



Recommendations for
Redesigning the Zoo Praha
Website

Recommendations for Redesigning the Zoo Praha Website

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After researching web design and collecting data from observational research, the survey distributed in the Dja Reserve, content analyses of other top performing European zoo websites, and a web accessibility analysis, we have created a list of recommendations for how best to redesign Zoo Praha's website. The following recommendations are split up into five major sections: Design and Organization, Visuals and Aesthetics, Content, Accessibility, and Language Accommodations. At the end, we've included the team's work on the Adobe XD Mockup. Implementing these recommendations should improve the Zoo Praha visitor experience while using the website. Please reach out to gr-zoo-b22@wpi.edu.



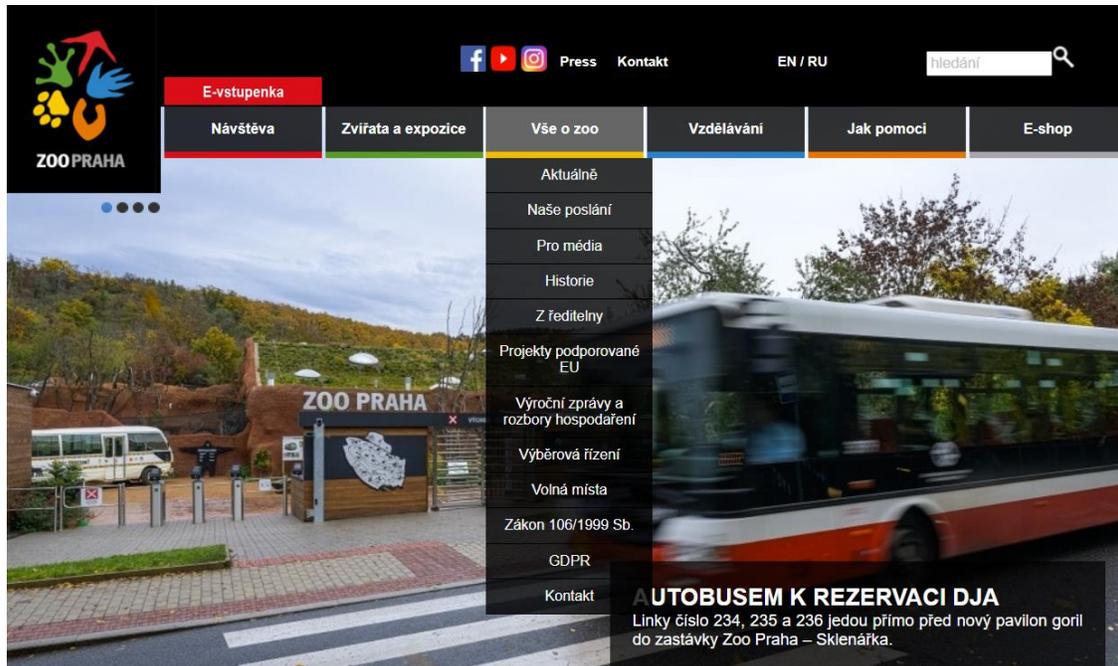
WPI

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Design and Organization

Our research revealed that the current Zoo Praha website is difficult to navigate based on survey results and comparison to other European zoo websites. To improve this, we recommend changing the organization of the homepage tabs. Displaying six navigation tabs at the top of the homepage is ideal. Under each tab there should be no more than 6 subsections, as too many can make finding information difficult.

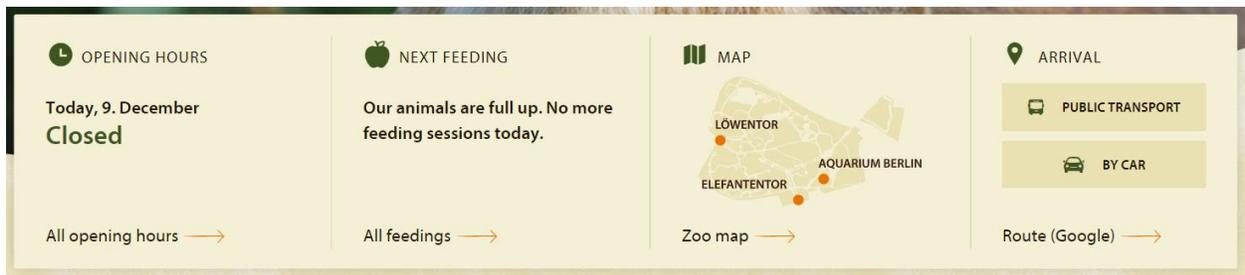
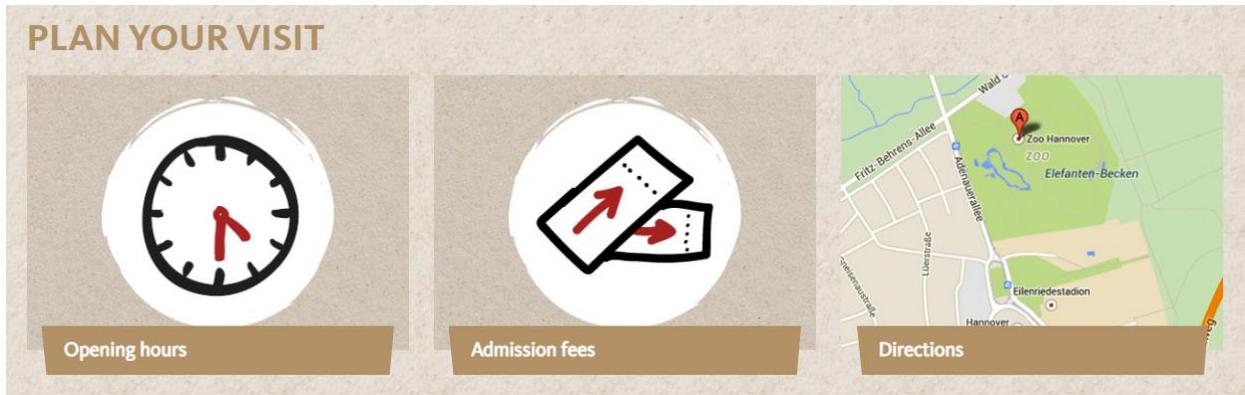


