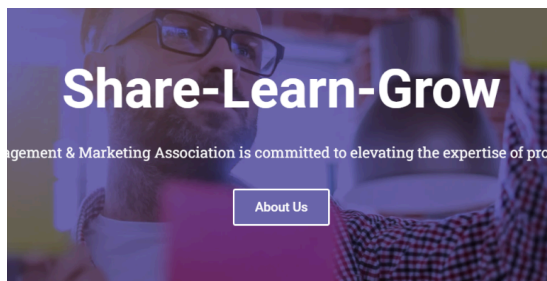
"The design should always keep users informed about what's going on, through appropriate feedback within a reasonable amount of time. When users know the current system status, they learn the outcome of their prior interactions and determine the next steps. Predictable interactions create trust in the product as well as the brand." (Nielsen)

Observations;

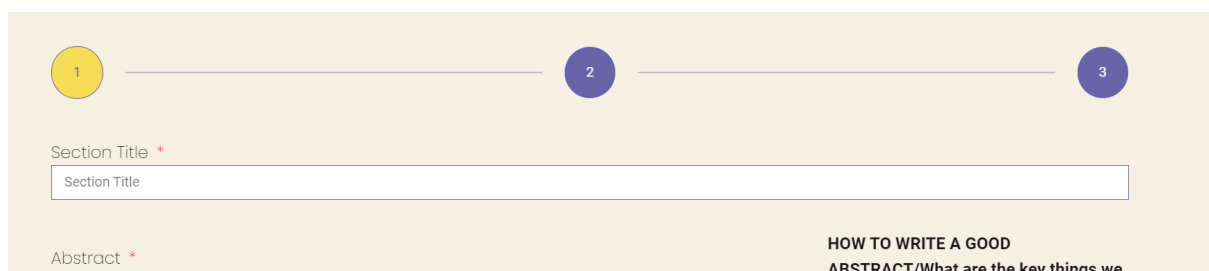
Ottawapmma.ca does a great job of keeping users informed by indicating which page is being visited with a purple bar.



It also shows users the status of buttons by changing them to yellow or red upon hover.



Furthermore, while filling out the session submission form users can see the system status when observing the 3 steps they'll need to accomplish. They can also see which fields are required and need editing with red star indicators from the form.



## Aesthetic & Minimalistic Design

“Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility. This heuristic doesn't mean you have to use a flat design — it's about making sure you're keeping the content and visual design focused on the essentials. Ensure that the visual elements of the interface support the user's primary goals.” (Nielsen)

The first bystander to a minimalistic design is ottawapmma.ca’s contact form at the bottom of each page. This makes for a busier page and users don’t necessarily know it’s there until scrolling to the bottom.

CONTACT

## Start the Conversation

We are keen to hear from you to hear how we can help you and how you can help us. We are always looking for volunteers and active participants. Being a volunteer provides you an opportunity to develop new skills while contributing to our growing community.

Name

Email

Let us know your area of interest (check all that apply).

- Volunteer
- Sponsor
- Leadership Team
- Mentee
- Mentor
- Event Speaker

Message

Send

Otherwise, the site does amazingly at keeping a minimalistic design and uses a cohesive color palette to achieve its aesthetic. The mentorship and sponsorship pages' use of high-contrast colors is simple and accessible for users.



### OUR 2023/24 EVENT CALENDAR

- ▶ February
- ▶ March
- ▶ April- ProductCamp 2024
- ▶ May
- ▶ June

### OUR SPONSORS

## Help & Documentation

“Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution. These error messages

should also be presented with visual treatments that will help users notice and recognize them.” (Nielsen)

As far as error codes we’re able to control, the site provides reasonable error identification within forms. It uses red to indicate fields that are required and an orange indicator appears when something is missing, incomplete, or invalid. When more actions can be completed on the site, more opportunities to ensure this heuristic will be possible.

## Error Prevention

“Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action. There are two types of errors: slips and mistakes. Slips are unconscious errors caused by inattention. Mistakes are conscious errors based on a mismatch between the user’s mental model and the design.” (Nielsen)

One element that could prevent users from being misinformed about events is having a plugin or an embedded post system that is synonymous with the home and events pages. Right now, mixed formats are displayed of past and upcoming events via a manual accordion drop-down. Having to input this information multiple times leaves room for errors and accidental misinformation;

### OUR 2023/24 EVENT CALENDAR

February

#### Creativity: An Essential Skill

Creativity is an essential skill in today's world. To be competitive, we need to continually come up with new ideas for products, new ways to manage them, and new ways to market and deliver these products to consumers. Everyone has dreams and moments of inspiration, but how can we recognize and move these moments to something more tangible?

