Qualtrics Survey Accessibility Checklist

State of Missouri Accessibility Site, State of Missouri Qualtrics Resource Page, Qualtrics accessibility page

1. Choosing Qualtrics Layouts and Question Types

Enable the Qualtrics New Survey Taking Experience (NSTE) ***before building a survey***. Old layouts only guarantee to be compliant with WCAG 2.0

Brand Administrators: How to make an accessible survey theme

- ❑ Become familiar with question types and features that are currently compatible with NSTE.

- ❑ Become familiar with these unsupported/discontinued features in NSTE and alternatives.

- ❑ Become familiar with currently unsupported features in NSTE.

- ❑ Use the default "simple layout." See **Survey tab, Look & Feel** menu, change the layout to **"Simple"**.

2. Survey Name and Description

- ❑ Update your survey's display name - set under **survey options** menu to something descriptive of your survey.

- ❑ Update your survey's description – set under **survey options** menu to something descriptive of your survey.

3. Survey Navigation

- ❑ Use section headings to organize survey content within survey pages and within large blocks of text (e.g., instructions, consent forms). **Note that each question should be a heading level.** You can find section headings in a Qualtrics question's Rich Content Editor.

- ❑ Be descriptive about where a respondent is within the survey:

  - ▪ Enable automatic question numbers in **Survey Options** and **Question Numbers**

  - ▪ Show how many questions are in each part of the survey

- ❑ Update survey button text to ensure survey navigation buttons have text descriptions such as **Back (or Previous) and Next**.

- ❑ Ensure **Autoadvance on Questions** is not enabled and **Page transition** set to **None** under **Motions** tab.

4. Accessible Text Formatting

- ❑ Use a san serif font like Arial or Verdana.
- ❑ Avoid using all caps for emphasizing information.
- ❑ Avoid underlining text unless it's a link.

5. Accessible Links

❑ Ensure that hyperllnk text is descriptive of the link location. No "click here", "more information" or long URL addresses as text.

6. Accessible Colors

❑ Text and background (or images with text) must have sufficient contrast.
  - ○ 4.5:1 contrast ratio for regular text (less than 18pt/24px or less than 14pt/18.5px bold).
  - ○ 3:1 contrast ratio for large text (18pt/24px or 14pt/18.5px bold or greater).

7. Accessible Tables

❑ If adding a data table, use Qualtrics' built in Table option within the Rich Content editor and under **Table Properties** menu, specify **Headers**.

8. Accessible Lists

❑ When creating bulleted or numbered lists, always use the bulleted list or numbered list option within Qualtrics' Rich Content Editor.

9. Accessible Images

❑ When inserting images into your Qualtrics survey, add descriptive alternative text to your survey image under the **image properties** menu. Keep alternative text to 150 character or around 30 words.

❑ Complex images like charts and graphs may require a longer description than what was mentioned above. Options:
  - ○ Include descriptive text surrounding the image (such as data table).
  - ○ Include a link to a separate page with a longer description.

10. Accessible Form Fields

❑ Certain field types require enabling Autocomplete.)Autocomplete in Qualtrics, what are autocomplete values?)

11. Accessible Video and Audio

❑ When inserting video or audio through Qualtrics' insert media feature, or through an embed codes, videos should include captions or audio includes transcripts.

12. Using reCAPTCHA

❑ If reCAPTCHA is needed, instead of using a Qualtrics reCAPTCHA verification question, enable reCAPTCHA within your Survey Options menu.

Check Survey Accessibility Tool

To check accessibility: **Survey – Tools – Check Survey Accessibility**

Note that the Accessibility checker is a helpful tool to check for incompatible questions types, missing alt text, etc. but not every accessibility issue. Following this checklist is the key to accessibility compliance.

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