Marketplace Simulations Accessibility Conformance Report

WCAG Edition

(Based on VPAT® Version 2.5)

Name of Product/Version: Marketplace/Marketplace Live Student Software (all current versions)

Report Date: Initially tested 2018-2019. Updated on Jan 23, 2024

Product Description: Educational Business Simulation Game

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Notes: This report evaluates all current versions of Marketplace Student Software. This report does not include the Marketplace Instructor Software, Microsimulations (can be optionally included within Marketplace), or the optional textbook The Management of Strategy in the Marketplace.

Evaluation Methods Used: Our Development team evaluated our product accessibility by completing detailed audits and testing with NVDA screen reader software, keyboard only navigation, and automated tools. We also hired members of the disabled community who tested using a variety of screen reader tools so that they could provide suggestions and feedback on any errors.

Applicable Standards/Guidelines

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

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.x Report

Note: When reporting on conformance with the WCAG 2.x 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.

Table 1: Success Criteria, Level A

Notes: The student software for Marketplace Simulations can be described as 3 areas (similar to the reporting format for Section 508); a web app, supplemental non-web documents, and non-required files imported or exported according to the student's preference. The main software is a web application that operates within the student's web browser. This is the primary product and contains most of the functionality. Marketplace Simulations additionally provides the instructor with various non-required electronic documents that can be disseminated to students at the instructor's discretion. These are stand-alone files that can cover educational and help documents. Finally, certain small functions of the main software can be considered a very minimalistic authoring tool when, for example, students upload an image for their fictional company's logo or the student exports spreadsheets.

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: All non-text content that conveys additional meaning has been given alternative text. Electronic Docs: All non-text content that conveys additional meaning has been given alternative text. Authoring Tool: Equivalent information is available to screen reader technology for User Photo and Team Logo.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Not Applicable	Does not contain any media that is either Audio-only or Video-only.
1.2.2 Captions (Prerecorded) (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Videos have closed captions that are implemented using standard HTML, and can be viewed on any modern browser. Electronic Docs: Does not contain any synchronized video media. Authoring Tool: Does not contain any synchronized video media.
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Videos use a track element to provide audio descriptions. We use a custom implementation that inserts the audio description text into an HTML element with ARIA attributes that announce the text to screen reader software. When a user is using a screen reader, the screen reader reads the audio description at the right time automatically. Electronic Docs: Do not contain video content. Authoring Tool: Does not contain any synchronized video media.

Criteria	Conformance Level	Remarks and Explanations
1.3.1 Info and Relationships (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Partially Supports	Web: The interface is structured using semantic HTML, and contains additional labels and attributes to help identify regions and interactive elements as needed. Electronic Docs: Supporting documents are in a variety of formats that were made accessible (Word, PowerPoint, and Excel). Content structure was properly designated for headings, links, table headers, and lists, etc. Authoring Tool: Excel spreadsheets exportable from within the simulation are arranged in a visually organized table, but lack proper data-table headers. The third-party library (https://github.com/PHPOffice/PhpSpreadsheet) we use to allow export currently does not support making a true table with properly defined headers. We have employed an alternative technique that works for NVDA and JAWS, but not for VoiceOver. If needed, a workaround is to access the data from within the web version.
1.3.2 Meaningful Sequence (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Content is ordered meaningfully, and the visual layout is intentionally reflected in the DOM order to ensure a comprehensible experience for all users. Electronic Docs: Electronic Docs (such as Word, Excel, and PowerPoint) are properly structured in sequential reading order. Authoring Tool: Excel spreadsheets exportable from within the simulation contain logically sequenced tabular data.
1.3.3 Sensory Characteristics (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Content instructions can be understood on a purely textual basis, and do not rely on other sensory characteristics to be intelligible. Electronic Docs: Instructions can be understood on a purely textual basis, and do not rely on other sensory characteristics to be intelligible. Authoring Tool: Excel instructions can be understood on a purely textual basis, and do not rely on other sensory characteristics to be intelligible.