The picture above shows the current drop-down menu for 'About the Zoo' on the Czech version of the Zoo Praha website. This can be shortened by grouping together more related information and using straightforward titles. Take, for example, the Berlin Zoo website's 'About the Zoo' tab:



This menu is very simple and offers the most relevant information about the zoo.

We also recommend promoting visitor information on the homepage for the ease of visitors finding such information. Some examples include the Hannover Zoo homepage and the Berlin Zoo homepage:

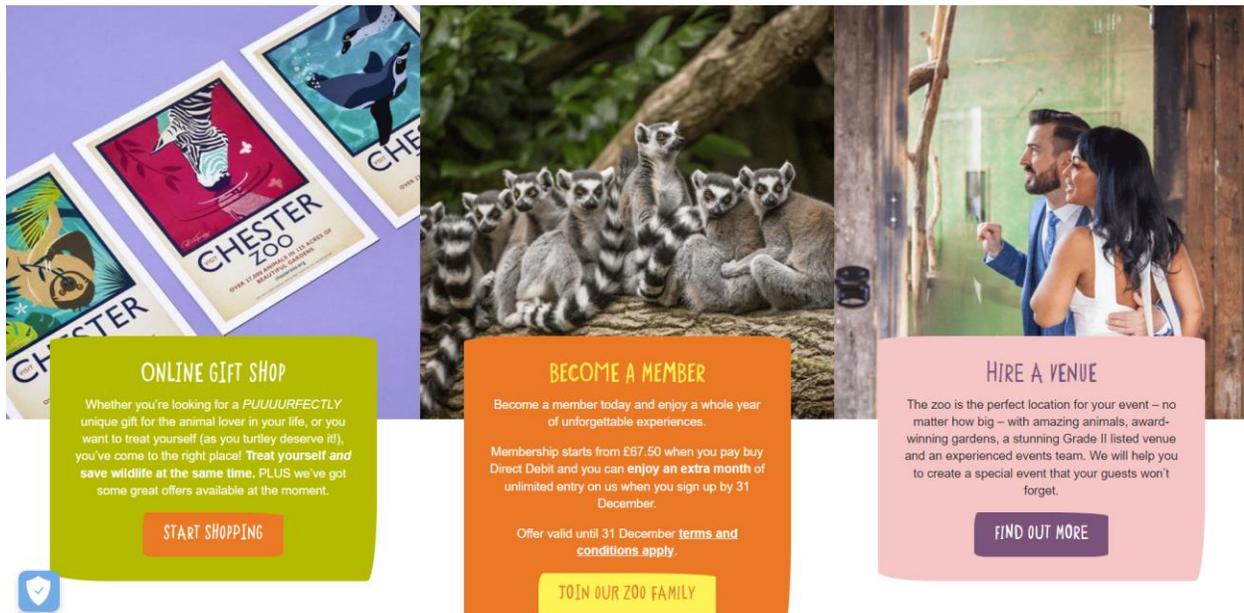


From our survey, we found that visitors use the website mainly for opening hours, e-tickets, the zoo map, and animal/exhibit information. This should be some of the first content displayed on the website organizationally.

Visuals and Aesthetics

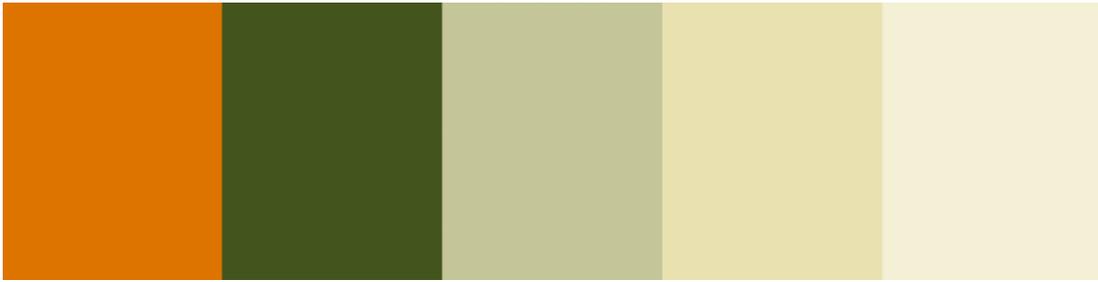
Based on what we learned from analyzing other European zoos' websites, we developed recommendations for general visual web design practices to keep in mind when designing the new Zoo Praha website. The following bullets and pictures are guidance for creating an attractive and visually pleasing webpage:

- Balanced page layout
 - Text and graphics are evenly distributed
 - Balanced on left and right



- Large page size
 - Fill up entirety of computer screens
 - Scrolls down 3 or more screens
- Display at least 5 images on each page
- Display the Zoo Praha logo
 - Suggest using white/back version of logo
- Use neutral/monochromatic color scheme/palette
 - Can add a complementary color to increase contrast
 - Ex. Earth tones

Berlin Zoo:



ZooParc de Beauval:



- Image slideshow as the main graphic on homepage
 - Promote animals/exhibits
- Animated buttons/links
 - Ex. Color of link/button changes when cursor is hovered over it
- Two contrasting fonts for headings and body text (font pair)

SLAB

Heading

This is the body copy font. This font should differ from the heading font to create contrast and visual hierarchy, and direct readers to the most important information first.

