Accessiblü

Managed Digital Accessibility Ops

Accessibility Evaluation Report:

Academic Video Online (AVON)

December 12, 2025

Conducted by: Accessiblü, LLC

For: Library Accessibility Alliance (LAA)

Prepared by:
Accessiblü, LLC
882 Pompton Ave, STE A-2
Cedar Grove, NJ 07009
hey@accessiblu.com

Primary Contact:
Jeff Rodgers, MS Ed
Director of Digital Accessibility
Accessiblü
jeff@accessiblu.com

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Table of Contents

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Summary of AVON Accessibility Findings

Accessiblü conducted a **high-level accessibility evaluation** of the Academic Video Online (AVON) platform from Alexander Street to assess its usability for individuals with disabilities. The review was conducted using the JAWS and NVDA screen readers, keyboard-only navigation, and manual inspection for conformance to select WCAG 2.2 AA success criteria.

AVON demonstrates thoughtful design in several areas, particularly in its comprehensive video content library and educational focus. The platform provides structured navigation and clear content organization that serves as a strong foundation for accessibility improvements. However, our evaluation identified some accessibility barriers that may create challenges for users who rely on assistive technology.

Key Findings

Our testing identified several opportunities that, when addressed, would significantly enhance the platform's accessibility. The most impactful improvements focus on interactive elements, navigation clarity, and ensuring all functionality is available through keyboard navigation. These enhancements would support users with various disabilities while also improving the overall user experience for all users.

Top 3 Issues Identified

1. **Interactive Elements Without Accessible Names**
   Many buttons and interactive elements lack descriptive accessible names, making it difficult for screen reader users to understand their purpose or function.
   Impact: Users who are blind or have low vision may not be able to identify the purpose of buttons and controls.
   WCAG Success Criteria: 2.4.6 Headings and Labels (AA), 4.1.2 Name, Role, Value (A)

2. **Keyboard Navigation Barriers**
   Several interface elements cannot be accessed or operated using keyboard-only navigation, preventing users who cannot use a mouse from accessing all functionality.
   Impact: Users with motor disabilities who rely on keyboard navigation may be unable to access video controls, filtering options, and other interactive features.
   WCAG Success Criteria: 2.1.1 Keyboard (A), 2.1.2 No Keyboard Trap (A)

3. **ARIA Implementation Opportunities**
   Some interface components use ARIA attributes that could be enhanced to provide better context and state information for assistive technology users.
   Impact: Screen reader users may receive incomplete or confusing information about interactive elements and their current state.
   WCAG Success Criteria: 4.1.2 Name, Role, Value (A), 1.3.1 Info and Relationships (A)

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Disabilities Impacted

Blind and Low-Vision Users

- **Issues:** Missing alternative text for interactive elements, unlabeled buttons, and inconsistent heading structure may create navigation challenges.
- **Impact:** Users may have difficulty identifying the purpose of interface elements and navigating efficiently through content.

Users with Motor Disabilities

- **Issues:** Some interactive elements cannot be accessed through keyboard navigation alone.
- **Impact:** Users who cannot use a mouse may be unable to access filtering options, video controls, and other interactive features.

Users with Hearing Impairments

- **Issues:** Video content lacks clear indicators for caption availability and transcript access before selection.
- **Impact:** Users may spend time accessing videos only to discover they lack captions or transcripts, creating an inefficient research experience.

Neurodiverse Users

- **Issues:** Inconsistent labeling and unclear interface states may increase cognitive load.
- **Impact:** Users may experience difficulty understanding interface functionality and completing tasks efficiently.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Business Advantages of Addressing Accessibility

Investing in accessibility improvements provides significant strategic and financial benefits for Academic Video Online and its institutional partners.

Legal and Risk Management

- **ADA Compliance:** Proactive accessibility improvements demonstrate good faith efforts to comply with ADA requirements, reducing litigation risk for both AVON and its institutional clients.
- **Section 508 Compliance:** Government institutions and those receiving federal funding require Section 508 compliant resources, making accessibility essential for contract eligibility.
- **Due Diligence:** Systematic accessibility improvements demonstrate organizational commitment to inclusive design and legal compliance.