Criteria	Conformance Level	Remarks and Explanations
[1.4.1 Use of Color](#) (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Content does not rely on color alone for differentiation. For example, line charts use unique shapes and dash patterns for differentiation. Electronic Docs: Electronic docs contain no color-only differentiation. Authoring Tool: Excel files generated by Marketplace do not rely on color to convey information. Downloadable line/bar charts rely on shapes and dashes instead of color.
[1.4.2 Audio Control](#) (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Marketplace does not play audio or video automatically. All video clips use standard HTML components for pause and volume control. Electronic Docs: Electronic docs do not contain audio. Authoring Tool: Exportable files do not contain audio.
[2.1.1 Keyboard](#) (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: The interface can be navigated using tab and arrow keys, and components can be clicked or activated using the spacebar or enter keys. Electronic Docs: The electronic docs can be freely accessed using the keyboard. Authoring Tool: Excel files can be freely accessed using the keyboard.
[2.1.2 No Keyboard Trap](#) (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Keyboard focus in Marketplace can always be moved to enable the user to navigate away from any component. Electronic Docs: Marketplace electronic docs contain no possibility for users to get stuck in a keyboard trap. Authoring Tool: Exportable Excel sheets contain no possibility for users to get stuck in a keyboard trap.
[2.1.4 Character Key Shortcuts](#) (Level A 2.1 and 2.2)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: No Marketplace-specific character key shortcuts are used. Electronic Docs: No Marketplace-specific character key shortcuts are used. Authoring Tool: No Marketplace-specific character key shortcuts are used.

Criteria	Conformance Level	Remarks and Explanations
2.2.1 Timing Adjustable (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Decision screens in Marketplace have a time limit that is applied after 15 minutes of inactivity at which time users are given another 15 minutes to respond if they wish to extend their editing session. A decision editing session can be extended an unlimited number of times. The Marketplace game session automatically logs out after 20 hours of inactivity. Electronic Docs: The electronic docs contain no time limit. Authoring Tool: These files contain no time limit.
2.2.2 Pause, Stop, Hide (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Any automatic animation present in Marketplace is either less than 5 seconds long, or has a mechanism to stop or hide the animation. Electronic Docs: The electronic docs contain no animation. Authoring Tool: These files contain no animation.
2.3.1 Three Flashes or Below Threshold (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Any Marketplace animations that fill a large enough screen area to be of concern for photosensitivity have been tested using the "Trace Center Photosensitive Epilepsy Analysis Tool" and subsequently adjusted to pass accepted standards. Electronic Docs: The electronic docs contain no animation. Authoring Tool: These files contain no animation.
2.4.1 Bypass Blocks (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Marketplace decision screens include hidden links for keyboard users to skip to main "Modify" controls. In general, by use of HTML markup and ARIA attributes, most Marketplace content is organized into menus, page regions, content areas, and various subsections that can be easily navigated and skipped using accessibility tools. Electronic Docs: Not required. Authoring Tool: Not required.
2.4.2 Page Titled (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Each page in Marketplace contains a descriptive HTML title element that reflects the purpose of the main content area.