Heading font: Arvo (bold)
Body copy font: Montserrat (regular)

- Font family sans serif for readability

- Eye Catching font for headings
 - **EX. MODERN LOVE CAPS**
- Simpler font for body text
 - Ex. Tahoma
 - Ex. Century Gothic

ZooParc de Beauval

The Equatorial Dome

2020's major innovation!

Explore the world on a breath-taking trip around the equator! In an immense glazed structure, discover more than 200 fascinating animal and plant species... a new world awaits you...

- Body text at least 12pt font size

- Display high quality images of animals
 - Ex. Zoo Praha
 - uses cutouts of animals with white backgrounds

Ajabu - Western Lowland Gorilla



Antonio and Eberhard – Galápagos Tortoises



Janita's Baby Elephant



Pipin and Pind'a – Humboldt's Penguins



- Ex. ZooParc de Beauval
 - Uses full photographs



The Land of the
Lions

Lions, meerkats, wild dogs, naked mole-rats...



The Heights of China

Giant pandas, snow leopards, red pandas, takins,
fishing cats...



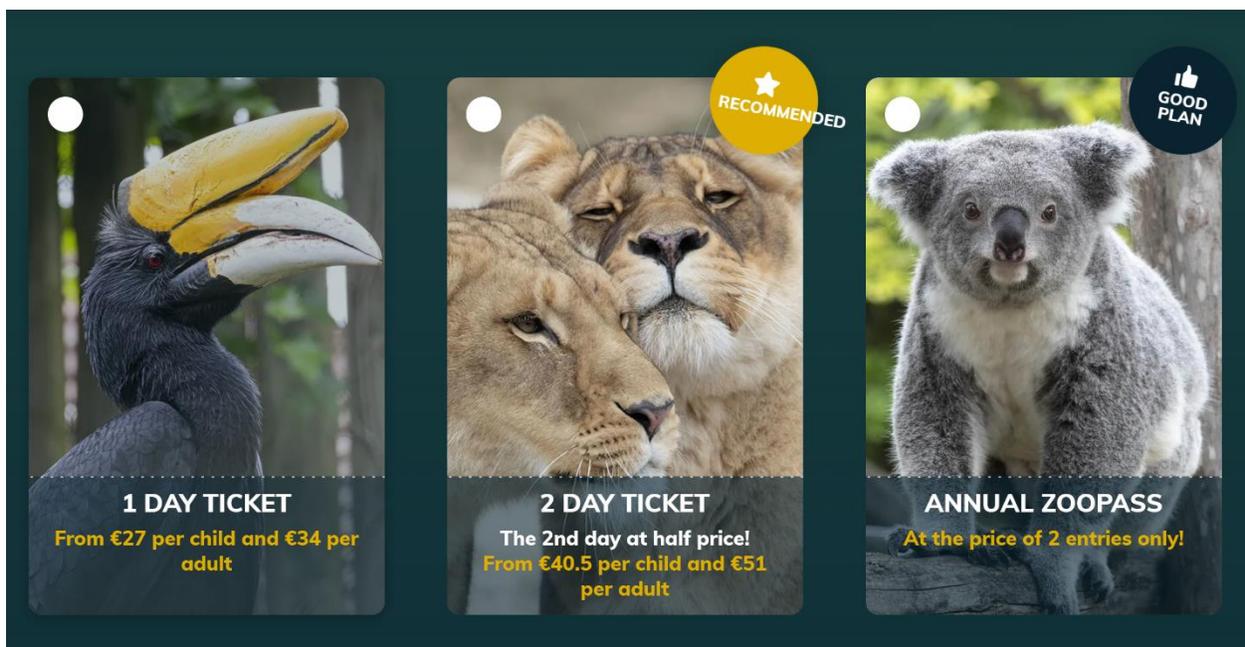
The Hippopotamus
Reserve

Hippopotamus, red river hogs, bongos, nyalas,
pelicans...

Content

From the content analysis, we determined the best type of content to display on the website. In addition to that, we determined where best to display these types of content.

- 4 main types of content:
 1. **Animal content:** content primarily focused on animals (i.e. animals/exhibit names, photos, and descriptions, feeding schedules, etc.)
 2. **Human-education content:** content whose primary intent is to educate visitors, whether that be about conservation, animal facts, etc. (i.e. children’s activities, animal shows, group events, etc.)
 3. **Conservation content:** content primarily focused on conservation efforts (i.e. partnered wildlife organizations, mission statements/goals, sustainability initiatives, etc.)
 4. **Zoo services:** content pertaining to the operation of the zoo. Often this information helps visitors to plan their visit ahead of time (i.e. opening hours, ticket prices, ticket purchasing, zoo maps, etc.)
- Homepage:
 - Majority of homepage should display animal content
 - Photos of specific animals with names and brief description to foster a better connection with visitors
 - Wide variety: top-performing zoo websites displayed at least 5 different species of animals, can accompany other information such as ticket prices



Balance pictures of what people expect to see with more rare and uncommon animals

- Incorporate most important zoo service content directly on to homepage
 - Current opening hours

- Link to buy tickets, potentially have price for adult and for child directly on homepage
 - Information on special events happening at zoo, updated regularly with brief description of event, when and where it will occur, and any additional information (price, target demographic, etc.)
- Sub-sections:
 - Majority of sub-section information should be zoo serviced based
 - Current website does do this, so recommendation is to refine information within the sub-sections
 - Combine zoo map and zoo direction section for ease of use
 - Combine hours of operation with
 - Avoid going too much into detail with conservation efforts, many zoo websites keep this information limited and under one tab in the “About the Zoo” section

Animal Content Specific to Zoo Praha

Based on our research we were able to rank the animals at Zoo Praha in the following ways...