Market Expansion and Revenue Growth

- **Expanded Market Reach:** 26% of US adults have some type of disability, representing a significant user base that benefits from accessible design.
- **Universal Benefits:** Accessibility improvements enhance usability for all users, including those with temporary impairments, mobile users, and users in challenging environments.
- **SEO Enhancement:** Better semantic markup, proper heading structures, and alternative text improve search engine optimization and content discoverability.

Institutional Benefits for Academic Libraries

- **DEI Initiative Support:** Accessible platforms directly support diversity, equity, and inclusion goals that are priorities for academic institutions.
- **Reputation Enhancement:** Demonstrates institutional commitment to serving all community members and supporting inclusive educational practices.
- **Grant Eligibility:** Many funding opportunities prioritize or require accessibility compliance, making accessible platforms eligible for additional financial support.
- **Competitive Advantage:** Institutions can differentiate themselves by providing superior accessible resources to diverse student populations.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Return on Investment for E-Learning Platforms

Implementation ROI

- **Platform Stability:** Accessibility fixes often improve overall code quality and platform performance, reducing maintenance costs.
- **Support Reduction:** Clearer interfaces and better labeling reduce user confusion and support ticket volume.
- **Mobile Enhancement:** Many accessibility improvements directly benefit mobile users, increasing platform usage across devices.

User Engagement ROI

- **Increased Completion Rates:** Better navigation and clearer interface elements help all users complete tasks more successfully.
- **Higher Satisfaction:** Improved usability leads to better user satisfaction scores and increased platform adoption.
- **Broader Usage:** Reduced cognitive load benefits all learners, not just those with disabilities, leading to wider platform utilization.

Cost Avoidance

- **Retrofitting Prevention:** Addressing accessibility proactively avoids expensive retrofitting when issues are discovered later in the development cycle.
- **Legal Cost Avoidance:** Proactive improvements reduce potential legal fees and settlement costs from accessibility-related complaints.
- **Competitive Protection:** Prevents user migration to more accessible competing platforms.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Page-Specific Findings and Impact Analysis

The following section lists accessibility opportunity areas by page and describes their impact on users. These findings represent areas where targeted improvements would enhance the user experience for people with disabilities while benefiting all users.

Main Landing Page

Opportunity Area	WCAG Success Criteria	Description	Example
Missing Landmark Labels	1.3.1 Info and Relationships (A)	Navigation regions lack descriptive labels to help users understand different areas of the page.	Multiple navigation regions read as generic 'navigation' without distinguishing between main navigation and secondary navigation areas.
Keyboard Navigation Barriers	2.1.1 Keyboard (A)	Some interactive elements cannot be accessed or activated using keyboard-only navigation.	Main menu toggle and search functionality require mouse interaction to access all features.
Unlabeled Interactive Elements	4.1.2 Name, Role, Value (A)	Interactive elements lack accessible names or have inappropriate role assignments.	User profile menu reads as both 'button' and 'listbox' creating confusion about expected interaction method.
Visual Design Enhancement	1.4.3 Contrast (AA)	Some text elements could benefit from enhanced color contrast to improve readability.	Secondary navigation text appears in lighter colors that may not meet minimum contrast requirements.

Impact Summary:
Addressing these opportunity areas would significantly improve navigation efficiency for screen reader users and provide clearer interaction patterns for keyboard-only users. Enhanced landmark labeling would help all users understand the page structure more intuitively, while improved contrast would benefit users with low vision and users viewing content in various lighting conditions.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Main Landing Page Screenshot

