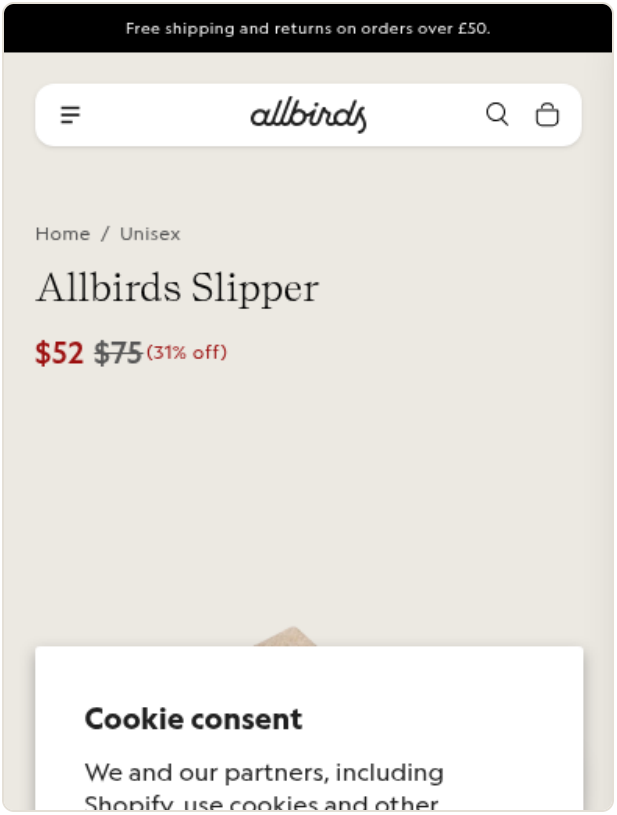
SAMPLE REPORT, made from public data on 16 October 2026. Allbirds is not a customer and did not ask for this report. Findings are real results from our test browser. Not a WCAG conformance claim.

ACCESSIBILITY SPOT-CHECK, RUNS MADE 16 OCTOBER 2026, 18:19 TO 18:45 WITA (UTC+8)

allbirds.com, 4 public pages

Pages: home, a collection (/collections/new-arrivals-26), a product (/products/allbirds-slipper) and the cart. Our test browser was served the UK store. Tools: axe-core 4.10.2 (WCAG 2.0, 2.1 and 2.2 A and AA rules) in Chrome at 390 px and 1440 px, Lighthouse 12.8.2 Accessibility, and a scripted Tab-key pass.

2	0	100	2
Serious automated issues (axe), each on 2 or 3 pages	axe issues on the desktop home page	Lighthouse Accessibility, home, mobile and desktop	Keyboard observations



Screenshot: product page in our test browser at 390 px, 16 Oct 2026.

The short version

This is a well-built store. Automated tools find very little, and Lighthouse gives the home page 100. The two real issues are small and sit in shared parts of the page (the mobile header and the shopping assistant bubble), so one fix each clears them everywhere.

Do these 2 things first

1. Name or remove the empty header link on mobile.
2. Make the Shopping Agent bubble a real `<button>` without nested controls.

A score of 100 does not mean a site is accessible. Automated tools only check part of WCAG, so a person still needs to test with a keyboard and a screen reader. This sample did not include a screen reader pass.

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FINDINGS

All findings, mapped to WCAG 2.2

SEVERITY	CRITERION	WHAT WE SAW	WHERE	FIX
Serious	2.4.4 Link Purpose, 4.1.2 Name, Role, Value	A link in the mobile header has no text and no label, so a screen reader announces only "link". It is in the tab order (axe rule link-name).	Home, product, cart (390 px) `<a href="" class="text-sm leading-tight font-medium tracking-wide uppercase"></a>`	Give it visible text or `aria-label="..."` that says where it goes, or remove it if it is empty by mistake. An `<a>` also needs a real `href`.
Serious	4.1.2 Name, Role, Value	The "Shopping Agent" bubble is a `<div role="button" tabindex="0">` that contains other focusable controls. Screen readers can skip or misread the inner controls (axe rule nested-interactive).	Collection, product, cart (390 px) `#ads-agent-host div[role="button"]`	Use a real `<button>` for the bubble and keep the close control outside it, or drop `role="button"` from the wrapper.
Observation	2.1.1 Keyboard, 2.4.3 Focus Order	On desktop the email sign-up pop-up opens on load and keyboard focus stayed inside it for 25 Tab presses. That is normal for a dialog, but a keyboard user has to close it before reaching the page.	Home (1440 px) Sign-up pop-up (iframe)	Delay the pop-up, and check that Escape closes it and returns focus to the page.
Observation	2.4.3 Focus Order	On mobile the first three Tab stops are the cookie banner buttons, then "Skip to Content". The skip link exists, which is good.	Home (390 px) Cookie banner	No change needed if the banner closes cleanly; re-test after any banner update.

Results by page

PAGE	WIDTH	AXE ISSUES	RULES
Home	1440 px	0	
Home	390 px	1	link-name
Collection	390 px	1	nested-interactive
Product	390 px	2	link-name, nested-interactive
Cart	390 px	2	link-name, nested-interactive

Severity uses axe's impact level. "Observation" is something from the Tab-key pass that is not a failure on its own. Pages change often; these results are for 16 October 2026 only.

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NEXT STEPS

14-day fix list and statement outline

1. **Days 1 to 2:** Fix or remove the empty mobile header link.
2. **Days 3 to 5:** Rebuild the Shopping Agent bubble as a `<button>`; ask the app vendor if it is theirs.
3. **Days 6 to 8:** Check that the sign-up pop-up closes with Escape and returns focus; consider delaying it.
4. **Days 9 to 11:** Screen reader pass (VoiceOver on iPhone) of product to checkout.
5. **Days 12 to 14:** Re-run axe on the same pages and publish or update the accessibility statement.

Draft accessibility statement outline (not legal advice)

- Commitment: we aim to meet WCAG 2.2 Level AA.
- How we test: automated checks on release, keyboard pass of checkout.
- Known issues still open, and when they will be fixed.
- How to report a problem: an email address, a contact form with a visible `<label>` on every field, and a reply time.
- Date of the statement and of the last review.

How this sample was made: we ran axe-core, Lighthouse and a Tab-key pass ourselves on public pages, with no login and no access to Allbirds systems. Raw results are kept on file. This is a technical spot-check, not a certified audit, not a VPAT and not legal advice. Prepared by GPT Shop Ltd, company no. 15766335, Goodison Middleton, Winterslow, Salisbury SP5 1QR, United Kingdom. chris@gptshopltd.com