

Website's Accessibility Audit Restitution

Brittany Ferries UX Team – Feb. 2026

Summary

01

Legal

What does the law say
about Accessibility ?

02

Audit

How accessible is our
website currently ?

03

Suggestions

04

Next steps

Main rules and reglementation

Since June 28, 2025

We are asked to have a website with an accessibility level of AA following the **Web Content Accessibility Guidelines (WCAG)**.



12 millions people in France and **16 millions** (1/4) of UK citizens live with a disability.

✓ Positivs results

- Better UX
- Better SEO
- More leads

⊗ Risks

- **€3,000/day**/online page inaccessible
- **€7,500** to the legal entity

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Why did we start an accessibility audit ?

Not being accessible

is becoming a risk

We might face penalties if we don't do the audit and set the stage for current and upcoming constraints.

Accessibility will serve

our key objectives

Such as improving overall User eXperience, Search Engine Optimization and, increase potential customers with disabilities.

We are working on a stable V0

of a Design System

Which is the opportunity to implement good practices and improve what's currently not accessible.

Add text for screen readers when hovering.

Content on Hover or Focus (Level AA)

High criticality

✓ Recommendation

Add an **aria attribute**.

★ Benefits

More users can perceive and dismiss non-persistent content.

✗ Without ARIA attribute

Set sail to France or Spain

An uncommon experience awaits

FIND OUR BEST FARES

✓ With ARIA attribute

Set sail to France or Spain

An uncommon experience awaits

FIND OUR BEST FARES

Find our best fares

Ferry

Holidays

Add an example of expected text to be written in an input.

1.3.1 – Info and Relationships (Level A) and 3.3.2 – Labels or Instructions (Level A)

Average criticality

✓ Recommendation

Inputs must be **labeled** to indicate to users how to type the information asked.

★ Benefits

Helps to enter information correctly and prevents from making incomplete or incorrect form submissions.

⊗ Without labels

 **WANT TO EXPLORE FURTHER?**

Join our mailing list to receive **travel inspiration**, our **latest news & offers**

First name*

Surname*

Email address*

✓ With labels

 **WANT TO EXPLORE FURTHER?**

Join our mailing list to receive **travel inspiration**, our **latest news & offers**

First name*

Surname*

Email address*

John

Doe

john.doe@gmail.com

Links with the same name must fave a similar purpose

2.4.4 – Link Purpose (Level A) and 3.2.4 – Consistent Identification (Level AA)