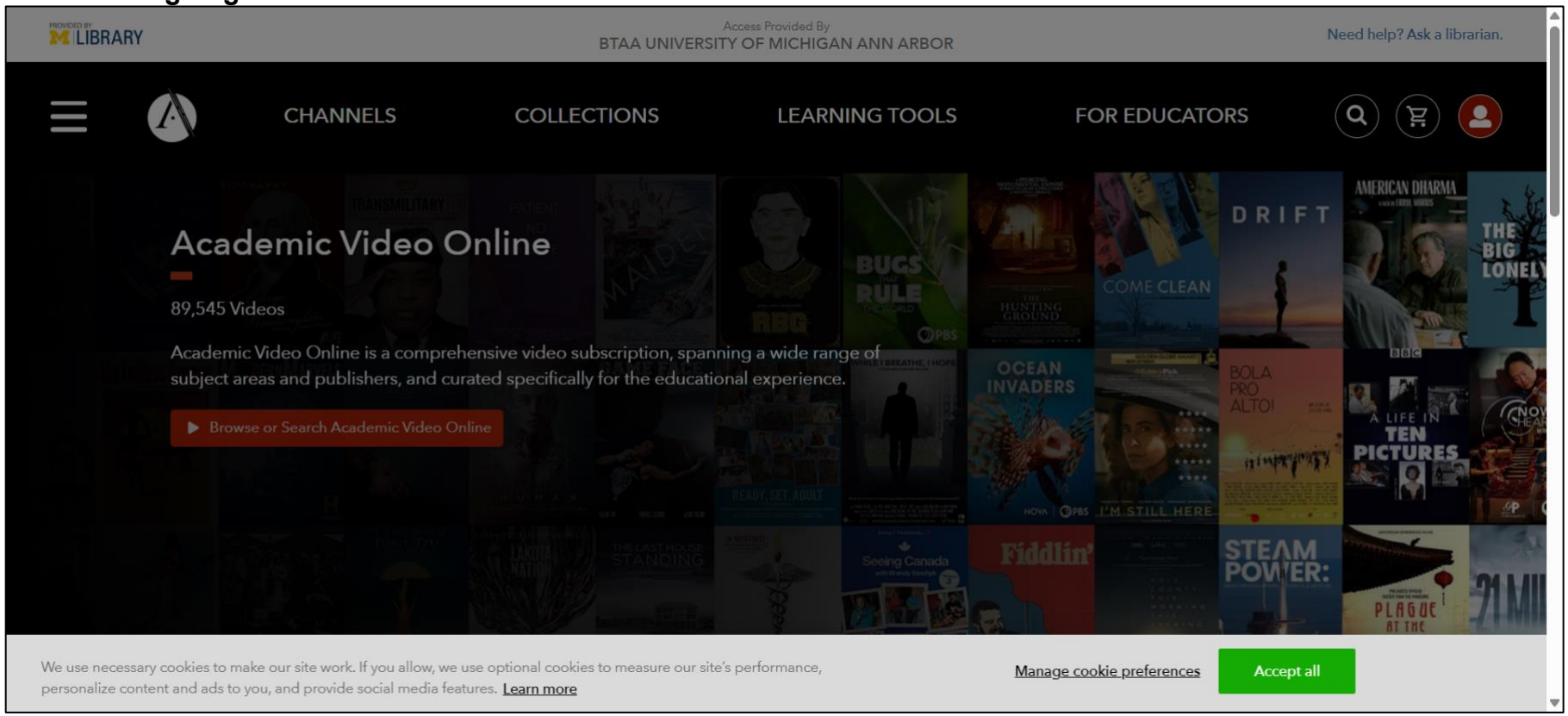

Figure 1. AVON main landing page showing the video library interface with navigation menu, search functionality, and featured content collections.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Search Page

Opportunity Area	WCAG Success Criteria	Description	Example
Search Input Labeling	3.3.2 Labels or Instructions (A)	Search input fields could benefit from more descriptive labeling to clarify their specific purpose.	The main search field reads as 'Search...' placeholder text rather than having a programmatically associated label.
Filter Control Enhancement	4.1.2 Name, Role, Value (A)	Filter checkboxes and controls need better labeling and state announcements for screen reader users.	Subject filter checkboxes initially announce incorrect states and lack clear association with their labels.
Button Identification	2.4.6 Headings and Labels (AA)	Remove/close buttons for applied filters lack descriptive names.	Filter removal buttons read as 'unlabeled button' instead of describing their specific function.
List Structure Clarification	1.3.1 Info and Relationships (A)	Search results would benefit from clearer semantic list structure to help users navigate efficiently.	Result items appear as individual elements rather than structured list items, making navigation less efficient.

