

A Closer Look At The iOS And Android App 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-shopping journey in native or hybrid iOS and Android apps, covering screens, navigation, product selection, account access, forms, cart, and checkout. Agree platforms, app builds, device and OS versions, and embedded web content before testing.

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

Experience Moments

- **Discover:** Explore navigation, search, filters, fragrance descriptions, makeup shades, and body-care information.
- **Explore And Choose:** Understand control names, roles, states, reading order, product options, and screen changes with VoiceOver and TalkBack.
- **Purchase:** Manage the cart, complete forms, recover from errors, and review payment details in an authorized test flow.
- **Use Your Way:** Examine text scaling, orientation, touch targets, gesture alternatives, and relevant external-input support.

Illustrative Customer Task

A customer uses VoiceOver or TalkBack to compare body-care products, choose a size, add an item to the cart, and review checkout. Examine the complete journey separately on each agreed platform, not just individual screens.

From Question To Recommendation

Question To Investigate: Can a customer identify a product-size control, understand the selected size, and continue after a cart update without guessing or losing their place?

Evidence To Collect

Record app build, device and OS versions, assistive technology and settings, screen and control identifiers, reproducible steps, expected behavior, actual behavior, and permitted evidence. Test on real devices with VoiceOver and TalkBack; use platform inspection tools as supporting evidence.

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 product layout while exposing meaningful control names, appropriate roles and selected states through platform accessibility APIs. Provide perceivable cart feedback without unnecessary focus movement. Evaluate WCAG 4.1.2 and 4.1.3 through WCAG2ICT guidance where applicable.

Retest And Verification

Repeat the selection and cart task on both revised app builds with the agreed real devices. Verify names, states, announcements, focus continuity, text scaling, and regression coverage. Record resolved, unresolved, or not-retested status separately for iOS and Android.

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 Structure:** Accessible names, logical reading order, contrast, scaled text, orientation, and meaningful product information.
- **Operation And Feedback:** Touch targets, gesture alternatives, navigation, focus behavior, forms, errors, and announced state changes.

Agree a real-device matrix for VoiceOver on iOS and TalkBack on Android, with applicable keyboard or switch-input checks scoped explicitly. Platform inspectors supplement manual testing. Simulator-only inspection does not establish real-device usability.

Standards And Scope Boundaries

Use WCAG2ICT to interpret relevant WCAG 2.2 A and AA criteria for non-web software; it is informative guidance, not a separate certification. Evaluate embedded web content as web content. If Section 508 applies, scope the relevant software requirements separately.

Results apply to the tested platforms, builds, screens, and states. Define exclusions for embedded services, payments, notifications, and offline behavior. Do not infer Android results from iOS, or vice versa. Protect test credentials and personal information.

Technical references: W3C WCAG2ICT ([w3.org/TR/wcag2ict/](https://www.w3.org/TR/wcag2ict/)); WCAG 2.2 ([w3.org/TR/WCAG22/](https://www.w3.org/TR/WCAG22/)); Section508.gov software guidance ([section508.gov/develop/software-websites/](https://www.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 app platforms and builds, intended journey, brand priorities, supported devices, release timeline, and authorized test access.

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