Average criticality

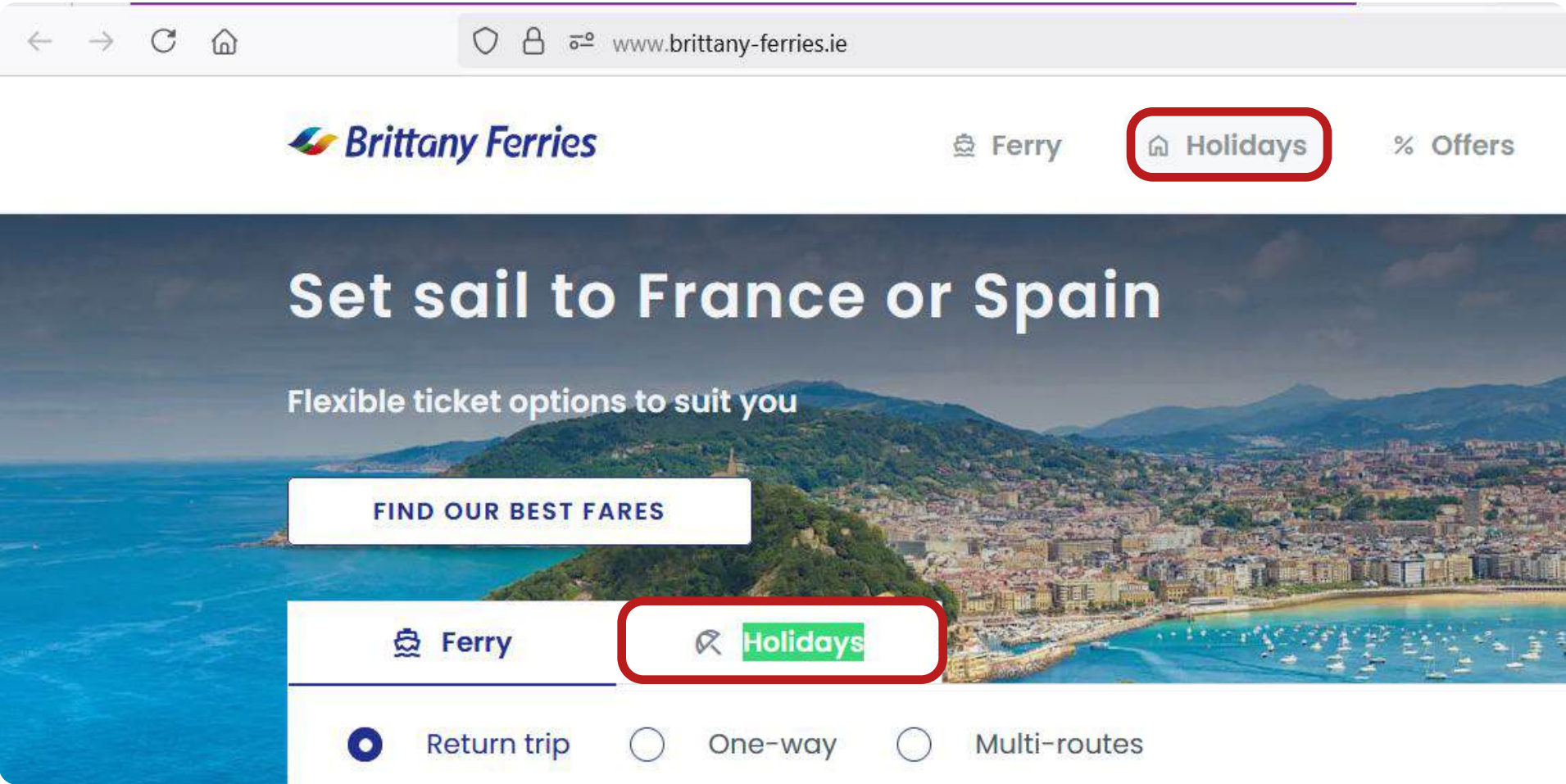
Recommendation

Holidays buttons don't lead to the same pages. This can be really confusing. Either change one of the names or **make them lead to the same page**.

