

# **Web Accessibility Compliance on GoodRx:** Usability and Accessibility Considerations for the Older Adult Population

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## **Abstract**

This case study looks into web accessibility compliance on the telehealth platform GoodRx and how that compliance affects the older adult user population. The evaluation of the website was conducted first by initial web browser accessibility testing extensions to detect initial compliance issues and point to issues found in the coding of the site. Secondly, a manual assessment of the website was performed to confirm any initial findings from the browser extensions and to determine if those findings were in fact problematic for the target user population. The use of both automated and manual evaluations was done to provide a more comprehensive analysis of the website. An analysis of user reviews found on the Better Business Bureau website was used as a reference in determining perceived user satisfaction in regard to the usability and accessibility of the website.

## **Introduction**

The modern world has become a place dominated by new technologies that seem to become more and more enmeshed with the daily existence of many people. With more information and services available at our fingertips than ever before via smartphones and personal computers, we have the potential to improve the lives of the many people who use online services. However, the apparent availability of information becomes moot when the technology is not accessible for end-users. This blockage can come in many forms: users with low or no vision being unable to navigate a website due to insufficiencies in code that affect the ability of screen readers to process website information, websites that contain flashing lights that can trigger epileptic and other photosensitive users, or lack of closed captioning for videos preventing deaf and hard of hearing users from being able to use the presented information. These are all examples of inaccessible design in web content.

Broadly speaking, web accessibility means that digital technologies are usable by people with disabilities, whether cognitive or physical. Some people are born with

disabilities and others develop disabilities throughout their lives simply from growing older. As of 2016, 8.5 percent of people worldwide (617 million) are aged 65 years old or older, and that number is projected to grow to be up to 12 percent of the world's population by 2050 (1 billion) (He, Goodkind, & Kowal, 2015). So how does web accessibility affect this growing age group? To start, it is important to note the common misconception that older adults are not active online and generally avoid technology; as of 2017, 67 percent of adults 65 years old and older in the U.S. reported being online (Anderson & Perrin, 2017). In a 2004 presentation given by Mark Carpenter, Director of Web Strategy and Operations for AARP at the time, he noted that although there are many older adult online users, there are two sets of usability challenges that particularly affect this population: challenges related to the physical aspects of aging such as cognition and motor skills and challenges related to older adults' experience with computers and the internet. This study focuses on how accessible design can aid users struggling with the first set of usability challenges due to age-related disabilities. There is no one accepted definition of "old", "elderly", or "older adult". For instance, to qualify for AARP (formerly known as the American Association of Retired People), one must be 50 years old or older, but for adults born in 1960 and later, the full retirement age is 67 years old (Social Security Administration, n.d.). Although the focus of this study is on older adults ages 65+, it is necessary to note that there is great variance within that age group: "In addition to chronological age defining 'elderly', we need to account for the diversity in ability resulting from the development of functional limitations associated with aging, and also the diversity of attitude and aptitude, when we are discussing the use of technology," (Arch, 2008).

## **Accessibility and Telehealth**

After the start of the 2020 COVID-19 pandemic, the use of telemedicine for healthcare has grown in the U.S. and will remain an important part of medical care going forward (Shaver, 2022). Telemedicine provides opportunities to better serve marginalized populations due to the often lower cost of use compared to in-person healthcare

services, increased accessibility of services for those with physical disabilities that affect a patient's ability to travel to a clinic, as well as providing opportunities for the older adult population to maintain quality of life standards and independence longer with telemonitoring systems. With the increasing world elderly population, telemedicine has the potential to positively affect user outcomes, however, there are significant usability factors that act as a barrier to successful implementation in the older adult demographic. According to Petretto, et al., (2022), "If we do not adequately consider all the elements and variables that can influence the use of and access to these processes, products and telemedicine environments, it is precisely the people who would benefit most from these services who run the greatest risk of exclusion."

Previous research has determined that in order for Telehealth and Telemedicine systems to be effective, "it is important to create and assess a system that is easy to utilize on a daily basis. This would increase the ability of the patients to control their diseases and would allow their daily lives to be more satisfying," (Saeed, 2020). A usability literature review conducted by Kruse, et al., (2020) found that some of the most frequent barriers to telemedicine use were lack of desire to use the service, lack of technical support, the cost of owning technology to access the service, and age-related disabilities such as lower visual acuity, auditory acuity, and hand-eye coordination. It is important to note that although this literature review lists age-related disabilities as a barrier to use, it is really the lack of consideration of accessibility in web design that acts as a barrier for this population. Increased compliance to web content accessibility guidelines can help to reduce or remove this barrier to use for older adults. The World Wide Web Consortium (W3C) Web Accessibility Initiative has created a set of robust guidelines intended to help users of all abilities access digital content. These guidelines address accessibility challenges for disabled users who may use assistive technologies (such as screen readers) to engage with digital content. Compliance to these guidelines benefits not only users with limited visual acuity, hand-eye coordination, and auditory acuity, but all users of digital content. This case study acts as a way to continue the work started by the W3C Web Accessibility Initiative in addressing accessibility compliance and how end-users are affected by adherence to those guidelines, or lack thereof.

## **GoodRx**

GoodRx is a web-based telehealth service available through desktop web browsers or via their app for smartphones. The main function of this platform is to help users compare the costs of prescription medications and find the lowest price available to them. According to a 2022 report from the Assistant Secretary for Planning and Evaluation, “Overall, 3.5 million adults 65 and older (6.6 percent) and 1.8 million Medicare beneficiaries younger than 65 (22.7 percent) reported affordability problems with prescriptions in 2019. The numbers for those who did not get needed prescriptions due to cost were 2.3 million adults 65 and older and 1.4 million Medicare beneficiaries under age 65,” (Tarazi et al., 2022). This indicates the relevance of this particular telehealth service to the focus population of this study.

## **Telehealth vs. Telemedicine**

There are many different definitions for these two terms, but “a general consensus shared by most is that telemedicine refers to providing clinical services (either in real time or asynchronously) between patient and clinician and/or between clinician and clinician when the two parties are physically remote from one another using some form of information-communication technology. The term telehealth is a larger umbrella term encompassing other remote health-related services,” (Shaver, 2022). So, this case study will be evaluating a telehealth platform because GoodRx provides online health services (medication cost comparison) without direct provider contact. GoodRx has a related service, GoodRx Care, which connects users with providers for synchronous healthcare appointments and therefore would be considered telemedicine, but this sister site will not be included in this evaluation.

## Purpose

This case study will examine accessibility and usability concerns in the telehealth platform GoodRx with a focus on the older adult population in order to answer the following questions:

- How well does GoodRx comply with the Web Content Accessibility Guidelines 2.1 set by W3C's Web Accessibility Initiative?
- How does compliance to accessibility guidelines on this site compare with perceived satisfaction and ease of use for older adults (65+ years old)?

The following case study has a specific focus on the main GoodRx homepage where users can search for prescription medications and compare prices at nearby pharmacies. The findings of this case study are meant to act as a jumping off point for further research into web accessibility and meeting the needs of older adults and other disabled web users.

