

Making Websites Usable, Not Just Accessible

NOVEMBER 14, 2018

Karen Hawkins, Publicis Sapient



Karen Hawkins

USER EXPERIENCE LEAD



SKILLS:

- Web and Mobile Accessibility
- Information Architecture
- Content Strategy
- Systems Design
- Service Design
- Interaction Design
- Personalization
- B2C e-Commerce
- Multiple Industries

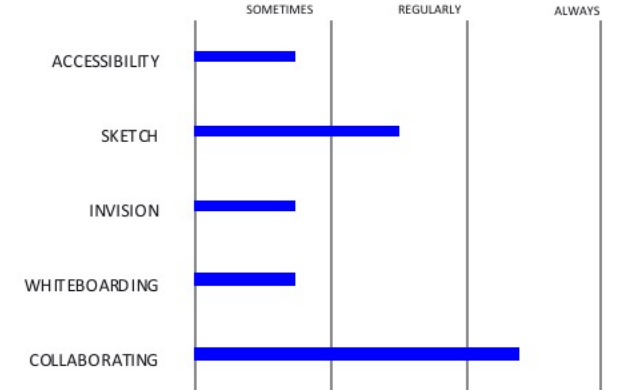
BEST AT:

- Inclusive & Universal Design
- Organization
- Atomic Design
- Structural and Functional Analyses
- Multi-Discipline Collaboration
- The Details

LOVE TO:

- Provide Access Where None Previously Existed
- Map Processes / Flows
- Analyze Navigation and Discoverability
- Workshop with Team Members and / or Clients

ANY GIVEN DAY:



WORK SHOWCASE:

FCA INTERNAITONAL
AEM Migration

KPMG
Global Personalization

ROYAL BANK OF CANADA
Business Site Redesign

HARLEY DAVIDSON
Model Year 2017

LOBLAWS
Site Redesign



Myth #1

**Accessibility can be taken care
of by front end developers,
and nobody else needs to
concern themselves with it**

Business Development Leads

Copywriters

User Experience Designers

Quality Assurance Professionals

Visual Designers

Project Managers

Content Strategists

Front End Developers

Account Leads

Strategists



Myth #2

Accessible design is ugly

[Home](#) > [Kids](#) > [Girls](#) > [Girls' Dresses](#) > Rose Print Dress

Rose Print Dress

PRICE
\$16.99 WAS \$24.99 SAVE \$8.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco...

[Read More](#)

RATING

★★★★☆ 4.5 out of 5 (156)

[View Rating and Reviews](#)

SELECT COLOUR

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- White

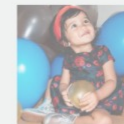
SELECT SIZE

- Small
- Medium
- Large
- Extra Large

[View Size Chart](#)

QUANTITY

23



2 of 6



Myth #3

**Accessible sites take much
more effort to build**



THINK

**DO IT RIGHT THE
FIRST TIME!**

PLAN AHEAD



Myth #4

**You can implement an
accessible site and call it a day**





So what is accessibility, really?

“Accessibility means access. It refers to the ability for everyone, regardless of disability or special needs, to access, use and benefit from everything within their environment.”