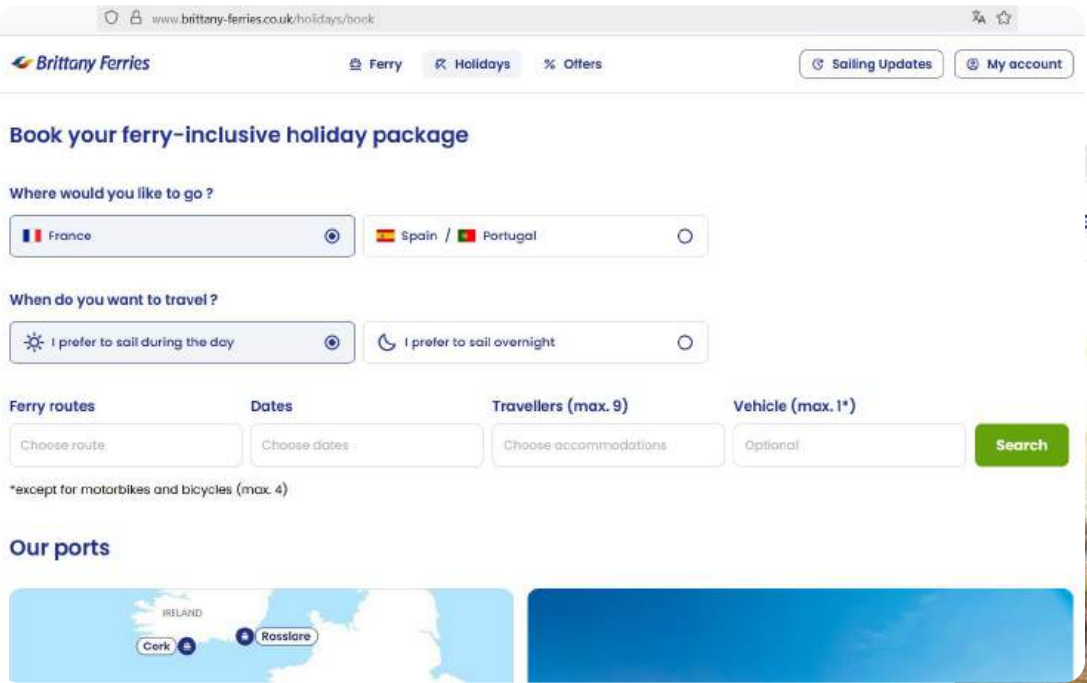
Benefits

People with visual and cognitive disabilities can **navigate more easily**.

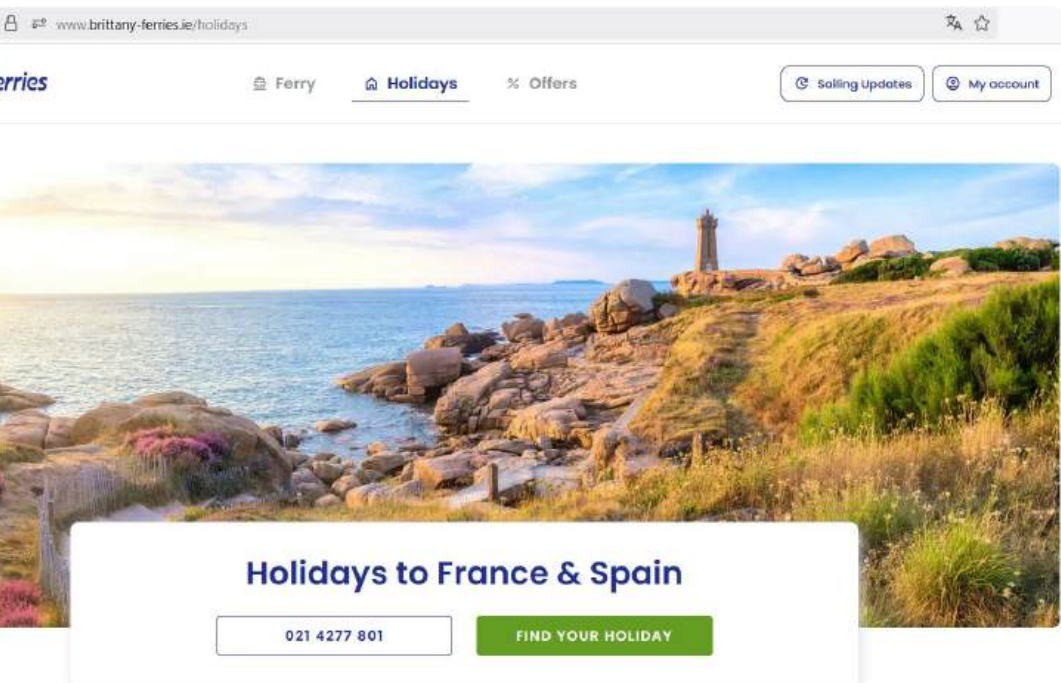
⊗ Same label, 2 different pages



Holiday from header



Holiday from Hero section



Ensure interactive elements are visually identifiable and have accessible names

4.1.2 – Name, Role, Value (Level A) and 2.1.1 – Keyboard (Level A)