## Methods

For this research, I used a mixed methods approach by first evaluating accessibility guideline compliance to Web Content Accessibility Guidelines (WCAG) 2.1 through the use of web browser extensions to the Google Chrome browser. Following this initial evaluation was a manual evaluation conducted with the aid of an evaluation tool offered by the W3C Web Accessibility Initiative's website. Following those evaluations, an inductive conceptual analysis of user review information found on the Better Business Bureau's GoodRx page

I used the WAVE and Siteimprove accessibility tracker browser extensions recommended by W3C in order to gain an initial idea of how well GoodRx conforms to accessibility guidelines. Both of these extensions provide a quick overview of issues found on the website and point to potential areas to examine more deeply with the

manual WCAG 2.1 evaluation report. These initial issues flagged by the extensions were a good starting point, but required further investigation to determine if the issues were in fact barriers to accessibility.

I analyzed the catalog of user reviews looking for keywords that describe the attitudes of users toward GoodRx in regard to usability and accessibility for older adult users. For the purposes of this study, “older adults” are defined as people over the age of 65 years old. This is due to the prevalence of older adults on Medicare health insurance. The qualifying age for Medicare is 65+ years old, although people with disabilities under age 65 may also qualify. This distinction was chosen based on the premise that GoodRx is a telehealth platform and older adult users will likely be on Medicare health insurance while seeking lower prices for their medications. From the initial set of 580 user reviews found on the Better Business Bureau, I narrowed my focus to reviews containing keywords such as retired, Medicare (Part D), easy to use, easy to understand, and senior(s), resulting in a total of 57 reviews. A full list of keywords can be found in the results section for the user review analysis.

## **Results**

### **Initial Browser Extension results**

Findings from the initial evaluation of GoodRx through the use of the WAVE browser extension for Google Chrome showed that the GoodRx homepage lacks several accessibility features. WAVE reported that there is no available alternate text for four images, that the heading levels used are not structured (one more or levels have been skipped), that there is a missing form label for the main search field, there are empty form labels, instances of form controls having multiple labels, broken ARIA references, and one instance of insufficient minimum contrast for text. WAVE also reported instances of redundant alternate text, however, in this case, the redundancy was due to the use of a decorative pill icon multiple times throughout the homepage. The Siteimprove extension provided similar results to the WAVE evaluation including the

lack of alternate text for four images, non-structured headings, and insufficient minimum contrast for text citing the same failure site as WAVE. Each of these issues will be defined and discussed in more detail in the manual evaluation section.

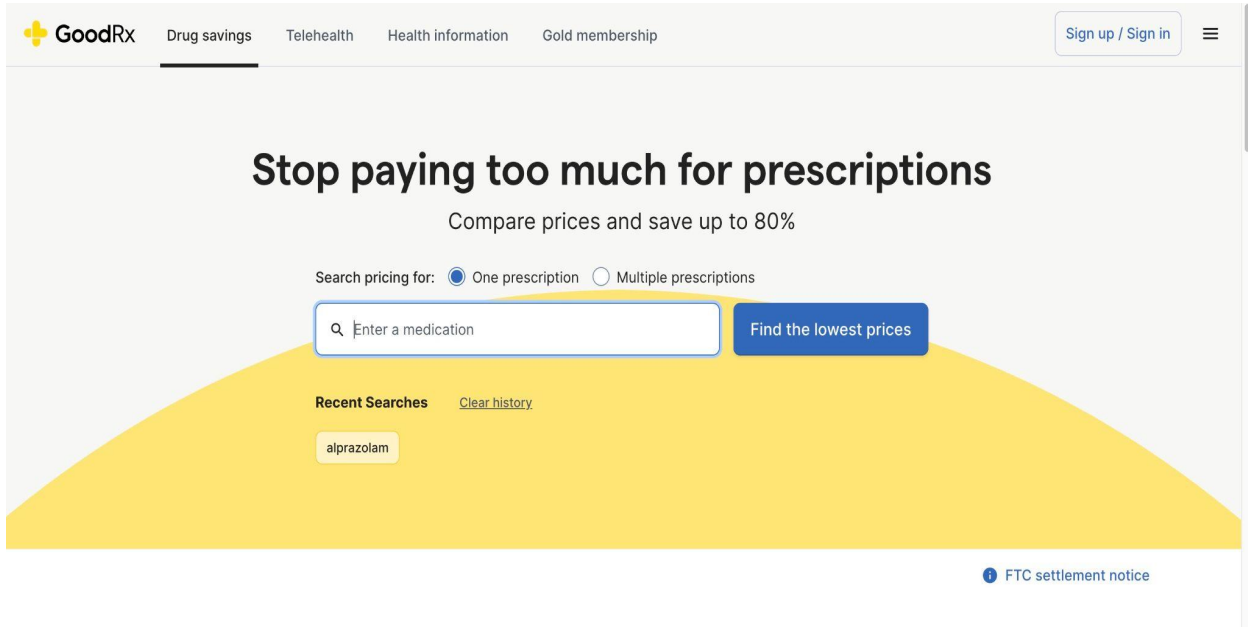
## Manual WCAG 2.1 Evaluation

By using the [Web Accessibility Initiative's evaluation report tool](#), I was able to report on 48 of 50 WCAG 2.1 AA Success Criteria for the GoodRx homepage. The AA level of conformance was chosen for evaluation because it is the middle of the compliance standards, and W3C notes that even compliance to AAA standards (the highest standard) cannot account for all types, degrees, or combinations of disabilities that affect user access. Criteria for AA compliance such as audio descriptions, minimum contrast, and visual presentation requirements are particularly important to accessibility for the target audience. The full manual WCAG 2.1 evaluation report can be found in Appendix A. Two of the success criteria were not checked due to the nature of this study focusing on only one webpage and those criteria concerned consistency across multiple web pages of the same site. My evaluation found the following regarding the remaining criteria:

- 20 Passed
- 4 Failed
- 4 Ambiguous
- 20 Not present

Due to the simplicity of the GoodRx homepage (Figure 1), it is not surprising that 20 criteria were not present for evaluation. GoodRx effectively passed 20 while there were four instances of failure to meet compliance criteria.





**Figure 1:** The top half of the GoodRx homepage is quite simple and features a header that describes the function of the website (helping users pay less for their prescriptions) and a search field in which the user can enter a particular medication they wish to see deals for.

### Failures:

- 1.1.1 Non-Text Content: 6 non-decorative images without alternate text present on homepage. Users using assistive technology (screen readers) cannot understand the content of these images without the associated alternate text.
- 1.4.3 Contrast (Minimum): One instance of not meeting minimum contrast requirements for text under email input field: "By providing your email address, you agree to receive emails containing coupons, refill reminders and promotional messages from GoodRx. You can unsubscribe at any time." The low contrast of this text makes it difficult for users with low vision to see and understand this disclaimer.
- 2.1.2 No Keyboard Trap: In keyboard navigation, the user can get trapped in the "Drug Savings at Local Pharmacies" section of the website. This means that once a user enters into this section via keyboard navigation, they become

“trapped” in this section without any easy way to move on to the next section of information.

- 4.1.1 Parsing: Multiple form labels in the code of this website impede navigation through assistive technology by making it confusing to understand the purpose of the forms.

