



Animoto Accessibility Conformance Report

WCAG 2.1 Edition

(Based on VPAT® Version 2.4Rev)

Name of Product/Version: Animoto Inc.

Report Date: March 7th, 2023

Product Description: Animoto, Inc. provides a web application that automatically generates professionally produced videos. Its technology creates videos from the customized orchestration of user-selected images, text, and music.

Contact Information: help@animoto.com

Notes: Support Services: Revised 508 Standards: 603.3
Accommodation and Communication needs: Animoto support services shall accommodate the communication needs of individuals with disabilities.

Evaluation methods used: Animoto was evaluated using Chrome 110 on macOS (Big Sur) on a MacBook Pro (13-inch, M1, 2020) laptop computer. No additional accessibility systems were used to complete the WCAG2.1 assessment.

Applicable Standards/Guidelines: The report covers the degree of conformance for the Web Content Accessibility Guidelines 2.1 or WCAG 2.1

Terms: The WCAG2.1 Level AA SuccessCriteria COMPLIANCE AUDIT detailed below: Perceivable, Operable, Understandable, Robust

- **Supports / Score: 100%** : The functionality of the product meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports / Score: 50% - 99%** : Some functionality of the product does not meet the criterion. The functionality of the product has at least one method



that meets the criterion without known defects or meets with equivalent facilitation.

- **Does Not Support / Score: 0% - 49%** : The majority of product functionality does not meet the criterion.
- **Not Applicable (N/A)**: The criterion is not relevant to the product.

Standard/Guideline	Included in report
Web Content Accessibility Guidelines 2.0	Level A [Yes] Level AA [Yes] Level AAA [No]
Web Content Accessibility Guidelines 2.1	Level A [Yes] Level AA [Yes] Level AAA [No]

Standards/Guidelines for WCAG2.1 Level A and AA Success Criteria						
#	Requirement	Relevant	Successes	Failures	Score	Supports Partially Supports Does Not Support Not Applicable
1	Elements that behave as buttons but are built using other tags such as span, div, a or others, should include a "role" attribute that equals to "button".	Yes	10	0	100%	Supports
2	Buttons should include text explaining their functionality, and if icons are used as buttons, a screen-reader only text or an "aria-label" attribute should be used for that description.	Yes	10	0	100%	Supports
3	Links should include text that is setting expectations to what page they are leading to. If empty links are used as layout wrapping elements, a screen-reader only text or an "aria-label" attribute should be used for that description.	Yes	70	1	99%	Partially Supports

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4	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.	Yes	2	11	15%	Does Not Support
5	An H1 title provides information to blind users using screen-readers of what the main topic of the page is and each page should have exactly one H1 title.	No	Fail	N/A	N/A	Not Applicable
6	HTML title elements (H1-6) should have texts. If images or links are used, they should include an alternative or screen reader only text.	Yes	11	0	100%	Supports
7	Elements that visually appear as titles but are coded with a non-heading HTML Tag should include a "role" attribute that equals to "heading" or have their tags fixed.	No	0	0	N/A	Not Applicable
8	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.	Yes	Pass	N/A	100%	Supports
9	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".	Yes	Pass	N/A	100%	Supports
10	Interactive elements that can be navigated using the keyboard should be surrounded by a visual outline whenever they are focused.	Yes	Pass	N/A	100%	Supports
11	Active popups should include an "aria-modal" attribute that equals to "true", and a "role" attribute that	No	0	0	N/A	Not Applicable



	equals to "dialog", so screen-reader users know how to navigate within it.					
12	Every page should include hidden links that by clicking on them (either using keyboard navigation or a screen-reader), the user will "skip" certain blocks directly to main landmarks such as main content, menu or footer.	No	Fail	N/A	N/A	Not Applicable
13	Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should be wrapped inside an element with an "aria-hidden" attribute that equals to "false", or include it directly, and have it dynamically changed to "true" when they become visible.	No	0	0	N/A	Not Applicable
14	Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should include a "tabindex" attribute that is below 0, and have it dynamically changed to 0 when they become visible.	No	0	0	N/A	Not Applicable
15	Menus should either be built using the HTML5 "nav" element or include a "role" attribute that equals to "menu" or "navigation" to indicate a navigation landmark for screen-readers.	No	0	0	N/A	Not Applicable
16	Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".	No	0	0	N/A	Not Applicable
17	Menu items that have a dropdown menu include an "aria-expanded" attribute that equals to "false" that changes to "true" and back when opening or closing the dropdown.	No	0	0	N/A	Not Applicable



