Adobe® Campaign 6.1.1 (15.12) Voluntary Product Accessibility Template

The purpose of the Voluntary Product Accessibility Template is to assist Federal contracting officials in making preliminary assessments regarding the availability of commercial Electronic and Information Technology products and services with features that support accessibility. It is assumed that offerers will provide additional contact information to facilitate more detailed inquiries.

The first table of the Template provides a summary view of the section 508 Standards. The subsequent tables provide more detailed views of each subsection. There are three columns in each table. Column one of the Summary Table describes the subsections of subparts B and C of the Standards. The second column describes the supporting features of the product or refers you to the corresponding detailed table, "e.g., equivalent facilitation." The third column contains any additional remarks and explanations regarding the product. In the subsequent tables, the first column contains the lettered paragraphs of the subsections. The second column describes the supporting features of the product with regard to that paragraph. The third column contains any additional remarks and explanations regarding the product.

Date: 5/20/2016
Name of Product: Adobe® Campaign 6.1.1 (15.12)
Contact for more Information: access@adobe.com

Guideline	Applicable	Compliance
§1194.21 – Software Applications and Operating Systems	**Applicable** (User Interface)	**Supports with Exceptions** (User Interface)
§1194.22 – Web-based Intranet and Internet Information and Systems	**Applicable** (Authored Content)	**Supports** (Authored Content)
§1194.23 – Telecommunications Products	Not Applicable	—
§1194.24 – Video and Multimedia Products	Not Applicable	—
§1194.25 – Self-Contained, Closed Products	Not Applicable	—
§1194.26 – Desktop and Portable Computers	Not Applicable	—
§1194.31 – Functional Performance Criteria	**Applicable** (User Interface)	**Supports with Exceptions** (User Interface)
	Applicable (Authored Content)	**Supports** (Authored Content)
§1194.41 – Information, Documentation, Support	**Applicable**	**Supports**

Criteria	Supporting Features	Remarks and Explanations
(a) When software is designed to run on a system that has a keyboard, product functions shall be executable from a keyboard where the function itself or the result of performing a function can be discerned textually.	**Supports with Exceptions** (User Interface)	The Adobe Campaign 6.1.1 application provides access to the application menu as well as keyboard access to user interface controls with some exceptions.
		In the action pane, user interface controls such as Disconnect, Refresh, Back, and Forward cannot be accessed with the keyboard. The standard shortcut F6 does not allow navigation between the panes.
		Multiple user interface controls are not keyboard accessible. For example, drop down list elements, such the Actions control present on most of the screens, cannot be opened with the keyboard.
		Rich text editors, such as the one in the New Marketing Campaign dialog window, trap keyboard focus.
		When a new view (e.g., a specific Campaign package) is opened, the hidden content from the Home view receives keyboard focus.
(b) Applications shall not disrupt or disable activated features of other products that are identified as accessibility features, where those features are developed and documented according to industry standards. Applications also shall not disrupt or disable activated features of any operating system that are identified as accessibility features where the application programming interface for those accessibility features has been documented by the manufacturer of the operating system and is available to the product developer.	**Supports with Exceptions** (User Interface)	The Adobe Campaign 6.1.1 application does not disable or disrupt some accessibility features of the platform such as Sticky keys and Toggle keys. The exception is related to high contrast setting, as stated in 1194.21(g).

Criteria	Supporting Features	Remarks and Explanations
(c) A well-defined on-screen indication of the current focus shall be provided that moves among interactive interface elements as the input focus changes. The focus shall be programmatically exposed so that assistive technology can track focus and focus changes.	**Supports with Exceptions** (User Interface)	The Adobe Campaign 6.1.1 application provides a well-defined, on-screen indication of focus for some interactive elements with some exceptions. The main navigation items such as Campaigns, Profiles and Targets, and Social Networks do not provide a visual indication of when they receive keyboard focus.
(d) Sufficient information about a user interface element including the identity, operation and state of the element shall be available to assistive technology. When an image represents a program element, the information conveyed by the image must also be available in text.	**Does Not Support** (User Interface)	The Adobe Campaign 6.1.1 application exposes sufficient information for a few user interface controls. However, multiple user interface elements (with the exception of links and some edit fields) do not expose sufficient information, including their identity, operation, and state to assistive technologies. For example, page tabs such as Dashboard and Edit and the Targeting Workflows in a Campaign window, do not expose any accessibility information through assistive technologies. Edit fields, such as the Search edit field in each module, lack accessible labels. Form fields in the dialogs to create new entries (e.g., delivery, recipient, workflow, campaign, tasks) do not expose any accessibility semantics such as name, role, or state. Links with icons, such as the Home icon or Facebook icon in the Social Networks module, lack accessible names. Images in the reporting module do not provide proper textual alternatives.