- CANADIAN NATIONAL INSTITUTE FOR THE BLIND

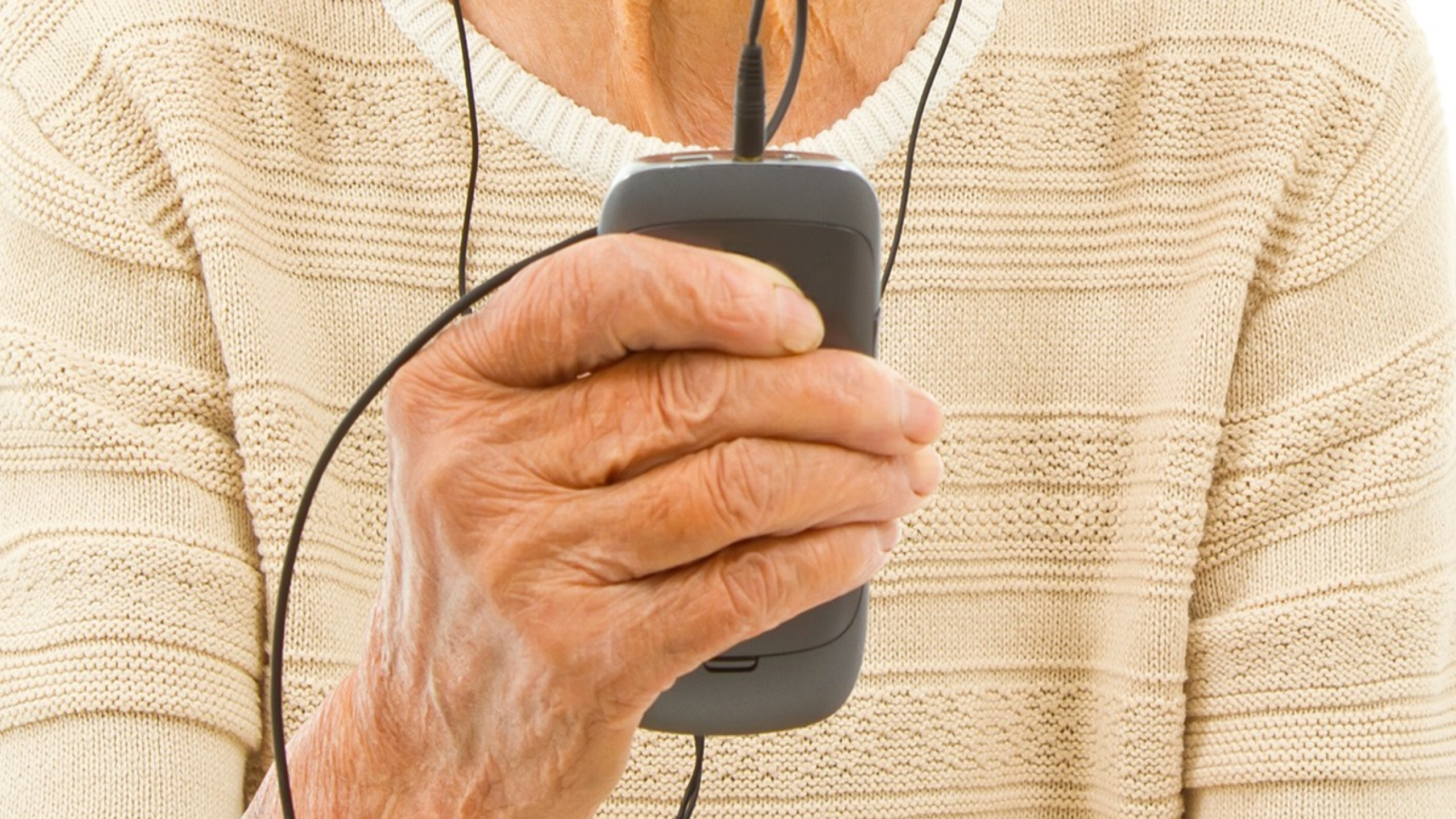
The thing is...

