

EAA-SCAN

# EAA Compliance Assessment

Alpine Home Goods

alpinehomegoods.example

SCAN DATE

**27 July 2026**

STANDARDS ASSESSED AGAINST

**EN 301 549 v3.2.1 · WCAG 2.1 Level AA**

PAGES ANALYSED

**4**

REPORT ID

**EAA-20260727-ALPINE**

# 1. Executive summary

**64%** Substantial issues found

7 of 11 automatically testable WCAG 2.1 A/AA success criteria passed. A further 31 criteria require manual review and are not counted in this percentage.

|                |             |             |                     |
|----------------|-------------|-------------|---------------------|
| 11<br>TESTABLE | 7<br>PASSED | 4<br>FAILED | 31<br>MANUAL REVIEW |
|----------------|-------------|-------------|---------------------|

## The three most serious issues

- 1. The buying controls are unlabelled.** On the product page, the size and quantity fields have no label, and the wishlist buttons announce nothing at all. A customer using a screen reader can reach *Add to cart* but cannot tell which size they are about to order. The purchase cannot be completed without sighted help — of everything in this report, this is the finding that costs orders directly.
- 2. Product photographs carry no description.** Eight images across all four pages reviewed, including every product shot, give a screen reader nothing to read out. On a shop where the photograph is most of what persuades someone to buy, browsing becomes guesswork.
- 3. Text is too faint to read reliably.** In 17 places, on every page reviewed, text sits too close to its background colour — including the main navigation and the free-shipping banner. Customers with reduced vision, and anyone reading a phone screen outdoors, will lose that text entirely.

## Regulatory context

The European Accessibility Act has been in force since June 2025. This assessment documents the state of the site against EN 301 549 / WCAG 2.1 Level AA; it does not constitute legal advice and is not a certification.

## What to do next

The priority fixes in section 4 address the majority of user-blocking issues.

## 2. Scope & method

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### Pages analysed

- <https://alpinehomegoods.example/>
- <https://alpinehomegoods.example/products/wool-throw-blanket>
- <https://alpinehomegoods.example/contact>
- <https://alpinehomegoods.example/journal/how-we-source-our-wool>

### Method

Automated testing with axe-core against the WCAG 2.1 Level A and AA ruleset, followed by manual expert review of the results. Each page was loaded in a desktop browser at 1280×900 and tested in its rendered state.

### Declared limits

Automated tools detect approximately 30–40% of WCAG issues. Manual review extends that coverage, but a full audit requires testing with assistive technology — screen readers, keyboard-only navigation, and voice control — on real user journeys. Criteria that automated testing cannot decide are reported as *Needs manual review* in the compliance matrix rather than as passes.

### 3. Findings by severity

Ordered by severity, then by number of occurrences. Severity is mapped from the automated impact rating.

| WCAG CRITERION                                | SEVERITY | COUNT | PAGES  | EXAMPLE                                                                                                                                                                                 |
|-----------------------------------------------|----------|-------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1.1 Non-text Content<br>image-alt           | Critical | 8     | 4 of 4 | <pre>img[src\$="hero.jpg"]<br/><br/>&lt;img src="hero.jpg" width="600" height="240"&gt;</pre>                                                                                           |
| 4.1.2 Name, Role, Value<br>button-name        | Critical | 2     | 1 of 4 | <pre>.card:nth-child(5) &gt; .ghost<br/><br/>&lt;button class="ghost"&gt;&lt;span aria-hidden="true"&gt;★&lt;/span&gt;&lt;/button&gt;</pre>                                             |
| 4.1.2 Name, Role, Value<br>label              | Critical | 1     | 1 of 4 | <pre>input<br/><br/>&lt;input type="number" value="1"&gt;</pre>                                                                                                                         |
| 4.1.2 Name, Role, Value<br>select-name        | Critical | 1     | 1 of 4 | <pre>select<br/><br/>&lt;select name="size"&gt; &lt;option&gt;Small&lt;/option&gt;<br/>&lt;option&gt;Medium&lt;/option&gt; &lt;option&gt;Large&lt;/option&gt;<br/>&lt;/select&gt;</pre> |
| 1.4.3 Contrast<br>(Minimum)<br>color-contrast | Serious  | 17    | 4 of 4 | <pre>nav &gt; a[href="/products"]<br/><br/>&lt;a href="/products"&gt;Shop&lt;/a&gt;</pre>                                                                                               |
| 3.1.1 Language of Page<br>html-has-lang       | Serious  | 4     | 4 of 4 | <pre>html<br/><br/>&lt;html&gt;</pre>                                                                                                                                                   |
| 4.1.2 Name, Role, Value<br>frame-title        | Serious  | 1     | 1 of 4 | <pre>iframe<br/><br/>&lt;iframe src="/embed/store-locator" width="400"<br/>height="200"&gt;&lt;/iframe&gt;</pre>                                                                        |

## 4. Priority fixes

The three changes that remove the most user-blocking problems for the least work, in the order we would do them.

