

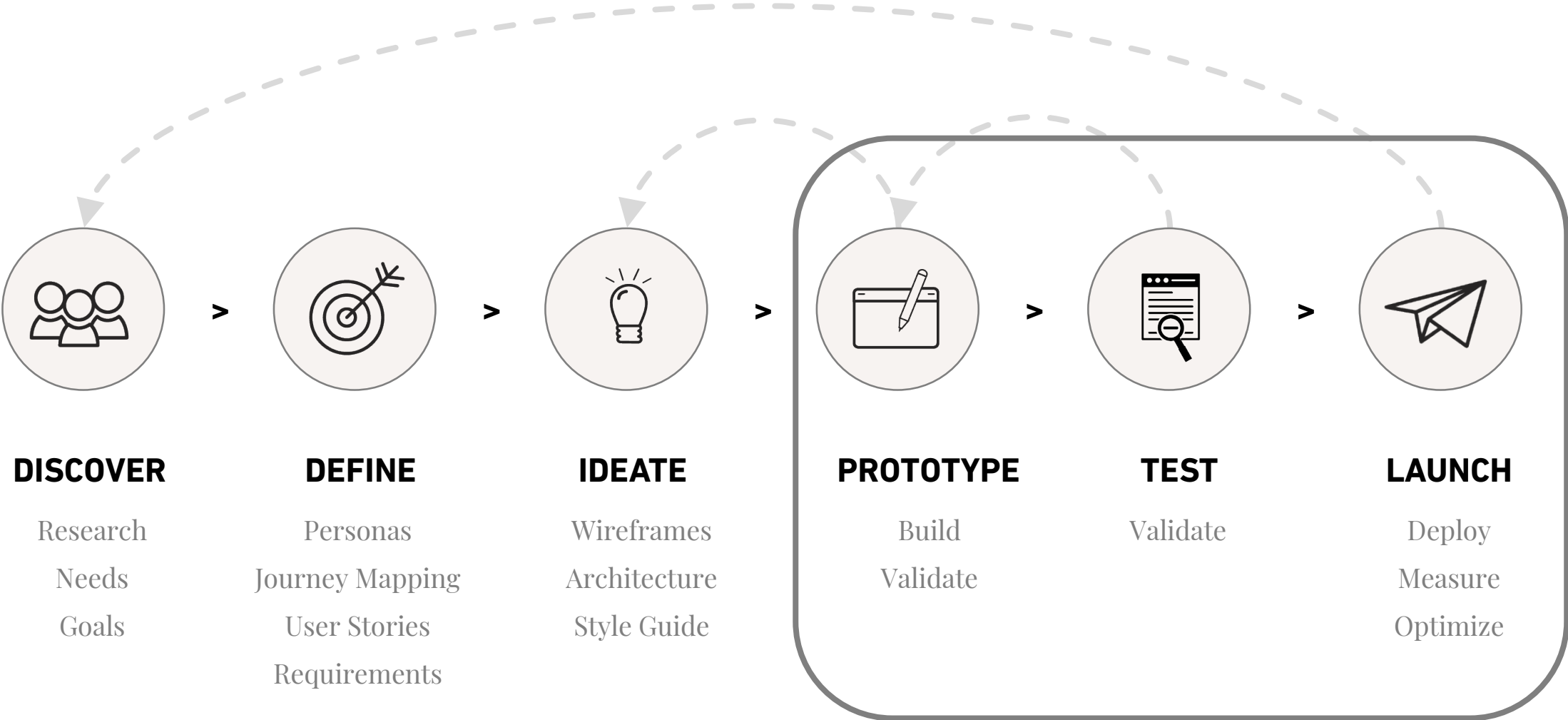
ME

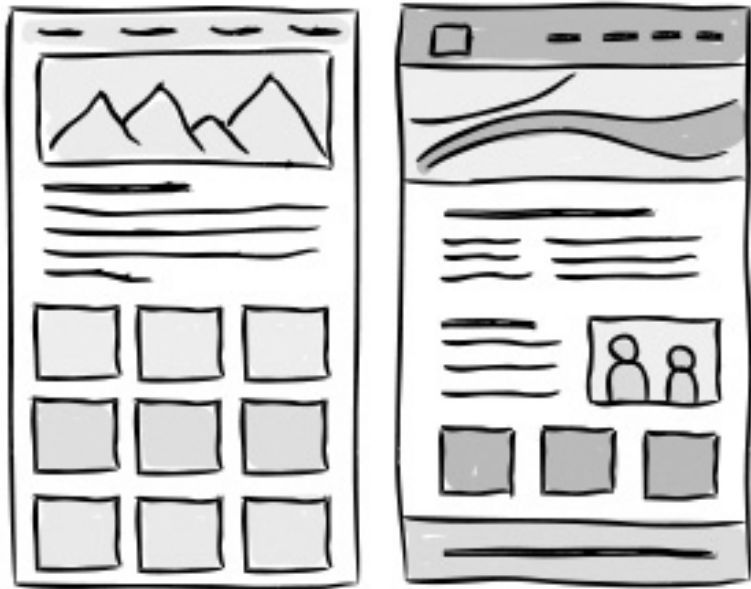


MY TEAM

PRIMER

Designer's atly Responsibility





Wireframes or mockups are
literally only visual representations
of webpages or apps