We all face accessibility barriers





















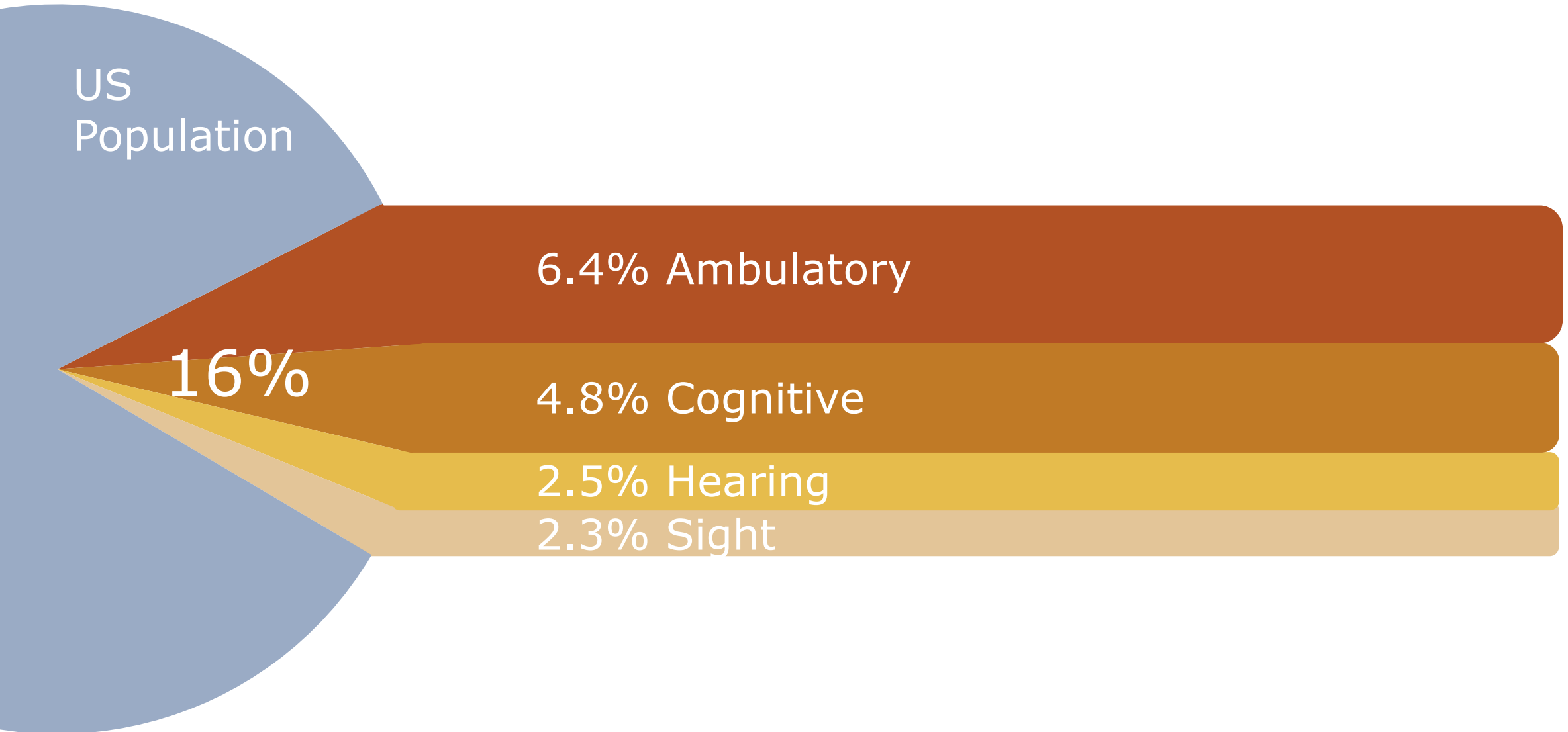
We All Face Accessibility Barriers

“We need to consider that many of us are only temporarily able-bodied. At any given moment, we could be juggling multiple tasks that take an eye or an ear or a finger away. We could be exhausted or sick or stressed. Our need for an accessible web might last a minute, an hour, a day, or the rest of our lives. We never know.”