There were four instances of ambiguity in which I was unable to confidently determine if the site met the compliance criteria, however these instances are related to two main components of the site, the main search field and email subscription field. Although these instances may not constitute complete failures to compliance, they still present barriers to accessible use. Since these issues affect two of the main components of the website, their lack of concrete compliance is significant.

#### Ambiguous:

- 1.3.5 Identify Input Purpose: The main search field does not have a meaningful label describing the necessary input, but includes placeholder text indicating the purpose of the field, although may not be entirely clear for all users (code: `type="text"`, placeholder: “Enter a medication”).
- 3.3.2 Labels or Instructions: The main search field is not labeled, but provides instructions via placeholder text: “Enter a medication”.
- 3.3.3 Error Suggestion: Error identification was present when invalid email address entered, but no suggestions provided on correcting the format. Unsure if this criterion applies to this context.
- 4.1.2 Name, Role, Value: The main search field does not include a form label but includes placeholder text indicating function, although potentially ambiguous.

## User Review Analysis

To narrow the initial data set of 580 user reviews down to reviews relevant to usability, accessibility, and older adults, I filtered with the following keywords: retired, medicare

(Part D), easy/difficult to use, easy/difficult to understand, senior(s), user friendly, fixed, elderly, limited income, website, social security. These keywords were chosen to focus on the older adult target population and their experience of the accessibility and usability of the website and whether or not that experience was positive or negative.

The remaining 57 reviews were the focus of this analysis (Please see Appendix B for list of reviews). The most common factor in a positive review from a user review that included any age-related keywords was that GoodRx effectively saved them money on their prescription drug costs. Out of 57 total reviews, 36 users praised GoodRx's service for helping them to save money. There were only four reviews that rated GoodRx positively for saving them money without any mention of age-related keywords.

The next most common source of positive reviews was GoodRx's customer service. The 24 reviews praising the company's customer service referenced calling customer service for help with issues concerning getting the advertised price from the website at the local pharmacy. Therefore these reviews do not constitute instances of users experiencing accessibility issues while navigating the website and then calling for help, but rather the connection between GoodRx's coupons and their acceptance at local pharmacies. One review criticized GoodRx for age-related discrimination, however this review was in relation to the GoodRx Care telemedicine service and not the medication cost comparison service. There were eight reviews mentioning ease of use and understanding of the website, however these reviews lacked reference to age-related keywords.

## **Discussion**

The simplicity of this website meant that there were 20 criteria not present to be evaluated, but of the elements present to be evaluated, GoodRx successfully met 20 criteria, failed four, and presented four instances of ambiguous compliance. The four failures found all indicate accessibility obstacles for older adult users who may have low- or no vision, limited mobility, and may need to navigate the website using assistive technologies. Three of the four ambiguous criteria also relate to obstacles for users who require use of assistive devices to navigate the website (identify input purpose, labels or

instructions, and name, role, and value). The failures and ambiguous compliance noted may not completely impede navigation on the website, however, these impediments may serve to discourage older users from using the website at all due to initial issues with their ability to use the website's features.

Aside from the noted failures and ambiguities, GoodRx has a particular design factor working in its favor: simplicity. Hawthorn (2003) found that, "examining the issues that arose during the design of an email system for older users, found that most new older ICT [information and communications technology] users wanted to 'keep it simple so we can learn it'." The simplicity of the website's design can reduce cognitive load on users and reduce confusion around how to use the site's main features.

The content of the user reviews did not indicate any significant connection between age demographic and perceived satisfaction with the usability or accessibility of the website. While often praised for their good customer service, users experiencing issues requiring the aid of customer service were due to problems concerning application of promised GoodRx prices at local pharmacies rather than with concerns about the website itself.

Although I was not able to draw any conclusions regarding the accessibility of the GoodRx homepage and perceived user satisfaction via analysis of user reviews, it is still true that GoodRx does not meet several key accessibility criteria that can affect the ability of older adult users to successfully use the website. Moving forward, technical writers can use the modified WCAG 2.1 evaluation heuristic I have compiled that focuses on accessibility features most relevant to older adults according to the Web Accessibility Initiative. This heuristic can be found in Appendix C. This targeted heuristic focuses on criteria that will likely be of higher concern to older adult users. By using targeted heuristics for accessibility evaluation, designers can more effectively meet the needs of identified target audiences for the web content while simultaneously creating a better experience for all users.

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## Appendix A

### Manual WCAG 2.1 Evaluation

#### Scope of the Evaluation

**Website name**

GoodRx

**Scope of the website**

All web content of the home page of the public website of GoodRx located at <https://www.goodrx.com/>

**WCAG Version**

2.1

**Conformance target**

AA

### Detailed Audit Results

#### Summary

Reported on 48 of 50 WCAG 2.1 AA Success Criteria.

- 20 Passed
- 4 Failed
- 4 Cannot tell
- 20 Not present
- 2 Not checked

### All Results

#### 1 Perceivable

##### 1.1 Text Alternatives

Success Criterion	Result	Observations
1.1.1: Non-text Content	Result: Failed	6 (non-decorative) images without alt text present on homepage

### 1.2 Time-based Media

Success Criterion	Result	Observations
<b>1.2.1: Audio-only and Video-only (Prerecorded)</b>	Result: Not present	
<b>1.2.2: Captions (Prerecorded)</b>	Result: Not present	
<b>1.2.3: Audio Description or Media Alternative (Prerecorded)</b>	Result: Not present	
<b>1.2.4: Captions (Live)</b>	Result: Not present	
<b>1.2.5: Audio Description (Prerecorded)</b>	Result: Not present	

### 1.3 Adaptable

Success Criterion	Result	Observations
<b>1.3.1: Info and Relationships</b>	Result: Passed	Observations:  Sections of the website, such as the "Save at Popular Pharmacies in..." can be programmatically determined (drug savings widget section, common conditions savings section).
<b>1.3.2: Meaningful Sequence</b>	Result: Not present	



<b>1.3.3: Sensory Characteristics</b>	Result: Passed	Operating the main functions of the site do not require use of sensory characteristics, although missing form label on main search field could present an obstacle.
<b>1.3.4: Orientation</b>	Result: Passed	
<b>1.3.5: Identify Input Purpose</b>	Result: Cannot tell	The main search field does not have a meaningful label describing the necessary input, but includes placeholder text indicating the purpose of the field, although may not be entirely clear for all users (code: type="text", placeholder: Enter a medication)

#### 1.4 Distinguishable

<b>Success Criterion</b>	<b>Result</b>	<b>Observations</b>
<b>1.4.1: Use of Color</b>	Result: Passed	
<b>1.4.2: Audio Control</b>	Result: Not present	
<b>1.4.3: Contrast (Minimum)</b>	Result: Failed	One instance of not meeting minimum contrast requirements for text under email input field: "By providing your email address, you agree to receive emails containing coupons, refill reminders and promotional messages from GoodRx. You can unsubscribe at any time."