Average criticality

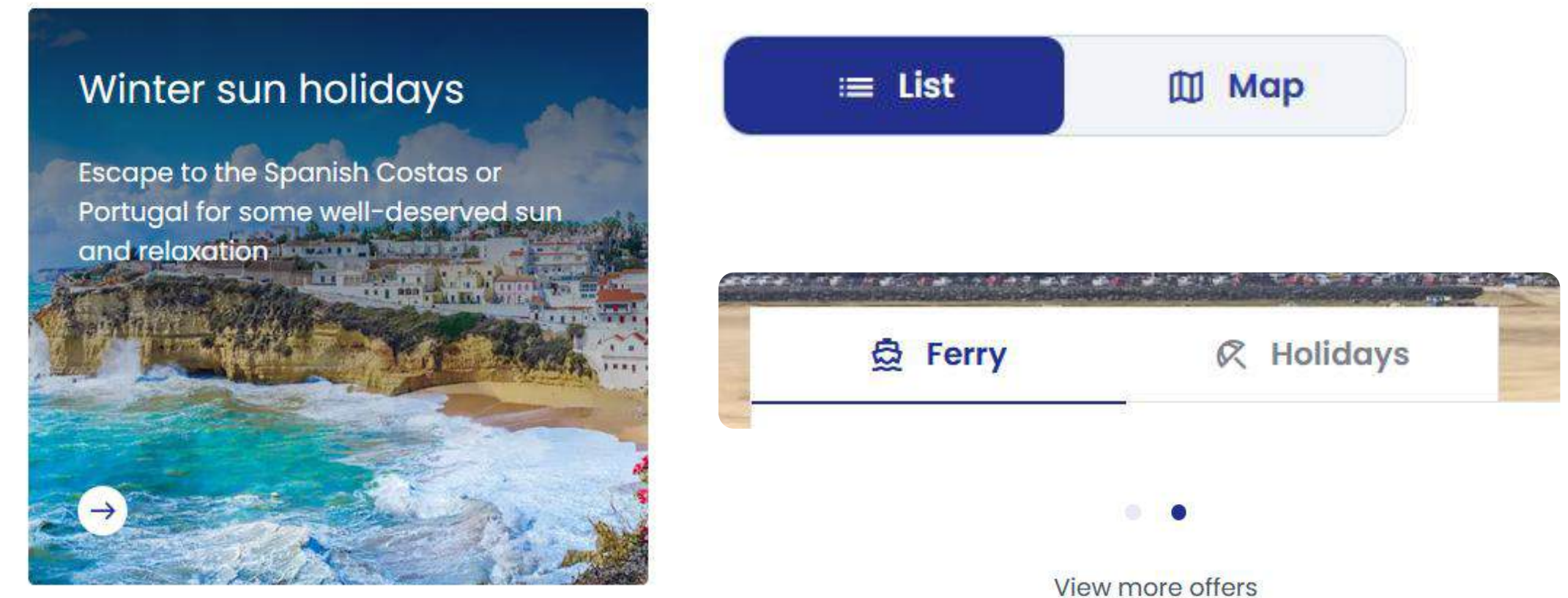
✓ Recommendation

Despite being interactive, those elements must have a hover effect or ARIA labels showing that they are clickable and explaining where they lead to.