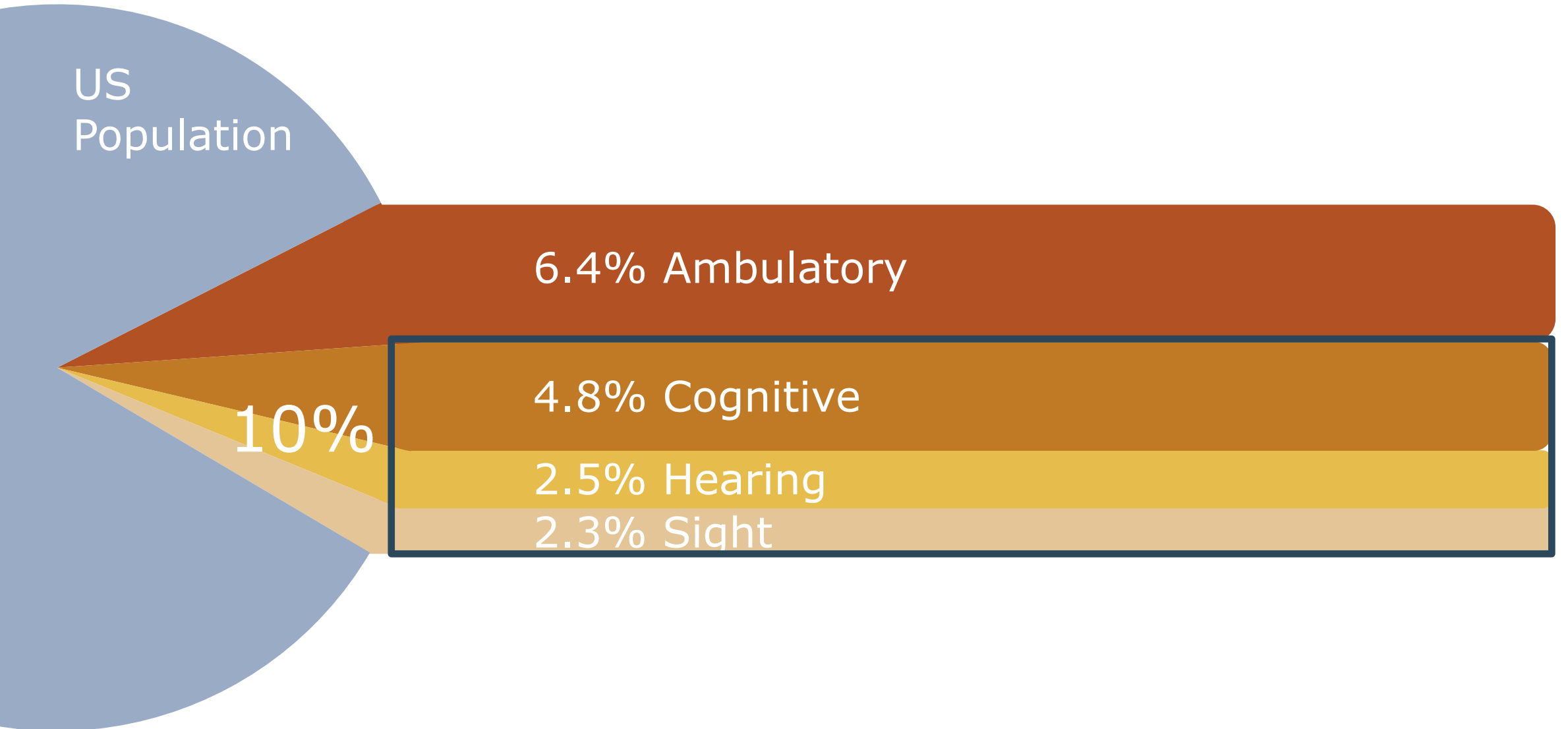
- ROBIN CHRISTOPHERSON (@usa2day)

