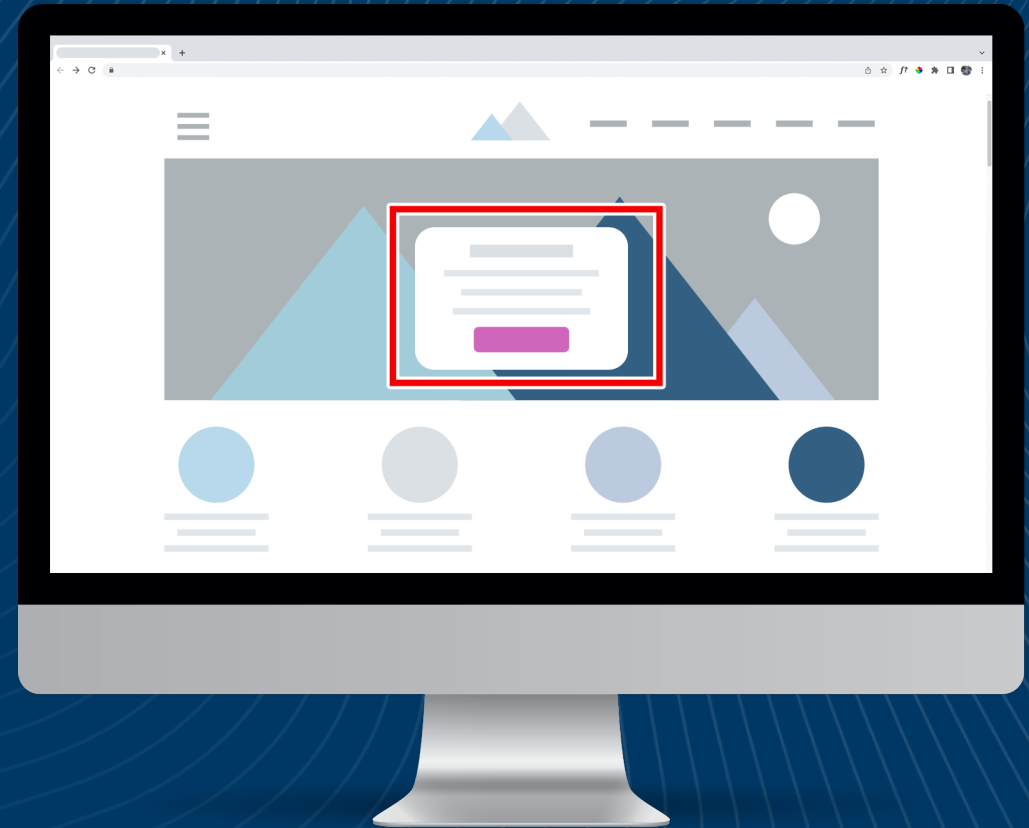


Focus People, Focus!

Focusing on focus states for designers.





Speaker



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Learning objectives

- 1** Understand the importance of focus states, who they are designed for and why.
- 2** Learn the accessibility requirements of focus states for some common components, including buttons, links, and other actionable elements.
- 3** Connect the focus state designs to the Web Content Accessibility Guideline Success Criteria.



What is a focus state?



Hover State

Clearly indicate upon
which page element
the mouse hovers

Focus State

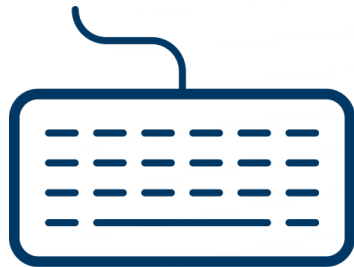
Clearly indicate which
page element has
keyboard focus



Why focus on focus states?



Design teams traditionally only design mouse experiences





Holistically design all states of molecules and atoms

Atoms

Postal Code

Set of states per molecule

Default / Unpopulated

Postal Code

Focused / Typing

Postal Code

Optional Field

Postal Code (Optional)

Focused / Typing / Formatted

Phone Number

Molecule

Postal Code

Instructional Text / Unpopulated

Date

DD / MM / YYYY

Error

Postal Code

! Postal code is too short

Organism

First Name

Last Name

City

Email Address

Phone Number

How would you like to be contacted?

