



Dig Insights - Accessibility Conformance Report WCAG Edition

(Based on VPAT® Version 2.5)

Name of Product/Version:

Upside Platform - 3.14.2

Report Date:

04/18/2025

Product Description:

Upside is a Software as a Service (SaaS) research platform designed specifically for testing and optimizing innovations. Unlike typical survey platforms, Upside offers a user-friendly, mobile-first interface that feels like social media, leading to better consumer engagement and data. The platform allows you to test a wide variety of stimuli, including text, images, GIFs, and videos, at any stage of development.

Leveraging Dig Insights' strategic insights consultancy expertise, Upside provides intuitive dashboards that translate data into actionable decisions. It offers flexible templates based on standardized innovation methodologies, allowing you to test various aspects of your offerings and go-to-market strategies. Furthermore, Upside includes an AI-powered Idea Generation tool to enhance your human-generated ideas. Every test you conduct becomes part of a searchable database, enabling you to easily access past results and analyze performance across different markets and languages. With Upside, you can confidently launch innovations, forecast market share, and predict ROI.

Contact Information:

info@upside.com

“Voluntary Product Accessibility Template” and “VPAT” are registered service marks of the Information Technology Industry Council (ITI)

Notes:

This report was created by Deque Systems Inc. upon completion of an accessibility evaluation performed between 01/15/2025 and 01/21/2025 and was limited only to the evaluation of specific accessibility issues that were already reported and validated in April 2025.

Evaluation Methods Used:

A combination of automated and manual testing techniques was employed for the accessibility assessment.

- Manual assessment was performed using Chrome/NVDA on Windows 11 and extensive use of keyboard.
- Automated tools used included the Deque axe browser extension & Deque axe Auditor.

Scope of Evaluation

The pages in the following table were evaluated as part of the assessment on which this report is based.

Page Title	URL
Add comments	https://upsi.id/lszq1c
Dog Breed (Checkbox Multi-select)	https://upsi.id/lszq1c
Emotion on Pet ownership	https://upsi.id/lszq1c
How many pets (Only numeric)	https://upsi.id/lszq1c
Pet Food Brands question (Progress bar)	https://upsi.id/lszq1c
Select – Reject	https://upsi.id/lszq1c
Select Favorite	https://upsi.id/lszq1c
Start - Rank the breeds	https://upsi.id/lszq1c
Thoughts on Pet Ownership (Text area)	https://upsi.id/lszq1c
Type of pet (Radio button)	https://upsi.id/lszq1c
You will be guided to a new link	https://upsi.id/lszq1c

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 be used only in WCAG Level AAA criteria.

WCAG 2.2 Report

Note: When reporting on conformance with the WCAG 2.2 Success Criteria, the criteria are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the [WCAG 2.2 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Supports	Non-text content has text alternatives or a text alternate that serves an equivalent purpose.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Not Applicable	Prerecorded audio-only files are not present.
1.2.2 Captions (Prerecorded) (Level A)	Not Applicable	Prerecorded videos are not present.
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Not Applicable	Prerecorded videos are not present, so audio description is not required.
1.3.1 Info and Relationships (Level A)	Supports	Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.
1.3.2 Meaningful Sequence (Level A)	Supports	The reading and navigation order is logical and intuitive.
1.3.3 Sensory Characteristics (Level A)	Supports	Instructions to operate and/or understand content do not rely on sensory characteristics of components such as shape, color, size, and visual location.
1.4.1 Use of Color (Level A)	Supports	Color is not used as the only method to convey information, indicate an action, prompt a response, or distinguish visual elements.
1.4.2 Audio Control (Level A)	Not Applicable	The tested application does not contain audio content that plays automatically for more than 3 seconds.
2.1.1 Keyboard (Level A)	Supports	Functionality is available using only the keyboard (unless that functionality cannot be accomplished in any known way using a keyboard), If shortcut keys and accesses are present, they do not conflict with existing browser and screen reader shortcuts, and functionality based on custom gestures is available when a screen reader is turned on.