<b>1.4.4: Resize text</b>	Result: Passed	Text can scale up to 200% without loss of functionality.
<b>1.4.5: Images of Text</b>	Result: Not present	
<b>1.4.10: Reflow</b>	Result: Passed	
<b>1.4.11: Non-text Contrast</b>	Result: Passed	
<b>1.4.12: Text Spacing</b>	Result: Passed	
<b>1.4.13: Content on Hover or Focus</b>	Result: Passed	Hover content available for images to search for the image via Pinterest or save to a Pinterest board. The content does not disappear after removing the pointer and does not obscure or replace other content once activated.

## 2 Operable

### 2.1 Keyboard Accessible

<b>Success Criterion</b>	<b>Result</b>	<b>Observations</b>
<b>2.1.1: Keyboard</b>	Result: Passed	Successful navigation through main features via keyboard

<b>2.1.2: No Keyboard Trap</b>	Result: Failed	In keyboard navigation user can get trapped in the drug savings at local pharmacies section of the website.
<b>2.1.4: Character Key Shortcuts</b>	Result: Not present	

## 2.2 Enough Time

<b>Success Criterion</b>	<b>Result</b>	<b>Observations</b>
<b>2.2.1: Timing Adjustable</b>	Result: Not present	
<b>2.2.2: Pause, Stop, Hide</b>	Result: Not present	

## 2.3 Seizures and Physical Reactions

<b>Success Criterion</b>	<b>Result</b>	<b>Observations</b>
<b>2.3.1: Three Flashes or Below Threshold</b>	Result: Passed	No videos or gifs containing flashes

## 2.4 Navigable

Success Criterion	Result	Observations
<b>2.4.1: Bypass Blocks</b>	Result: Not present	
<b>2.4.2: Page Titled</b>	Result: Passed	"Stop paying too much for prescriptions Compare prices and save up to 80%"
<b>2.4.3: Focus Order</b>	Result: Not present	
<b>2.4.4: Link Purpose (In Context)</b>	Result: Passed	Note: Link to update location services labeled only as "Update", however, function can be understood in context with the adjacent "location text"
<b>2.4.5: Multiple Ways</b>	Result: Not present	
<b>2.4.6: Headings and Labels</b>	Result: Passed	
<b>2.4.7: Focus Visible</b>	Result: Passed	

## 2.5 Input Modalities

Success Criterion	Result	Observations
<b>2.5.1: Pointer Gestures</b>	Result: Not present	
<b>2.5.2: Pointer Cancellation</b>	Result: Not present	
<b>2.5.3: Label in Name</b>	Result: Passed	
<b>2.5.4: Motion Actuation</b>	Result: Not present	

## 3 Understandable

### 3.1 Readable

Success Criterion	Result	Observations
<b>3.1.1: Language of Page</b>	Result: Passed	Programmatically determined as English
<b>3.1.2: Language of Parts</b>	Result: passed	Programmatically determined as English

### 3.2 Predictable

Success Criterion	Result	Observations
<b>3.2.1: On Focus</b>	Result: Passed	
<b>3.2.2: On Input</b>	Result: Not present	
<b>3.2.3: Consistent Navigation</b>	Result: Not checked	N/A; Only evaluating one web page
<b>3.2.4: Consistent Identification</b>	Result: Not checked	N/A; Only evaluating one web page

### 3.3 Input Assistance

Success Criterion	Result	Observations
<b>3.3.1: Error Identification</b>	Result: Passed	Error text: "enter a valid email address"
<b>3.3.2: Labels or Instructions</b>	Result: Cannot tell	The main search field is not labeled, but provides instructions via placeholder text: "Enter a medication".
<b>3.3.3: Error Suggestion</b>	Result: Cannot tell	Error identification present when invalid email address entered, but no suggestions provided on correcting the format. Unsure if this criterion applies to this context.

<b>3.3.4: Error Prevention (Legal, Financial, Data)</b>	Result: Not present	
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#### 4 Robust

##### 4.1 Compatible

<b>Success Criterion</b>	<b>Result</b>	<b>Observations</b>
<b>4.1.1: Parsing</b>	Result: Failed	multiple form labels impede navigation through assistive technology
<b>4.1.2: Name, Role, Value</b>	Result: Cannot tell	The main search field does not include a form label but includes placeholder text indicating function, although potentially ambiguous.
<b>4.1.3: Status Messages</b>	Result: Not present	

## Sample of Audited Web Pages

1. Home Page - <https://www.goodrx.com/>

## Web Technology

HTML,CSS,WAI-ARIA

## Appendix B

### Better Business Bureau User Reviews for GoodRx

Star Rating (0-5)	Date	User Review
3	2/11/2023	<p>Today was one of the most frustrating experiences I've ever encountered with GOODRX's Coupon Service. Because both my mom (92) and I (67) are on Medicare, with NO drug coverage, I've use GoodRX primarily for our meds, ever since becoming familiar with the company and its advantages. As I've done in the past, I entered the seven (7) prescriptions that had recently been sent to the Rite Aid in my area, following a great deal of time price comparing other local pharmacies. (Six (6) of the prescriptions were for my 92 year-old mom.) Because my mom and I don't have drug coverage and rely primarily on GoodRX, as well as am aware that the pricing can fluctuate often, I requested a six (6) month, 180-day supply, from our doctor, for each our medications. (Our doctor honored our request, since they are medications we take regularly.) I queried each drug, putting in the required information requesting 180 tablets for each. In return, I was presented with a coupon indicating the name, strength, and quantity along with pricing for those 180 tabs. I took "screenshots" of each of the coupons, after seeing that Rite Aid had the most competitive pricing, and then contacted the pharmacy, (Rite Aid), providing them with the coupon information for each of the prescriptions needed. Imagine my surprise when the pharmacy manager and/or tech gave me different pricing than what was indicated on the coupons, informing me that MY medication was being kicked out of the system and I could only get 90 tabs, yet my mom's medications were going through. It wasn't until I contacted GoodRX customer service and was INFORMED that the policy is that only a one or 3-month supplies are permitted. I SAW NOTHING THAT INDICATED THAT POLICY and when I reiterated it to both the pharmacy AND GoodRX customer service/advocacy, it seems their hands were tied! IF it would have been INDICATED SOMEWHERE that 6-month supplies of meds are NEVER an option, it would have lessened the aggravation for everyone!</p>
5	9/11/22	<p>Through the past several years, GoodRx has saved me hundreds, if not thousands on prescriptions. If you fill prescriptions (and who doesn't,) you owe it to yourself to check out this service. While some of my scrips are 100% covered by my insurance, those requiring a copay often cost much less with GoodRx. So easy to use: just type in your medication and you'll get pricing at pharmacies near you. The website recently added additional services such as telemedicine services and a "Gold" plan, but I have no experience with them, and I suppose some of the negative reviews and complaints here have resulted from that. But the ability to price-shop your meds and save is a blessing. Never has a pharmacy insisted that I must use insurance instead of GoodRx, nor pay a higher price than theirs. This is a wonderful service first recommended to me by my physician.</p>
1	7/20/22	<p>Until today, I would have given GoodRx a 4 or 5, but as of today, I will not be using GoodRx ever again. They have made it a requirement now that a pharmacy cannot deliver a prescription purchased with GoodRx. I'm not sure if this applies only to "GOLD" pharmacies for GoodRx, but it makes the service worthless to me! My husband always drove because my vision is too poor for me to drive now. So, I have no way to go pick up prescriptions. When I tried to check out my prescription at CVS, which gives free delivery of most health items to CarePass ***** it said delivery wasn't available with this plan and the pharmacist said they couldn't deliver any GoodRx prescriptions anymore. Well, this makes it useless to me! I'm sure they did this to get more people to sign up for their \$19.99 per MONTH Gold plan which delivers/mails prescriptions. However, Mark Cuban's CostPlus online pharmacy does deliver/mail and I've already started to move my prescriptions to that pharmacy. The first one</p>



