Potential.ly Accessibility Conformance Report

WCAG Edition

(Based on VPAT® Version 2.5)

Name of Product: Potential.ly Platform

Report Date: Mar 6, 2025

Product Description

Potential.ly is the leading skills and career readiness platform for universities, bridging the skills gap by helping students discover and develop the skills employers want. The platform makes career readiness personal and equitable for all students, leveraging tailored software, content, professional development, and self-assessments.

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Evaluation Methods Used

An audit was conducted by the Potential.ly team, using self-assessment methods across various browsers with tools such as axe DevTools and ARC Toolkit. The evaluation is focused on conformance with WCAG 2.2 AA standards and to identify and address accessibility issues.

Applicable Standards/Guidelines

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

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)
Web Content Accessibility Guidelines 2.2	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 only be used in WCAG Level AAA criteria.

WCAG 2.2 Report

Note: When reporting on conformance with the WCAG 2.2 Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the WCAG 2.2 Conformance Requirements.

Table 1: Success Criteria, Level A

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Partially Supports	Text equivalents are provided for non-text elements of Potential.ly. The rating of partial support has been given because when images are added by users, their text description must be added manually by the user in the content editor.
1.3.1 Info and Relationships (Level A)	Supports	Forms in Potential.ly are labeled and grouped as needed. In some instances, lists are marked up correctly, and other structural markup is used appropriately.
1.3.2 Meaningful Sequence (Level A)	Supports	Content in Potential.ly is arranged in a logical reading order, maintaining a meaningful sequence.
1.3.3 Sensory Characteristics (Level A)	Supports	Potential.ly does not depend on sensory characteristics to interpret or interact with content. Sensory information and perception are available in alternative formats.
1.4.1 Use of Color (Level A)	Supports	Potential.ly does not use color as the sole visual method for conveying information; alternative means are also provided for presenting content.
1.4.2 Audio Control (Level A)	Supports	There is no auto-playing audio content in Potential.ly, and users have the ability to pause or stop any playing audio.

[2.1.1 Keyboard](#) (Level A)	Supports	Most of Potential.ly's functionality can be operated using a keyboard without requiring specific timings. All links and most buttons are accessible and can be activated via keyboard.
[2.1.2 No Keyboard Trap](#) (Level A)	Supports	Potential.ly does not have any instances of keyboard focus becoming trapped; there are no keyboard traps present.
[2.1.4 Character Key Shortcuts](#) (Level A 2.1 and 2.2)	Supports	On Potential.ly, keyboard shortcuts are functional only when the corresponding component is in focus, and users have the option to disable or remap these shortcuts.
[2.2.1 Timing Adjustable](#) (Level A)	Supports	Potential.ly offers adjustable timeouts and does not impose any time limits.
[2.2.2 Pause, Stop, Hide](#) (Level A)	Supports	Potential.ly does not feature any moving, blinking, scrolling, or auto-updating content. Users can stop or pause any moving content and automatic updates.
[2.3.1 Three Flashes or Below Threshold](#) (Level A)	Supports	Potential.ly does not include any content that flashes; there is no flashing content present.
[2.4.1 Bypass Blocks](#) (Level A)	Supports	Potential.ly maintains a logical focus order, ensuring that keyboard navigation proceeds in a manner that is both intuitive and predictable for users.
[2.4.2 Page Titled](#) (Level A)	Supports	The pages in Potential.ly platform have meaningful titles.
[2.4.3 Focus Order](#) (Level A)	Supports	Potential.ly maintains a logical focus order, ensuring that keyboard navigation proceeds in a manner that is both intuitive and predictable for users.
[2.4.4 Link Purpose (In Context)](#) (Level A)	Supports	Links in Potential.ly feature descriptive text that conveys their purpose. The purpose of each link can be understood from the link text or its context.