Most popular based on the duration visitors stayed:

Gorillas, Polar Bears, Kangaroos, Fur Seals, Elephants, Crocodiles

Most popular based on % of visitors that took pictures:

Crocodiles, Tasmanian Devil / Wombat, Shoebill, Gorillas, Penguins, Elephants

Best exhibits based on their individual characteristics:

Gorillas, Elephants, Kangaroos, Polar Bears, Fur Seals, Crocodiles

** These characteristics included but were not limited to animal size, animal activity level, visibility of the animal, number of structures in the enclosure, and quality of scenery.

**For a more in depth understanding of how we came to these rankings, and to see all the data we collected refer to [THIS EXCEL SHEET](#)

General Notes and Tips for posting effective animal content:

- Include pictures of the animals that tend to fall at the top of our rankings seen above.
- Maintain a balance between animals that visitors expect to see when coming to the zoo (gorillas / elephants / giraffes) with more uncommon and rare species that are more likely to intrigue visitors. (Ghrial crocodiles / shoebill / Tasmanian devils)
- Show off exhibits that are immersive or allow visitors to get as close as possible to animals
 - Large areas in the Indonesian Jungle with monkeys, birds, etc.
 - Kangaroo enclosure that allows no barrier between visitors and the kangaroos
 - Bird exhibits that allow no barrier between visitors and the animals

- Some animals had a “cute-factor” that we could not represent in our data but are still great to display. (Red Pandas / Cooper the Wombat)

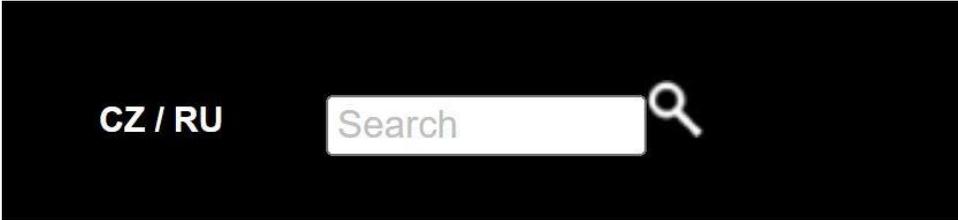
Accessibility

After analyzing Zoo Praha's website using TAW, we found 41 problems with 227 warnings on the Czech page, and only 15 problems with 167 warnings on the English page. We'd like to note that the English page has far fewer accessibility issues because it displays less than 50% of the content on the Czech page. When we compared these numbers to the results of analyzing both the native language pages and English pages of nine other top European zoo websites. Our team concluded that Zoo Praha's website is relatively accessible. Zoo Praha's English page had the fewest problems out of all web pages analyzed. Similarly, the Czech page had fewer accessibility problems than 50% of all pages analyzed. However, this is because the Zoo Praha website has a less sophisticated design and displays less content than the other zoo websites analyzed.

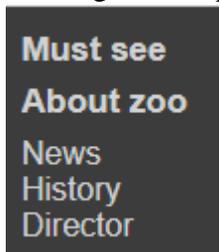
Our team went through each of these problems and recommended a way to resolve the accessibility issue. The tables below show each issue and the suggested course of action. First, we listed the WCAG 2.1 success criteria violated. Then, we included the number of problems found with this specific success criterion, the typology, and the conformance level to the WCAG 2.1 (A being the lowest, AAA being the highest). Problems with an A conformance level are ones most important to address. We also copied over the exact line of HTML code where the problem was present. Next, we explained the problem, and finally, suggested a solution. It is important to note that most of these problems could have multiple different solutions.

We've included tables for the problems found on both the Czech and English page. Almost all the problems found on the English page were also found on the Czech. Any unique problems (ones only found on the Czech page) have been highlighted in blue.

Problems with the WCAG 2.1 found on the English page:

Violation	1.1.1 - Non-text Content: All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for certain situations
No. Problems	1
Typology	Forms – Form controls without associated label
Level	A
Code	158.  <code><form action="/en/search/" method="get">       <input class="inputsearch" type="text" name="searchword" onclick="this.value=";" value="Search">  <input class="butsearch" type="submit" name="search" value=""></code>
Problem	<p>When you load the page, the search bar has a text representation of the search bar image, but when you click away from the box, the “search” text goes away and there is no longer a “text alternative that serves the equivalent purpose” for non-text content. This is inaccessible because a screen reader can no longer read this element.</p>  <p>This is the search bar when you initially load the page. You can clearly see a text alternative (“search”) for a non-text element (the search bar icon).</p>  <p>This is the search bar after you click on it and then click away (if you decided not to search something). The text is no longer there.</p>
Recommended Solution	<pre><input class="inputsearch" type="text" name="searchword" onclick="this.value=";" value="Search" placeholder="Search"></pre> <p>Add “placeholder = “Search” to ensure that whenever the search box is clicked off and there is no input, the word “Search” will reappear in the box</p>

Violation	1.3.1 - Info and Relationships: Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.
No. Problems	1
Typology	Form – Form controls without associated label
Level	A
Code	158.  <code><form action="/en/search/" method="get"> <input class="inputsearch" type="text" name="searchword" onclick="this.value=";" value="Search"> <input class="butsearch" type="submit" name="search" value=""></code>
Problem	There was no label for the search box so a screen reader, for example, could not programmatically determine the information, structure, and/or relationships conveyed through presentation.
Recommended Solution	<code><label for="searchBox" hidden> Search Box </label></code> <code><input class="inputsearch" id="searchBox" type="text" onclick="this.value=";" value="Search" placeholder="Search"></code> Adds a label to the search box that is hidden visually from the user for organizational and structural purposes. For (placeholder = “Search”) see above violations

Violation	1.3.1 - Info and Relationships: Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.
No. Problems	1
Typology	Structure and Semantics – Two headers of the same level with no content in between
Level	A
Code	444.  <code><h4>Must see</h4></code>
Problem	In between the “Must See” and “About the Zoo” headers there are no subcategories displayed. 