 Email Phone



Focus on Design Interactivity



The focus indicator is obvious “you are here” feedback



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incididunt ut labore et dolore magna aliqua.

Postal Code





Don't rely solely on the focus indicator

Focus Indicator



Colour: #B0008E
Weight: 3px

Primary Button Default



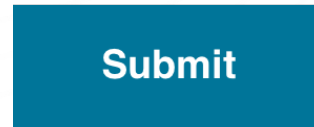
Text: Helvetica / white / 19px
Box: #003865 fill

Primary Button Focus Option 1



Text: Helvetica / white / 19px
Box: #003865 fill with focus indicator

Primary Button Hover



Text: Helvetica / white / 19px / bold
Box: #007599 fill

Primary Button Focus Option 2



Text: Helvetica / white / 19px / bold
Box: #007599 fill with focus indicator



Think “obviousness”.



Holistically design important button states

Button design considerations

- Text size
- Text color
- Button color
- Background color
- Borders / Shadows
- Target size
- Secondary indicator not reliant on color

Primary Button Default



Text: Helvetica / white / 19px
Box: #003865 fill

Secondary Button Default



Text: Helvetica / #003865 / 19px
Box: White fill / #003865 border 3px

Primary Button Hover



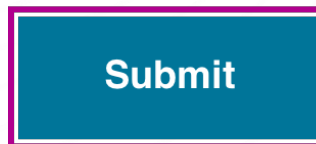
Text: Helvetica / white / 19px / bold
Box: #007599 fill

Secondary Button Hover



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px

Primary Button Focus



Text: Helvetica / white / 19px / bold
Box: #007599 fill with focus indicator

Secondary Button Focus



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px with focus indicator



Holistically design important link states

Link design considerations

- Text size
- Text color
- Background color
- Target size
- Secondary indicator not reliant on color

Link Default

Links should be unique, concise, and descriptive

Background: White

Link Text: Helvetica / #003865 / 16px / underlined

Link on Hover

Links should be unique, concise, and descriptive

Background: White

Link Text: Helvetica / #007599 / 16px / bold

Link on Focus

Links should be unique, concise, and descriptive

Background: White

Link Text: Helvetica / #007599 / 16px / bold with focus indicator



Consider links in a paragraph

Additional design considerations for links contained in a paragraph

- Link text color to background color: 4.5 to 1
- Paragraph text color to background color: 4.5 to 1
- Link text to paragraph text: 3 to 1

Inline Link Default

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #003865 / 16px / underlined

Inline Link on Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold

Inline Link on Focus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold with focus indicator



Aim for consistent styling

Primary Button Default



Text: Helvetica / white / 19px
Box: #003865 fill

Secondary Button Default



Text: Helvetica / #003865 / 19px
Box: White fill / #003865 border 3px

Link Default

[Links should be unique, concise, and descriptive](#)

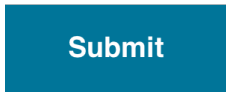
Background: White
Link Text: Helvetica / #003865 / 16px / underlined

Inline Link Default

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #003865 / 16px / underlined

Primary Button Hover



Text: Helvetica / white / 19px / bold
Box: #007599 fill

Secondary Button Hover



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px

Link on Hover

[Links should be unique, concise, and descriptive](#)

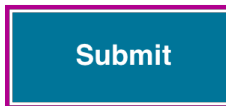
Background: White
Link Text: Helvetica / #007599 / 16px / bold

Inline Link on Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **[eiusmod tempor](#)** incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold

Primary Button Focus



Text: Helvetica / white / 19px / bold
Box: #007599 fill with focus indicator

Secondary Button Focus



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px with focus indicator

Link on Focus

[Links should be unique, concise, and descriptive](#)

Background: White
Link Text: Helvetica / #007599 / 16px / bold with focus indicator

Inline Link on Focus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **[eiusmod tempor](#)** incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold with focus indicator



Holistically design important control states

Control design considerations

- Text size (if applicable)
- Text color (if applicable)
- Border color (if applicable)
- Control color
- Background color
- Target size
- Secondary indicator not reliant on color