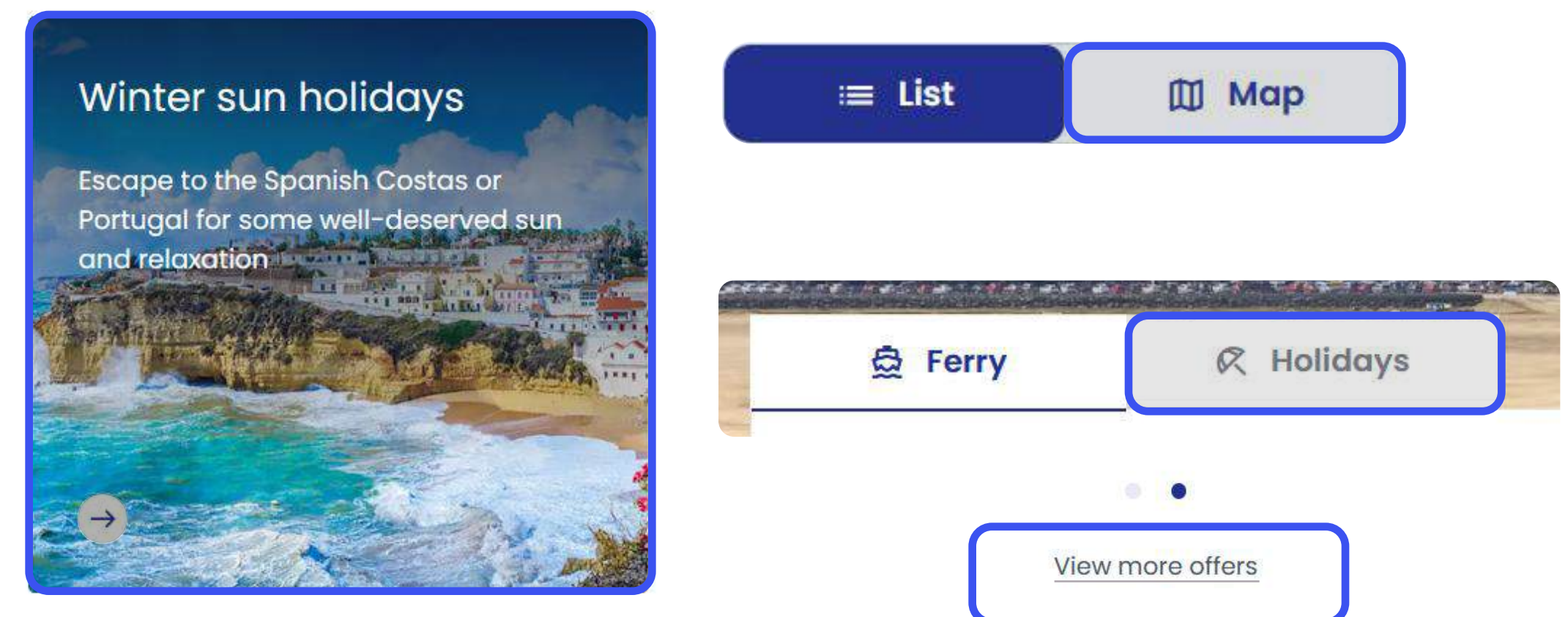
★ Benefits

Helps users understand that elements are clickable and where do they lead to.

✗ No hover animation



✓ Hover animations on buttons and cards



Ensure that text is readable when an image and a text are overlayed

1.4.3 – Contrast (Level AA) and 1.4.11 – Non-text Contrast (Level AA)

High criticality

✓ Recommendation

Either separate the text from the image or add a strong dark gradient over the image.

★ Benefits

More accessible for people with low vision and who do not see the full range of colors.

⊗ Not enough contrast between text and image in background



✓ Text readable thanks to contrast



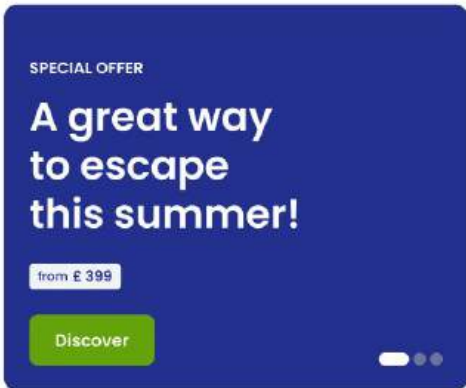
Ferries vers Guernesey

Découvrez nos traversées et séjours à destination de Guernesey, pour des souvenirs mémorables



La vie à bord

Découvrez le confort et la qualité des services à bord, qui vous feront vivre une expérience inoubliable



Have a free meal on us!
Get a free Food Pass on 2026 sailings

BOOK THIS OFFER



Low contrast examples

Here's few examples of non-accessible contrasts on the website.

Ensure sufficient contrast between text and its background

1.4.3 – Contrast (Level AA) and 1.4.11 – Non-text Contrast (Level

High criticality

✓ Recommendation

Some colors don't reach the AA-level which is the minimum requiered level of contrast (4.51:1 ratio).

★ Benefits

More accessible for people with low vision and who do not see the full range of colors.

⊗ Low color contrast

Contrast Ratio

3.28:1

#659D23

#FFFFFF

Normal Text

WCAG AA: Fail

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.

✓ Sufficient color contrast

Contrast Ratio

4.56:1

#55821E

#FFFFFF

Normal Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Pass

The five boxing wizards jump quickly.