Join us as guest speakers Ruth Stanley and Tim Ragan teach us how to broaden our notions of creativity to provide time and space to recognize and develop these moments or insights.

#### When:

Tuesday, February 13th, 2024

#### Where:

Canadian Real Estate Association (CREA) offices

200 Catherine Street, Ottawa

A big Thank You to OPMAA sponsor! Without you, our events would not be possible.

TUESDAY, FEBRUARY 13TH WITH RUTH STANLEY & TIM RAGAN

### Creativity: An Essential Skill

Creativity is an essential skill in today's world. To be competitive, we need to continually come up with new ideas for products, new ways to manage them, and new ways to market and deliver these products to consumers. Everyone has dreams and moments of inspiration, but how can we recognize and move these moments to something more tangible?

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Tuesday, February 13th, 2024

Canadian Real Estate Association (CREA) offices

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7

## Flexibility & Ease of Use

“Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions. Flexible processes can be carried out in different ways so that people can pick whichever method works for them.” (Nielsen)

Ottawapmma.ca uses many core ease-of-use functions already like access back to the homepage by clicking the top right logo.



You can also access sponsor websites via their corresponding logos upon clicking as well. Corresponding links are also accessible for each of our members on our About Us page.

### OPMMA'S SPONSORS

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#### Pragmatic Institute

Pragmatic Institute is a leading product and data training company that offers instructor-led online and in-person training, templates, and an alumni community with a unique lens to provide usable and battle-tested tools for success throughout each stage of the business journey.



#### Vanillasoft

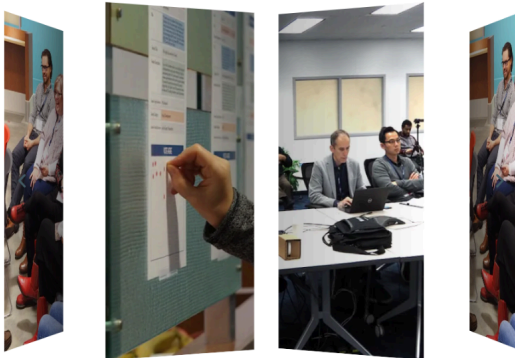
VanillaSoft is a sales engagement platform based in Plano, Texas that offers guided selling tools, integrated communications tools, and content management to maximize deal flow and automate sales cadence for a global client base.

As mentioned previously in the aesthetic and Minimalistic design category ( pg., having the contact form closer to the top of the About Us tab or labeled in the main menu could help users in terms of flexibility and ease of use. This way, whether they decide to scroll to the bottom of the page, or search for it in the top menu, they'll have an easy time finding how to contact us.

## Match Between System & Real World

“The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order. The way you should design depends very much on your specific users. Terms, concepts, icons, and images that seem clear to you and your colleagues may be unfamiliar or confusing to your users.” (Nielsen)

The OPMMA site does a good job of using familiar terms and explaining its purpose and focus to users. It does however re-use copy and explanations on some pages. The home page could have a simpler approach for those who are still uncovering product management and marketing by using simpler and easy-to-scan copy.



### OUR SHARED MISSION: SHARE \* LEARN \* GROW

The Ottawa Product Management & Marketing Association is committed to elevating the expertise of product focused professionals in Canada's National Capital region and promoting these capabilities globally. Through a variety of “share-learn-grow” activities, including networking events, workshops, and our mentorship program, OPMMA provides opportunities to start, inspire, and grow careers in Product Management, Product Marketing, and related fields. A non-profit, inclusive volunteer organization, OPMMA celebrates and encourages diversity among its leadership team and participants.

## About Us

### Our Mission

The Ottawa Product Management & Marketing Association is committed to elevating the expertise of product focused professionals in Canada's National Capital region and promoting these capabilities globally. Through a variety of “share-learn-grow” activities, including networking events, workshops, and our mentorship program, OPMMA provides opportunities to start, inspire, and grow careers in Product Management, Product Marketing, and related fields. A non-profit, inclusive volunteer organization, OPMMA celebrates and encourages diversity among its leadership team and participants.

## **Recognition rather than Recall**

“Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed. Humans have limited short-term memories. Interfaces that promote recognition reduce cognitive effort required from users.” (Nielsen)

ottawapmma.ca does a good job of remembering where the user is by showing their place in the menu (see system status pg 14) It also clearly shows form labels while users enter text into entry fields in forms.

