



Evaluation of Web Accessibility of Turkish Banks

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Abstract

Internet, which has emerged with the speed of technological change in the last 30 years, has also provided innovations and conveniences in the field of banking, changed the concept of classical banking, and led to the emergence of a new banking approach that focuses on technology. Although healthy individuals do not experience great difficulties when using the bank's websites, the challenges that may arise in perceiving, using, and accessing the bank's websites should be minimized. The need for information is mostly provided through web technologies. The target audience of bank web pages is quite high. This study aims to assess the accessibility of banking websites, which allows persons with disabilities to be more independent and in control of their own financial needs and to present the current situation. In the study, the accessibility of banks' websites in Turkey was evaluated with the descriptive statistical method. 11 bank web pages with the largest asset size were included in the study. The study examined general errors according to WCAG 2.1 principles using the automatic evaluation tools WAVE and the Achecker tools for WCAG 2.0 and Section 508. Comparative analyses were made according to these standards. According to the findings, it has been determined that private banks with foreign capital are at a better level than public and private banks with domestic capital in terms of accessibility. According to the WCAG 2.1 standard, the most common errors are ARIA and Structural elements errors.

Keywords: Accesibility, Bank Websites, Usability, WCAG, Section 508