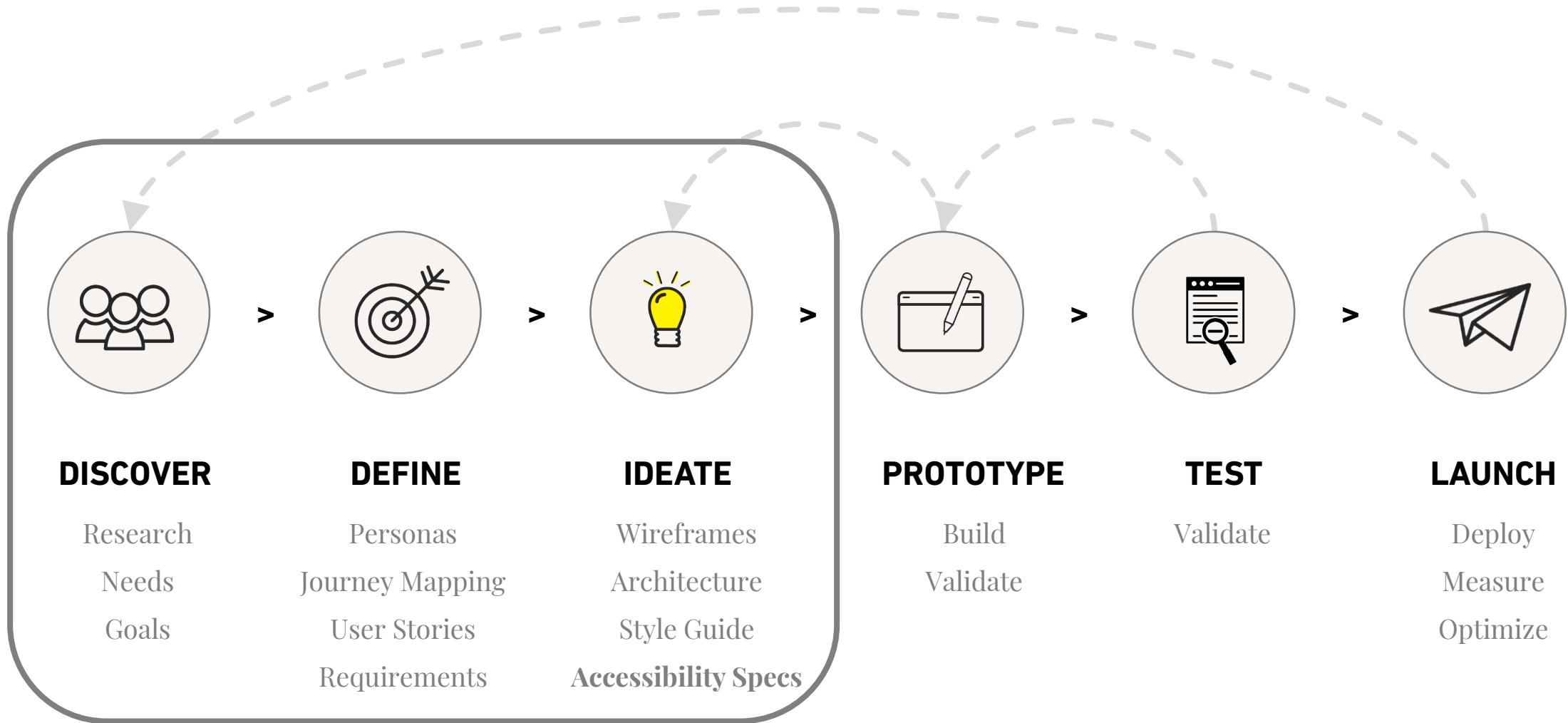


*Chris Traeger from Parks & Rec
approves this use of the word 'literally'*

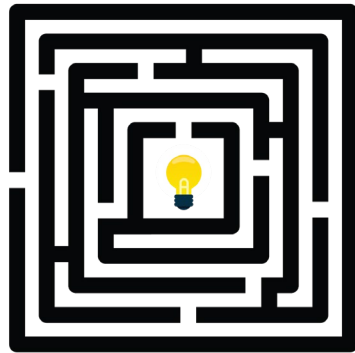
PROBLEM STATEMENT

Accessibility specifications are not captured clearly or in a way that others can easily act upon them.





WHY DON'T DESIGNERS FACTOR IN ACCESSIBILITY?



“Intimidating”



“Hard”



“Not my job”

Source: [Elle Waters, Simply Accessible](#)

AGENDA

01 “Mockup”: TELUS Digital Homepage

02 Make it consistent

03 Annotate! Annotate! Annotate!

04 Key Takeaways

CHAPTER 1

High Fidelity Mockups



Mobile Menu (Closed)