Criteria	Supporting Features	Remarks and Explanations
(e) When bitmap images are used to identify controls, status indicators, or other programmatic elements, the meaning assigned to those images shall be consistent throughout an application's performance.	**Supports** (User Interface)	Adobe Campaign 6.1.1 application uses bitmap images that identify controls, status indicators, and other programmatic elements consistently throughout the application.
(f) Textual information shall be provided through operating system functions for displaying text. The minimum information that shall be made available is text content, text input caret location, and text attributes.	**Supports** (User Interface)	Adobe Campaign 6.1.1 provides textual information through operating system functions for displaying text.
(g) Applications shall not override user selected contrast and color selections and other individual display attributes.	**Supports with Exceptions** (User Interface)	Adobe Campaign 6.1.1 follows the High Contrast settings of the Operating System such as Windows High Contrast #1 for most controls, with exceptions. The left navigation and the search area on each module (e.g., Campaigns, Profiles and Targets, and Reports) do not follow the contrast settings of the Operating System.
(h) When animation is displayed, the information shall be displayable in at least one non-animated presentation mode at the option of the user.	**Not Applicable** (User Interface)	The Adobe Campaign 6.1.1 application does not display animation.
(i) Color coding shall not be used as the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.	**Supports with Exceptions** (User Interface)	The Adobe Campaign 6.1.1 does not use color as the sole method to convey information for most elements, with an exception. The selected module is only indicated by changing the color of the link in the main navigation (e.g., Campaigns, Profiles and Targets).
(j) When a product permits a user to adjust color and contrast settings, a variety of color selections capable of producing a range of contrast levels shall be provided.	**Not Applicable** (User Interface)	Adobe Campaign 6.1.1 does not provide a method to adjust color and contrast settings.

Criteria	Supporting Features	Remarks and Explanations
(k) Software shall not use flashing or blinking text, objects, or other elements having a flash or blink frequency greater than 2 Hz and lower than 55 Hz.	**Supports** (User Interface)	Adobe Campaign 6.1.1 does not use flashing or blinking content.
(l) When electronic forms are used, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	**Does Not Support** (User Interface)	Adobe Campaign 6.1.1 provides proper labels for the form fields on the Login screen. However, once logged in, form fields do not expose the proper role or accessible name.

Section 1194.22 Web-based Internet information and applications - Detail

Criteria	Supporting Features	Remarks and explanations
(a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows authors to add alternative text to images by modifying the source of the e-mail output.
(b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.	**Not Applicable** (Authored Content)	Adobe Campaign 6.1.1 does not create multimedia content through e-mail.
(c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows template and content authors to ensure that color alone is not used to convey information.
(d) Documents shall be organized so they are readable without requiring an associated style sheet.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows template and content authors to ensure that documents can be read without requiring an associated style sheet.
(e) Redundant text links shall be provided for each active region of a server-side image map.	**Not Applicable** (Authored Content)	Adobe Campaign 6.1.1 does not create server-side image maps.
(f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.	**Not Applicable** (Authored Content)	Adobe Campaign 6.1.1 does not create client side image maps.

Criteria	Supporting Features	Remarks and explanations
(g) Row and column headers shall be identified for data tables.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows content authors to add column and row headers to data table by editing the source of the e-mail.
(h) Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows content authors to associate column and row headers with data cells in a complex table by editing the source of the e-mail.
(i) Frames shall be titled with text that facilitates frame identification and navigation	**Not Applicable** (Authored Content)	Adobe Campaign 6.1.1 does not allow authors to create frames.
(j) Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows authors to create content that complies with the standard.
(k) A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 allows authors to create accessible HTML e-mail that meet the standards, but it also allows authors to create a text-based e-mail.
(l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.	**Supports** (Authored Content)	Adobe Campaign 6.1.1 authors can ensure that scripted content contains text equivalents.
(m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).	**Supports** (Authored Content)	Adobe Campaign 6.1.1 authors can provide a link to an accessible plug-in.
(n) When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	**Not applicable** (Authored Content)	Adobe Campaign 6.1.1 does not allow form fields to be rendered through the e-mail output.

Criteria	Supporting Features	Remarks and explanations
(o) A method shall be provided that permits users to skip repetitive navigation links.	**Not Applicable** (Authored Content)	The e-mail output does not have repetitive navigation links.
(p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.	**Not Applicable** (Authored Content)	Adobe Campaign 6.1.1's e-mail output does not require a timed response.

