Zendesk Web Widget Accessibility Conformance Report

International Edition

(Based on VPAT® Version 2.3)

Name of Product/Version: Web Widget

Product Description: The Zendesk Web Widget enables businesses to embed omnichannel customer support (including the ability for visitors to self-serve by browsing knowledge base content or contact the business via email, chat and voice) into their websites and Zendesk Help Centers.

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Notes: None

Evaluation Methods Used: Testing the Zendesk Web Widget involved a combination of manual and functional testing on the desktop platform. Level Access (Level) comprehensively tested a selection of screens representative of the Zendesk Web Widget using, among other methodology, the screen reader JAWS 2019, exclusive use of the keyboard, and manual inspection Accessibility API output (through the use of tools, such as Microsoft Inspect). Level also functionally tested typical user workflows with JAWS 2019 screen reader, ZoomText 2019, and Dragon NaturallySpeaking 15.

Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.0, at *http://www.w3.org/TR/2008/REC-WCAG20-20081211/*	Level A (**Yes**) Level AA (**Yes**) Level AAA (**No**)
Web Content Accessibility Guidelines 2.1 at *https://www.w3.org/TR/WCAG21/*	Level A (**Yes**) Level AA (**Yes**) Level AAA (**No**)

Terms

The terms used in the Conformance Level information are defined as follows:
- **Supports**: The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports**: Some functionality of the product does not meet the criterion.
- **Does Not Support**: The majority of product functionality does not meet the criterion.
- **Not Applicable**: The criterion is not relevant to the product.
- **Not Evaluated**: The product has not been evaluated against the criterion. This can be used only in WCAG 2.0 Level AAA.

WCAG 2.X Report

Note: When reporting on conformance with the WCAG 2.X Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the WCAG 2.0 Conformance Requirements.

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Web: Partially Supports	Web: The Web Widget has some important non-text content with text alternatives or an accessible name. However, a rating of Partially Supports has been given for the following reasons: ● The Automatic Answers and triggering button iframes can be accessed by screen readers despite being visually hidden. ● The flag image and the dropdown signifier for the country code combo box disappear on Windows High Contrast Mode. ● SVG images do not have alternative text or are not properly marked as decorative. ● Some essential background images do not have textual and visible equivalents. ● Some important controls that use only icons have no accessible name.

		• Some important controls do not have the proper identifying information through name, role, and state.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Web: Supports	Web: The Web Widget does not include any "audio-only" or "video-only" content.
1.2.2 Captions (Prerecorded) (Level A)	Web: Supports	Web: The Web Widget does not include any "synchronized multimedia" (video with an audio track).
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Web: Supports	Web: The Web Widget does not include any "synchronized multimedia" (video with an audio track).
1.3.1 Info and Relationships (Level A)	Web: Partially Supports	Web: The Web Widget conveys some of the information, structure, and relationships by accessible methods. However, a rating of Partially Supports has been given for the following reasons: • Some headings skip levels. • Some text is styled as headings yet does not have explicit heading markup. • Some sub-lists are not marked up properly. • The article results from the Chat Bot contains implicit list markup. • The layout table used in the chat badge does not indicate its presentational purpose. • Some form fields have no valid label. • Multiple choice questions do not have fieldsets to group form controls.

		- Form field constraints and errors are not associated with their corresponding fields. - Some interactive elements cannot be distinguished from non-actionable ones. - Dialogs in the Chat with Agent screen do not have proper structure and/or missing descriptive dialog titles. - Focus is not managed properly when an error message is present. - Focus is not managed properly when moving between screens. - Focus is not managed properly when users activate the triggering button.
1.3.2 Meaningful Sequence (Level A)	Web: Partially Supports	Web: The Web Widget has a meaningful reading sequence for the most part. However, a rating of Partially Supports has been given for the following reason: The reading order of the chat badge does not match the implied visual order.
1.3.3 Sensory Characteristics (Level A)	Web: Supports	Web: The Web Widget does not include any information, instructions or controls which rely on specific sensory characteristics.
1.4.1 Use of Color (Level A)	Web: Partially Supports	Web: The Web Widget generally uses methods other than color to convey information, indicate an action, prompt a response, or distinguish a visual element. However, a rating of Partially Supports has been given for the following reason:

		● The error message for attaching more than five files uses color alone to signify that it is an error message.
1.4.2 Audio Control (Level A)	Web: Supports	Web: The Web Widget does not include any audio playback.
2.1.1 Keyboard (Level A)	Web: Partially Supports	Web: The Web Widget functionality is operable by a keyboard for the most part. However, a rating of Partially Supports has been given for the following reasons: ● Custom buttons could not be activated with the Spacebar and Enter key. ● The Attach Files control is not keyboard accessible. ● The Zendesk link in the Web Widget wrapper is not keyboard accessible. ● On the phone, the users could not close the 'Email transcript sent' modal dialog.
2.1.2 No Keyboard Trap (Level A)	Web: Supports	Web: The Web Widget provides a method for keyboard only users to move past the keyboard trap.
2.1.4 Character Key Shortcuts (Level A 2.1 only)	Web: Supports	Web: The Web Widget does not have character key shortcuts.
2.2.1 Timing Adjustable (Level A)	Web: Supports	Web: The Web Widget contains no task or content that is time sensitive or require time adjustments.
2.2.2 Pause, Stop, Hide (Level A)	Web: Supports	Web: The Web Widget does not include content which moves, blinks, scrolls or auto-updates.

2.3.1 Three Flashes or Below Threshold (Level A)	Web: Supports	Web: The Web Widget does not include content which flashes.
2.4.1 Bypass Blocks (Level A)	Web: Supports	Web: The Web Widget's nature does not need skip link.
2.4.2 Page Titled (Level A)	Web: Partially Supports	Web: The Web Widget's screens mostly have meaningful titles. However, a rating of Partially Supports has been given for the following reason: ● The 'End Chat' and 'Email Transcript' modal dialogs do not have a descriptive dialog title.
2.4.3 Focus Order (Level A)	Web: Partially Supports	Web: The Web Widget's focus order is generally meaningful. However, a rating of Partially Supports has been given for the following reasons: ● The focus order of the Chat Badge is not logical. ● Keyboard focus does not properly return from dialogs. ● On the phone, the focus does not remain within modal dialogs. ● Focus does not update properly when moving between screens, when screen content changes, or when error messages are present.
2.4.4 Link Purpose (In Context) (Level A)	Web: Partially Supports	Web: The Web Widget contains links that are generally clear in purpose. However, a rating of Partially Supports has been given for the following reason: ● The Zendesk link in the wrapper footer is unmeaningful.

2.5.1 Pointer Gestures (Level A 2.1 only)	Web: Supports	Web: The Web Widget does not use multipoint or path-based gestures for operation.
2.5.2 Pointer Cancellation (Level A 2.1 only)	Web: Supports	Web: The Web Widget does not execute any functionality on the down-event of the pointer.
2.5.3 Label in Name (Level A 2.1 only)	Web: Partially Supports	Web: The Web Widget generally contains user interface components with labels. However, a rating of Partially Supports has been given for the following reasons: ● The chat badge input field has no valid label. ● The 'Search' input field has no valid label. ● The 'Country Code' combo box has no valid label.
2.5.4 Motion Actuation (Level A 2.1 only)	Web: Not Applicable	Web: The Web Widget does not have functionality that requires device motion or user motion.
3.1.1 Language of Page (Level A)	Web: Supports	Web: The Web Widget programmatically indicates the default human language used on each screen.
3.2.1 On Focus (Level A)	Web: Supports	Web: The Web Widget does not initiate a change in context as a result of any component receiving focus.
3.2.2 On Input (Level A)	Web: Supports	Web: The Web Widget does not initiate a change in context on user input.
3.3.1 Error Identification (Level A)	Web: Partially Supports	Web: The Web Widget generally identifies errors and describes them to users.