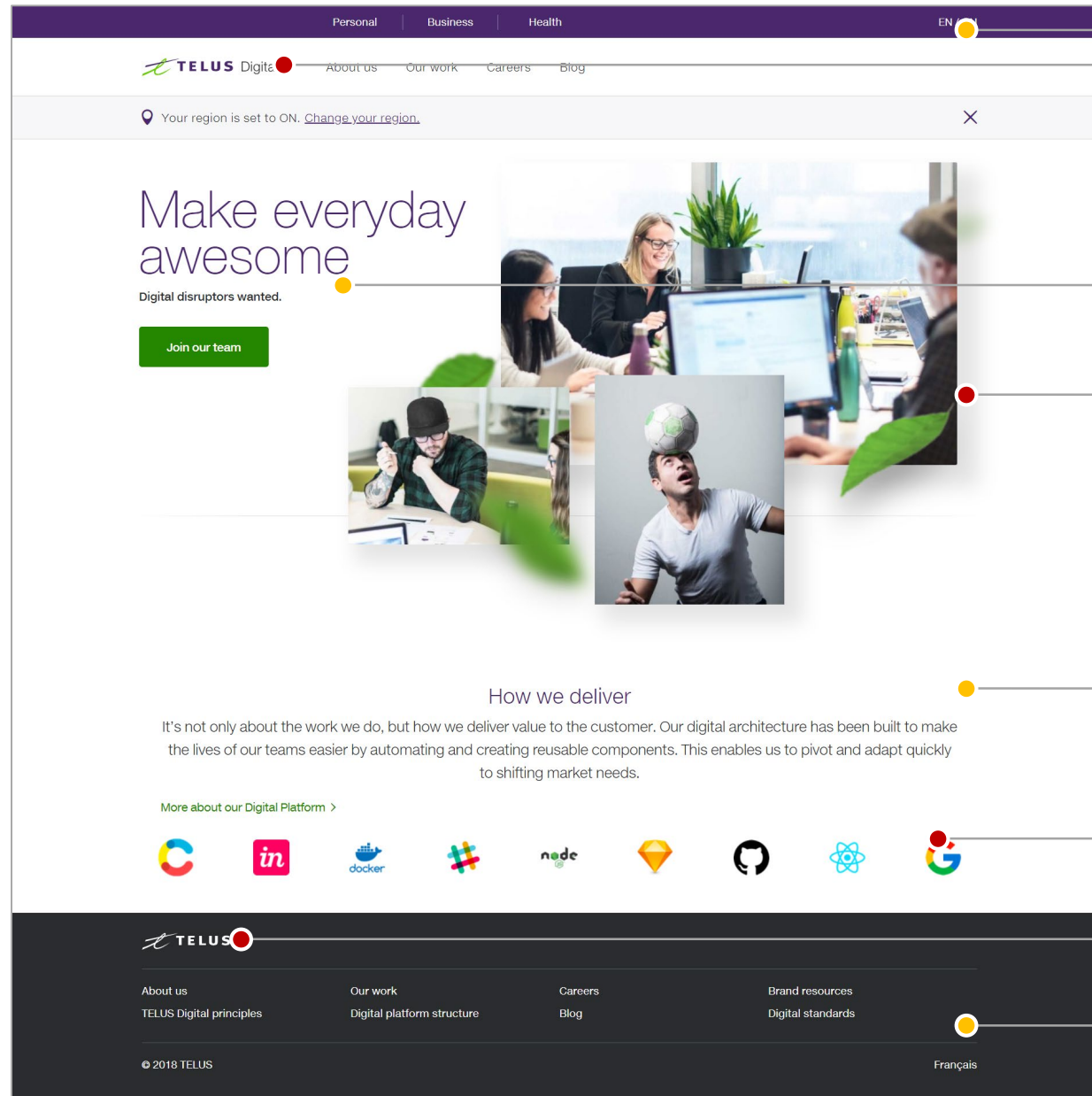
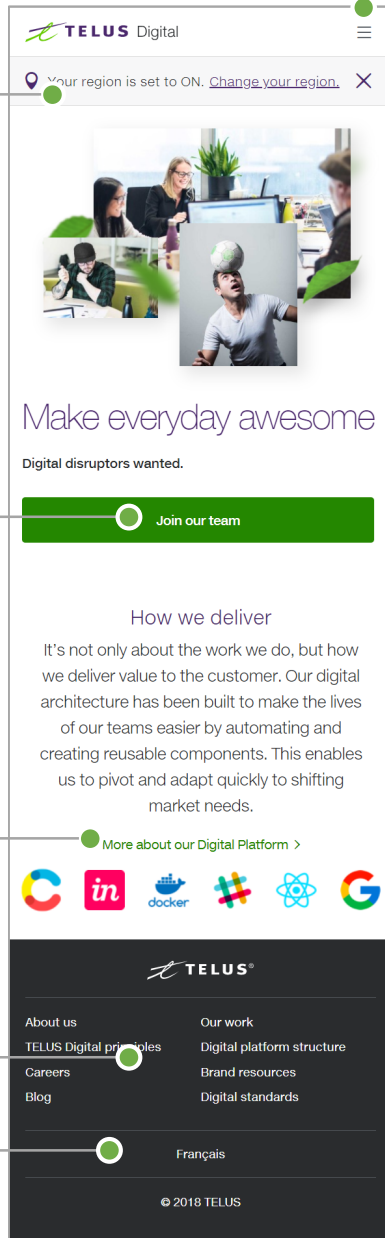
Alert

Button

Link

List of links

Link, Different Language



Multiple Menu Bars

Image

Heading

Image

Heading

List of images

Image

Footer

Mobile Menu (Expanded)

Return to page

TELUS Digital

- About us >
- Our work >
- Careers >
- Blog >

EN / ON

Switch to

- TELUS Personal
- TELUS Business
- TELUS Health

Description for link text

TELUS Digital

Your region is set to ON. [Change your region.](#) X

Make everyday awesome

Digital disruptors wanted.

[Join our team](#)

How we deliver

It's not only about the work we do, but how we deliver value to the customer. Our digital architecture has been built to make the lives of our teams easier by automating and creating reusable components. This enables us to pivot and adapt quickly to shifting market needs.

[More about our Digital Platform >](#)

TELUS

- About us
- TELUS Digital principles
- Careers
- Blog
- Our work
- Digital platform structure
- Brand resources
- Digital standards

Français

© 2018 TELUS

Personal Business Health EN / ON

TELUS Digital About us Our work Careers Blog

Your region is set to ON. [Change your region.](#) X

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Français

© 2018 TELUS

List in order

Select your region

- Alberta
- Manitoba
- Newfoundland and Labrador
- Nova Scotia
- Ontario ✓
- Quebec
- Yukon
- British Columbia
- New Brunswick
- Northwest Territories
- Nunavut
- Prince Edward Island
- Saskatchewan

Select your language:

- English ✓
- Français

Close X

Selected State

GOAL

Ensure your interface provides a *comparable experience* for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.

[Inclusive Design Principle #1](#) from TPG

CHAPTER 3

Make it consistent

COLOR

Use multiple visual cues to convey information. Do not rely on color alone to indicate an action.