<p>Recommended Solution</p>	<p>Potentially add links to the top subcategories within the “Must see” page.</p> <div data-bbox="451 226 799 558" style="background-color: #333; color: white; padding: 10px;"> <p>Must see</p> <p>Bororo Reserve Giant Salamander House Elephant Valley</p> <p>About zoo</p> <p>News History Director</p> </div> <p>HTML implementation.</p> <pre> ▼ <h4> Must see </h4> ▼ ▼ Bororo Reserve ▼ Giant Salamander House ▼ Elephant Valley ▼ <h4> About zoo </h4> ▼ ▼ News ▼ History ▼ Director </pre>
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<p>Violation</p>	<p>2.1.3 - Keyboard (No Exception): All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes.</p>
<p>No. Problems</p>	<p>1</p>
<p>Typology</p>	<p>Scripts – Use of device-dependent event handlers</p>
<p>Level</p>	<p>AAA</p>
<p>Code</p>	<p>158.  <form action="/en/search/" method="get">  <input class="inputsearch" type="text"/></p>

	 <pre>type="text" name="searchword" onclick="this.value='';" value="Search"><input class="butsearch" type="submit" name="search" value=""></pre>
Problem	There is no way to navigate to the search bar without using a mouse / mouse pad.
Recommended Solution	<p>Create a keyboard shortcut on the website that brings the user to the search bar. A potentially fix would be setting up a virtual keyboard that allows users to press the “S” key on their keyboard to take them to the search bar.</p> <p>We were unable to fully implement the HTML / JavaScript fix to this problem. For an example fix see HERE</p>

Violation	<p>2.4.4 - Link Purpose (In Context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.</p>
No. Problems	1
Typology	Navigation – Links with same link text but different destinations
Level	A
Code	 <pre>363. </pre>
Recommended Problem	<p>The problem detected is that the given link is not described properly by the link text. After reviewing this issue, we have determined that TAW did not correctly analyze this line of code.</p> <p>Here is the actual code which clearly has a description for the given link</p>  <p>For reference here is an example of a properly formatted link based guideline 2.4.4</p> 
Solution	See 2.4.9 Solutions

Violation	<p>2.4.9 - Link Purpose (Link Only): A mechanism is available to allow the purpose of each link to be identified from link text alone, except where the purpose of the link would be ambiguous to users in general.</p>
No. Problems	6
Typology	Navigation – Links with same link text but different destinations
Level	AAA

<p>Code</p>	<p>151.  <code><li style="width: 25px;"></code>    <code></code>  <code></code></p> <p>198. <code></code>  <code></code><code>We help them to survive</code></p> <p>332.   <code>We help them to survive</code></p> <p>406. <code></code>   <code>Youtube channel</code></p> <p>461. <code></code>    <code>Youtube channel</code></p> <p>463. <code></code>    <code>Instagram</code></p>
<p>Problem</p>	<p>Multiple links posted on the homepage go to “different” pages. This is only half true, as they all lead to the same destination, just through slightly varied links. Some links also don’t work within this, however that falls under a separate guideline and can be fixed through testing (All social media links aren’t functional)</p>
<p>Recommended Solution</p>	<p>Multiple solutions are available. One would be to rename some of the hyperlinks if you’re trying to direct users to completely different pages, ensuring that the links are named properly. Another one would be to make sure you have one, unchanged link under each of the hyperlinks available, as they all seem to point users in the same direction (<u>This would be the best solution</u>). One final solution would be to remove the repeated links entirely, though this would lead to issues with navigability and ease of use in most cases and is thus not recommended.</p>

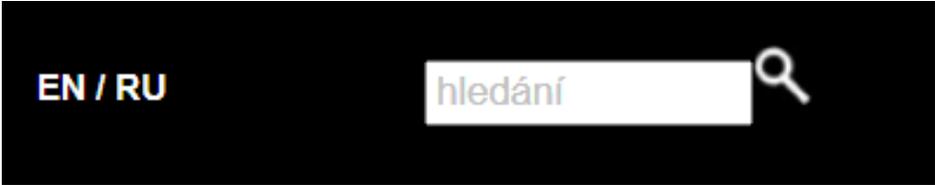
Violation	2.4.10 - Section Headings: Section headings are used to organize the content.
No. Problems	1
Typology	Structure and Semantics – Two headers of the same level with no content in between.
Level	AAA
Code	444.  <code><h4>Must see</h4></code>
Problem	See 1.3.1 Problem
Recommended Solution	See 1.3.1 Solution Same problem and solution, websites must be accommodating of people experiencing disabilities and those who aren't. Implementing a header with no sub-content as a result of the pages not being translated shows that the section is being ignored by translators, so solutions include dropping the header or adding content to sub-section.