Criteria	Conformance Level	Remarks and Explanations
2.1.2 No Keyboard Trap (Level A)	Supports	Keyboard focus is never locked or trapped in a particular area, and the user is able to navigate to and from all navigable elements using only a keyboard.
2.1.4 Character Key Shortcuts (Level A 2.1)	Not Applicable	The tested web pages do not have Shortcut keys.
2.2.1 Timing Adjustable (Level A)	Supports	If a time limit exists, the user is given options to turn off, adjust, or extend that time limit.
2.2.2 Pause, Stop, Hide (Level A)	Supports	Moving, blinking, scrolling, or auto-updating information can be paused, stopped, hidden, or otherwise controlled by the user.
2.3.1 Three Flashes or Below Threshold (Level A)	Not Applicable	The tested application does not contain flashing content.
2.4.1 Bypass Blocks (Level A)	Supports	A method is provided to skip navigation and other page elements that are repeated across web pages.
2.4.2 Page Titled (Level A)	Supports	Pages have descriptive and informative titles.
2.4.3 Focus Order (Level A)	Supports	The navigation order of interactive elements (such as links, buttons, or form elements) is logical and preserves meaning and operability.
2.4.4 Link Purpose (In Context) (Level A)	Supports	The purpose of each link can be determined from the link text alone or from the link text and its programmatic context.
2.5.1 Pointer Gestures (Level A 2.1)	Supports	All functionality that can be operated with a pointer can be operated with single-point actions.
2.5.2 Pointer Cancellation (Level A 2.1)	Supports	For functionality that can be operated using a single pointer, at least one of the following is true: <ul style="list-style-type: none"> • The action is not triggered on the down event. • The action triggers on the up event, and a mechanism is available to abort the function before completion or to undo the function after completion. • The up-event reverses any outcome of the preceding down-event. • Completing the function on the down-event is essential.
2.5.3 Label in Name (Level A 2.1)	Supports	For each user interface component that includes a visible text label, the accessible name matches (or includes) the visible text in the label.

Criteria	Conformance Level	Remarks and Explanations
2.5.4 Motion Actuation (Level A 2.1)	Supports	Functionality that can be triggered by device motion or user motion detected by a device can be disabled, and the functionality can be operated without using motion.
3.1.1 Language of Page (Level A)	Supports	The language of each page is correct and can be determined programmatically.
3.2.1 On Focus (Level A)	Supports	When an element receives focus, a change in context (such as a substantial change to the page, the spawning of a pop-up window, or a change in focus) that may disorient the user does not occur.
3.2.2 On Input (Level A)	Supports	When a user inputs information or interacts with a control, it does not result in a substantial change to the page that could disorient the user unless the user is informed about the change ahead of time.
3.2.6 Consistent Help (Level A 2.2 only)	Supports	On web pages that contain help features (including human or automated contact options or self-help options), those features occur in the same order relative to other page content unless the user changes that order.
3.3.1 Error Identification (Level A)	Supports	On web pages that contain help features (including human or automated contact options or self-help options), those features occur in the same order relative to other page content unless the user changes that order.
3.3.2 Labels or Instructions (Level A)	Supports	For form controls/input fields requiring user input, labels, instructions, and/or error messages are provided to identify the controls/input fields in the form so that users know what input data is expected.
3.3.7 Redundant Entry (Level A 2.2 only)	Supports	If information previously entered by, or provided to, the user is required to be entered again in the same process, that information is either automatically populated or available for the user to select unless the previously entered information is no longer valid or re-entering the information is essential or required to ensure security.
4.1.1 Parsing (Level A)	Supports	For the WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates

Criteria	Conformance Level	Remarks and Explanations
		this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata . This criterion was removed from WCAG 2.2.
4.1.2 Name, Role, Value (Level A)	Supports	The name, role, state, and value of each user interface components can be programmatically determined.