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

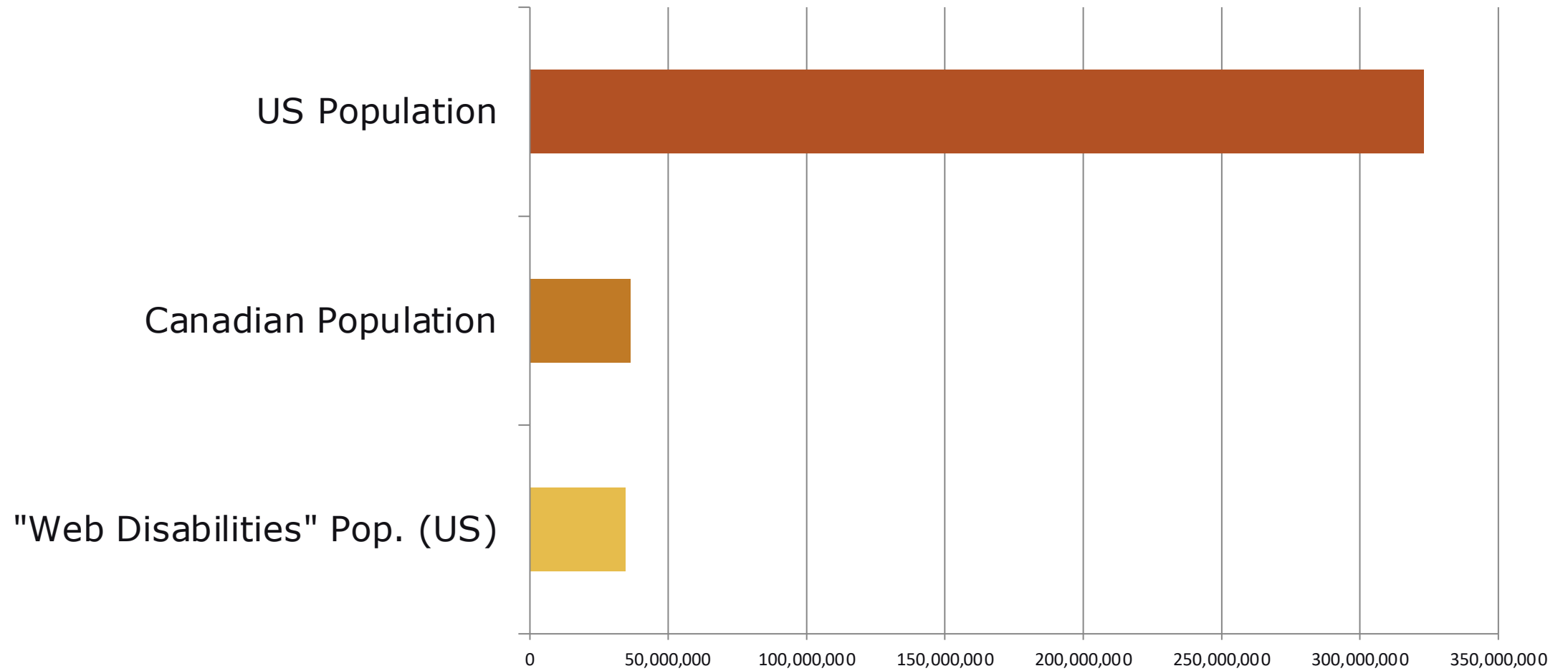
People With Disabilities (US, 2016)