18	Images should have an alternative text description that describes both the objects and the embedded text that the image contains, using the "alt" attribute.	Yes	15	0	100%	Supports
19	Background images that are not just for decoration purposes and should have the same treatment as standard images and include a "role" attribute that equals to "img" and an alternative text description in an "aria-label" attribute.	No	0	0	N/A	Not Applicable
20	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".	No	0	9	N/A	Not Applicable
21	Figure elements that are used to display images should have a "role" attribute that equals to "none" and the image provide itself should provide the description using an "alt" attribute.	No	0	0	N/A	Not Applicable
22	Every "area" element of a "map" tag should be regarded as a standard image and receive an alternative text description using an "alt" attribute.	No	0	0	N/A	Not Applicable
23	Small or hidden tracker pixel images (often used for analytics or marketing purposes) should include a "role" attribute that equals to "none" or "presentation" so they are excluded from screen-readers.	No	0	0	N/A	Not Applicable
24	Form fields should either include an "aria-label" attribute or a connected LABEL element describing the requirement of the field (email, phone, name, etc.).	No	0	0	N/A	Not Applicable

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25	Form elements cannot have the same ID, or else their corresponding label will provide false information.	No	0	0	N/A	Not Applicable
26	Required form fields should include an "aria-required" attribute that equals to "true" so blind users using screen-readers know their validation.	No	0	0	N/A	Not Applicable
27	The validity status of every form element must be represented in the code at all times using the "aria-invalid" attributes and the "true/false" values, and change dynamically when the status changes.	No	0	0	N/A	Not Applicable
28	aria-describedby and aria-labeledby attributes should be connected by ID to an element that either has text description or an "aria-label" attribute.	Yes	5	0	100%	Supports
29	All forms should have a submission button that is built as an input type "submit" or a "button" element, or include a "role" tag that equals to "button". Buttons can be hidden if the form can be submitted using the Enter key.	No	0	0	N/A	Not Applicable
30	Search forms should include a "role" tag that equals to "search" (or be wrapped by one) to indicate a search landmark for screen-readers.	No	0	0	N/A	Not Applicable
31	The title tag of the HEAD section (also the title that appears in the browser tab and Search Engine result pages) should exist and describe the name of the current webpage for screen-reader users.	Yes	Pass	N/A	100%	Supports
32	The HTML tag should include a "lang" attribute that represents the	No	Fail	N/A	N/A	Not Applicable



	main language of the webpage so screen-readers can calibrate on it for blind users.					
33	The meta viewport tag should allow vision impaired users to pinch-zoom at least double the standard scaling using the user-scalable="yes" and maximum-scale={2 or higher} content strings.	Yes	Pass	N/A	100%	Supports
34	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.	Yes	1	2	33%	Does Not Support
35	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.	Yes	Pass	N/A	100%	Supports
36	Letter spacing should not be set to below -1px 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.	Yes	Pass	N/A	100%	Supports
37	Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color.	Yes	26	80	25%	Does Not Support
38	Carousels should include an "aria-label" attribute that equals to "carousel"/"slider" or something else that indicates the functionality, as well as be tagged as a landmark for	No	0	0	N/A	Not Applicable

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	screen-readers using a "role" tag that equals to "contentinfo".					
39	Control elements such as next and previous icons should include an "aria-label" attribute or a screen-reader only text that explains the functionality to screen-readers.	No	0	0	N/A	Not Applicable
40	A common accessibility mistake is to treat carousels as live regions using the "aria-live" attribute and the "polite" or the "assertive values. Using this practice will cause screen-readers to cut and skip announcements.	No	0	0	N/A	Not Applicable
41	Carousel pagination items (usually used as small dots at the bottom of the carousel) should indicate their functionality and slide number they control using an "aria-label" and a screen-reader only text.	No	0	0	N/A	Not Applicable
42	Tables that are being used as layout structures should include a "role" attribute that equals to "presentation" to indicate to screen-readers that it is not really a table.	No	0	0	N/A	Not Applicable
43	If nested tables are used (a table element within a table cell), set the nested tables "role" attribute to "presentation".	No	0	0	N/A	Not Applicable
44	Tables that are missing a THEAD row with TH elements, should include a "role" attribute that equals to "rowheader" on the TD elements of the TR that represents the visual table headings.	No	0	0	N/A	Not Applicable
45	Visually deleted texts (often used to show a previous price of a sale) should include an "aria-label"	No	0	0	N/A	Not Applicable



	attribute or a screen-reader only text that explains this is deleted text.					
46	Breadcrumbs main element should include a "role" attribute that equals to "navigation" and an "aria-label" attribute that describes the functionality."	No	0	0	N/A	Not Applicable
47	Ratings/scores that are represented visually using stars, meters or other indicators should either have an "aria-label" attribute or a screen-reader only texts conveying the score/rate.	No	0	0	N/A	Not Applicable
48	Making use of an accessibility interface helps to ensure that vision impaired users can adjust some of the UI and the design (font-size, colors, spacing, etc.) to their needs. It is not a compliance requirement, but can help to improve compliance.	No	0	0	N/A	Not Applicable
49	Iframe elements should include a "title" or an "aria-label" attribute explaining the purpose, the functionality or the destination of the iframe, or be tagged hidden for screen-readers if irrelevant.	No	0	0	N/A	Not Applicable

WCAG 2.1 Report

Note: When reporting on conformance with the WCAG 2.1 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](#).

Report Information for animoto.com

Verdict: Semi-compliant

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