2.5.1 Pointer Gestures (Level A 2.1 and 2.2)	Supports	Potential.ly does not use multipoint or path-based gestures for operation. Complex gestures are not required for pointer-based interaction.
2.5.2 Pointer Cancellation (Level A 2.1 and 2.2)	Supports	In Potential.ly, functionality initiated with a single pointer can be cancelled after the initial down press. Users have the option to cancel pointer actions before the action is completed.
2.5.3 Label in Name (Level A 2.1 and 2.2)	Supports	In Potential.ly, labels or instructions are provided for form fields, and they are visually and programmatically linked to their respective fields. However, some forms do not have adequate labels or instructions.
2.5.4 Motion Actuation (Level A 2.1 and 2.2)	Supports	Motion-based interactions are only activated by explicit user actions, preventing inadvertent triggers and maintaining a stable user experience.
3.1.1 Language of Page (Level A)	Supports	Pages in Potential.ly specify the language in the HTML element, accurately identifying the page's language
3.2.1 On Focus (Level A)	Supports	Pages in Potential.ly do not contain components that trigger a change of context upon focus; there are no unexpected changes when elements gain focus.
3.2.2 On Input (Level A)	Supports	There are no instances of automatic context changes when adjusting user interface component settings in Potential.ly; unexpected changes do not occur with user input.
3.2.6 Consistent Help (Level A 2.2 only)	Supports	Help features, such as support options, are consistently located across all pages to ensure users can easily find assistance when needed.
3.3.1 Error Identification (Level A)	Supports	Potential.ly clearly identifies errors in forms and other interactive components, providing users with clear feedback to help them correct mistakes.
3.3.2 Labels or Instructions (Level A)	Supports	In Potential.ly, labels or instructions are provided for form fields and are visually and programmatically linked

Criteria	Conformance Level	Remarks and Explanations
		to their respective fields. However, some forms lack adequate labels or instructions.
3.3.7 Redundant Entry (Level A 2.2 only)	Supports	Our forms are engineered to minimize redundant data entry by pre-filling information where possible, streamlining the user experience.
4.1.2 Name, Role, Value (Level A)	Supports	Potential.ly ensures that all user interface components have properly defined names, roles, and values, making them fully accessible to assistive technologies.

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.3.4 Orientation (Level AA 2.1 and 2.2)	Supports	Potentially provides a responsive design that adapts seamlessly to both portrait and landscape orientations, ensuring that all content remains fully accessible and functional across different device orientations.
1.3.5 Identify Input Purpose (Level AA 2.1 and 2.2)	Supports	The purpose of input fields in Potentially that gather user information can be programmatically identified, and the input purposes are accurately defined and implemented.
1.4.3 Contrast (Minimum) (Level AA)	Partially supports	All text content in Potentially maintains a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. However, some graphical elements necessary for interaction or comprehension may not meet adequate contrast levels due to user-generated content, such as uploaded images or customized elements.
1.4.4 Resize text (Level AA)	Supports	All text in Potentially can be resized up to 200% without the need for assistive technology, ensuring that content and functionality remain intact.

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1.4.5 Images of Text (Level AA)	Supports	Potentially prioritizes selectable text over images of text to ensure scalability and accessibility, reserving image-based text for essential cases like branding.
1.4.10 Reflow (Level AA 2.1 and 2.2)	Supports	Potentially adapts its layout to reflow smoothly at a 320 CSS pixel width, preventing horizontal scrolling and maintaining functionality on smaller screens.
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2)	Partially supports	In Potentially, buttons, icons, and other non-text elements feature a minimum 3:1 contrast ratio against their backgrounds, enhancing visibility for low-vision users; however, some graphical elements necessary for interaction or comprehension may not meet adequate contrast levels due to user-generated content, such as uploaded images or customized elements.
1.4.12 Text Spacing (Level AA 2.1 and 2.2)	Supports	Potentially provides the option to adjust text line height and character spacing, ensuring that text spacing aligns with WCAG recommendations.
1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2)	Supports	Potentially ensures that content triggered by hover or focus, such as tooltips, remains dismissible, hoverable, and persistent until the user chooses to dismiss it.
2.4.5 Multiple Ways (Level AA)	Supports	There are multiple ways to navigate Potentially, including consistent navigation options and a search function.
2.4.6 Headings and Labels (Level AA)	Supports	Headings and labels in Potentially convey the topic or purpose effectively.
2.4.7 Focus Visible (Level AA)	Supports	Interactive controls in Potentially have a visible indication of keyboard focus, including links and buttons.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only)	Supports	Potentially platform makes sure that the focus indicator remains visible and is not obscured by content. This guarantees that users can always identify the current focus location, allowing for seamless navigation and interaction with all elements on the page.
2.5.7 Dragging Movements (Level AA 2.2 only)	Partially supports	Potentially provides click-based or keyboard alternatives for drag-and-drop features, ensuring access for users