People With Disabilities (US, 2016): Web Impacting

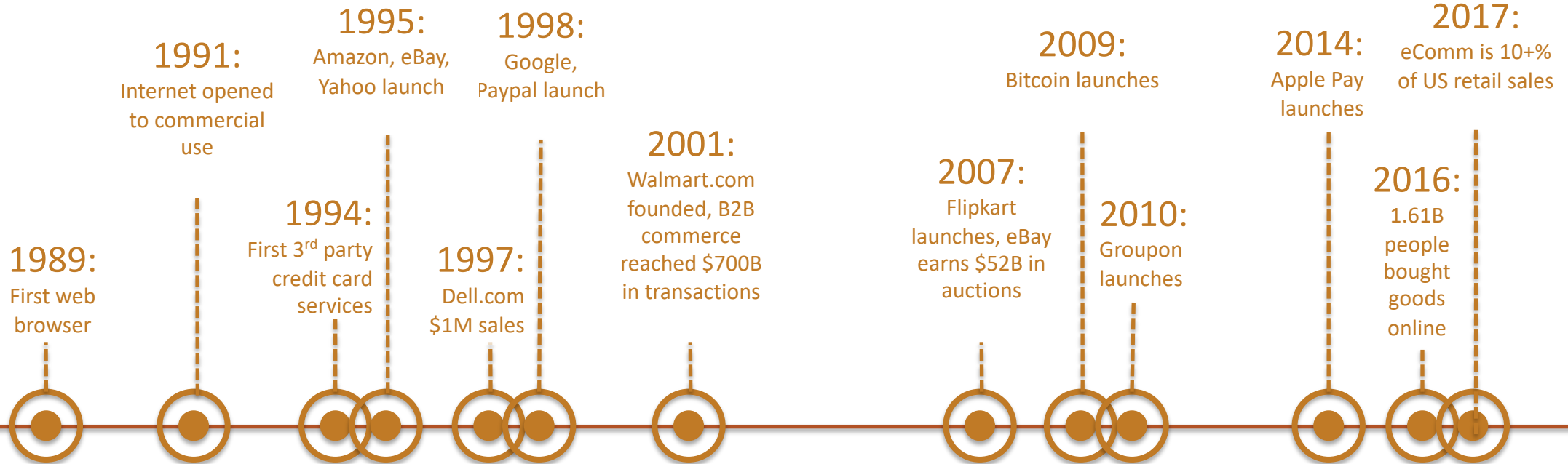


How Many People Are Affected?

