



Universal Design Requirements

Ensuring the Toronto Cupcake web pages meet accessibility requirements for all site visitors

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Tester: Jean Murray





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Purpose



- “UX design encompasses all aspects of a user's perceived experience with a product or website, such as its usability, usefulness, desirability, brand perception, and overall performance.”¹
- Guide the user/site visitor through the site to quickly and easily find what they want.²
- Ensure the site meets accessibility guidelines, accommodating all site visitors.³

Executive Summary



This audit identifies navigation, accessibility, and functionality risks that expose the organization to legal and reputational risk.

The navigation structure presents usability challenges. Accessibility concerns require immediate attention. Broken links further disrupt the user experience and must be corrected.

Overall, improvements in accessibility, navigation clarity, and content structure will strengthen usability, reduce risk, and improve customer satisfaction.

Navigation Risks

Ensure customers can easily place orders

Logical Flow



Risk:

The main navigation may be confusing for consumers, causing frustration in finding what they need.

Fix:

Run consumer focus groups to determine what they look for first and adjust the menu to match.

HOME
ABOUT
CORPORATE
EVENTS
OCCASIONS
CUPCAKES
COMMUNITY
FAQs
RESOURCES
CONTACT
CUPCAKE
DELIVERY
VIEW CART

Site Navigation



Risk:

Pages lack navigation beyond the main menu and footer, causing customer frustration.

Fix:

Add a “[Back](#)” button or “[Order](#)” link on pages that scroll away from the menu.

Why Choose Toronto Cupcake for Your Corporate Events?

- **Custom Logo Design:** We work with you to create custom cupcake designs that reflect your brand's identity.
- **Edible Graphics:** High-quality edible graphics ensure that your logo and messaging are clear and professional.
- **Flexible Options:** Choose from a variety of flavors, colors, and themes to suit your event.
- **Professional Presentation:** From individual packaging to large displays, we provide solutions that meet your needs.
- **Custom Display Stands:** Let us create a custom stand that will reflect your theme
- **Reliable Service:** Our dedicated team ensures timely delivery and exceptional customer service.



Ready to make your next corporate event unforgettable?
To contact us by phone, please call:
North America: [+1-877-334-9468](tel:+1-877-334-9468)
Outside of North Am: [+001-647-478-9464](tel:+001-647-478-9464)
Email us at inquiry@torontocupcake.com to discuss custom cupcake designs, complex orders, and special delivery options across Toronto and the GTA.