Impact Summary:
Enhancing the search results page would create a more efficient research experience for all users. Improved labeling would help screen reader users understand filter options and search controls, while a better list structure would enable more efficient navigation through results. These improvements would particularly benefit users conducting academic research who need to efficiently filter and evaluate multiple resources.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Search Page Screenshot

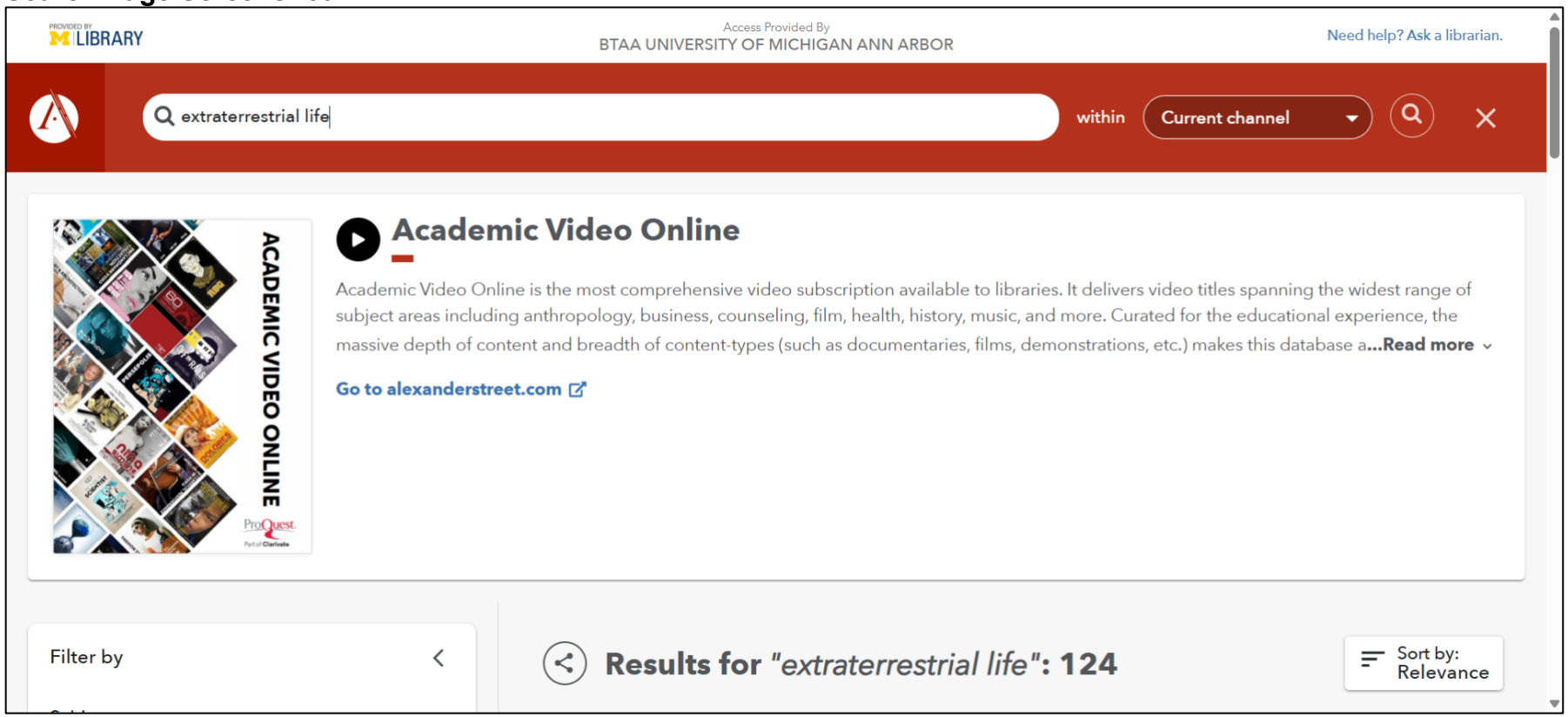

Figure 2. AVON search page showing filtered results for 'extraterrestrial life' with filtering options and result display.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Search Results Page

Opportunity Area	WCAG Success Criteria	Description	Example
Search Term Input Enhancement	3.3.2 Labels or Instructions (A)	Search input field could benefit from clearer labeling to indicate its specific search functionality.	The search field for 'extraterrestrial life' shows the search term but lacks a clear label for assistive technology.
Content Organization	1.3.1 Info and Relationships (A)	Search results could benefit from better semantic structuring to help users navigate between different types of content.	The page combines search interface with content description without clear semantic separation.
Navigation Context	2.4.2 Page Titled (A)	Page titles could more clearly indicate the current search context and results.	Current page structure makes it unclear whether users are viewing search interface or specific search results.