 **Ferry** **Holidays** **Offers**

Sailing Updates

My account

Set sail to France or Spain

An uncommon experience awaits

FIND OUR BEST FARES

 **Ferry**

 **Holidays**

☒ Return trip

☐ One-way

☐ Multi-routes

Routes

Outbound date

Inbound date

Passengers

BOOK NOW

Book Flexi, pay Standard

Free flexible ticket upgrade on 2026 sailings

BOOK THIS OFFER



Ensure sufficient contrast between text and its background

1.4.3 – Contrast (Level AA) and 1.4.11 – Non-text Contrast (Level

High criticality

✓ Recommendation

Some colors don't reach the AA-level which is the minimum requiered level of contrast (4.51:1 ratio).

★ Benefits

More accessible for people with low vision and who do not see the full range of colors.

⊗ Low color contrast

Contrast Ratio

3.04:1

#7C818D

Normal Text

WCAG AA: Fail

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.

✓ Sufficient color contrast

Contrast Ratio

4.5:1

#606671

#E1E3E9

Normal Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Pass

The five boxing wizards jump quickly.



 [Ferry](#) [Holidays](#) [Offers](#)

[Sailing Updates](#)[My account](#)

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☒ Return trip

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▼

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▼

BOOK NOW

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Ensure sufficient contrast between text and its background

1.4.3 – Contrast (Level AA) and 1.4.11 – Non-text Contrast (Level

High criticality

✓ Recommendation

Some colors don't reach the AA-level which is the minimum requiered level of contrast (4.51:1 ratio).

★ Benefits

More accessible for people with low vision and who do not see the full range of colors.

⊗ Low color contrast

Contrast Ratio

2.33:1



#F39325



#FFFFFF

Normal Text

WCAG AA: Fail

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Fail

WCAG AAA: Fail

The five boxing wizards jump quickly.

⊗ Low color contrast

Contrast Ratio

3.08:1



#65A30D



#FFFFFF

Normal Text

WCAG AA: Fail

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.



Ferry

Holidays

Promos

Sailing updates

My account

 **Book a ferry**

1. Your trip

2. Your sailings

3. Cabins & seats

4. Extras

5. Your details

6. Trip summary

7. Payment

← Back to trip details

Free flexible ticket upgrade

✚ Flexi offer

Book Flexi, pay Standard on all 2026 sailings. Get all the benefits of our Flexi fare for the same price as a Standard ticket! Lower deposit, make unlimited changes and pay no amendment fee up to 4 hours before your outbound sailing.

Choose inbound sailing

Select your date of travel

<

Tue • Apr

13

from £30

Wed • Apr

14

from £30

Thu • Apr

15

from £30

Fri • Apr

16

from £30

Sat • Apr

17

from £30

Sun • Apr

18

from £30

Mon • Apr

19

from £30

>

EARLY BIRD

STANDARD

FLEXI

Portsmouth — St Malo

12:00 (4h)08:00

Ship: Bretagne | Cruise

£135.20

£135.20

Offer

£135.20

*Note: Local times shown.

View alternative routes

Summary

01

Legal

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Audit

03

Suggestions

How can we protect
ourselves from any legal
backlash ?