One situation where users may need to try hard to remember is if they're trying to reach out to a specific person or team. We have an about section but if users email our general contact email (see email form pg 16.), extra work may have to be done to talk with the person or team that can help. Whether it's a sponsorship inquiry, volunteering, signing up as a mentor, or just asking questions we could add an option to indicate what they're reaching out about to better direct their message to someone who can help right away. Or, we could even add a chatbot or Q&A section for general inquiries.

## **User Control & Freedom**

“Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process. When it's easy for people to back out of a process or undo an action, it fosters a sense of freedom and confidence. Exits allow users to remain in control of the system and avoid getting stuck and feeling frustrated.” (Nielsen)

opmma.ca already does a great job of allowing user control with its use of a general menu & buttons (like on the next page) It's easy to navigate our session submission form steps and to abandon our contact form if the user chooses to. This is one benefit of having the contact form at the bottom of every page (like on pg 16).



## **Consistency & Standards**

“Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions. Jakob's Law states that people spend most of their time using digital products *other than yours*. Users' experiences with those other products set their expectations. Failing to maintain consistency may increase the users' cognitive load by forcing them to learn something new.” (Nielsen)

As mentioned in the error prevention section (pg 17) , making the event details/ title formats cohesive across past and future events may help consistency.

The site does an excellent job of consistency when it comes to a standard menu, buttons button functions, hover actions (see about us button pg 15), filling out forms etc.

As mentioned previously, adding the contact form and contact details at the top of the About page could help with consistency and standards. Scrolling to the bottom of the page creates more work for the user and requires them to remember and learn something new. (Flexibility & Ease of Use page)

## **Recognize, Diagnose, and Recover from Errors**

“It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks. Help and documentation content should be easy to search and focused on the user's task. Keep it concise, and list concrete steps that need to be carried out.”  
(Nielsen)

Appropriate help is listed below the session submission form to better understand errors while submitting. There is no system in place specifically for help with the site. Any form of communication is and can be made through the contact form provided. A good thing to consider would be adding a help popup or survey about the site to gather more info. New plugins or tools could help us document and bring attention to any errors or issues.

# Accessibility Observations-PC/ Desktop Format

After scanning our site for accessibility features the following observations can be made thanks to AccessScan and Wave Accessibility scans.

- An H1 is needed on every page, the home page doesn't have one

The screenshot displays the AccessScan web interface. At the top, there is a navigation bar with the 'accessScan' logo, a 'Become Compliant' button, and a 'Get Free Report' button. Below this, a banner reads 'Ready to become compliant? Make your website accessible and compliant with accessWidget' with a 'Fix issues' button. A filter for 'Cognitive Disability' is visible on the right.

The main content area features a red 'x' icon and the title 'Titles should have a consistent hierarchy'. The requirement text states: 'Title levels should not be skipped and should be built with consistent hierarchy. For example: you cannot have "h4" titles and "h2" titles without having "h3" titles.' A progress bar shows 'Total Elements 1', 'Failures 1', and 'Successes 0'. Below this, a list of '1 Failed Elements' shows a single entry: '1 <h1></h1>'. A link offers to 'Get the free PDF report to your email'. At the bottom of this section, another 'Ready to become compliant?' banner with a 'Fix issues' button is present. To the right, a section titled 'Who is affected by these issues?' lists 'Vision Impaired' and 'Cognitive Disability'.

The lower section is titled 'Orientation' and shows a 'Score: 43'. It contains three items:

- Interactive elements should be navigable using the keyboard** (marked with a red 'x').
- Keyboard focus should have a noticeable outline** (marked with a green checkmark).
- Active popups should be tagged for assistive technology** (marked with a grey circle).

-All buttons need a tabindex=0 attribute to be accessible with the tab key

**Requirement:**

Interactive elements such as links, buttons and form fields should all be navigable using the keyboard by either using a focusable element (a, button, input, etc.) or including the "tabindex" attribute that equals to "0".