Impact Summary:
Improving the individual search results presentation would create clearer user expectations and more efficient navigation. Better input labeling would help screen reader users understand search functionality, while improved content organization would help all users distinguish between search interfaces and result displays.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Search Results Screenshot

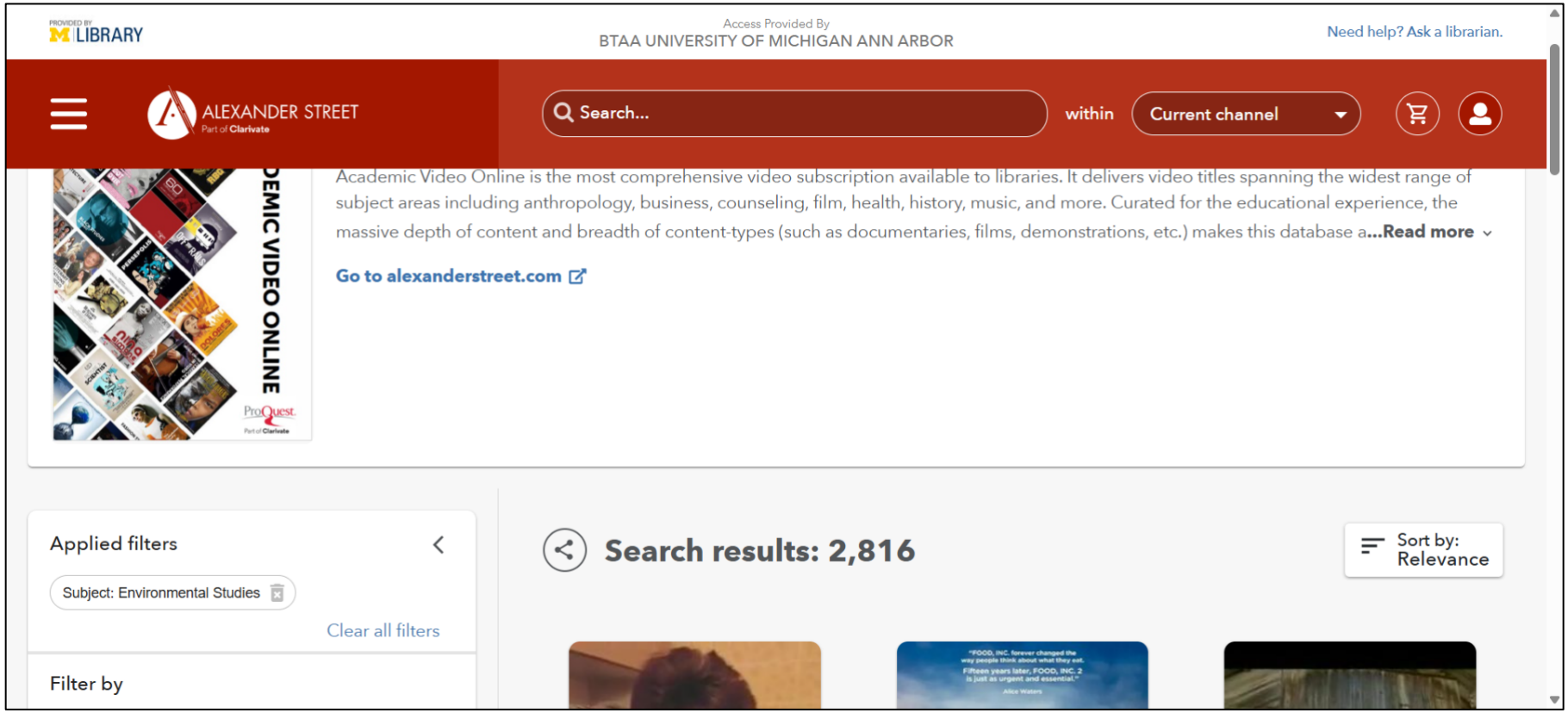

Figure 3. AVON search results page showing 2,816 results for Environmental Studies subject filter with Academic Video Online channel description and video thumbnails.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Individual Video Page