Criteria	Conformance Level	Remarks and Explanations
		Electronic Docs: The electronic docs contain descriptive file names. Page titles are included where applicable: Excel documents have informative sheet titles; PowerPoints have informative slide titles. Authoring Tool: Excel documents have defined file names and sheet names. Other user-authored content, such as uploaded images, occur within web pages which are titled.
2.4.3 Focus Order (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Marketplace is ordered sequentially, and the visual order is reflected in the page structure and tab-order. Electronic Docs: The electronic docs have a linear and consistent structure. Authoring Tool: Exported sheets have a linear and consistent structure.
2.4.4 Link Purpose (In Context) (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Links and interactive elements in Marketplace are properly labeled and identified. Links without visible text have been give ARIA labels, title attributes, or other hidden text so that any user can readily determine the link purpose. Electronic Docs: Links in electronic docs are properly labeled and identified. Authoring Tool: These files contain no links.
2.5.1 Pointer Gestures (Level A 2.1 and 2.2)	Web: Partially Supports Electronic Docs: Supports Authoring Tool: Supports	Web: No interface component requires multipoint or path-based gestures. However, at this time Marketplace is not responsive for mobile, thus necessitating only users of mobile devices to pinch and zoom. A workaround is to use the software on a screen that is greater than 1000 pixels wide. Electronic Docs: Nothing multi-touch or path-based is required. Authoring Tool: Nothing multi-touch or path-based is required.
2.5.2 Pointer Cancellation (Level A 2.1 and 2.2)	Web: Partially Supports Electronic Docs: Supports Authoring Tool: Supports	Web: The pointer down-event is used in a few places to non-intrusively reveal more detail about table rows in a side pane. It is a low-impact action. Currently mouse down is used to aid discoverability.

Criteria	Conformance Level	Remarks and Explanations
		Electronic Docs: There are no interactive components within docs. Authoring Tool: There are no interactive components within spreadsheets.
2.5.3 Label in Name (Level A 2.1 and 2.2)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: The accessible (programmatic) name of interactive components includes any visible text label. Electronic Docs: There are no interactive components within docs. Authoring Tool: There are no interactive components within spreadsheets.
2.5.4 Motion Actuation (Level A 2.1 and 2.2)	Supports	No functions rely on device motion or special user motion.
3.1.1 Language of Page (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: The language for Marketplace is specified in the page's HTML element. Electronic Docs: The language for the electronic docs is set and consistent. Authoring Tool: Marketplace Excel spreadsheets set a default language.
3.2.1 On Focus (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: In Marketplace, focusing on an element does not cause a state change or trigger a context change. Electronic Docs: The Electronic docs are not interactive and do not have multiple states. Authoring Tool: Marketplace Excel spreadsheets are not interactive and do not have multiple states.
3.2.2 On Input (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Changing the settings of interface components in Marketplace does not automatically trigger a context change. Electronic Docs: The electronic docs are not interactive and do not have multiple states. Authoring Tool: Marketplace Excel spreadsheets are not interactive and do not have multiple states.
3.2.6 Consistent Help (Level A 2.2 only)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Written guidance, team chat, and a method to contact Support are consistently located and ordered relative to other page content throughout the student software. Electronic Docs: These are independent docs.

Criteria	Conformance Level	Remarks and Explanations
		Authoring Tool: Once the user elects to export spreadsheets, they are independent docs. Export is offered as a supplemental option to the student. All necessary functionality is available through the web app.
3.3.1 Error Identification (Level A)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Error messages in Marketplace are displayed as text and trigger alerts that are automatically read by screen reader software. Input fields that contain errors are linked to a description of the error. Electronic Docs: The electronic docs do not have error states. Authoring Tool: The Excel spreadsheets do not have error states.
3.3.2 Labels or Instructions (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Form controls are properly labeled, and include text instructions as needed. Electronic Docs: The electronic docs contain properly labeled form controls and include instructions as needed. Authoring Tool: Marketplace Excel spreadsheets do not have interactive elements.
3.3.7 Redundant Entry (Level A 2.2 only)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Where possible, data is auto-populated and cross-updated throughout the software. Long decision tables provide a way to copy one section's entries to another. Electronic Docs: There are no user submissions from these docs. Authoring Tool: The authoring tool functionality is very minimal and has nothing to need to copy.

4.1.1 Parsing (Level A)
    WCAG 2.0 and 2.1 – Always answer 'Supports'
    WCAG 2.2 (obsolete and removed) - Does not apply
	Supports	For WCAG 2.0 and 2.1, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata.

4.1.2 Name, Role, Value (Level A)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Interface components in Marketplace are properly defined and labeled, and screen readers can determine their current state. Electronic Docs: Components in the docs are properly labeled.