**5 Failed Elements**

- ```
<div id="elementor-tab-title-1911" class="elementor-tab-title" data-tab="1" role="button" aria-controls="elementor-tab-content-1911" aria-expanded="false"> <span class="elementor-toggle-icon elementor-toggle-icon-left" aria-hidden="true" ...
```
- ```
<div id="elementor-tab-title-1912" class="elementor-tab-title" data-tab="2" role="button" aria-controls="elementor-tab-content-1912" aria-expanded="false"> <span class="elementor-toggle-icon elementor-toggle-icon-left" aria-hidden="true" ...
```
- ```
<div id="elementor-tab-title-1913" class="elementor-tab-title" data-tab="3" role="button" aria-controls="elementor-tab-content-1913" aria-expanded="false"> <span class="elementor-toggle-icon elementor-toggle-icon-left" aria-hidden="true" ...
```
- ```
<div id="elementor-tab-title-1914" class="elementor-tab-title" data-tab="4" role="button" aria-controls="elementor-tab-content-1914" aria-expanded="false"> <span class="elementor-toggle-icon elementor-toggle-icon-left" aria-hidden="true" ...
```
- ```
<div id="elementor-tab-title-1915" class="elementor-tab-title" data-tab="5" role="button" aria-controls="elementor-tab-content-1915" aria-expanded="false"> <span class="elementor-toggle-icon elementor-toggle-icon-left" aria-hidden="true" ...
```

-Links that open a new tab need an aria-label identifier to be accessible to screen readers

**Requirement:**

Links that open in a new tab or a new window should either have an "aria-label" attribute or a screen-reader only element explaining to screen-readers that this opens in a new tab.

**2 Failed Elements**

- ```
<a class="elementor-button elementor-button-link elementor-size-md" href="https://www.linkedin.com/groups/2049333/" target="_blank" > <span class="elementor-button-content-wrapper"> <span class="elementor-button-icon elementor-align-icon-...
```
- ```
<a class="elementor-button elementor-button-link elementor-size-md" href="https://www.linkedin.com/company/ottawa-product-management-association/" target="_blank" > <span class="elementor-button-content-wrapper"> <span class="elementor-bu...
```

-All images need descriptive text

**Graphics**

✘ Objects and embedded text of images should be described for assistive technology

**Requirement:**

Images should have an alternative text description that describes both the objects and the embedded text that the image contains, using the "alt" attribute.

**2 Failed Elements**

- 1 `](#) [Get Free Report ↓](#)

**⚠ Non-functional icons/spacers should be excluded from assistive technology**

**Requirement:**  
Font icons, SVG or images that are being used as spacers, decorations or their purpose is already described by the content should include a "role" attribute that equals to "presentation" or "none".

**8 Failed Elements**

- `<i class="fas fa-eye"></i>`
- `<span class="elementor-divider-separator"> </span>`
- `<i class="fab fa-facebook-f"></i>`
- `<i class="fab fa-twitter"></i>`
- `<i class="fab fa-linkedin"></i>`
- `<i class="fab fa-youtube"></i>`
- `<span id="elementor-device-mode" class="elementor-screen-only" ></span>`
- `<svg style="display: none;" class="e-font-icon-svg-symbols" ></svg>`

-Required form fields need an aria-required=true attribute

**accessScan** [Become Compliant >](#) [Get Free Report ↓](#)

**Forms**

- Form fields should be properly labeled
- Form fields should not have duplicate ID selectors
- Required form fields should be tagged for assistive technology**

**Requirement:**  
Required form fields should include an "aria-required" attribute that equals to "true" so blind users using screen-readers know their validation.

**1 Failed Elements**

- `<input size="1" type="text" name="form_fields[name]" id="form-field-name" class="elementor-field element or-size-sm elementor-field-textual" placeholder="Name">`

Want to see all the elements and full details? [Get the free PDF report to your email](#)

## -Main content needs role=main tag and an aria-label description

### Document

- ✓ The HEAD element should include a title element with the name of the page
- ✓ The HTML element should include a proper "lang" attribute
- ✓ Meta viewport allows display scaling of at least 200%

- ✗ Page landmarks should be tagged and described for assistive technology

#### Requirement:

Landmarks such as main content and footer should be built using their corresponding HTML5 element or include a description using an "aria-label" attribute and a "role" tag that equals to "contentinfo" or "main". Landmarks such as search and navigation are tested in other sections.

#### 1 Failed Elements

- 1 `<div class="elementor-widget-wrap elementor-element-populated"> <div class="elementor-element elementor-element-76a0ae7 elementor-widget elementor-widget-heading" data-id="76a0ae7" data-element_type="widget" data-widget_type="heading.default"...`

## -Font size needs to be at least 11px or more

#### Requirement:

Font sizes should be at least 11px in size in order to stay readable in the majority of font families. This should be verified also when using dynamic units such as REM or percents.