SPECIAL CONSIDERATION

Links

Forgot Password



TELUS Digital

- About us
- Our work
- Careers
- Blog

EN / ON

Switch to

- TELUS Personal
- TELUS Business
- TELUS Health

CONTRAST

Use sufficient contrast for users with low vision or those accessing the information outdoors. In terms of foreground to background color, the contrast ratio should be *at least*:

4.5 : 1 for **normal** text

3 : 1 for **bold** text with font size ≥ 14

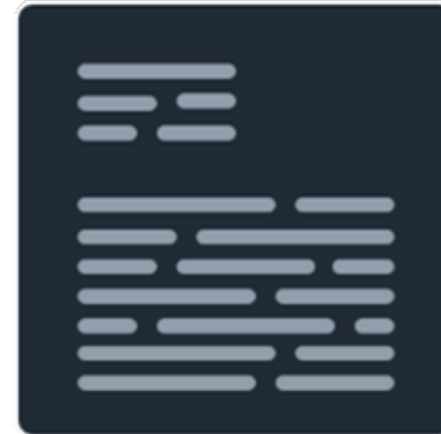
3 : 1 for **large** text with font size ≥ 18



Minimal contrast ratio: 4.5

5.25

Grey on Black



Fail

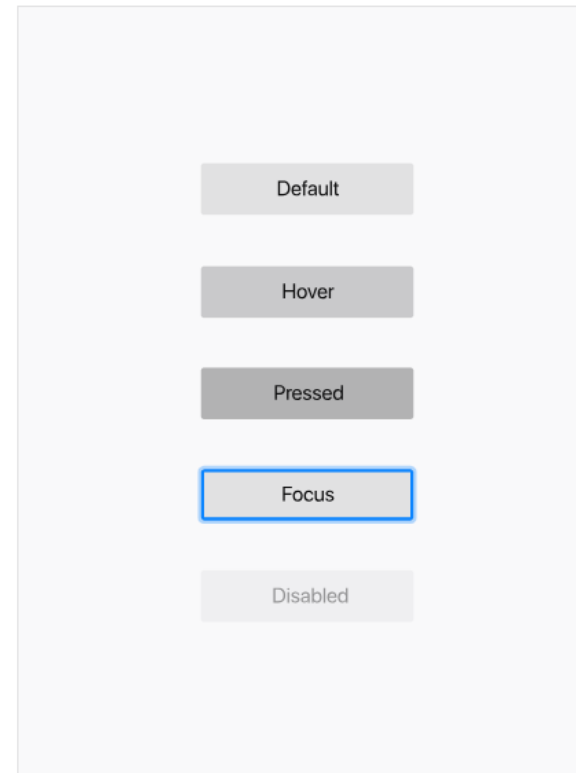
2.94

Dark Grey on Black



VISIBLE FOCUS STATES

Visual outlines which indicate where the user currently is while navigating through the page.



Default Background: Grey 90 a10 `rgba(12, 12, 13, 0.1)`

Hover Background: Grey 90 a20 `rgba(12, 12, 13, 0.2)`

Pressed Background: Grey 90 a30 `rgba(12, 12, 13, 0.3)`

Focus: `box-shadow: 0 0 0 1px #0a84ff inset, 0 0 0 1px #0a84ff, 0 0 0 4px rgba(10, 132, 255, 0.3)`

Disabled: 40% Opacity

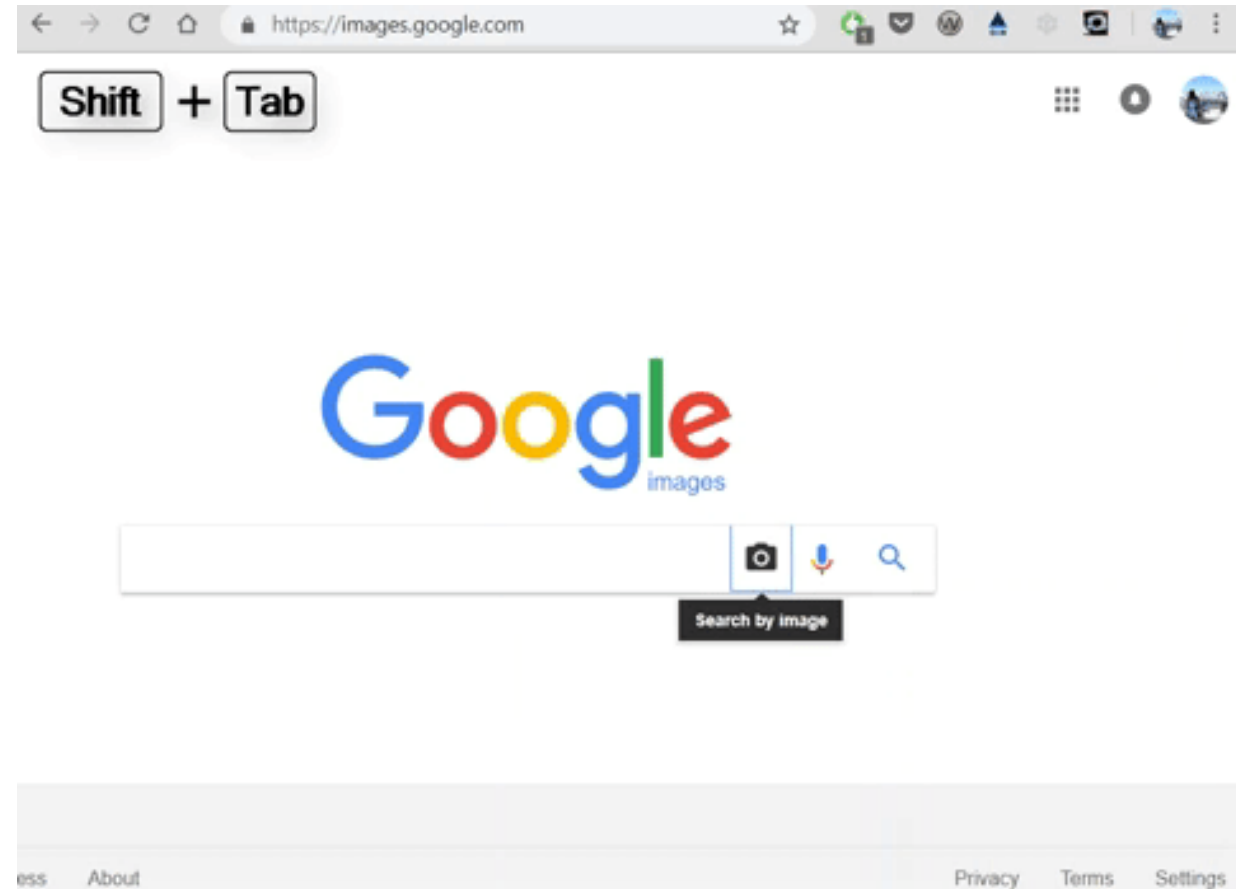
[Mozilla Photon Design System](#)