Note to 1194.22: The Board interprets paragraphs (a) through (k) of this section as consistent with the following priority 1 Checkpoints of the Web Content Accessibility Guidelines 1.0 (WCAG 1.0) (May 5 1999) published by the Web Accessibility Initiative of the World Wide Web Consortium: Paragraph (a) - 1.1, (b) - 1.4, (c) - 2.1, (d) - 6.1, (e) - 1.2, (f) - 9.1, (g) - 5.1, (h) - 5.2, (i) - 12.1, (j) - 7.1, (k) - 11.4.

Section 1194.31 Functional Performance Criteria - Detail

Criteria	Supporting Features	Remarks and Explanations
(a) At least one mode of operation and information retrieval that does not require user vision shall be provided, or support for assistive technology used by people who are blind or visually impaired shall be provided.	**Does Not Support** (User Interface)	Adobe Campaign 6.1.1 provides accessibility information about some of its controls. It also allows keyboard access to some active elements such as links.
		However, the core tasks of the software cannot be performed by people who are blind or visually impaired.
		When information about user interface elements is not available to assistive technologies, as is the case with most form fields and drop down lists, users may not be able to read or interact appropriately with the controls.
		Users who navigate through the application exclusively with the keyboard, as do many who are blind and visually impaired, find the application difficult or impossible to use because keyboard access is not available to all controls.
		Finally, within some dialogs (e.g., a Delivery read-only e-mail), the focus order is incorrect. Users have to use Shift+Tab to navigate to the main content from the left navigation panel. This is not intuitive or correct, because users would normally press the Tab key to fulfill this function. Keyboard-only users perceive this as a keyboard trap when pressing tab from the left navigation menu because it does not take the user anywhere.
	Supports (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require user vision.

Criteria	Supporting Features	Remarks and Explanations
(b) At least one mode of operation and information retrieval that does not require visual acuity greater than 20/70 shall be provided in audio and enlarged print output working together or independently, or support for assistive technology used by people who are visually impaired shall be provided.	**Supports with Exceptions** (User Interface)	Adobe Campaign 6.1.1 generally provides modes of use for users with limited vision. However, the lack of visible focus indicators for keyboard events on some elements negatively impacts users who rely on them to navigate and identify controls. Additionally, some controls cannot be accessed using the keyboard. This requires users to have the ability to perceive mouse movements. Throughout Adobe Campaign 6.1.1, the contrast between the foreground and background colors of text is not sufficient (i.e., it is below the recommended ratio of 4.5:1). For example, the white text on green buttons have very low contrast. Sufficient color contrast ensures that users with low vision or color perception deficiencies can perceive content.
	Supports (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require visual acuity greater than 20/70.
(c) At least one mode of operation and information retrieval that does not require user hearing shall be provided, or support for assistive technology used by people who are deaf or hard of hearing shall be provided	**Supports** (User Interface)	Adobe Campaign 6.1.1 does not require user hearing for information retrieval.
	Supports (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require user hearing.
(d) Where audio information is important for the use of a product, at least one mode of operation and information retrieval shall be provided in an	**Supports** (User Interface)	Adobe Campaign 6.1.1 does not require user hearing for information retrieval.

Criteria	Supporting Features	Remarks and Explanations
enhanced auditory fashion, or support for assistive hearing devices shall be provided.	**Supports** (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require user hearing.
(e) At least one mode of operation and information retrieval that does not require user speech shall be provided, or support for assistive technology used by people with disabilities shall be provided.	**Supports** (User Interface)	Adobe Campaign 6.1.1 does not require user speech for information retrieval.
	Supports (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require user speech.
(f) At least one mode of operation and information retrieval that does not require fine motor control or simultaneous actions and that is operable with limited reach and strength shall be provided.	**Supports with Exceptions** (User Interface)	Adobe Campaign 6.1.1 provides access to some user interface controls. However, some controls such as drop down fields are not accessible for users with mobility impairments. In addition, the lack of accessible information, such as name, role, or state, prevents users of speech recognition software to access the controls by voicing the labels or roles. The use of a computer mouse is required to identify and activate most interface controls.
	Supports (Authored Content)	The retrieval of authored content information from Adobe Campaign 6.1.1 does not require fine motor control or simultaneous actions.

Section 1194.41 Information, Documentation, and Support - Detail

Criteria	Supporting Features	Remarks and Explanations
(a) Product support documentation provided to end-users shall be made available in alternate formats upon request, at no additional charge.	**Supports**	Adobe provides electronic versions of product support documentation.
(b) End-users shall have access to a description of the accessibility and compatibility features of products in alternate formats or alternate methods upon request, at no additional charge.	**Supports**	Adobe provides information on accessibility features in the documentation. Electronic versions of product support documentation are provided.
(c) Support services for products shall accommodate the communication needs of end-users with disabilities.	**Supports**	Product support for Adobe products is available in a variety of formats and from a number of online sources available from Adobe Systems.