Panel Indicator Unselected



Border: #003865 2px
Fill: White
Target Size: 44px X 44px

Panel Indicator on Hover



Border: #007599 4px
Fill: White
Target Size: 44px X 44px

Panel Indicator on Focus



Border: #007599 4px with focus indicator
Fill: White
Target Size: 44px X 44px

Tooltip Default



Icon: #003865
Text: #003865 / 10pt
Target Size: 44px X 44px

Tooltip on Hover



Icon: #007599
Text: #007599 / 10pt / bold
Target Size: 44px X 44px

Tooltip on Focus



Icon: #007599 with focus indicator
Text: #007599 / 10pt / bold
Target Size: 44px X 44px

Close Default



Icon: #003865
Text: #003865 / 10pt
Target Size: 44px X 44px

Close on Hover



Icon: #007599
Text: #007599 / 10pt / bold
Target Size: 44px X 44px

Close on Focus



Icon: #007599 with focus indicator
Text: #007599 / 10pt / bold
Target Size: 44px X 44px

Profile Default



Icon: #003865
Text: #003865 / 10pt
Target Size: 44px X 44px

Profile on Hover



Icon: #007599
Text: #007599 / 10pt / bold
Target Size: 44px X 44px

Profile on Focus



Icon: #007599 with focus indicator
Text: #007599 / 10pt / bold
Target Size: 44px X 44px



Continue to aim for consistent styling

Primary Button Default



Text: Helvetica / white / 19px
Box: #003865 fill

Secondary Button Default



Text: Helvetica / #003865 / 19px
Box: White fill / #003865 border 3px

Link Default

Links should be unique, concise, and descriptive

Background: White
Link Text: Helvetica / #003865 / 16px / underlined

Inline Link Default

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #003865 / 16px / underlined

Panel Indicator Unselected



Border: #003865 2px
Fill: White
Target Size: 44px X 44px

Primary Button Hover



Text: Helvetica / white / 19px / bold
Box: #007599 fill

Secondary Button Hover



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px

Link on Hover

Links should be unique, concise, and descriptive

Background: White
Link Text: Helvetica / #007599 / 16px / bold

Inline Link on Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold

Panel Indicator on Hover



Border: #007599 4px
Fill: White
Target Size: 44px X 44px

Primary Button Focus



Text: Helvetica / white / 19px / bold
Box: #007599 fill with focus indicator

Secondary Button Focus



Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px with focus indicator

Link on Focus

Links should be unique, concise, and descriptive

Background: White
Link Text: Helvetica / #007599 / 16px / bold with focus indicator

Inline Link on Focus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua.

Background: White
Paragraph Text: Helvetica / black / 16px
Link Text: Helvetica / #007599 / 16px / bold with focus indicator

Panel Indicator on Focus



Border: #007599 4px with focus indicator
Fill: White
Target Size: 44px X 44px



Know when to extend the styling

Panel Indicator Unselected



Border: #003865 2px
Fill: White
Target Size: 44px X 44px

Panel Indicator on Hover



Border: #007599 4px
Fill: White
Target Size: 44px X 44px

Panel Indicator on Focus



Border: #007599 4px with
focus indicator
Fill: White
Target Size: 44px X 44px

Panel Indicator Selected



Fill: #003865
Target Size: 44px X 44px

Radio Button Unselected



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 2px
Fill: White
Target Size: 44px X 44px

Radio Button on Hover



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 6px
Fill: White
Target Size: 44px X 44px

Radio Button on Focus



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 6px with focus
indicator
Fill: White
Target Size: 44px X 44px

Radio Button Selected



Lorem ipsum

Lable: Helvetica / 14pt
Fill: Black
Target Size: 44px X 44px

Checkbox Unselected



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 2px
Fill: White
Target Size: 44px X 44px

Checkbox on Hover



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 6px
Fill: White
Target Size: 44px X 44px

Checkbox on Focus



Lorem ipsum

Lable: Helvetica / 14pt
Border: Black 6px with focus
indicator
Fill: White
Target Size: 44px X 44px

Checkbox Selected



Lorem ipsum

Lable: Helvetica / 14pt
Fill: Black
Target Size: 44px X 44px



Design all states

Possible states

- Selected / Activated
- Inactive / Disabled
- Clicked / Pressed
- Dragged
- Loading / Processing
- Expanded / Collapsed
- Open / Closed
- Etc.

