

A Closer Look At The Website And Mobile Web Experience

Preserving the Vision. Expanding the Experience.

Illustrative methodology sample. No actual website or app was assessed. This is not commissioned client work, verified findings, or certification.

Purpose And Scope

A defined beauty-commerce journey in desktop and mobile browsers, covering responsive pages, product discovery, account access, forms, cart, and checkout. Agree representative pages, states, browsers, devices, and third-party services before testing.

Examine **Access, Capability, Agency, Participation, and Belonging** while preserving the brand's intended beauty experience.

Experience Moments

- **Discover:** Navigate menus, search and filters; compare fragrances, makeup shades, ingredients, and body-care options.
- **Explore And Choose:** Access product images, shade selectors, scent descriptions, reviews, videos, and dialogs without losing context.
- **Purchase:** Choose options, manage the cart, complete forms, resolve errors, and review a transaction before submission.
- **Continue On Mobile:** Use the same journey with touch and screen readers; examine zoom, reflow, orientation, and sticky controls.

Illustrative Customer Task

A customer compares two makeup shades, selects a product, adds it to the cart, and completes an authorized test checkout. Examine whether the journey remains understandable and operable across the agreed desktop and mobile-web conditions.

From Question To Recommendation

Question To Investigate: Can a customer select a shade, confirm the selection, and continue to checkout using keyboard or screen-reader navigation without losing the brand's intended product presentation?

Evidence To Collect

Record page URL, build, browser and device versions, viewport, assistive technology, steps, expected behavior, actual behavior, and permitted screenshots or recordings. Combine manual keyboard and screen-reader testing with scoped automated checks; automated results alone do not establish conformance.

How Findings Are Classified

- **Strength:** Document what supports participation and what should remain intact.
- **Consideration:** Identify uncertainty requiring examination; this is not yet a barrier.
- **Barrier:** Record meaningful task interference only when reproducible evidence supports it.
- **Opportunity:** Explore brand-informed improvements to the examined interaction.
- **Innovation:** Co-develop alternatives and evaluate prototypes before claiming improvement.

Resolution / How To Fix

Preserve the visual shade presentation while giving selectors meaningful names, programmatic selected states, keyboard operation, and perceivable selection feedback. Check the implemented control against WCAG 1.1.1, 2.1.1, and 4.1.2; map additional criteria only when evidence supports them.

Retest And Verification

Repeat the shade-selection and checkout task on the revised build across the agreed browser and assistive-technology matrix. Verify selection feedback, focus, cart updates, and no new regressions. Record resolved, unresolved, or not-retested status.

Methods, Evidence, And Boundaries

Traceable Evidence

- **Observed:** Directly recorded interaction or condition.
- **Measured:** Tool output with method, units where relevant, settings, and version identified.
- **Expert Tested:** Specialist evaluation with methods and limitations disclosed.
- **User-Informed:** Actual participant input gathered with consent; never assumed.
- **Research Needed:** Unresolved questions requiring further investigation.

Testing Coverage

- **Perception And Layout:** Text alternatives, headings, contrast, zoom and reflow, text-spacing overrides, and media alternatives.
- **Operation And Feedback:** Keyboard access, focus order and visibility, dialogs, touch targets, status messages, forms, and errors.

Agree combinations such as NVDA with Chrome or Firefox, VoiceOver with Safari on macOS and iOS, and TalkBack with Chrome on Android. Record actual versions and results. A desktop audit does not establish mobile-web coverage.

Standards And Scope Boundaries

Use WCAG 2.2 Level A and AA as the agreed technical target. If Section 508 applies, document the Revised 508 requirements and its incorporated WCAG 2.0 baseline separately; a WCAG 2.2 audit alone is not a complete Section 508 evaluation.

A representative sample does not establish whole-site conformance. Define coverage of payment services, embeds, account states, and checkout. Use authorized test accounts and payments; protect credentials and customer data.

Technical references: W3C WCAG 2.2 ([w3.org/TR/WCAG22/](https://www.w3.org/TR/WCAG22/)); Section508.gov software and website guidance (section508.gov/develop/software-websites/).

Evidence Is Independent. Recommendations Are Brand-Informed.

Working With Ingressible

The Assessment Process

1. **Observe:** Understand the brand vision and agreed customer journey.
2. **Capture:** Record evidence, versions, and interaction conditions.
3. **Understand:** Interpret task outcomes and limitations.
4. **Find:** Organize evidence-supported findings and applicable criteria.
5. **Explore:** Investigate alternatives that preserve the intended experience.
6. **Recommend:** Provide practical fixes, ownership, and verification steps.
7. **Retest:** Evaluate revisions and update the evidence record.

What Clients Receive

Agreed scope and test matrix; evidence-linked findings with applicable standards; a **Resolution / How To Fix** section; priorities and ownership agreed with the client; and a retest register. Each actual finding identifies context, version, steps, expected and actual behavior, evidence, impact, recommendation, and status.

Before The Engagement

Agree authorized access, confidentiality, publication permissions, participant research, deliverable formats, fees, timeline, and retest scope. Testing does not authorize real purchases, production changes, or disclosure of client findings.

Discuss Your Next Experience

Share the website, intended customer journey, brand priorities, supported browsers and devices, release timeline, and authorized test environment.

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