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Not Applicable	Live multimedia files with audio are not present, so synchronized captions are not required.
1.2.5 Audio Description (Prerecorded) (Level AA)	Not Applicable	Prerecorded multimedia files are not present, so audio descriptions are not required.
1.3.4 Orientation (Level AA 2.1)	Supports	Orientation of the content is not locked to either landscape or portrait unless a specific orientation is essential for the functionality.
1.3.5 Identify Input Purpose (Level AA 2.1)	Supports	The purpose for each input field that collects an individual's personal data is programmatically defined based on the WCAG list of Input Purposes for User Interface Components.
1.4.3 Contrast (Minimum) (Level AA)	Supports	Text and images of regular text have the required color contrast ratio with their backgrounds.
1.4.4 Resize text (Level AA)	Supports	Content is readable and functional when browser zoom is set to 200% of its initial size.
1.4.5 Images of Text (Level AA)	Supports	When content can be presented visually using only text, an image of text is not used to present that text.
1.4.10 Reflow (Level AA 2.1)	Supports	The content of each page is viewable without scrolling horizontally when the viewport is set to 320 CSS pixels wide.
1.4.11 Non-text Contrast (Level AA 2.1)	Supports	The boundaries and indicators of the visual state(s) of each active user component and any graphics required to understand content have a 3:1 color contrast ratio with adjacent color(s) or their background.

Criteria	Conformance Level	Remarks and Explanations
1.4.12 Text Spacing (Level AA 2.1)	Supports	The spacing between letters, words, lines of text and paragraphs can be adjusted with no loss of content or functionality.
1.4.13 Content on Hover or Focus (Level AA 2.1)	Supports	When additional content is triggered by pointer hover or keyboard focus, that additional content can be dismissed and hovered over, and the content persists until the user dismisses it.
2.4.5 Multiple Ways (Level AA)	Supports	Multiple ways are available to find other pages on the site.
2.4.6 Headings and Labels (Level AA)	Supports	Headings and labels for form and interactive controls are informative.
2.4.7 Focus Visible (Level AA)	Supports	It is visually apparent which page element is currently receiving keyboard focus.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only)	Supports	When a user interface component receives keyboard focus, the component is not entirely hidden due to author-created content.
2.5.7 Dragging Movements (Level AA 2.2 only)	Supports	All functionality that uses a dragging movement can be achieved by a single pointer without dragging, unless dragging is essential or the functionality is determined by the user agent and not modified by the author.
2.5.8 Target Size (Minimum) (Level AA 2.2 only)	Supports	The size of the target for each clickable control is at least 24 by 24 CSS pixels, except where the target size is determined by the user agent; there is a different control with equivalent functionality; the target is in line with text; the presentation of the target is essential to the function or otherwise exempted under the rule; or each control is spaced such that a 24-pixel circle placed around the bounding box of the control will not intersect any similar circle for another control.
3.1.2 Language of Parts (Level AA)	Supports	The language of each section of content that is different from the default language of the page is correctly identified and can be determined programmatically.
3.2.3 Consistent Navigation (Level AA)	Supports	Navigation patterns that are repeated on web pages are presented in the same relative order each time they appear and do not change order when navigating through the site.

Criteria	Conformance Level	Remarks and Explanations
3.2.4 Consistent Identification (Level AA)	Supports	Labels, names, and text alternatives for content that have the same functionality across multiple web pages are consistently identified.
3.3.3 Error Suggestion (Level AA)	Supports	If input errors are automatically detected, suggestions are provided in text for correcting the input in a timely and accessible manner before the data is submitted to the server.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Supports	If the user can change or delete legal transactions, financial transactions, student exam responses, or data transactions that are unrecoverable or unintentionally modify or delete data, the changes and/or deletions are reversible, verified, or confirmed.
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Not Applicable	No authentication processes are included in the site, or if authentication processes are present, they do not include a cognitive function test.
4.1.3 Status Messages (Level AA 2.1)	Supports	Status messages can be programmatically determined and presented by assistive technologies without receiving focus.

Table 3: Success Criteria, Level AAA

Notes: Level AAA success criterions are not within the scope of this conformance evaluation.

Legal Disclaimer