Criteria	Conformance Level	Remarks and Explanations
		unable to drag. However, some interactive elements or processes may lack these alternatives.
2.5.8 Target Size (Minimum) (Level AA 2.2 only)	Supports	In Potentially, buttons, links, and form fields are designed with sufficient size and spacing to prevent accidental activation and enhance usability for all.
3.1.2 Language of Parts (Level AA)	Partially supports	Potential.ly ensures that the primary language for each page is clearly defined, enabling screen readers to use the correct pronunciation rules. While we do not currently mark individual language shifts within content, we are continually exploring ways to enhance our accessibility features to support multilingual content more effectively.
3.2.3 Consistent Navigation (Level AA)	Supports	Navigation is consistent across pages in Potentially.
3.2.4 Consistent Identification (Level AA)	Supports	Components with the same functionality in Potentially are uniformly labeled across all pages.
3.3.3 Error Suggestion (Level AA)	Supports	When users make input mistakes in Potentially's forms, the platform provides clear, actionable suggestions to correct errors, supporting users with diverse needs.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Supports	Potentially does not manage legal or financial transactions, allows users to undo profile changes, and includes error prevention for critical actions.
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Supports	Authentication processes in Potentially are designed to reduce cognitive challenges by allowing the use of assistive tools such as password managers and providing alternative verification methods where applicable.
4.1.3 Status Messages (Level AA 2.1 and 2.2)	Supports	In Potentially, components programmatically deliver status messages without needing focus, though some fail to meet accessibility standards.

Assumptions and Limitations

Assumptions:

1. **Sample Pages:** Testing was conducted on a representative sample of pages, and it is assumed that similar issues might occur throughout the platform. Due to practical constraints, only a detailed subset of pages was tested rather than the entire site.
2. **Assistive Technologies:** It is assumed that users who rely on assistive technologies (e.g., screen readers, magnifiers) will experience the same issues observed during testing.
3. **Screen Reader Usage:** The audit focuses on accessibility issues that primarily affect screen reader users, emphasizing the importance of accurate labels, appropriate ARIA roles, and ensuring all interactive elements are keyboard-accessible.
4. **Color Contrast and Visual Impairments:** It is assumed that users with visual impairments require sufficient color contrast and larger text sizes to access content effectively.
5. **Keyboard Navigation:** The testing assumes that many users will navigate using keyboards instead of a mouse, reflecting the needs of those with mobility impairments.
6. **User-Generated Content:** Users have the ability to edit and manipulate content on Potential.ly. It is assumed that such modifications—affecting aspects like contrast ratios, alt-text descriptions, and focus indicators—might introduce additional accessibility challenges.

Limitations:

1. **Partial Coverage:** The audit covers only selected sample pages; other sections of the platform might contain additional accessibility issues not identified in this report.
2. **Incomplete Issue Identification:** Despite comprehensive testing efforts, some problems, especially on deeper or less frequently used pages, may have been missed.
3. **Over-Reliance on ARIA:** Some issues stem from excessive reliance on ARIA attributes, which can complicate accessibility. Native elements are recommended wherever possible.
4. **Multimedia Accessibility:** While the audit highlights multimedia issues such as missing captions and audio descriptions, it does not extend to providing transcripts or solutions for more complex interactive elements.

5. **Technological Dependence:** Testing was conducted using specific browsers and versions of assistive technologies, which might limit the applicability of these findings across all user environments.

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