Opportunity Area	WCAG Success Criteria	Description	Example
Video Control Accessibility	2.4.6 Headings and Labels (AA)	Video player controls need clearer accessible names to help users understand their specific functions.	Play, share, cite, and playlist buttons lack descriptive labels that clearly indicate their specific purposes.
Interactive State Communication	4.1.2 Name, Role, Value (A)	Interactive elements would benefit from clearer state announcements and role definitions.	Video control buttons do not clearly communicate their current state or expected interaction method to assistive technology.
Content Structure Enhancement	1.3.1 Info and Relationships (A)	Video metadata and description could benefit from better semantic structure to help users understand content organization.	Video details, production information, and related content lack clear hierarchical organization.
Caption and Transcript Access	1.2.2 Captions (Prerecorded) (A)	Videos need clear indicators for caption availability and easy access to transcript options.	Users cannot easily determine if captions or transcripts are available before accessing video content.
Visual Design Refinement	1.4.3 Contrast (AA)	Text overlaid on the video background could benefit from enhanced contrast to ensure readability.	White text over the ice/snow background image may not provide sufficient contrast for optimal readability.

Impact Summary:
Improving the individual video page would create a more accessible media consumption experience for all users. Enhanced control labeling would help screen reader users operate video functionality independently, clearer caption and transcript indicators would help hearing impaired users identify accessible content efficiently, and better content structure would help all users understand video context and related information more effectively.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Individual Video Page Screenshot