Criteria	Conformance Level	Remarks and Explanations
		Authoring Tool: Marketplace Excel spreadsheets do not have interactive elements.

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Supports	Marketplace does not contain live audio content.
1.2.5 Audio Description (Prerecorded) (Level AA)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Marketplace videos use a track element to provide audio descriptions. We have a custom implementation that inserts description text into an HTML element that has aria-live attributes, so it announces the text to screen reader software. When a user is using a screen reader, the screen reader reads the audio description at the right time automatically. Electronic Docs: These contain no video content. Authoring Tool: These contain no video content.
1.3.4 Orientation (Level AA 2.1 and 2.2)	Supports	No content has restrictions on view orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 and 2.2)	Web: Does Not Support Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Account creation and log-in does not use the autocomplete attribute at this time. Electronic Docs: They contain no interactive components. Authoring Tool: They contain no interactive components.
1.4.3 Contrast (Minimum) (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Text and images of text in Marketplace are styled to meet the required contrast ratios. Electronic Docs: Text is styled to meet the required contrast ratios. Authoring Tool: Text is styled to meet the required contrast ratios.

Criteria	Conformance Level	Remarks and Explanations
1.4.4 Resize text (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Marketplace supports browser zooming without loss of content or functionality. Electronic Docs: Support zooming without loss of content or functionality. Authoring Tool: The Excel spreadsheets support zooming without loss of content or functionality.
1.4.5 Images of Text (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Marketplace uses text rather than images of text, except where text images are permissible and essential, as in logos or maps. Images of text are always presented with alternative text that states any text in the image. Electronic Docs: The electronic docs use text rather than images of text, except where text images are permissible. Authoring Tool: Marketplace Excel spreadsheets only contain text.
1.4.10 Reflow (Level AA 2.1 and 2.2)	Web: Does Not Support Electronic Docs: Supports Authoring Tool: Supports	Web: Currently the software requires pinch and zoom below 1000 pixels screen width. Electronic Docs: Word documents support view options which reflow. For the other docs the 2-dimentional layout is essential to the content. Authoring Tool: For exported spreadsheets and pngs the 2-dimentional layout is essential to the content.
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: User interface components, icons, and images required for understanding meet at least 3:1 contrast against their backgrounds. Electronic Docs: Graphical objects required for understanding meet at least 3:1 contrast. Authoring Tool: Exported graphs meet at least 3:1 contrast against their backgrounds.
1.4.12 Text Spacing (Level AA 2.1 and 2.2)	Web: Partially Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: While the majority of the software supports text spacing adjustments, a few places do not. A work around is to use a laptop or larger monitor. Electronic Docs: This only applies to HTML markup.

Criteria	Conformance Level	Remarks and Explanations
		Authoring Tool: Spreadsheets support adjusting text spacing.
1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Content only rarely appears on receiving focus and when it does it is persistent. Electronic Docs: There is no interactive component. Authoring Tool: Spreadsheets and pngs exported have no interactive component.
2.4.5 Multiple Ways (Level AA)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: All pages in Marketplace can be navigated to using either the main tree menu, a search of this menu, or previous/next buttons which step through the pages. Additionally, some screens provide "Quick Links" which are links to relevant pages, contained in a complementary menu widget. For keyboard navigation a jump menu (skip links) are provided at the beginning of the page for quick access to page sections. Electronic Docs: Not required. Authoring Tool: Navigation of Excel files is handled by an external application such as Microsoft Excel.
2.4.6 Headings and Labels (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Partially Supports	Web: Marketplace lectures and pages are organized by HTML headings for easier browsing, and forms are labeled for optimal clarity. Electronic Docs: Word documents have headings, and any editable fields have informative labels. PowerPoint files have descriptive slide titles. Excel files have properly labeled editable fields and associated table headers. Authoring Tool: The third-party library (https://github.com/PHPOffice/PhpSpreadsheet) we use to allow export currently does not support making a true table with properly defined column headers. We have employed an alternative technique that works for NVDA and JAWS, but not for VoiceOver. If needed, a