Violation	3.3.2 - Labels or Instructions: Labels or instructions are provided when content requires user input.
No. Problems	1
Typology	Forms – Labeling of form controls
Level	A
Code	158.  <code><form action="/en/search/"</code> <code>method="get"></code>  <code><input class="inputsearch"</code> <code>type="text" name="searchword" onclick="this.value=";" value="Search"></code>  <code><input</code> <code>class="butsearch" type="submit" name="search" value=""></code>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Not the same issue as 1.1.1, but quite similar. This criterion specifies that all users could see it, not just those using a screen reader, implying that there is no visual text that would signify the search bar. If the 1.1.1 solution is implemented, this violation should be resolved

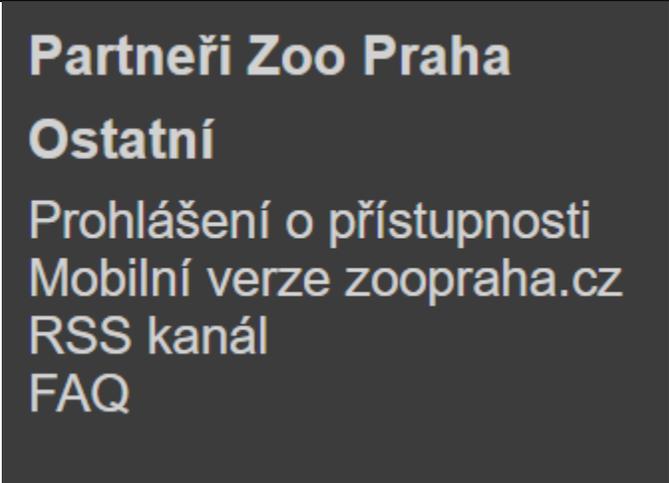
Violation	4.1.2 - Name, Role, Value: For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.
No. Problems	1
Typology	Forms – Form controls without label
Level	A
Code	 <p>158. <code><form action="/en/search/" method="get"><input class="inputsearch" type="text" name="searchword" onclick="this.value=";" value="Search"><input class="butsearch" type="submit" name="search" value=""></code></p>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Aria-label, markup features exposing the name and role (such as form controls and label elements)

Violation	4.1.2 - Name, Role, Value: For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.
No. Problems	1
Typology	Web Page – Push button form controls
Level	A
Code	158. <code><form action="/en/search/" method="get"><input class="inputsearch" type="text" name="searchword" onclick="this.value=";" value="Search"><input class="butsearch" type="submit" name="search" value=""></code>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Missing a “label” or “title” within the button class/object, must add a plain label or title to the button

Problems with the WCAG 2.1 found on the Czech page:

Violation	1.1.1 - Non-text Content: All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.
No. Problems	1
Typology	Forms – Form controls without label
Level	A
Code	159.  <code><form action="/hledani/" method="get">XXXXXXXX<input class="inputsearch" type="text" name="searchword" value="hledání" onclick="this.value=";">X<input class="butsearch" type="submit" name="search" value=""></form><!-- </div>--></code>
Problem	<p>When you load the page, the search bar has a text representation of the search bar image, but when you click away from the box, the “hledání” text goes away and there is no longer a “text alternative that serves the equivalent purpose” for non-text content. This is inaccessible because a screen reader can no longer read this element.</p>  <p>This is the search bar when you initially load the page. You can clearly see a text alternative (“hledání”) for a non-text element (the search bar icon).</p>  <p>This is the search bar after you click on it and then click away (if you decided not to search something). The text is no longer there.</p>
Recommended Solution	<pre><input class="inputsearch" type="text" name="searchword" value="hledání" onclick="this.value=";" placeholder="hledání"></pre> <p>Add “placeholder = “hledání”” to ensure that whenever the search box is clicked off and there is no input, the word “hledání” will reappear in the box.</p>

	<p>Adds a label to the search box that is hidden visually from the user for organizational and structural purposes.</p> <p>For (placeholder = “Search”) see above violations</p> <p>This solution is from the English site, adjust variables and names accordingly</p>
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Violation	1.3.1 - Info and Relationships: Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text.
No. Problems	1
Typology	Structure and semantics – Two headers of the same level with no content in between
Level	A
Code	614.  <code><h4>Partneři Zoo Praha</h4></code>
Problem	 <p>The Zoo Partners header sub-section (Partneri Zoo Praha) is empty, and leads from a header section to another header section</p>
Recommended Solution	<p>There are 2 potential solutions.</p> <p>The first solution would be to fill the header sub-section as seen below.</p>

	<p style="text-align: center;">Partneři Zoo Praha</p> <p>KB Volkswagen Coca-Cola Prima Kozel</p> <p style="text-align: center;">Ostatní</p> <p>Prohlášení o přístupnosti Mobilní verze zoopraha.cz RSS kanál FAQ</p>
	<p>The second solution would be to remove the header completely, as it wouldn't be necessary with the partners listed elsewhere on the site. This solution is not recommended though, as the Site Map should have major pages such as this listed.</p>

Violation	2.1.3 - Keyboard (No Exception): All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes.
No. Problems	1
Typology	Scripts – Use of device-dependent event handlers
Level	AAA
Code	159.  <form action="/hledani/" method="get">  <input class="inputsearch" type="text" name="searchword" value="hledání" onclick="this.value='';">  <input class="butsearch" type="submit" name="search" value=""></form><!-- </div>-->
Problem	There is no way to navigate to the search bar without using a mouse / mouse pad.
Recommended Solution	Create a keyboard shortcut on the website that brings the user to the search bar. A potentially fix would be setting up a virtual keyboard that allows users to press the “S” key on their keyboard to take them to the search bar.