		went quickly and smoothly. I'm going to start telling anyone I know that GoodRx is now playing the same "profit is all that matters" game as the rest of the pharmaceutical industry. I now recommend Mark Cuban's CostPlus online pharmacy strongly over GoodRx!
5	4/26/22	I REALLY LIKED GOOED RX GOLD WHEN I WAS NEEDING PRISCRPTIONS BUT NOW I'M ON HOSPICE THEY COVER EVERYTHING INCLUDING PRESCRIPTIONS.I'M. THANKFULL WHILE I NEEDED TO PURCHASE PRISCRPTIONS IT SAVED A GOOD AMOUNT OF MONEY AND WORTH HAVING. ON ONE TRIP TO PHARMACY I NEEDED 5 PRISCRPTIONS SAVED OVER \$100.00. I TELL ALL MY FAMILY AND FREINDS TO GET GOOD RX GOLD ITS WORTH IT.
5	4/12/22	I was just approved for SSI Disability. Over night my Medicaid switched to Medicare. My many prescriptions along with pain medications for my brand new knee replacement all of a sudden had to be paid for out of pocket. Thank God for GoodRx. I applied and was approved for the Gold card. The cost of my medicine went from four digits to two digits. I enrolled in a Part D plan and still have to wait ten days for that to be useable. I recommend GoodRx or GoodRx Gold to anyone pressured to pay the criminal prices big pharma greed imposes on us. We are the people who can least afford it. Thank you GoodRx.
2	2/18/22	When I first started using them,all was good. Too long of a story,they changed my quantity of meds from 90 to 60 tablets,then told me that I didn't know what I was talking about. I am a retired RN who keeps up with my medications. They told me for the 4th time that I had to contact the pharmacy to get it changed. I admit by call number four,I was livid and yelling.They hung up on me. I called the pharmacy,they told me I was not supposed to call them,that Good RX was supposed to do that. There was a KIND young lady at the pharmacy who offered to do a 3 way call to GoodRx. She did that and finally we got a nice person that listened to my problem. Between the kind pharmacy employee and the good Rx employee that LISTENED. The problem was resolved. Good Rx needs to monitor their employees a bit closer.
5	2/19/22	GoodRx Gold Has saved me a great deal of money and the process is easy and seamless. I used GoodRx Gold for generic prescriptions which were less expensive through your program than through my health insurance. As I have done many times tell others about how great it is!
5	1/27/22	I can't say enough good about GoodRx gold. Due to my husband's health and having to leave the workforce to take care of him I was not sure how we were going to be able to afford the 13 different medications he is on. I had lost my job at the same time to a company closing and had no insurance. Somebody told me about GoodRx and I looked into it and it is the only way that we were able to make it until he was on Medicare. I am still a year away from being able to be on Medicare fortunately I don't have near the medicines my husband did but I'm planning on using it for my medicines.

5	1/19/22	<p>We have always had health insurance through Federal Employees Health Benefits (FEHB). I became entitled to Medicare Parts A and B in October 2016, and my wife in November 2019. Our FEHB plans then became Medigap policies. Our out-of-pocket covered by both dropped by 59 percent. I assumed this would work with Part D of Medicare as well. So, during 2020 open season we both enrolled in a Part D plan operated by WellCare. Before the end of January, 2021, it became clear this had been a major mistake. Several medications we needed and had been getting at affordable prices through FEHB were now flatly denied. Verboten! In 43 years with FEHB, never had I had a problem like this. Not once! Yet there was nothing I could do until the 2021 open season. Well, by June I did learn of something I could do before that. In a text exchange with one of our doctors, who was as aggravated with the system as we are, he mentioned GoodRx. We signed up, and GoodRx did, in fact, prove to be a way to get much deeper discounts on some medications than through WellCare. As open season approached, I learned I must choose an FEHB plan with an "open formulary". Within a week after the FEHB open season began on November 8, we selected a plan with an open formulary and enrolled in it. I then had to engage in over a month of pitched battles with WellCare before their Escalation unit finally terminated our coverage under Part D of Medicare. This month we have also had a few prescriptions filled through our new FEHB plan and the mail order prescription service they use. The prices were much better than those from either WellCare or GoodRx, and they assured me earlier this week that they had filled the prescriptions acting as primary provider, with no reference to Medicare Part D. We have therefore declared victory. GoodRx Gold did serve its purpose well during the six months we had it, and I thank you. I am confident, though, that the issue for which we needed you has been adequately resolved.</p>
5	12/29/21	<p>GoodRx is a well-established and trustworthy business. I have recommended it to many and have used it myself. Easy to understand, easy to use, and a lifesaver at times.</p>
1	12/28/21	<p>I work hard for every dollar I make. While I loved the fact that GoodRx was convenient and easy to use I have to say that they don't have a secure site! After using them, my debit card was used for fraudulent charges!! Only because my credit union texted me to ask if I was attempting to purchase \$188 on my card was I made aware of it. They had already charged \$220 worth of stuff off my debit card. Lesson learned! If I ever use the service again I will use a card with nothing to lose off of it. Thankfully my cu has given me a provisional credit whilst investigating the fraudulent activity!</p>
5	12/7/21	<p>I have been using GoodRx before it was popular and WAY before the national commercials. I have used GoodRx when I did not have insurance and still use it with insurance. It has truly been a life saver. I find the prices with GoodRx are better then my insurance most of the time. I use it for my entire family. I purchase alot of medication every month. My mom has Alzheimer's and my step dad has Parkinson's. They are both on medicare, but unfortunatley they do not have prescription drug coverage. GoodRx has been a blessing for us with the high cost of prescription drugs. I tell everyone to check out GoodRx. Thank you from the bottom of my heart GoodRx!!</p>
1	11/7/21	<p>Goodrx practices age discrimination, you can't see an online doctor if you are over 65. I think it is wrong just to assume things because of a person's age.</p>
5	7/20/21	<p>For seniors, this service can't be missed! It is far superior to Express Scripts which is my normal mail order drug service. The customer service is fantastic. I put their service phone number in my cell phone, so I have it ready when I go to the pharmacy. They can help you with anything. I just signed up for gold family service. My membership cards will come in the regular mail. I loved the fact that it will cover my husband and my 2 cats. The customer service representative was wonderful. Don't hesitate. For \$10 a month, you will be saving alot of money. And as a senior, on a fixed income, I am grateful. I feel that all the other prescription services should be ashamed. Thank you Good Rx, for existing!!!!</p>