VISIBLE FOCUS STATES

SPECIAL CONSIDERATION

Replace the native browser style with a custom style such that the focus indicators:

1. Are consistent across browsers.
2. Maintain sufficient color contrast with your brand colors. For example: Chrome's default blue focus color may not be distinguishable from blue buttons.



CHAPTER 3

Annotate! Annotate! Annotate!

STRUCTURE

Identify groups of elements in wireframes, which will allow screen reader users to quickly jump to a section using landmarks or aria-roles:

- Header
- Navigation
- Main Body
- Footer
- Search
- Form

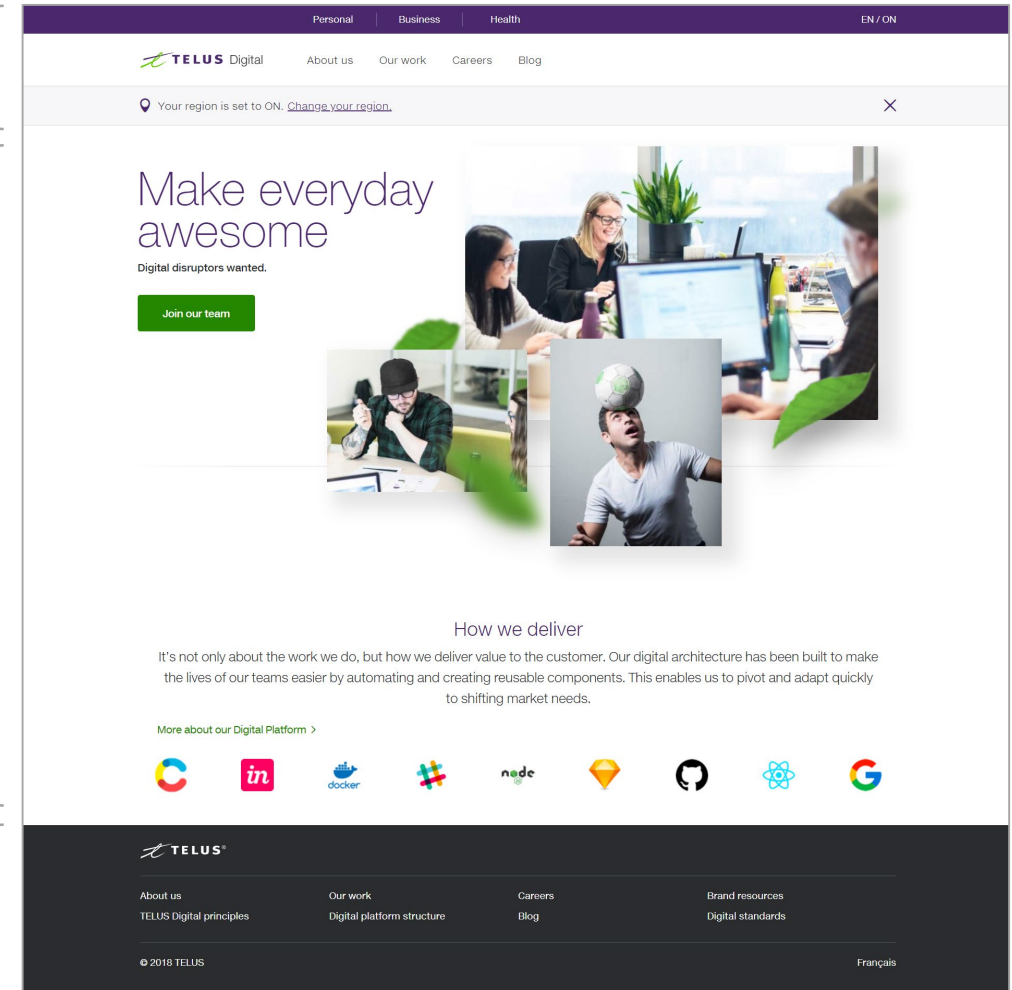
SPECIAL CONSIDERATION

Label multiple navigation menus, e.g. “Breadcrumbs”, “Pagination”

“Business” Navigation
 “TELUS Digital” Navigation
 Header

Main

Footer



HEADING LEVELS

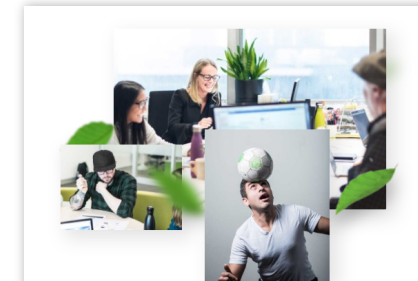
Separate sections of information on a page, following a meaningful hierarchy.