		However, a rating of Partially Supports has been given for the following reasons: - The error message when users enter an invalid phone number is not at the beginning of the form after submission. - Some error messages do not indicate the fields in error.
3.3.2 Labels or Instructions (Level A)	Web: Partially Supports	Web: The Web Widget generally has labels and instructions for users when content requires user input. However, the rating of Partially Supports has been given for the following reasons: - Multiple choice questions with no fieldsets for grouping related form controls. - Form field constraints and errors are not associated with corresponding fields. - The forms have no visual instruction for entering information into inputs.
4.1.1 Parsing (Level A)	Web: Partially Supports	Web: The Web Widget generally uses the markup language well. However, a rating of Partially Supports has been given for the following reason: The multiple-choice questions from Chat with Agent screen are structured as button within button.
4.1.2 Name, Role, Value (Level A)	Web: Partially Supports	Web: The Web Widget controls' name, role, state, and value is exposed to assistive technology. However, a rating of Partially

| | | Supports has been given for the following reasons: Frame titles are not meaningful. Some form fields do not have a valid label. Form field's constraints and errors are not associated with their corresponding field. Some modal dialogs do not have proper structure. Some custom controls do not provide the proper textual name, role, and state information. The chat feature does not notify users of changes in content at all. Inappropriate use of aria-haspopup on triggering button. Inappropriate use of role="presentation" on a lot of elements. Aria-describedby and aria-labelledby, especially for form fields, refer to unknown IDs. |

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Web: Supports	Web: The Web Widget does not generate any live audio content.

1.2.5 Audio Description (Prerecorded) (Level AA)	Web: Supports	Web: The Web Widget does not generate any prerecorded video content that requires audio description.
1.3.4 Orientation (Level AA 2.1 only)	Web: Supports	Web: The Web Widget supports change in orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 only)	Web: Does Not Support	Web: The Web Widget does not currently have form autofill feature.
1.4.3 Contrast (Minimum) (Level AA)	Web: Partially Supports	Web: The Web Widget generally has sufficient color contrast. However, a rating of Partially Supports has been given for the following reasons: ● The error message for Attach File control has insufficient contrast. ● Insufficient color contrast ratio for the options in the Options menu on receiving keyboard focus or mouse hover. ● Text and background for some elements in the Bot Chat feature do not have sufficient color contrast. ● Insufficient color contrast for input field placeholder.
1.4.4 Resize text (Level AA)	Web: Does Not Support	Web: The Web Widget content will be cut off when users resize text.
1.4.5 Images of Text (Level AA)	Web: Supports	Web: The Web Widget does not have images of text.
1.4.10 Reflow (Level AA 2.1 only)	Web: Does Not Support	Web: The Web Widget cannot support page reflow without loss of information or functionality.

1.4.11 Non-text Contrast (Level AA 2.1 only)	Web: Partially Supports	Web: The Web Widget generally has sufficient color contrast. However, a rating of Partially Supports has been given for the following reasons: ● Insufficient color contrast ratio for the selected state of the chat rating icon. ● Insufficient color contrast ratio for the search glass icon for the Search input field.
1.4.12 Text Spacing (Level AA 2.1 only)	Web: Does Not Support	Web: The Web Widget content does not respond to custom text spacing override from users.
1.4.13 Content on Hover or Focus (Level AA 2.1 only)	Web: Supports	Web: The Web Widget has content that appears on hover or focus that is dismissable, hoverable, and persistent.
2.4.5 Multiple Ways (Level AA)	Web: Supports	Web: The Web Widget has multiple ways to get to a screen.
2.4.6 Headings and Labels (Level AA)	Web: Supports	Web: The Web Widget's headings and labels are unique and descriptive.
2.4.7 Focus Visible (Level AA)	Web: Partially Supports	Web: The Web Widget generally has visible indication of focus. However, a rating of Partially Supports has been given for the following reasons: ● The 'view original article' link and other article links do not have visual focus. ● The Download link for uploaded file while chatting with agent does not have visual indication of focus.