4	7/4/21	<p>I am a senior with limited income. I do have Medicare and a secondary coverage yet some scripts are still very expensive. For instance, Epi pens and inhalers; both crucial to life. I discovered GoodRx about a year ago. I've had problems with my regular drug store and even those warehouse pharmacies (seeking better pricing). But it pays to call GoodRx (or go online) or use the coupon app for knowledge. GoodRx will even call the pharmacy while you are there!! If you take the time it can be very cost beneficial. At first I did not trust or believe but necessity forces you to. I am learning how to use their service. If one drug store doesn't allow, go across the street! Whereas your insurance may have restrictions... GoodRx often can introduce new possibilities! There is a difference between GoodRx and GoodRx Gold which is for me \$5 a month. I wondered if I should bother with the monthly cost but last week it more than paid for itself. Having avoided purchasing a new Epi pen due to the cost I checked and found that a two-pack was just over \$89. Still expensive but do-able. Without GoodRx it can be something like \$200-\$450. Do the math. Whenever you have questions... CALL THEM. They are patient and informative. So far, no regrets on my end. ; )</p>
5	7/3/21	<p>Many medications are the exact same for humans and animals. However, for animals there are normally no insurance plans and the costs are still high for OOP. My dog was seriously ill and would have had to be put to sleep due to pain among other things. Good RX allowed me to buy the medications that I would otherwise not have been able to afford and she is healthy and well again. They are a great help to even people who have a government "mandated" medicare RX plan that doesn't save much of anything.</p>
4	5/6/21	<p>I had a very good experience with the GoodRx customer service rep. He was very knowledge and courteous. He had an answer to every question I had and sent me information immediately.</p> <p>I have retired and am on a limited budget. I am so surprised at how inexpensive all three of my prescriptions are showing.</p> <p>I was concerned that the price showing *** not be offered when I make the actual purchase. He informed me that I could call the GoodRx help number and they would be there to insure the price, or I could access a coupon to use. I will make the purchases tomorrow.</p>
5	2/18/21	<p>GoodRX is kind of like magic. My Medicare prescription insurance changed their rate on my prescription when the new year started. It went from \$51.00 for a 90 day prescription to \$240.00. With GoodRX it is now \$28.60. ----- See Magic.</p>
5	11/11/2020	<p>I found this service to be quite valuable and user friendly. When my insurance lapsed, using Goodrx ensured I could continue receiving life saving medications. I am so grateful for them and would recommend to anyone.</p>
5	8/30/2020	<p>I am on Medicare and co-insurance and one of my prescriptions went from \$20.67 for one month to \$95 and change.. I checked with Good RX Gold and I only had to pay \$41 and change. I called the customer service line and they even had the prescription transferred to the closest pharmacy with the lowest price.</p>
4	8/24/2020	<p>Have been a long time user and very much satisfied one with the GoodRx savings provided, but it wasn't until I encounter a problem with using Good Rx at a routine Winn-Dixie pharmacy they wouldn't honor price! What? But they had been . After speaking with the pharmacist didn't like the reason given," said they had changed to a different company the price went up and couldn't honor the lower price. Called GoodRx Customer Service inform of the situation the rep was able to resolve all my concerns and exceed expectations!! GoodRx very very good service for people on fixed income to afford their prescriptions!</p>
5	8/18/2020	<p>GoodRx is an excellent company. They actually WILL save an individual, or family, as much as a couple of hundred dollars depending on how many prescriptions you fill. If you have NO health insurance drug plan, or even if you do have one like me, (Medi-Blue Cross) GoodRx can still save you money on many drug costs and various prescriptions. Thank you GoodRx for your excellent company. 8/18/2020</p>

5	8/15/2020	This company does a remarkably good job of reducing costs for my elderly mother's prescription needs. When there was a mixup on our registration their phone representative handled it in a friendly efficient fashion. The tracker that allows me to determine whether any given prescription can be found for less (often WAY less) at Walmart versus CVS versus Publix grocery store, etc is amazing. I also like their "pill identifier" function. Great company!!
5	7/29/2020	Good RX help me when I couldn't afford. Medicare advantage. Highly recommend them.
5	7/21/2020	GoodRX helped me be able to buy my asthma rescue inhaler. I would not be able to buy one if it were not for the coupons that a representative from good example emailed me so I could go buy it and a price that was about \$90 less than without the coupon that is a wonderful thing without the medication I could have had a really bad problem I suffer from asthma it's a bad disease especially in hot and cold weather. I thank GoodRX with all of my heart you probably saved my life without a rescue inhaler it's risky but spending over a hundred dollars for it is ridiculous and sad especially with people on a limited income and widowed. Thank You so very much
5	7/17/2020	The website was very informative and relatively easy to navigate. When I did have a problem I called was guided by a very capable and helpful individual. I think her name was Carla. All in all a pleasant experience.
5	7/16/2020	Excellent savings and easy to use. Since the goons at Centene have bought up ALL competition (Aetna, Caremark, CVS, WellCare) the price of Medicare prescription drugs through them went up XXX-XXXX%. GoldRx is a great alternative and very uncomplicated.
5	7/15/2020	GoodRx has saved me a lot of money especially on one particular prescription of mine. I had to get in touch with their customer service today and their representative was extremely helpful, extremely polite. With me being on a limited income I can't thank them enough for the money that they have saved me
5	7/13/2020	I tried GoodRX but I was never the one to pick up my prescriptions so I didn't use it much, then GoldRx came up on my app. I decided to try it, well the very first time I used it, it wouldn't work at my pharmacy. I call GoodRx from my app again. very easy app to use everything you need is right on that app including the toll free number. the lady I spoke to apologize right away and said she would take care of it. she said she would reach out to my pharmacy and she would call me back with the results, She called back about 20 minutes later apologize again and said for my trouble they will give me 3 more months free of Gold RX and my pharmacy was willing to give me the money back I should have saved using Good RX. I am very happy with GOODRX.
5	7/11/2020	Phenomenal pricing and outstanding, courteous, and professional customer service...always! I'm on Medicare, but with certain prescriptions, GoodRx is the ONLY way these necessary drugs would be affordable. GoodRX has perfected the entire purchase process to make the whole experience easy and seamless. Try it once...you will never be without GoodRX again! Great concept...perfectly executed!!
5	7/10/2020	Amazing! And almost too good to be true! I saved \$150.00 on my first visit to GoodRx. Courteous customer service! Easy to navigate website! Thank you, you made my day.
5	07/09/2020	Good Rx has truly saved me money. I'm a self paying patient so anywhere I can save is always a win. Plus their app is so easy to use. I recommend this to anyone. Thanks Good Rx.
5	7/9/2020	Website is OK, not great. However Customer Service Rep was absolutely top notch. In this day and age unbelievable. Absolutely delightful surprise !
5	07/06/2020	My wife and I have been using GoodRx coupons to get our medications as we - in our late 70's - don't have Social Security or Medicare. It is a God given gift as we pay less than half the normal price - and, sometimes, even unbelievably less. Some greedy Pharmacies refuse to accept the GoodRx coupons so we move to whoever accept those. We THANK the excellent services of GoodRx. Keep up the great service.
5	7/3/2020	easy to sign up, easy to check what the cost (savings!) will be on my prescriptions at my various local pharmacies, easy for my pharmacy to keep my membership info on file, and the prices are better than what my health insurance offers!