04

Next steps

Add a dedicated space for accessibility statement in the footer

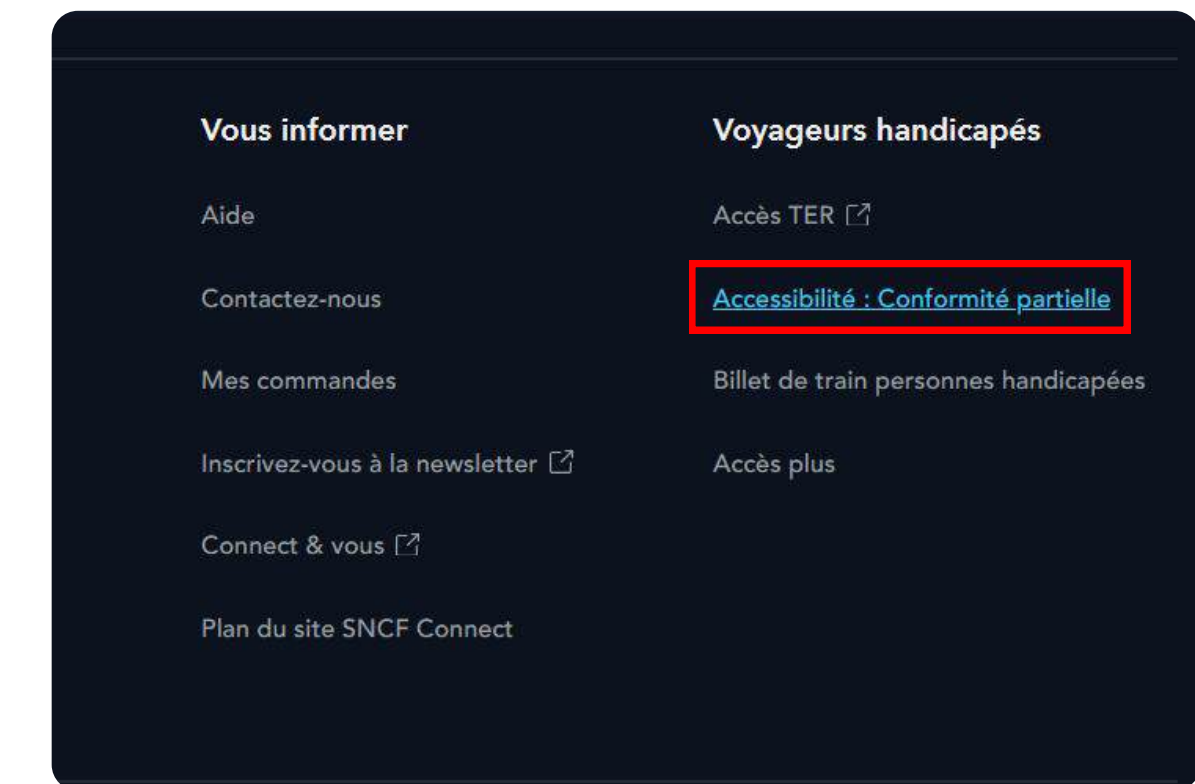
<https://www.w3.org/WAI/planning/statements/>

✓ Recommendation

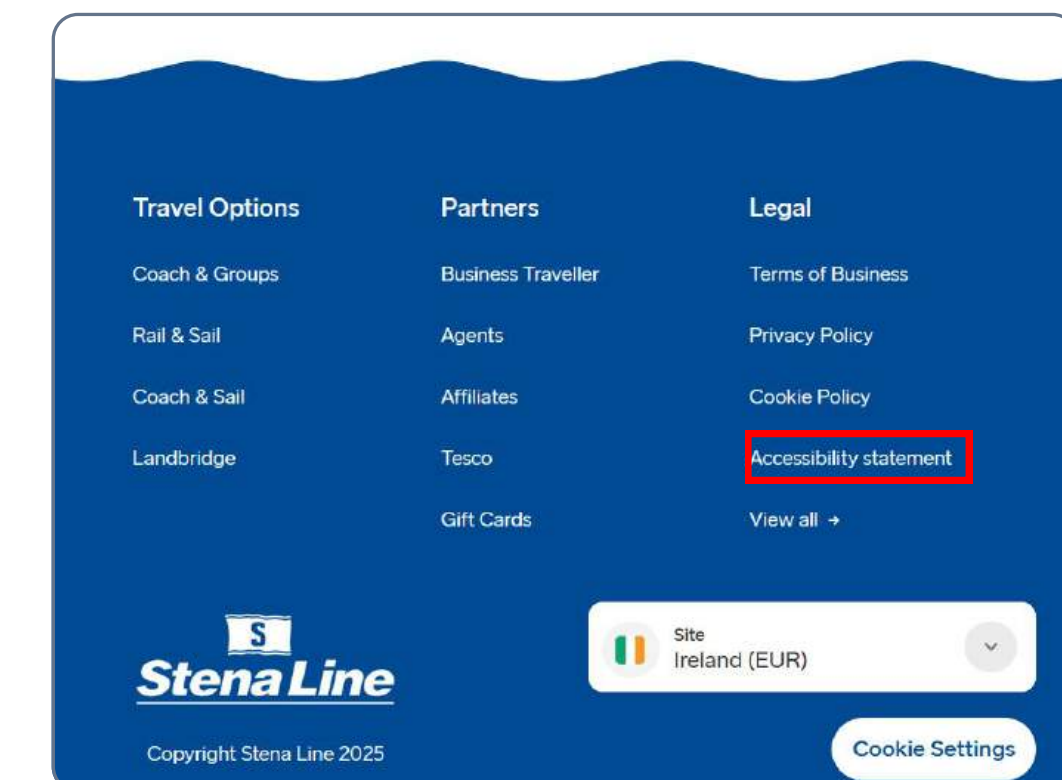
Official french government instructions : [HERE](#) 