Primary Button Default



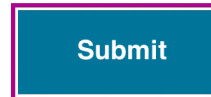
Text: Helvetica / white / 19px
Box: #003865 fill

Primary Button Hover



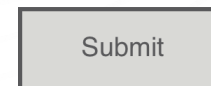
Text: Helvetica / white / 19px / bold
Box: #007599 fill

Primary Button Focus



Text: Helvetica / white / 19px / bold
Box: #007599 fill with focus indicator

Primary Button Inactive



Text: Helvetica / #59595B / 19px
Box: #D9D9D6 fill / #59595B border 3px

Primary Button Clicked / Pressed / Dragged



Text: Helvetica / white / 19px / bold
Box: Black fill

Secondary Button Default



Text: Helvetica / #003865 / 19px
Box: White fill / #003865 border 3px

Secondary Button Hover



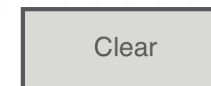
Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px

Secondary Button Focus



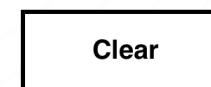
Text: Helvetica / #007599 / 19px / bold
Box: White fill / #007599 border 3px with focus indicator

Secondary Button Inactive



Text: Helvetica / #59595B / 19px
Box: #D9D9D6 fill / #59595B border 3px

Secondary Button Clicked / Pressed / Dragged



Text: Helvetica / black / 19px / bold
Box: White fill / black border 3px



Design for additional accessibility use cases

- Text at 200%
- Lengthy text at 200%
- Large text
- With icons
- Linking offsite
- Skip link
- Error states
- Mobile version (responsive / 1 column / zoomed at 400%)
- Etc.

Primary Button with Text Resized to 200%

Submit

Text: Helvetica / white / 38px
Box: #003865 fill
Box Dimensions: 1.5(default size)

Primary Button with Long Text Resized to 200%

Review and
complete my order

Text: Helvetica / white / 38px
Box: #003865 fill
Box Dimensions: 1.5(default size)

Primary Button Mobile

Submit

Text: Helvetica / white / 19px
Box: #003865 fill
Box Width: 300px
Position: Centred

Large Link Default

[Lorem ipsum](#)

Background: White
Link Text: Helvetica / #003865 / 24px / underlined

Linking Offsite Default

[Lorem ipsum](#)

Background: White
Link Text: Helvetica / #003865 / 16px / underlined
Icon: #003865

Skip Link Default

[Skip to main content](#)

Background: White
Link Text: Helvetica / #003865 / 16px / underlined

Error

Postal Code

A1A

! Postal code is too short

Label: Helvetica / 14pt / bold
Inserted Text: Helvetica / 14pt
Error Message: Helvetica / 14pt / error icon
Text Field: #E12C2C border 3px / white fill
Expected Screen Reader Experience: "Text box, postal code, postal code is too short, A1A"



Ensure they work on all your backgrounds

Submit

Clear

Submit

Clear

Submit

Clear

Submit

Clear

Design focus interactivity

- Think through and document the interactivity and resultant behavior when an element receives focus, for example:
 - How is content exposed using a keyboard?
 - How does focus move from the trigger to the revealed content using a keyboard?
 - How is the revealed content dismissed using a keyboard?
- Ensure context remains when an element receives focus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna.





Related success criteria

Design of focus state

- 1.4.1 (links in paragraph)
- 1.4.3 (contrast minimum)
- 1.4.11 (non-text contrast)
- 2.4.1 (bypass blocks)
- 2.4.7 (focus visible)
- 4.1.2 (name, role, value)

Interactivity on focus

- 1.4.2 (audio control)
- 1.4.13 (content on hover or focus)
- 2.1.2 (no keyboard trap)
- 2.2.1 (timing adjustable)
- 2.2.2 (pause, stop, hide)
- 2.5.1 (pointer gestures)
- 2.5.4 (motion actuation)
- 3.2.1 (on focus)
- 3.2.2 (on input)
- 4.1.3 (status messages)



Focus on the
focus states.



Contact information



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Thank You
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ESSENTIAL
ACCESSIBILITY.