5	07/03/2020	What a great company. I am a veteran, retired and on a fixed income. I had to drop part D of my Medicare to save \$. I get a few meds from the VA., but, it takes so long to get them. So, one of my civilian Doctors suggested that I try GoodRX. I did and even my wife couldn't believe the savings. I will stay with them as long as I can. Their prices are closest to my V.A. prices and I can go pick them up. That sounds like a Win,Win to me.
5	07/02/2020	I think Good Rx is a very good program. I just retired so I had to get prescription plan. I pay a monthly fee and still have to pay ridiculous amount for certain prescriptions. I can see now why older people go without their medicine. Me and my husband signed up for Good Rx and it is a life saver. I hope and pray this program never goes away. It could keep people healthier by buying their meds through this program. Thank you so much.
5	07/02/2020	I'm fortunate to not be on any medications, and this is the reason that I decided not to purchase a drug plan. However this past March I broke two ribs in a fall and went to urgent care because the pain was serious enough to get checked out. Just a short time before this injury, and having seen the ads for GoodRx I checked into it online and I'm glad I did. One of the medications they gave me a script to get filled it was going to cost \$100.00 because I didn't have drug coverage. I went on line to see what the cost of the script would be elsewhere and I could get it filled for the much lower price of \$47.00. I was so thankful to have checked out GoodRx . It was a real savings and relief for me since I am living on Social Security only.
5	6/30/2020	They had a REAL person answer the phone (eventually) and she was very patient in helping this very senior citizen get the mobile ap on my phone. Thanks!
5	6/28/2020	Excellent customer service - wonderful first time experience. GoodRx was recommended by a friend when stick-shock attacked when checking my prescription cost on a brand new Medicare plan. I called, and Laura patiently, clearly, and efficiently explained how the service works and what I need to know! I am thrilled.
5	6/26/2020	As a older married couple Medicare Part D provider had raised our monthly subscription rate for years. Somehow greed jumped into play this year. It doubled and was going to cost us \$110 a month just for the joy (or lack of) having Medicare Part D. That was before the first drug. \$1,300 a year and they didn't cover half what we take. Then a deductible of over \$400 for me and \$400 for wife. We dropped Medicare Part D completely. Since getting paper scrips and going on line for coupons we have saved thousands. Suggestion. COVID has taught us a few things. ONLY use a pharmacy that has a drive thru window. This has reduced the number of options here in No Where from 5 to 2, but back in the beginning when germs were lurking everywhere, the last thing you wanted was to run the gauntlet thru a story to the Pharmacy located in the rear. To reach a human on a phone call floored me. Both of us mid 70's.
5	6/25/2020	I started using Good Rx to help with medications that Medicare didn't cover. Then when Good Rx introduced me to Good Rx Gold, I thought why not try it. So am going to give it a try and so far so good. Customer Service was great and I think they have a good thing.
5	6/21/2020	I signed with Gold GoodRx today. I have been saving for years with GoodRx. So I decided to try the Gold GoodRx. The representative was so patient with me and walked me through how to use the Gold Good Rx and he answered all the questions that I had. It was such a pleasure working with him today. I am on Medicare and do not qualify for any other assistance. Gold Good Rx saves me a little over \$600.00 every 90 days on my regular prescriptions. I signed up my family and I am helping my friends get signed up. I make \$13.00 to much a month, so I do not qualify for any other assistance. They do not consider how expensive my medication is. Gold Good Rx and Good Rx have really taken a huge burden off my shoulders and made it where I can afford my medication. Thank you Good Rx and Gold Good Rx. Your service is so highly needed. And Thank you for the excellent customer service you provide. Customer service is a dieing art these days.
5	6/19/2020	Best thing that happened to me! Saved me hundreds of dollars so far. I am on Medicare and not eligible for state assistance. Today Goodrx saved me over \$ 300.00. Customer service is the best. The are polite and knowledgeable.
5	6/19/2020	After retiring recently I cannot recommend a more inexpensive and friendly service than Good Rx. Live help available when you call! Absolutely Great Service

5	6/18/2020	My husband and I are recently retired. We searched the internet for a discount coupon for an EpiPen. We found a coupon at GoodRx. We called to validate the authenticity of the coupon. We spoke to Tori, a Customer Care Representative at GoodRx. She talked us through how to interpret, print, and submit the coupon at Walgreens. The cost of the prescription for my EpiPen with the coupon saved us over \$300.00 at our local Walgreens. The cost of the EpiPen was exactly the amount quoted to us by Tori. For that we are grateful. We would recommend using GoodRx to anyone that needs to save money on their medications. The coupons are genuine and helpful to everyone.
5	6/16/2020	Much cheaper than with my Medicare RX Prescription insurance for brand drug.
5	6/16/2020	Good RX has saved me a bunch of money on my prescriptions. Their coverage has always had a better cost share than my regular Medicare D. There are a couple that I still have covered by Medicare D, that are not covered by Good RX. My blood pressure and thyroid medication is considerably cheaper by Good RX. On one my share with Medicare D was \$78, with Good RX was \$29.
5	6/14/2020	This is the first time I've used GoodRx. I couldn't be more pleased. Not only did the pharmacy honor the price that GoodRx indicated, but my interaction with the GoodRx customer service dept was a breathe of fresh air. They are the most helpful organization I've encountered in a while and the savings are incredible. I have Part D Medicare insurance, but it's almost worthless now a days. I will be using GoodRx again in the future.
5	6/11/2020	Good RX has been a godsend for me, though I have a Medicare D plan. Some Good RX prices have proven to be more cost efficient than my plan. I have signed up to try the RX Gold and if that doesn't suit my needs, I cancel without problems. Thanks Good RX.
5	6/9/2020	I am very thankful for this company as I am on SS and live month to month....the low cost of my scripts via this company has allowed me to comfortably afford my meds. and enjoy my life to its fullest. Thank You GoodRx !
5	06/09/2020	Absolutely incredible that I am now saving \$50-\$110 each on several of our most expensive prescriptions. I wish I had checked out GoodRx a long time ago. We had all our prescriptions at one premium pharmacy and it was all so tidy. But I must enroll in Medicare soon and when I saw what the co-pays will be for most of my maintenance drugs, I was shocked. I got up my courage to try this new option and it worked beautifully. My co-pay was going to be \$131 and now the same drug and quantity will cost me only \$23.85. I have three more example just like that. Also, I needed to phone GoodRx with a question and they were extremely nice and helpful. GoodRx works whether you have insurance or Medicare; it is not processed through your coverage. Very helpful for healthy people who have insurance but with a high deductible that you will never meet anyway.
5	06/04/2020	I wish that I knew about GoodRx a long time ago. This card has saved me so much money from the time I started using it. It's a shame that those of us who are on fixed income and pays monthly for health insurance still have to research and found additional resources to that can help cover medication co-pays. I'm so thankful for GoodRx looking out for those of us who continues to feel that we don't have opinions when it comes to the government taking advantage of us. Especially those of us who are poor but not poor enough to get help from other resources. So thank you GoodRx for helping the little people out!!!
5	5/26/2020	Absolutely the best experience I have had. It took me 2 calls to a pharmacy, and one to Medicare RX and I got nowhere. One call to GoodRX and problem solved!
5	5/17/2020	Being retired and having no prescription drug insurance, GoodRX is a lifesaver for me! My doctor gave me their card when I told him I could not afford some of the prescriptions so I would not be getting them filled. The dramatic price difference with GoodRx is literally lifechanging! Thank you so much Good RX!!!
5	05/07/2020	GoodRXs staff are the most courteous helpful and informative folks. As a senior citizen I highly recommend for older and younger people to join their prescription plan and save thousands of dollars, as I have.
5	5/5/2020	Good RX is the BEST FINANCIAL PARTNER THIS RETIRED CHEF HAS. Thanks for saving me money.