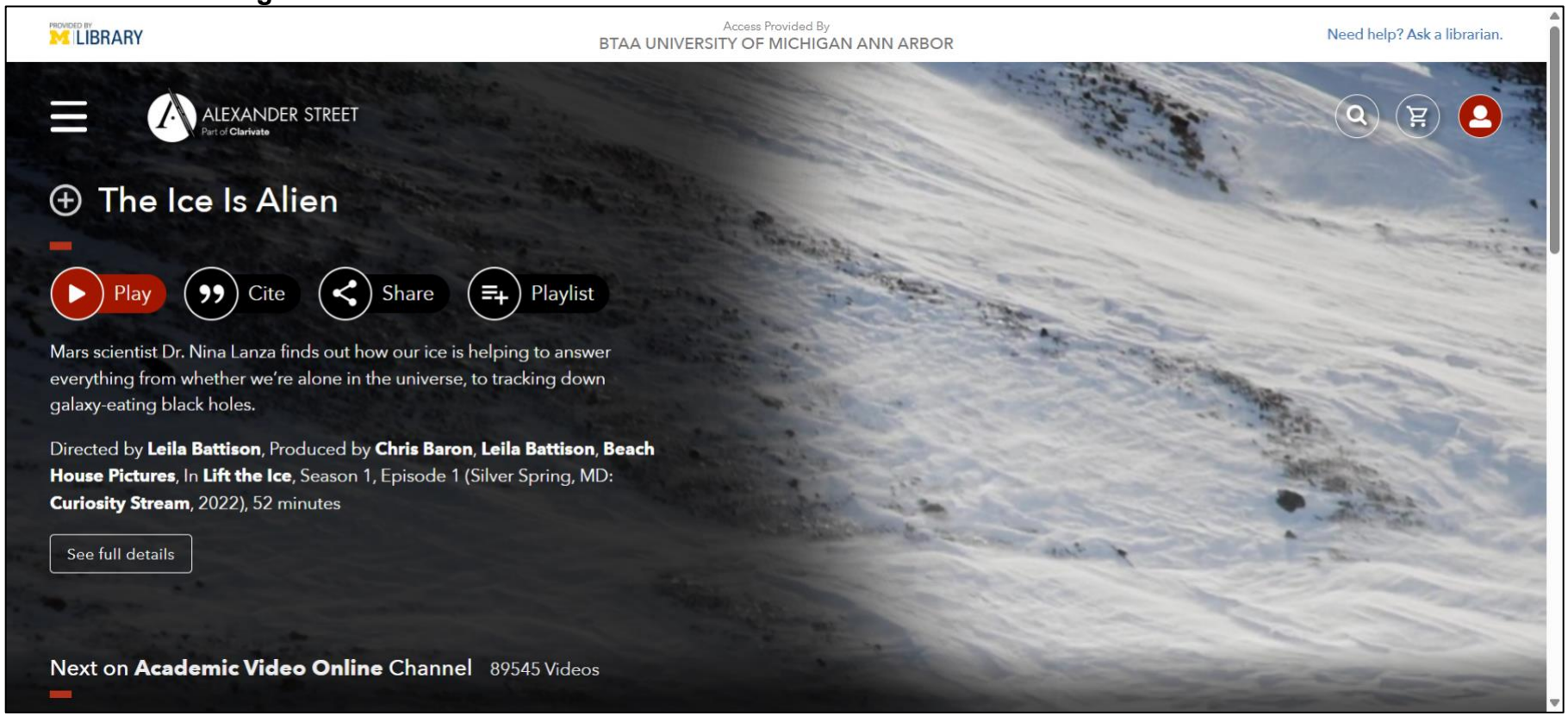

Figure 4. AVON individual video page for 'The Ice Is Alien' showing video player interface and content details.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Code Recommendations and Technical Guidance

The following HTML-first solutions address the primary accessibility opportunities identified during testing. These recommendations focus on semantic markup and ARIA enhancements that provide broad assistive technology support.

Important Implementation Notes:

- **Testing Requirements:** These code suggestions are recommendations and not guaranteed fixes. All changes should be thoroughly tested with assistive technology (screen readers, keyboard-only navigation) to confirm effectiveness before implementation.
- **WCAG Flexibility:** WCAG guidelines are designed to provide multiple paths to compliance. Developers have flexibility to implement these improvements using alternative approaches with CSS and JavaScript, as long as the underlying accessibility principles are met.
- **Additional Options:** While HTML-first solutions are recommended for their reliability and broad support, developers may explore CSS and JavaScript alternatives that achieve equivalent accessibility outcomes.

Navigation Landmark Labels

Current implementation creates multiple unlabeled navigation regions that provide insufficient context for screen reader users.

Current implementation:

```
<nav>
   <!-- Multiple navigation regions without distinguishing labels -->
   <ul>...</ul>
 </nav>
```

Recommended implementation:

```
<nav aria-label="Main navigation">
   <ul>
     <li><a href="#">Channels</a></li>
     <li><a href="#">Collections</a></li>
     <li><a href="#">Learning Tools</a></li>
   </ul> </nav>  <nav aria-label="User account">
   <ul>
     <li><button aria-label="Search">...</button></li>
     <li><button aria-label="Shopping cart">...</button></li>
   </ul>
 </nav>
```

Interactive Element Labeling

Many buttons and controls lack accessible names that describe their specific function to assistive technology users.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Current implementation:

```
<button class="remove-filter">
   <svg>...</svg>
 </button>
```

Recommended implementation:

```
<button class="remove-filter" aria-label="Remove Environmental Studies filter">
   <svg aria-hidden="true">...</svg>
 </button>
```

Search Input Enhancement

Search inputs rely on placeholder text rather than programmatically associated labels.

Current implementation:

```
<input type="search" placeholder="Search...">
```

Recommended implementation:

```
<label for="main-search" class="sr-only">Search Academic Video Online</label>
 <input type="search" id="main-search" placeholder="Search..." aria-describedby="search-help">
 <div id="search-help" class="sr-only">Search videos, documentaries, and educational content</div>
```

Video Player Controls

Video interface buttons need clearer identification of their specific functions.