	We were unable to fully implement the HTML / JavaScript fix to this problem. For a similar example fix, see HERE .
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Violation	2.4.4 - Link Purpose (In Context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.
No. Problems	2
Typology	Navigation – Empty links/Links with same link text but different destinations
Level	A
Code	480. <div class="box stopabarvabg3">✘✘
Problem	<p>When clicking on one of the pictures on the bottom part of the home page, it takes you to a page that is not described by text.</p>  <p>More specifically, the picture of the horse on the top takes you to a different page than the link of the text directly below it. This is somewhat misleading as other pictures that have this same format take you to the same destination as the text directly below.</p>
Recommended Solution	Reformat this section of the page so that the link of the picture matches that of the text below it. It would also be good to add a label to the picture describing what is shown and the purpose of the attached link (either visibly or programmatically).

Violation	2.4.9 - Link Purpose (Link Only): A mechanism is available to allow the purpose of each link to be identified from link text alone, except where the purpose of the link would be ambiguous to users in general.
No. Problems	30

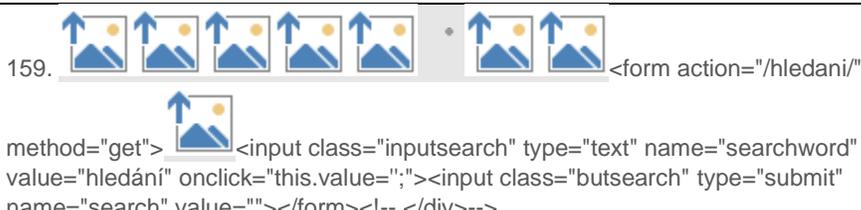
Typology	Navigation – Links with same link text but different destinations
Level	AAA
Code	The following lines: 151, 239, 303, 208, 459, 207, 233, 462, 284, 287, 301, 237, 149, 235, 240, 585, 485, 402, 310, 561, 539, 483, 563, 472, 304, 595, 487, 583, 484, 486
Problem	Multiple links posted on the homepage go to “different” pages. This is only half true, as they all lead to the same destination, just through slightly varied links. Some links also don’t work within this, however that falls under a separate guideline and can be fixed through testing (All social media links aren’t functional)
Recommended Solution	Multiple solutions are available. One would be to rename some of the hyperlinks if you’re trying to direct users to completely different pages, ensuring that the links are named properly. Another one would be to make sure you have one, unchanged link under each of the hyperlinks available, as they all seem to point users in the same direction (<u>This would be the best solution</u>). One final solution would be to remove the repeated links entirely, though this would lead to issues with navigability and ease of use in most cases and is thus not recommended.

Violation	2.4.10 - Section Headings: Section headings are used to organize the content.
No. Problems	1
Typology	Structure and Semantics – Two headers of the same level with no content in between
Level	AAA
Code	614.   <code><h4>Partneři Zoo Praha</h4></code>
Problem	See 1.3.1 Problem
Recommended Solution	See 1.3.1 Solution Same problem and solution, websites must be accommodating of people experiencing disabilities and those who aren’t. Implementing a header with no sub-content as a result of the pages not being translated shows that the section is being ignored by translators, so solutions include dropping the header or adding content to sub-section.

Violation	3.3.2 - Labels or Instructions: Labels or instructions are provided when content requires user input.
No. Problems	1
Typology	Forms – Labeling of form controls
Level	A

Code	<p>159.  <code><form action="/hledani/"</code></p> <p><code>method="get"></code>  <code><input class="inputsearch"</code></p> <p><code>type="text" name="searchword" value="hledání" onclick="this.value='';"></code>  <code><input</code></p> <p><code>class="butsearch" type="submit" name="search" value=""></form><!-- </div>--></code></p>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Not the same issue as 1.1.1, but quite similar. This criterion specifies that all users could see it, not just those using a screen reader, implying that there is no visual text that would signify the search bar. If the 1.1.1 solution is implemented, this violation should be resolved

Violation	<p>4.1.2 - Name, Role, Value: For all user interface components (including but not limited to: form elements, links, and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.</p>
No. Problems	1
Typology	Forms – Form controls without label
Level	A
Code	<p>159.  <code><form action="/hledani/"</code></p> <p><code>method="get"></code>  <code><input class="inputsearch"</code></p> <p><code>type="text" name="searchword" value="hledání" onclick="this.value='';"></code>  <code><input</code></p> <p><code>class="butsearch" type="submit" name="search" value=""></form><!-- </div>--></code></p>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Aria-label, markup features exposing the name and role (such as form controls and label elements)

Violation	4.1.2 - Name, Role, Value: For all user interface components (including but not limited to: form elements, links, and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.
No. Problems	1
Typology	Web page – Push button from controls
Level	A
Code	 <p>159. <code><form action="/hledani/" method="get"> <input class="inputsearch" type="text" name="searchword" value="hledání" onclick="this.value='';"> <input class="butsearch" type="submit" name="search" value=""></form><!-- </div>--></code></p>
Problem	See 1.1.1 Problem
Recommended Solution	See 1.1.1 Solution Missing a “label” or “title” within the button class/object, must add a plain label or title to the button