- Compliance statement
- Test's results and audited pages
- Non-accessible content
- Exceptions for disproportionate burden (optional; if a task is too big to solve within a reasonable timeframe)
- Establishment of this accessibility statement
- Development technologies
- Tests' environment
- Feedback and contact
- Right of appeal (for users who can't access something due to accessibility issues and don't find the company's answer satisfying*)

SNCF



Stena Line



The actions the company envisions to fix the lack of accessibility.

High criticality

✓ It must includes the following points :

1 – Goals :

Our goals

2 – Action :

How we're going to fix these issues ?

3 – Owner :

Who's gonna be in charge ? / lead the fixings ?

4 – Deadline :

The due date

5 – Success indicators :

What proves the issue is fixed ? (a document, an audit, an attest...)

Implement a multi-year accessibility plan based on continuous improvement.

✓ 2025 Goals

Diagnosis and Mobilization :

- Identify non-conformities
- Involve internal stakeholders and appoint an accessibility representative
- Correct critical or highly detrimental defects

Action	Owner	Deadline	Success indicator
Start a Design System and take accessibility into account	UI/UX Team	March 2025	Faster work & problem-solving
Launch an internal audit	UI/UX Team	November 2025	Identify issues and actions
Raising awareness among business and technical teams (UX, development, e-commerce)	Accessibility Officer	Septembre 2025	Training carried out
Compliance of blocking elements (keyboard navigation, critical contrast)	Technical Team / TMA	End of 2025	Checklist for corrected compliance

What is planned to fix as much as possible this year ?

✓ 2026 Goals

Correction and Transformation of Practices :

- Achieve at least 80% compliance across all user journeys.
- Embed accessibility in development and production processes.

Action	Owner	Deadline
Redesign or update of non-compliant UI components (buttons, carousels, forms)	Dev Front-end + UX	June 2026
Systematic integration of accessibility into project specifications	Project Managers / Business Analysts	January 2026
Audits de contrôle	Accessibility advisor + service provider	End of 2026

Legally, we are currently required to have those statements visible on our website. As well as launching an audit to inspect more precisely the accessibility state by experts.

It follows the same structure but must be applied within the said-year.

FeuVert  is a great example to follow.

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What do we have to do ?

To summarise

- 1 Add text for screen readers when hovering Dev
- 2 Ensure that text is readable when an image and a text are overlayed DS > Dev
- 3 Fix color contrasts, choose colors for promos/price tiers DS > Dev
- 4 Add an example of expected text to be written in an input DS > Dev
- 5 Links with the same name must have a similar purpose UX > Dev
- 6 Add hover animation on some components DS > Dev
- 7 Add a dedicated space for accessibility statement in the footer UI + Audit company > Dev
- 8 Settle Multi-year accessibility plan UX + Audit company > Dev
- 9 What is planned to fix as much as possible this year ? UI UX + Dev

PRIORITIZATION

Short-term

- Developers conduct an internal development accessibility audit.
- Create ticket into Jira in the appropriate product backlog.
- Prioritise all recommendations in a triage session.

AUDIT OUR WEBSITE

Mid-term

- Plan an accessibility audit by professionals.
- Do a proper accessibility statement & multi-year plan.

Thank you for your participation !

Brittany Ferries UX Team – Feb. 2026