#### 6 Failed Elements

- 1 `<div class="elementor-widget-container"> <style >/*! elementor - v3.18.0 - 20-12-2023 */ .elementor-widget-social-icons.elementor-grid-0 .elementor-widget-container,.elementor-widget-social-icons.elementor-grid-mobile-0 .elementor-widget-container...`
- 2 `<div class="elementor-social-icons-wrapper elementor-grid"> <span class="elementor-grid-item"> <a class="elementor-icon elementor-social-icon elementor-social-icon-facebook-f elementor-animation-grow elementor-repeater-item-9c86cde" href=...`
- 3 `<span class="elementor-grid-item"> <a class="elementor-icon elementor-social-icon elementor-social-icon-facebook-f elementor-animation-grow elementor-repeater-item-9c86cde" href="https://www.facebook.com/OttawaPMA" target="_blank" > <span...`
- 4 `<span class="elementor-grid-item"> <a class="elementor-icon elementor-social-icon elementor-social-icon-twitter elementor-animation-grow elementor-repeater-item-7f0e5c7" href="https://twitter.com/OttawaPMA" target="_blank" > <span class="e...`
- 5 `<span class="elementor-grid-item"> <a class="elementor-icon elementor-social-icon elementor-social-icon-linkedin elementor-animation-grow elementor-repeater-item-2702d2b" href="https://www.linkedin.com/groups/2049333" target="_blank" > <sp...`
- 6 `<span class="elementor-grid-item"> <a class="elementor-icon elementor-social-icon elementor-social-icon-youtube elementor-animation-grow elementor-repeater-item-22cf6ac" href="https://www.youtube.com/channel/UCF0gRa0Ght7fJmYuRohNmqq" target="_bl...`

-Elements with text need a color contrast of 4:5:1. The home page banner does not have proper contrast, red buttons & agenda on the PCO page are not strong enough.

Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color.

10 Failed Elements

- 1 `<h3 class="elementor-heading-title elementor-size-large">Our shared mission: <br >Share * Learn * Grow </h3>`
- 2 `<p>The Ottawa Product Management & Marketing Association is committed to elevating the expertise of product focused professionals in Canada's National Capital region and promoting these capabilities globally. Through a variety of "share-learn-gro...`
- 3 `<h3 class="elementor-heading-title elementor-size-large">INCREASE YOUR MARKET VALUE </h3>`
- 4 `<span class="elementor-heading-title elementor-size-large">Join OPWMA today!</span>`
- 5 `<p>OPWMA has over 1000 active participants, representing all levels of professionals from the newly graduated to industry veterans.&nbsp; All share a common passion for bringing superior products and services to market -and an enthusiasm for helping ...`
- 6 `<h2 class="elementor-heading-title elementor-size-default">Our 2023/24 Event Calendar</h2>`
- 7 `<a class="elementor-toggle-title" tabindex="0" >February</a>`
- 8 `<a class="elementor-toggle-title" tabindex="0" >March</a>`

#### Other notes

- Benefits of becoming a sponsor is hidden with an aria code
- Images have alt text according to their file names, not all files have been properly named
- Not all pages have a consistent hierarchy ie. H4 exists without and H3

#### Accessibility Changes to implicate:

- Darker color variation for the creation of high-contrast buttons and elements
- labeling all uploaded images properly with alt text/tags
- start labeling all external links and where they go
- Add tab index=0 to all buttons and new buttons
- Look into revealing sponsorship text
- Recategorize themes for H1 and header titles, and take note of the fonts and colors that are most appropriate

## Edit Proposal Summary

- Consider allowing access to our contact form higher up on the About Us Page or in the main menu
- Create new copy for the homepage that explains;
  - What OPMMA is
  - Uses plain and versatile language
  - That OPMMA is a non-profit- put on about page
- Create a call to action for potential sponsors on the home page
- Link important pages in the footer as well as extras like social media, about us, contact form link, Find a mentor, Volunteer etc.
- Include a help section or a place for users to leave feedback on their experience on the site
- Include an accessibility plugin/ pop-up tool
- Ensure all images have alt-text descriptions
- Ensure contrast is high enough for all graphics, buttons, and text (Home page image)
- Ensure Information Hierarchy and Headers are properly labeled
- Come up with more direct contacts for signing up to run events, reaching out about marketing packages etc. (other than mentorship)
- Create a page or folder for shared resources from events so that users can easily find them
- Utilize a calendar plugin/tool so that users can easily plan and interact with events coming up
- Test and modify our small screen layout to fit and adapt our user's accessibility and journey



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