Scrolling Confusion

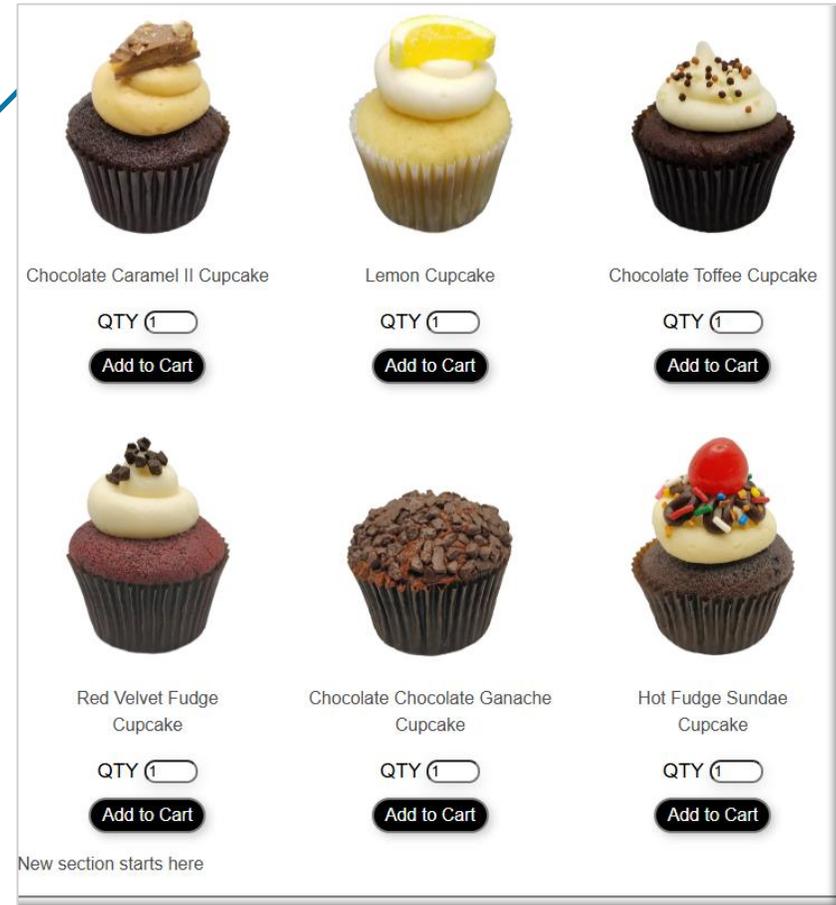


Risk:

The site visitor might stop scrolling on the Always Available Cupcakes section and miss the Holiday cupcakes sections.

Fix:

Add a [Table of Contents](#) to the top of the page to allow users to link directly to a section or see that more options are available.



Accessibility Risks

Ensure customers can easily find and access information

Auto-Scrolling Images



Risk:

Scrolling or moving images can be disorienting for some site viewers (i.e., users with motion sensitivity).

Fix:

Include an option for the user to stop images from scrolling with clearly indicated instructions ([WCAG Guideline 2.2](#)).⁴



Color Contrast



Risk:

All text must maintain a minimum contrast ratio of 4.5:1 per the [WCAG color contrast guidelines](#).⁵ The pink text on a white background does not meet this minimum.

Fix:

Use Hex Value #E6195E at a minimum, even with the high contrast option.

Select an Occasion

Choose from the list to see how we can make your event special with our customized cupcakes and services!

- Weddings
- Birthdays
- Engagement Parties
- Theme Parties
- Anniversaries
- Graduations
- Holidays
- Baby Showers
- Wrap Parties

Link Functionality



Risk:

The top-most pink announcement bar has link coding, but it is not working.

Fix:

Add a link on “Check out our new Corporate event logo cupcakes” to the associated page.



Feedback Summary



- Navigation should be designed with the customer in mind. How do they naturally search for information? Make it easy for them to find the order button.
- Accessibility issues **must** be addressed. Companies have been sued for having accessibility issues on their website, including
 - Broken links and images
 - Content that is not in compliance with WCAG requirements
 - Color contrast
- To aid in the overall customer experience, practice key usability concepts, including
 - Site visitors typically spend 5-10 seconds reviewing content to find what they need⁶
 - Redesigning the site to help customers find what they want quickly and easily



Thank you

Reach out to *Supervisor* with questions and comments.

References



1. “User experience design,” Wikipedia, Wikimedia Foundation, Inc., last edited on 2 October 2025, https://en.wikipedia.org/wiki/User_experience_design
2. “The 7 Principles - Principle 3: Simple and Intuitive Use,” Centre for Excellence in Universal Design, accessed 25 October 2025, <https://universaldesign.ie/about-universal-design/the-7-principles>
3. “The 7 Principles - Principle 1: Equitable Use,” Centre for Excellence in Universal Design, accessed 25 October 2025, <https://universaldesign.ie/about-universal-design/the-7-principles>
4. “Web Content Accessibility Guidelines (WCAG) 2.1,” W3C Recommendation, last reviewed 06 May 2025, <https://www.w3.org/TR/WCAG21/#enough-time>
5. “Contrast and Color Accessibility, Understanding WCAG 2 Contrast and Color Requirements: WCAG Contrast Ratio,” WebAIM (web accessibility in mind), last updated: Jan 9, 2021, <https://webaim.org/articles/contrast/#ratio>
6. Jakob Nielsen, “How Long Do Users Stay on Web Pages?” Nielsen Norman Group, 11 September 2011, <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>