

Remediating a fictional Shopify-style store

Kettlecrest Outfitters is a fictional storefront we built to show how we work. We seeded it with defect types common on real Shopify stores, wrote a 30-finding mock audit against WCAG 2.2 AA, and fixed every finding on a duplicate theme. Our before/after scans at desktop and mobile widths went from 12 axe-core rules (659 affected elements) to 0, a keyboard-only shopping task went from fail to pass, and every change is mapped to its audit ID in the change log.

659 → 0

axe-core affected elements,
desktop + mobile (12 rules → 0)

Fail → Pass

keyboard-only shopping task (12
checks)

0 → 30/30

audit findings passing their retest

43 → 100

Lighthouse accessibility, product
page

THE DEMO STORE

A made-up outdoor store: home, collection, product, cart drawer, newsletter popup and a reviews widget styled like a third-party app. We fixed each finding of a 30-item mock audit (WCAG 2.2 AA) on a duplicate theme, native elements first, WAI-ARIA APG patterns where needed.

The before store is a deliberately dense mix of common defect types. Real stores usually show fewer automated failures, but keyboard and screen reader problems like these only show up in manual testing.

HOW WE VERIFIED

- **Before/after scans at two viewports.** Our in-house tooling ran axe-core (WCAG 2.2 A/AA rules plus best practices) on 8 page states at desktop (1280 px) and mobile (390 px) widths, before and after, and mapped the diff to the audit IDs.
- **Keyboard-only shopping task.** Popup → product → color and size → add to cart → cart dialog → Escape, driven by keyboard input only and repeated on both versions.
- **A retest for every finding.** One scripted check per audit item, using keyboard input and the accessibility tree (roles, names, states): 0/30 pass before, 30/30 after.
- **Screen reader evidence.** For this demo, a virtual screen reader transcript of the same task (not VoiceOver). On partner work we pair the scans with manual keyboard, VoiceOver/NVDA and 400% zoom testing before your retest.

DEFECTS FOUND: 30 FINDINGS

Keyboard & focus	6	Dialogs & overlays	3
Forms & inputs	4	Names, roles, values	3
Images & alt text	3	Visual design & contrast	3
Page structure	3	Status & errors	2
Motion & timing	1	Third-party apps	2

Severity: 7 critical, 15 high, 7 medium, 1 low. axe-core flagged 13 of 30; 17 only show up in keyboard or screen reader testing.

BEFORE / AFTER

Measure	Before	After
axe-core rules violated (16 scans)	12	0
Affected elements	659	0
Keyboard task steps failed	11/12	0/12
Lighthouse a11y (home/collection/product)	52/48/43	100/100/100

FIXES MADE

- **Color and size pickers.** Clickable <div>s rebuilt as native radio groups; checked state shown with ring + checkmark; sold-out size disabled and named.
- **Popup, cart drawer and search.** Native modal <dialog>s: focus moves in, Escape closes, real close buttons, focus returns to the opener.
- **Add-to-cart feedback and errors.** Focus lands on a visible "Added to your cart..." confirmation (also the dialog description); errors use role="alert" and are linked to fields.
- **Visible focus.** Global outline reset removed; two-tone :focus-visible ring; no more invisible focus on hidden slides or quick-add buttons.
- **Mega menu and carousel.** APG disclosure menu (button, aria-expanded, Escape); APG carousel with visible pause and no autoplay under reduced motion.
- **Names for controls and links.** Icon-only buttons and links named ("Search", "Cart, 2 items", "Quick add ... to cart"); "click here" links rewritten.
- **Forms.** Visible labels instead of placeholders, autocomplete, linked and announced errors, native filter checkboxes, labelled sort and quantity.
- **Page structure.** lang, zoom re-enabled, skip link, landmarks, one h1 per page and ordered headings, with the same visual design.
- **Images and ratings.** Real alt text (empty where decorative); gallery alt follows color and view; ratings read "Rated 4.6 out of 5".
- **Contrast.** Theme color tokens adjusted to 4.5:1, scrim behind hero text, review-app colors overridden.

SCREEN READER EXCERPT

Before: Enter on "Add to cart"
(nothing announced)

After: Enter on "Add to cart"
button, Add to cart
dialog, Your cart, Added to your cart: Ridgeline 40L Pack,
Slate / L. Cart has 1 item.
heading, Your cart, level 2

Virtual screen reader transcript (not VoiceOver).

WHAT A PARTNER GETS

- A change log entry for every audit finding: WCAG criterion, files changed, what changed, how we verified it, status
- Changes on a duplicate or staging theme only; your live theme stays untouched until you approve
- Before/after scan results at desktop and mobile widths, mapped to your audit IDs, with our keyboard and screen reader notes
- You retest. If the agreed fixes fail your retest, you don't pay for them.