Heading Level 1 <h1>

Heading Level 2 <h2>

Heading Level 3 <h3>

Heading Level 2 <h2>



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H1

H2

FOCUS ORDER

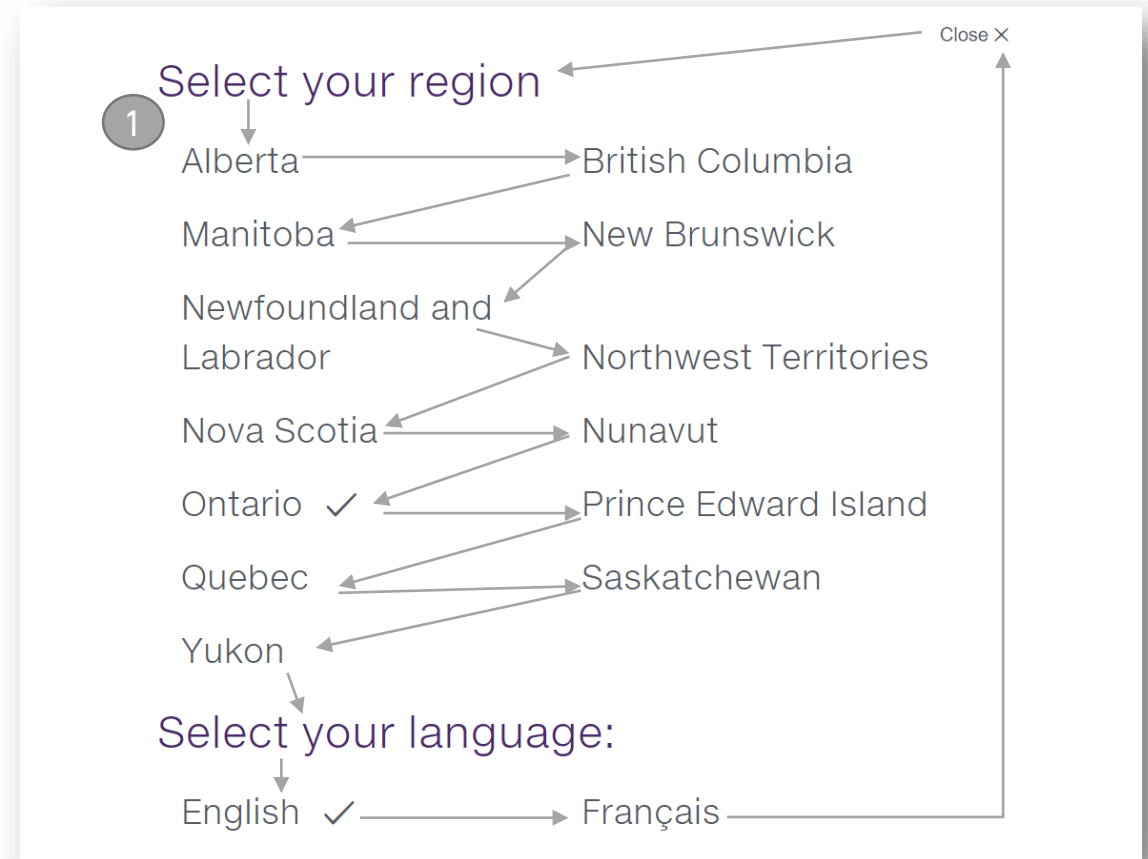
The tabbing or reading order in which the user interacts with the interface.

Starting top-left, going top to bottom & left to right is logical and expected in English.

SPECIAL CONSIDERATION

After interacting with a button, where should the focus go after *opening* / *closing* modals?

For elements such as Advanced Search options or Tooltips, should we circulate the focus inside the element or continue on down the page?



FOCUS ORDER

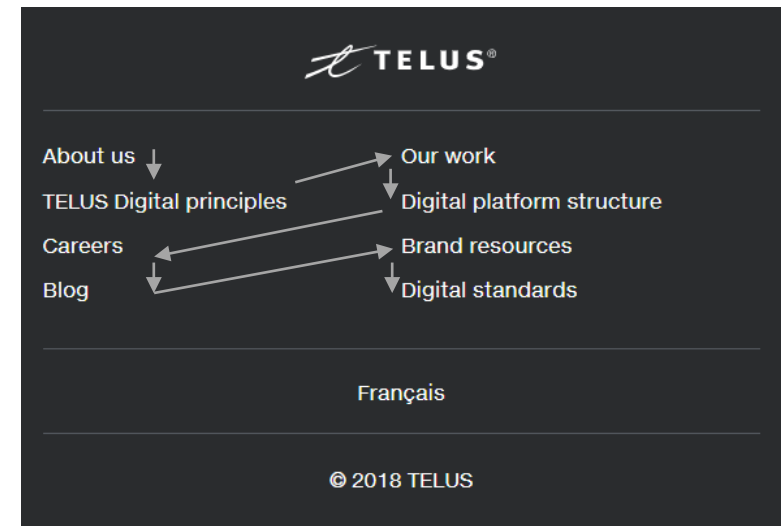
SPECIAL CONSIDERATION

Identify elements that should be skipped on tabbing and/or hidden from screen readers.

Elements should continue to follow logical order in responsive design.

From Date:

/ / 

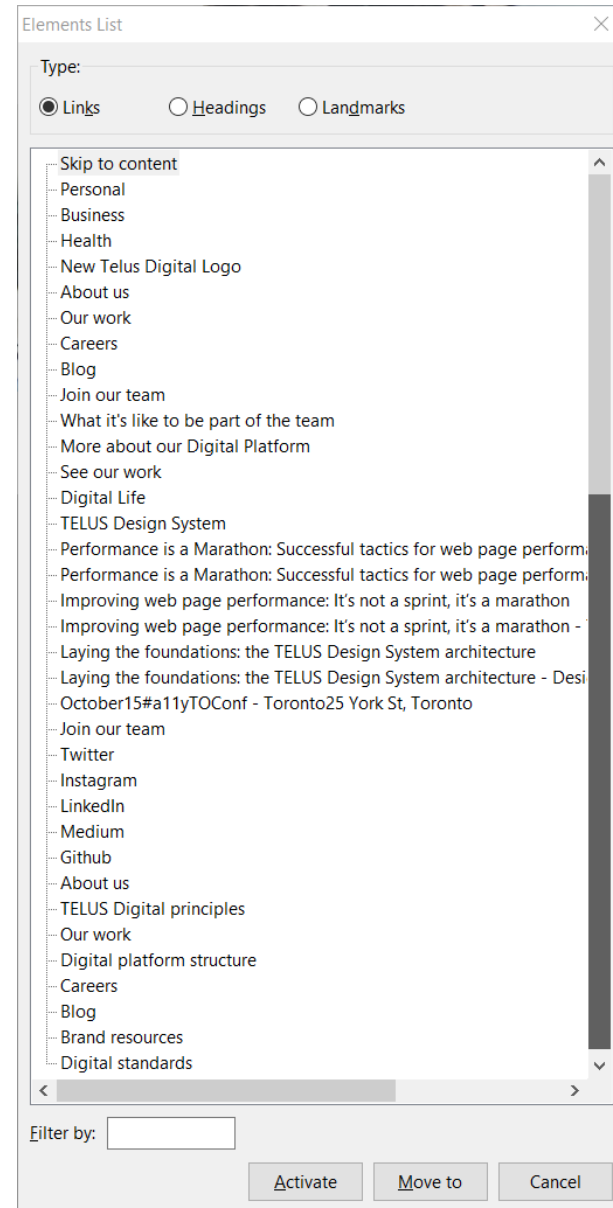


CONTENT

Link and button text should make sense out of context.

E.g. 'Download the full report in PDF' instead of 'Click here'

Elements List from NVDA
(Shortcut keys: CAPS LOCK + F7)



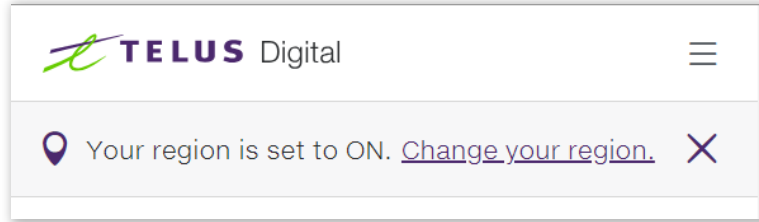
ALT TEXT

Verbal description of any meaningful images, icons, and buttons.

Helps those using screen readers or with images disabled (to preserve data usage) to participate in the full experience.

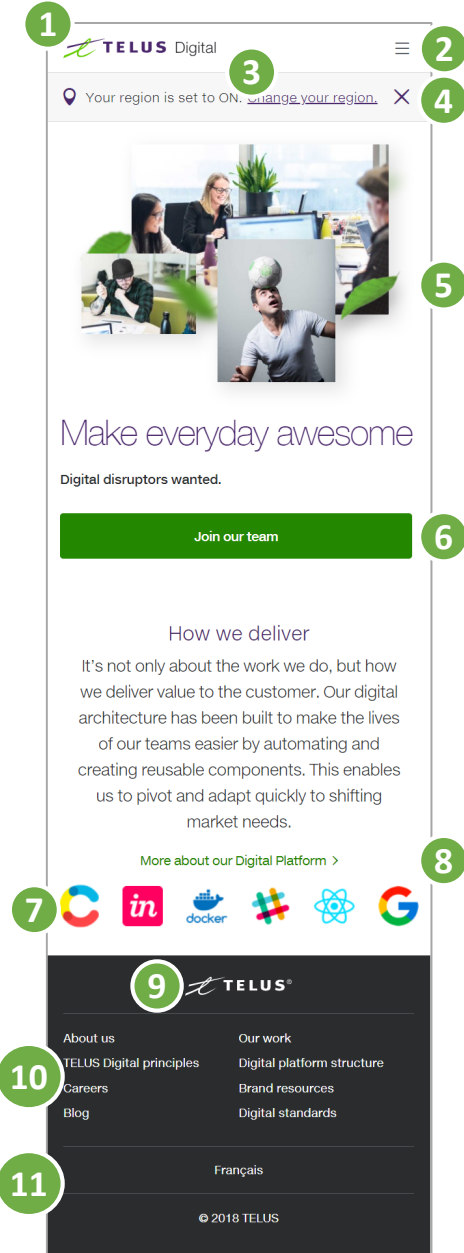
[Alt Decision Tree](#) from W3C



Does the image contain text?	
No: Continue.	Yes: <ul style="list-style-type: none"> • ... and the text is also present as <i>real text</i> nearby. <ul style="list-style-type: none"> → Use an empty <code>alt</code> attribute. See Decorative Images. • ... and the text is only shown for visual effects. <ul style="list-style-type: none"> → Use an empty <code>alt</code> attribute. See Decorative Images. • ... and the text has a specific function, for example is an icon. <ul style="list-style-type: none"> → Use the <code>alt</code> attribute to communicate the function of the image. See Functional Images. • ... and the text in the image is not present otherwise. <ul style="list-style-type: none"> → Use the <code>alt</code> attribute to include the text of the image. See Images of Text.
Is the image used in a link or a button, and would it be hard or impossible to understand what the link or the button does, if the image wasn't there?	
No: Continue.	Yes: <ul style="list-style-type: none"> → Use the <code>alt</code> attribute to communicate the destination of the link or action taken. See Functional Images.
Does the image contribute meaning to the current page or context?	
No: Continue.	Yes: <ul style="list-style-type: none"> • ... and it's a simple graphic or photograph. <ul style="list-style-type: none"> → Use a brief description of the image in a way that conveys that meaning in the <code>alt</code> attribute. See Informative Images. • ... and it's a graph or complex piece of information. <ul style="list-style-type: none"> → Include the information contained in the image elsewhere on the page. See Complex Images. • ... and it shows content that is redundant to <i>real text</i> nearby. <ul style="list-style-type: none"> → Use an empty <code>alt</code> attribute. See (redundant) Functional Images.
Is the image purely decorative or not intended for the user?	
No: Continue.	Yes: <ul style="list-style-type: none"> → Use an empty <code>alt</code> attribute. See Decorative Images.
Is the image's use not listed above or it's unclear what <code>alt</code> text to provide?	
This decision tree does not cover all cases. For detailed information on the provision of text alternatives refer to the Image Concepts Page .	