		● The phone number input field and country code combo box have little to no visual indication of focus.
3.1.2 Language of Parts (Level AA)	Web: Supports	Web: The Web Widget is only presented in one language at this time.
3.2.3 Consistent Navigation (Level AA)	Web: Supports	Web: The Web Widget uses consistent navigational mechanism across screens.
3.2.4 Consistent Identification (Level AA)	Web: Partially Supports	Web: The Web Widget has consistent identification method for the most part. However, a rating of Partially Supports has been given for the following reason: ● The Phone Number input field's error message for an empty and incorrect phone number is inconsistent.
3.3.3 Error Suggestion (Level AA)	Web: Supports	Web: The Web Widget's error messages provide suggestions to users.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Web: Supports	Web: The Web Widget does not process legal commitment, financial transaction, or modify users' data.
4.1.3 Status Messages (Level AA 2.1 only)	Web: Supports	Web: The Web Widget's status message can be programmatically determined through role or properties, such that they can be presented to the user by assistive technology without receiving focus.

Table 3: Success Criteria, Level AAA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.6 Sign Language (Prerecorded) (Level AAA)	Web: Not Evaluated	
1.2.7 Extended Audio Description (Prerecorded) (Level AAA)	Web: Not Evaluated	
1.2.8 Media Alternative (Prerecorded) (Level AAA)	Web: Not Evaluated	
1.2.9 Audio-only (Live) (Level AAA)	Web: Not Evaluated	
1.3.6 Identify Purpose (Level AAA 2.1 only)	Web: Not Evaluated	
1.4.6 Contrast Enhanced (Level AAA)	Web: Not Evaluated	
1.4.7 Low or No Background Audio (Level AAA)	Web: Not Evaluated	
1.4.8 Visual Presentation (Level AAA)	Web: Not Evaluated	
1.4.9 Images of Text (No Exception) Control (Level AAA)	Web: Not Evaluated	
2.1.3 Keyboard (No Exception) (Level AAA)	Web: Not Evaluated	
2.2.3 No Timing (Level AAA)	Web: Not Evaluated	
2.2.4 Interruptions (Level AAA)	Web: Not Evaluated	
2.2.5 Re-authenticating (Level AAA)	Web: Not Evaluated	
2.2.6 Timeouts (Level AAA 2.1 only)	Web: Not Evaluated	
2.3.2 Three Flashes (Level AAA)	Web: Not Evaluated	

2.3.3 Animation from Interactions (Level AAA 2.1 only)	Web: Not Evaluated	
2.4.8 Location (Level AAA)	Web: Not Evaluated	
2.4.9 Link Purpose (Link Only) (Level AAA)	Web: Not Evaluated	
2.4.10 Section Headings (Level AAA)	Web: Not Evaluated	
2.5.5 Target Size (Level AAA 2.1 only)	Web: Not Evaluated	
2.5.6 Concurrent Input Mechanisms (Level AAA 2.1 only)	Web: Not Evaluated	
3.1.3 Unusual Words (Level AAA)	Web: Not Evaluated	
3.1.4 Abbreviations (Level AAA)	Web: Not Evaluated	
3.1.5 Reading Level (Level AAA)	Web: Not Evaluated	
3.1.6 Pronunciation (Level AAA)	Web: Not Evaluated	
3.2.5 Change on Request (Level AAA)	Web: Not Evaluated	
3.3.5 Help (Level AAA)	Web: Not Evaluated	
3.3.6 Error Prevention (All) (Level AAA)	Web: Not Evaluated	

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