Criteria	Conformance Level	Remarks and Explanations
		workaround is to access the data from within the web version.
[2.4.7 Focus Visible](#) (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: We use default HTML focus indicator to ensure visible focus, and a number of interface components use custom styling to maximize visibility in all browsers. Electronic Docs: Permit visible focus on all keyboard-accessible elements. Authoring Tool: Permit visible focus on all elements.
[2.4.11 Focus Not Obscured (Minimum)](#) (Level AA 2.2 only)	Web: Partially Supports Electronic Docs: Supports Authoring Tool: Supports	Web: If the user keeps the chat/email window open, then it can obscure certain items receiving focus. A work around is to minimize the chat/email window, which will notify the user of new communications. Electronic Docs: There is no interactive component in the content. Authoring Tool: Exported spreadsheets have no obscured focus.
[2.5.7 Dragging Movements](#) (Level AA 2.2 only)	Supports	No action requires dragging movements.
[2.5.8 Target Size (Minimum)](#) (Level AA 2.2 only)	Web: Does Not Support Electronic Docs: Supports Authoring Tool: Supports	Web: Interactive components do not all meet the minimum 24x24 CSS pixel size. Electronic Docs: There are no interactive components. Authoring Tool: Exported spreadsheets contain no interactive components.
[3.1.2 Language of Parts](#) (Level AA)	Web: Partially Supports Electronic Docs: Supports Authoring Tool: Supports	Web: For the English version, any passages containing text in different languages are appropriately specified using the HTML language attribute. Marketplace levels available in other languages have translations provided by contributors, and we currently have no way to track parts that may remain in English. A workaround is to set the game to English and translate problem text from that version. Electronic Docs: Marketplace docs are in a consistent language. Per https://www.section508.gov/create, the

Criteria	Conformance Level	Remarks and Explanations
		documents are in one language, English, and therefore no language of parts applies. Authoring Tool: Per https://www.section508.gov/create, the spreadsheets are in one language, English, and therefore no language of parts applies.
3.2.3 Consistent Navigation (Level AA)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Marketplace navigation components are designed with consistent layout and order. Electronic Docs: Does not apply to non-web docs. Authoring Tool: Does not apply to non-web docs.
3.2.4 Consistent Identification (Level AA)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Not Applicable	Web: Marketplace components use a consistent naming scheme. Electronic Docs: Does not apply to non-web docs. Authoring Tool: Does not apply to non-web docs.
3.3.3 Error Suggestion (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Marketplace input error messages are written to offer suggestions and guidance specifically tailored to a particular error in the context of Marketplace teaching goals. Electronic Docs: These files do not have Marketplace error states. Authoring Tool: These files do not have Marketplace error states.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: For legal/financial/data decisions, Marketplace forms give users the opportunity to review and amend input mistakes before submitting and provide a checkbox in addition to a submit button. Electronic Docs: These files do not have forms that can be submitted. Authoring Tool: These files do not have forms that can be submitted.
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Web: Supports Electronic Docs: Not Applicable Authoring Tool: Supports	Web: Pasting into the user and password fields from a 3rd party app works. For new accounts a CAPTCHA uses object recognition. 2FA is not required at this time.

Criteria	Conformance Level	Remarks and Explanations
		Electronic Docs: There is no authentication required. Authoring Tool: There is no authentication required.
[4.1.3 Status Messages](#) (Level AA 2.1 and 2.2)	Web: Supports Electronic Docs: Supports Authoring Tool: Supports	Web: Status updates have an appropriate ARIA notification. Electronic Docs: Do not have Marketplace defined status events. Authoring Tool: Do not have Marketplace defined status events.

Table 3: Success Criteria, Level AAA

Notes: Level AAA was not evaluated at this time.

Legal Disclaimer (Company)

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