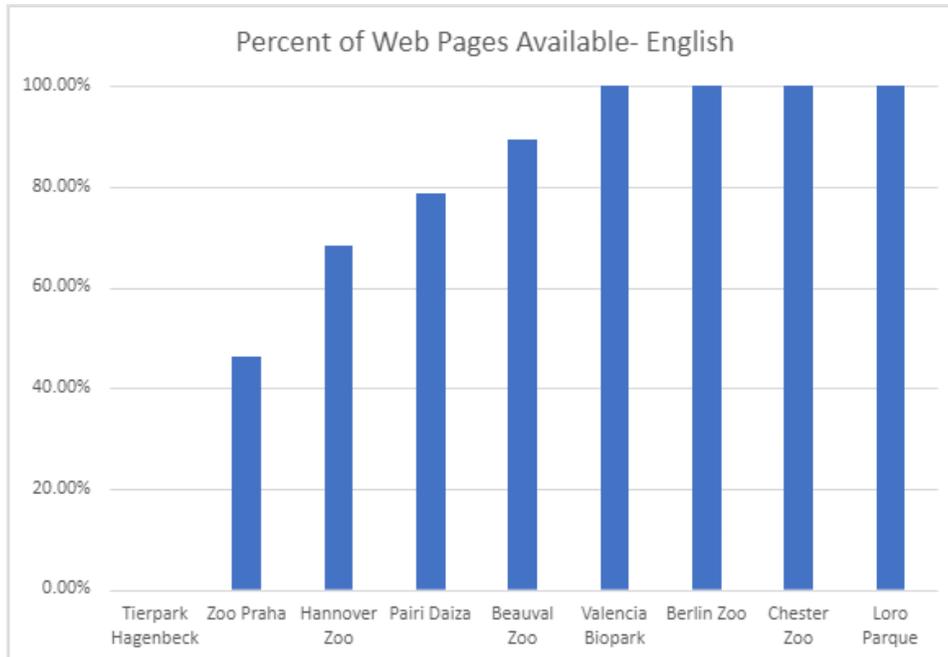
Finally, we recommend that when redesigning the new website, Zoo Praha adheres to the Web Content Accessibility Guidelines (WCAG) created by the World Wide Web Consortium. The latest version of the WCAG is 2.1, but depending on when the website is redesigned, there might be a newer version. These guidelines have many success criteria that web pages should meet in order to be accessible for all users. Under each success criteria, there are also links to recommended techniques and common failures that are helpful. The link to these guidelines is here: <https://www.w3.org/TR/WCAG21/>

Language Accommodations

Our teams research found that seven of the eight European zoo websites (88%) successfully translated their content from their native language into English through a variety of translation methods. We found that only two sites—Tierpark Hagenbeck and Zoo Praha—had not translated at least 50% of the pages available or 75% of features available in their native language into their English sites. Some of the translation methods included Google Translate build-ins, support for the Google Translate browser extension, and human translation. However, there was no single translation method commonly used by the more successful websites.

The research also found that Zoo Praha lacks both page availability and complete translations, including nine of the pages previously denoted as “top zoo content”, all of which are marked by bolded text in the following figure. Not only did the website offer just 46% of their Czech site in English, but only 23% of features were incorporated into the English site.

We recommend Zoo Praha redesign their new website to be more accessible to English speaking tourists by strengthening their online English accommodations. From our analysis of other zoo websites and common translation standards, we suggest that the zoo fully translates their website to make the Czech and English sites identical by hiring a human translator. This manual translation method yields the best results, as Google Translate frequently encounters issues with context and grammar and will allow for images to also be translated.



Partial Translation

- **Opening Hours**
- **Accessibility**
Equipment/Services
- **Animals in the Park**
- **Park Exhibits**
- **News**
- Admission/Prices
- Animal Feeding
Times
- Zoo Praha Helps
Ukraine
- Vacancies
- EU-Supported
Projects

Missing Translation

- **Current Events**
- **Disability Information**
- **Mission Statement**
- E-Shop
- Schools and Children
- Where to go in the Zoo
- Animal Personalities
- Objects Outside of the
Zoo
- For the Media
- From the Principles
Office
- Annual Reports and
Economic Analysis
- Competitions
- Act No, 106/199 Coll.
- GDPR
- Meal Vouchers

Adobe XD Mockup

In addition to our design and presentation style recommendations, we also created several mockups of the Zoo Praha website using Adobe XD. Our design is heavily influenced by the mockup created by Oliver Le Que a few years ago, as we just changed the color scheme, some animal content, fonts, and fattening. In the file attached below, we've included three different color schemes: neutral colors, grayscale colors, and the zoo's logo colors (red, orange, yellow, green, and blue). While we've included three different options, we recommend the neutral color scheme based on our research of other successful zoo websites.

The full file will be sent along with this guidebook.

Link to our homepage mockup: <https://xd.adobe.com/view/30b40982-db68-4c5f-b92d-6e2ac875a470-65e7/>

Link to our history page mockup: <https://xd.adobe.com/view/0cd00e96-1fc6-4622-abc6-8e00bd6506ea-5983/>

Because of the time constraints of our project, we only created mockups for the homepage and the history page, as we felt these were the most important pages and/or needed the most work. Other pages of the new website can copy the same formatting used on the history page.

Below is a list of features changed/added on the homepage:

- Changed the color scheme to be more aesthetically pleasing
 - To match the other colors used, we also edited the zoo's logo
- Edited the look of the information bar beneath the slideshow
 - Added the map instead of donation button, as a map was commonly found on other zoo website homepages
- Added a slideshow which switches through several photos of animals we recommend putting on the home screen based on our observational research
 - *The text on these images is a placeholder
- Added more animal content and exhibit information in a more interesting format (circles)
 - *If we had more time, we would have made the circles scroll to more of the exhibits which may be something to include on the new website
- Added a blurb about the Dja reserve (text taken from the old website)
 - *This could be a space to promote any new exhibits or animals

Below is a list of features changed/added on the history page:

- Added a slideshow of historical images (taken from the old website)
- Made an interactive historical timeline
 - *This idea was based off the design of the historical timeline used by the Berlin Zoo (<https://www.zoo-berlin.de/en/about-the-zoo/history>). If we had more time, we would have made this timeline more polished.