| # | WHAT                                            | WHERE                                                          | HOW TO FIX IT                                                                                                                                                                                                                                                                                                                                        | EFFORT |
|---|-------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1 | Label every control in the buying flow          | Product page — size selector, quantity field, wishlist buttons | Give each field a visible <code>&lt;label for="..."&gt;</code> tied to the control's id. For the icon-only wishlist button, add <code>aria-label="Add to wishlist"</code> . A placeholder is not a label — it disappears the moment the customer starts typing.                                                                                      | Low    |
| 2 | Describe the images                             | All four pages — 8 images, every product shot among them       | Set <code>alt</code> to what the photo shows, in the words a customer would use: <code>alt="Grey wool throw folded over a bench"</code> . Images that are purely decorative take <code>alt=""</code> , so screen readers skip them instead of reading out the filename.                                                                              | Medium |
| 3 | Correct two defects in the shared page template | Site-wide — every page inherits both                           | Set <code>&lt;html lang="en"&gt;</code> : it is missing on all four pages, so screen readers guess which language to pronounce. Then darken the two failing colours until each reaches a 4.5:1 ratio against its background — navigation links ( <code>#7f9db9</code> on <code>#2b4c6f</code> ) and grey body text ( <code>#b3b3b3</code> on white). | Low    |

## 5. Compliance matrix

All 50 WCAG 2.1 Level A and AA success criteria. 31 require manual review — either because automated testing cannot decide them, or because no rule covers them. 8 do not apply to the content found on the pages analysed.

| SUCCESS CRITERION                                          | LEVEL | STATUS              |
|------------------------------------------------------------|-------|---------------------|
| 1.1.1 Non-text Content                                     | A     | Fail                |
| 1.2.1 Audio-only and Video-only (Prerecorded)              | A     | Needs manual review |
| 1.2.2 Captions (Prerecorded)                               | A     | Not applicable      |
| 1.2.3 Audio Description or Media Alternative (Prerecorded) | A     | Needs manual review |
| 1.2.4 Captions (Live)                                      | AA    | Needs manual review |
| 1.2.5 Audio Description (Prerecorded)                      | AA    | Needs manual review |
| 1.3.1 Info and Relationships                               | A     | Pass                |
| 1.3.2 Meaningful Sequence                                  | A     | Needs manual review |
| 1.3.3 Sensory Characteristics                              | A     | Needs manual review |
| 1.3.4 Orientation                                          | AA    | Needs manual review |
| 1.3.5 Identify Input Purpose                               | AA    | Not applicable      |
| 1.4.1 Use of Color                                         | A     | Pass                |
| 1.4.2 Audio Control                                        | A     | Not applicable      |
| 1.4.3 Contrast (Minimum)                                   | AA    | Fail                |
| 1.4.4 Resize Text                                          | AA    | Not applicable      |
| 1.4.5 Images of Text                                       | AA    | Needs manual review |
| 1.4.10 Reflow                                              | AA    | Needs manual review |
| 1.4.11 Non-text Contrast                                   | AA    | Needs manual review |
| 1.4.12 Text Spacing                                        | AA    | Pass                |
| 1.4.13 Content on Hover or Focus                           | AA    | Needs manual review |
| 2.1.1 Keyboard                                             | A     | Not applicable      |
| 2.1.2 No Keyboard Trap                                     | A     | Needs manual review |
| 2.1.4 Character Key Shortcuts                              | A     | Needs manual review |
| 2.2.1 Timing Adjustable                                    | A     | Not applicable      |
| 2.2.2 Pause, Stop, Hide                                    | A     | Not applicable      |

| SUCCESS CRITERION                               | LEVEL | STATUS              |
|-------------------------------------------------|-------|---------------------|
| 2.3.1 Three Flashes or Below Threshold          | A     | Needs manual review |
| 2.4.1 Bypass Blocks                             | A     | Pass                |
| 2.4.2 Page Titled                               | A     | Pass                |
| 2.4.3 Focus Order                               | A     | Needs manual review |
| 2.4.4 Link Purpose (In Context)                 | A     | Pass                |
| 2.4.5 Multiple Ways                             | AA    | Needs manual review |
| 2.4.6 Headings and Labels                       | AA    | Needs manual review |
| 2.4.7 Focus Visible                             | AA    | Needs manual review |
| 2.5.1 Pointer Gestures                          | A     | Needs manual review |
| 2.5.2 Pointer Cancellation                      | A     | Needs manual review |
| 2.5.3 Label in Name                             | A     | Needs manual review |
| 2.5.4 Motion Actuation                          | A     | Needs manual review |
| 3.1.1 Language of Page                          | A     | Fail                |
| 3.1.2 Language of Parts                         | AA    | Not applicable      |
| 3.2.1 On Focus                                  | A     | Needs manual review |
| 3.2.2 On Input                                  | A     | Needs manual review |
| 3.2.3 Consistent Navigation                     | AA    | Needs manual review |
| 3.2.4 Consistent Identification                 | AA    | Needs manual review |
| 3.3.1 Error Identification                      | A     | Needs manual review |
| 3.3.2 Labels or Instructions                    | A     | Pass                |
| 3.3.3 Error Suggestion                          | AA    | Needs manual review |
| 3.3.4 Error Prevention (Legal, Financial, Data) | AA    | Needs manual review |
| 4.1.1 Parsing                                   | A     | Needs manual review |
| 4.1.2 Name, Role, Value                         | A     | Fail                |
| 4.1.3 Status Messages                           | AA    | Needs manual review |

## 6. About this assessment

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Prepared by EAA-Scan — automated scanning with expert review.

Questions about this report: [hello@eaa-scan.com](mailto:hello@eaa-scan.com)

Accessibility is not a one-off state: a site drifts as content and templates change. Monitoring plans include monthly rescans so regressions surface before users meet them.

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This document is an assessment against EN 301 549 v3.2.1 / WCAG 2.1 Level AA. It is not legal advice, and it is not a certification of conformance. It reflects the state of Alpine Home Goods ([alpinehomegoods.example](https://alpinehomegoods.example)) on 27 July 2026, limited to the 4 pages listed in section 2. Report ID EAA-20260727-ALPINE.