Current implementation:

```
<button class="play-btn">
   <span>Play</span>
 </button>
```

Recommended implementation:

```
<button class="play-btn" aria-label="Play video: The Ice Is Alien" aria-pressed="false">
   <span aria-hidden="true">Play</span>
 </button>
```

Caption and Transcript Accessibility

Video content needs clear indicators for caption availability and easy access to transcript options to serve hearing impaired users effectively.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Current implementation:

```
<video controls>
   <source src="video.mp4" type="video/mp4">
 </video>
```

Recommended implementation:

```
<div class="video-container">
   <video controls>
     <source src="video.mp4" type="video/mp4">
     <track kind="captions" src="captions.vtt" srclang="en" label="English" default>
     <track kind="descriptions" src="descriptions.vtt" srclang="en" label="Audio descriptions">
   </video>
   <div class="video-meta">
     <span class="accessibility-indicator" aria-label="Closed captions available">
       <svg aria-hidden="true"><!-- CC icon --></svg> CC </span>
     <a href="transcript.html" target="_blank" rel="noopener"> View Full Transcript </a>
   </div>
 </div>
```

Final Thoughts and Recommendations

Academic Video Online demonstrates strong potential as an accessible educational platform. The platform's comprehensive video library and educational focus provide an excellent foundation for creating an inclusive learning environment. With targeted improvements to interactive elements, navigation clarity, and semantic markup, AVON can significantly enhance its accessibility while maintaining its educational effectiveness.

Our evaluation identified specific opportunity areas that, when addressed systematically, would transform AVON into a more inclusive platform. Most identified issues can be resolved through focused HTML and ARIA improvements that align with modern web accessibility standards.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Recommended Implementation Priority

Immediate Priority (High Impact)

- **Interactive Element Labeling:** Add accessible names to all buttons and controls to enable screen reader users to understand their functions.
- **Keyboard Navigation:** Ensure all interactive functionality is available through keyboard-only navigation.
- **Form Labeling:** Implement proper labels for search inputs and filter controls.

High Priority (Significant Impact)

- **Navigation Structure:** Add descriptive labels to landmark regions to improve navigation efficiency.
- **Content Organization:** Enhance semantic structure of search results and video information.
- **State Communication:** Improve ARIA state announcements for filter controls and interactive elements.

Important Priority (Enhanced Experience)

- **Visual Design:** Enhance color contrast where needed to improve readability for users with low vision.
- **List Structures:** Implement proper semantic lists for search results and content collections.
- **Page Titles:** Ensure page titles clearly communicate current context and content.

Strategic Investment Perspective

These accessibility enhancements represent a strategic investment in AVON's long-term success and market position. The identified improvements align with modern web development best practices and will benefit all users while ensuring compliance with accessibility standards.

The platform's existing strengths in educational content curation and user interface design provide an excellent foundation for these accessibility enhancements. Most identified issues can be addressed through systematic implementation of HTML and ARIA best practices, making them highly achievable improvements.

By positioning these changes as user experience enhancements rather than compliance requirements, AVON can create a more inclusive platform that serves the diverse needs of academic communities while maintaining its educational focus and effectiveness.

Complimentary Consultation Included

As part of this evaluation, Accessiblü's partnership with the LAA includes one hour of complimentary consulting with the team that conducted this evaluation. This session can be used to discuss implementation priorities, review technical approaches, or address questions about specific recommendations. To schedule this consultation, contact Jeff Rodgers directly at jeff@accessiblu.com.

882 Pompton Ave. STE A-2
Cedar Grove NJ, 07009

Disclaimer

Accessiblü prepared this report as a high-level accessibility evaluation of the Academic Video Online platform. The evaluation utilized industry-standard testing methodologies, including screen reader testing (JAWS 2025), keyboard-only navigation, and manual inspection for select WCAG 2.2 AA success criteria.

This report does not represent a comprehensive WCAG compliance audit and should not be seen as a certification of accessibility compliance. While we have identified significant accessibility concerns and usability barriers, this evaluation was limited in scope and may not encompass all accessibility issues on the platform.

No Legal Liability

Accessiblü offers this report for informational purposes only. It assumes no legal responsibility for accessibility violations or compliance failures resulting from its use. Organizations seeking formal certification should conduct a comprehensive audit and user testing with people with disabilities.

Limitations of Testing

This evaluation was conducted at a specific time, and platform updates may have occurred after testing was completed. Additionally, while automated tools and expert reviews were utilized, real-world users with disabilities determine the true measure of accessibility.