ARIA...	Description	Value
DescribedBy	Associate additional / secondary information to an element	Points to another element on the page (e.g. text hint in a tooltip or an error message)
Label	Override the label of an element with a string	String
LabelledBy	Override the label of an element with visibly present text	Points to a label on the page
Expanded	Capture whether the element is currently expanded	True (Expanded) or False (Collapsed)
HasPopup	Inform the user whether the element has a popup context menu or sub-level menu	True or False
Hidden	Hide the element from the screen reader	True or False
Sort	Capture the current sorting order for items in a table or grid	Ascending, Descending, or None

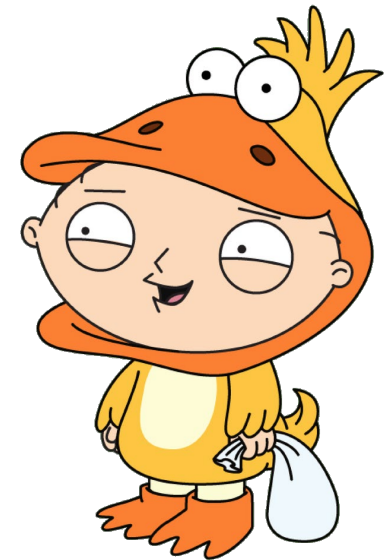
See also [WAI-ARIA Cheat Sheet](#) by Karl Groves



ID	Image/Text	Role	Properties	States
1		Image / Link	Alt = "TELUS Digital home"	
2		Button	Alt = "Mobile Menu" Contains unordered list of link items	Expanded = true/false
3	Change your region	Link	Describedby = ID for 'Your region is set to ON.' Haspopup=true	
4		Button	Alt text = "Close Region Alert"	
5		Image	Alt = "Small team working together. Man thinking. Man playing soccer."	
6	Join our team	Button	Describedby = ID for 'Digital disruptors wanted.'	
7		List of images	Unordered list with images as list items Alt = "Invision Logo", "Docker Logo"...	
8	More about our digital platform >	Link	Chevron is hidden from screen reader	
9		Image / Link	Alt = "TELUS home"	

If ever in doubt, ask the developer to
use *semantic* HTML structures

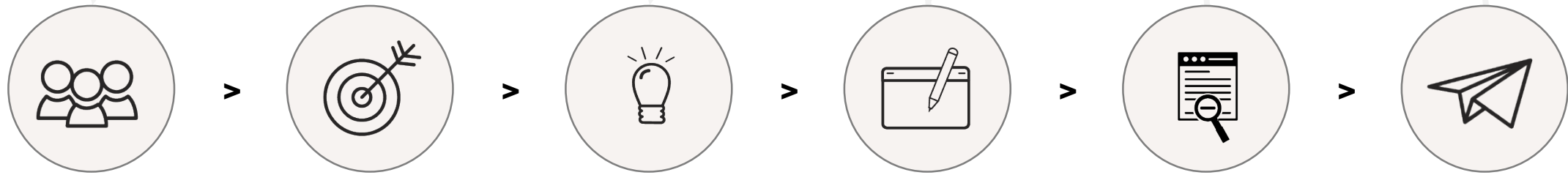
e.g. `<button>` for buttons instead of `<a>` links which look like buttons



CHAPTER 4

Key Takeaways

Accessibility is a team effort which starts with the designers.



DISCOVER

Research
Needs
Goals

DEFINE

Personas
Journey Mapping
User Stories
Requirements

IDEATE

Wireframes
Architecture
Style Guide
Accessibility Specs

PROTOTYPE

Build
Validate

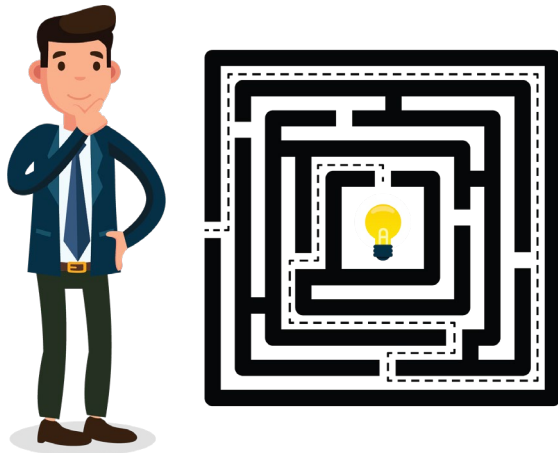
TEST

Validate

LAUNCH

Deploy
Measure
Optimize

WHY DON'T DESIGNERS FACTOR IN ACCESSIBILITY?



“Intimidating”



“Hard”

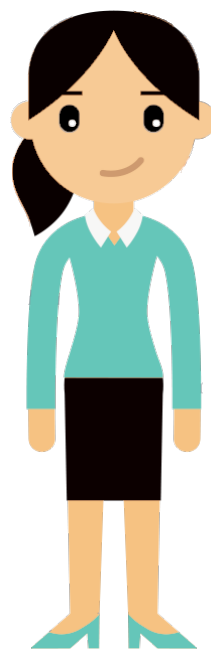


“Not my job”

Source: [Elle Waters, Simply Accessible](#)



Thank You!



HalaMagic™



@halathinkeths



hello@halaanwar.com

When UX doesn't consider

≡ **ALL USERS** ≡

shouldn't it be known as **SUX?**
some User Experience or...



- @thebillygregory