## Appendix C

### Modified WCAG 2.1 Heuristic for Older Adults

W3C Guideline	Guideline Definition	Meets criteria	Does not meet criteria	Not Applicable	Notes
<b>Perceivable</b>					
1.1.1 Non-text content (A)	All non-text content that is presented to the user has a text alternative that serves the equivalent purpose				
	Alternative for CAPTCHA is made available				
1.2.1 Audio-only and video-only (prerecorded) (A)	For prerecorded audio-only and prerecorded video-only media, the following are true, except when the audio or video is a media alternative for text and is clearly labeled as such:				
	Audio-only: An alternative for time-based media is provided that presents equivalent information for prerecorded audio-only content.				
	Video-only: Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content.				
1.2.2 Captions (prerecorded) (A)	Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such.				

1.2.3 Audio description or media alternative (prerecorded video) (A)	An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media, except when the media is a media alternative for text and is clearly labeled as such.				
1.2.4 Captions (Live) (A)	Captions are provided for all live audio content in synchronized media.				
1.2.5 Audio Description (Prerecorded video) (AA)	Audio description is provided for all prerecorded video content in synchronized media.				
1.2.7 Extended audio description (prerecorded video) (AAA)	Where pauses in foreground audio are insufficient to allow audio descriptions to convey the sense of the video, extended audio description is provided for all prerecorded video content in synchronized media.				
1.2.8 Media alternative (Prerecorded) (AAA)	An alternative for time-based media is provided for all prerecorded synchronized media and for all prerecorded video-only media.				
1.2.9 Audio-only (live) (AAA)	An alternative for time-based media that presents equivalent information for live audio-only content is provided.				
1.3.1 Info and Relationships (A)	information, structure, and relationships” to be made available, for example to text-to-speech software				
1.4.1 Use of color (A)	Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.				



1.4.2 Audio Control (A)	If any audio on a Web page plays automatically for more than 3 seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume level.				
1.4.3 Contrast (Minimum) (AA)	The visual presentation of text and images of text has a contrast ratio of at least 4.5:1				
1.4.4 Resize Text (AA)	Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.				
1.4.6 Contrast (enhanced) (AAA)	requires a higher contrast ratio of at least 7:1 for the visual presentation of text and images				
1.4.7 Low or no background audio (Prerecorded) (AAA)	For prerecorded audio-only content that (1) contains primarily speech in the foreground, (2) is not an audio CAPTCHA or audio logo, and (3) is not vocalization intended to be primarily musical expression such as singing or rapping, at least one of the following is true:				
	No Background: The audio does not contain background sounds.				
	Turn Off: The background sounds can be turned off.				

	<p>20 dB: The background sounds are at least 20 decibels lower than the foreground speech content, with the exception of occasional sounds that last for only one or two seconds. Per the definition of "decibel," background sound that meets this requirement will be approximately four times quieter than the foreground speech content.</p>				
1.4.8 Visual presentation (AA)	<p>Includes techniques to help with text organization such as requirements regarding text style, text justification, line spacing, line length, and horizontal scrolling</p>				
<b>Operable</b>					
2.1.1 Keyboard (A)	<p>The content is operable through a keyboard interface</p>				
2.1.2 No keyboard trap (A)	<p>Makes sure that keyboard focus "can be moved away from that component using only a keyboard"</p>				
2.1.3 Keyboard (No exception) (AAA)	<p>All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes.</p>				
2.2.1 Timing adjustment (A)	<p>Users can turn off, adjust, or extend any time limits</p>				
2.2.2 Pause, stop, hide (A)	<p>A mechanism for the user to pause, stop, or hide moving or blinking content</p>				

	Scrolling content should be able to be paused and that auto updating content can also be paused or controlled				
2.2.3 No timing (AAA)	Timing is not an essential part of the event or activity presented by the content, except for non-interactive synchronized media and real-time events.				
2.2.4 Interruptions (AAA)	Interruptions can be postponed or suppressed				
2.4.1 Bypass blocks (A)	A mechanism is available to bypass blocks of content that are repeated				
2.4.2 Page titled (A)	Web pages have titles that describe topic or purpose.				
2.4.3 Focus order (A)	Components receive focus in an order that preserves meaning and operability				
2.4.4 Link purpose (in context) (A)	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.				
2.4.5 Multiple ways (AA)	More than one way is available to locate a Web page within a set of Web pages except where the Web Page is the result of, or a step in, a process.				
2.4.6 Headings and labels (AA)	Headings and labels describe topic or purpose				
2.4.7 Focus visible (AA)	Requires an ability for the keyboard focus indicator to be visible				

2.4.8 Location (AAA)	Information about the user's location within a set of Web pages is available (such as a breadcrumb trail, site map, or indicating current position with navigation bars).				
2.4.9 Link purpose (link only) (AAA)	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.				
2.4.10 Section headings (AAA)	Section headings are used to organize the content				
<b>Understandable</b>					
3.1.3 Unusual words (AAA)	A mechanism is available for identifying specific definitions of words or phrases used in an unusual or restricted way				
3.1.4 Abbreviations (AAA)	Provides a mechanism for identifying the expanded form or meaning of abbreviations				
3.1.5 Reading level (AAA)	requires providing a version that "does not require reading ability more than the lower secondary education level"				
3.2.1 On focus (A)	When any component receives focus, it does not initiate a change of context				
3.2.2 On input (A)	Says that changing a setting does not automatically change the context unless the user has been advised beforehand				
3.2.3 Consistent navigation (AA)	Requires that navigation is presented in the same relative order across a website				

3.2.4 Consistent identification (AA)	requires that components with similar functionality are identified consistently				
3.2.5 Change on request (AAA)	“Changes of context are initiated only by user request or a mechanism is available to turn off such changes				
3.3.1 Error identification (A)	“If an input error is automatically detected the item that is in error is identified and the error is described to the user”				
3.3.2 Labels or instructions (A)	“Labels or instructions are provided when content requires user input				
3.3.3 Error suggestion (AA)	“If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user”				
3.3.4 Error prevention (legal, financial, data) (AA)	Pages with legal commitments or financial transactions have reversible submissions and can be checked and corrected				
3.3.5 Help (AAA)	“Context-sensitive help is available”				
3.3.6 Error prevention (all) (AAA)	Users can check and correct any information they submit				