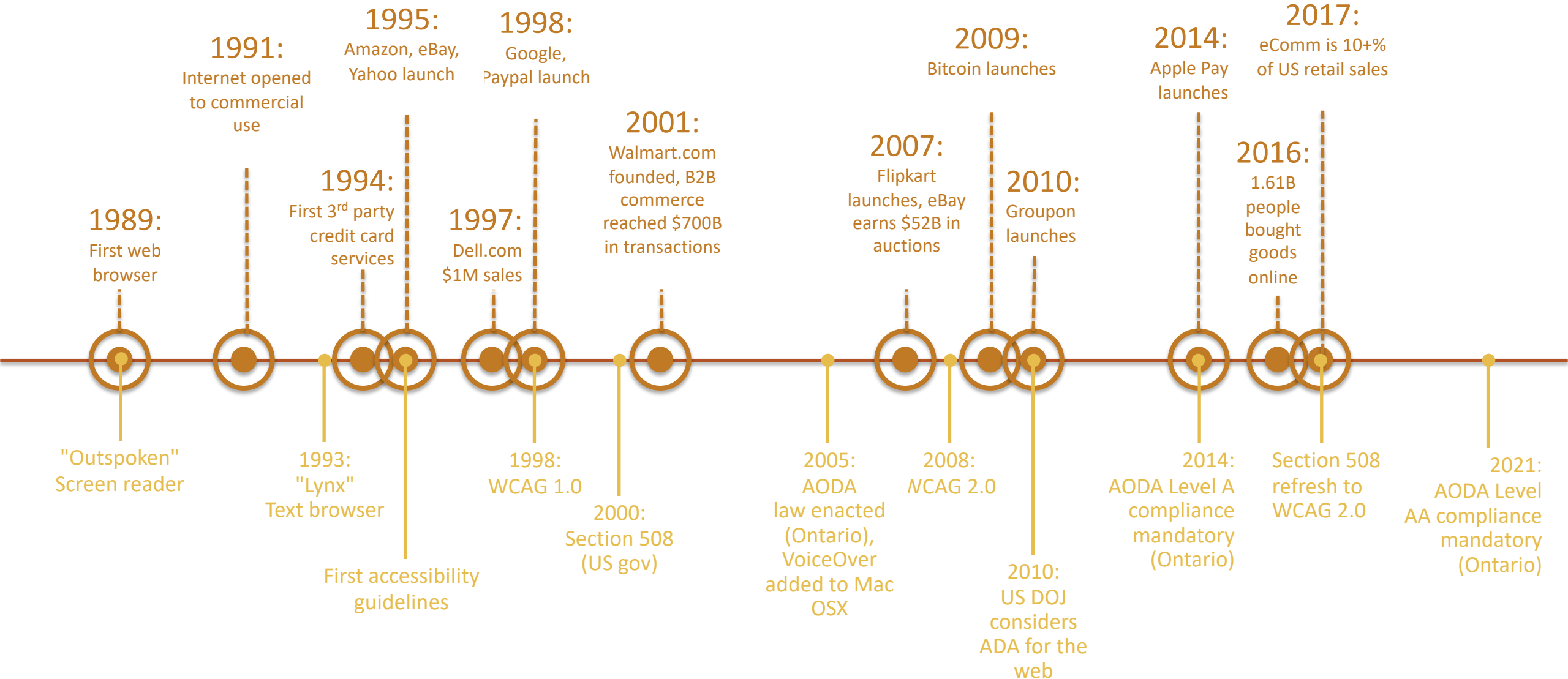


35 MILLION PEOPLE

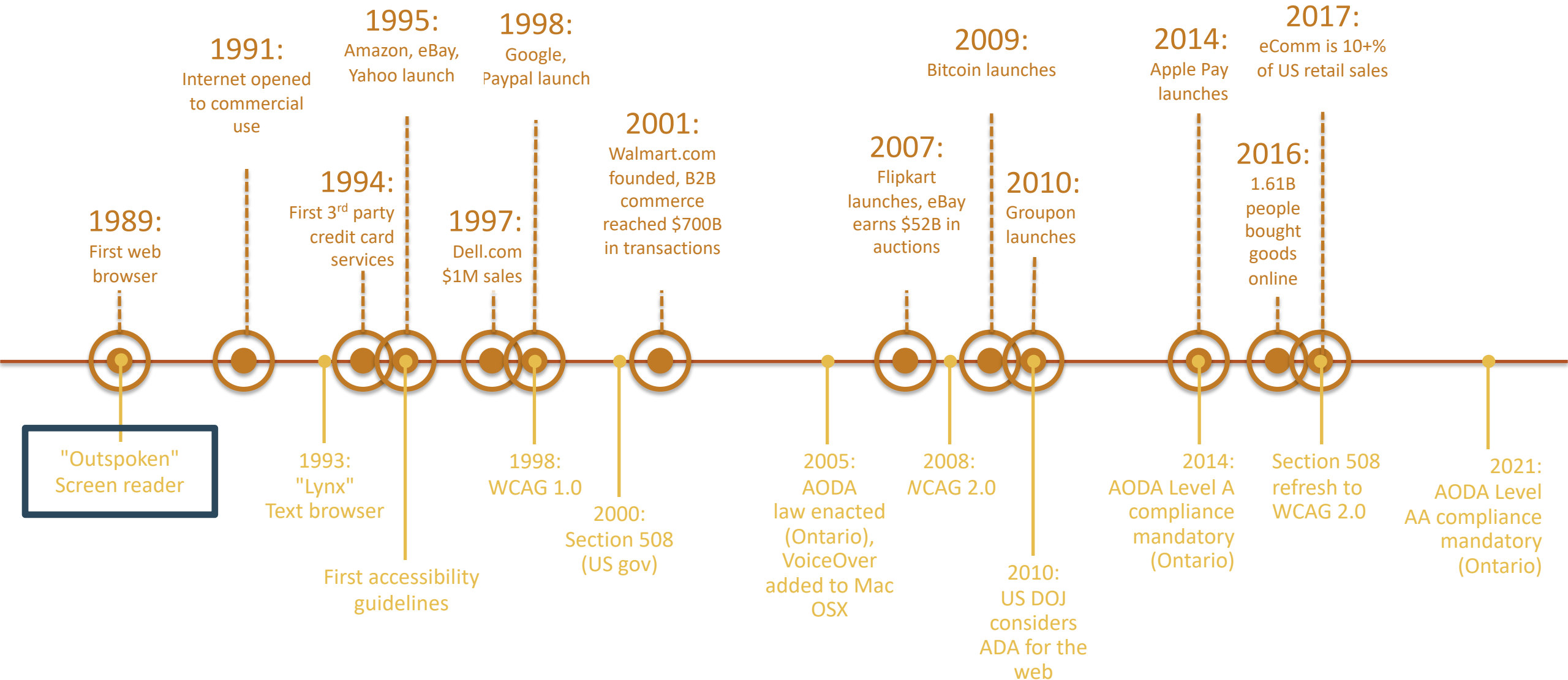
E-Commerce and Web Accessibility Timeline



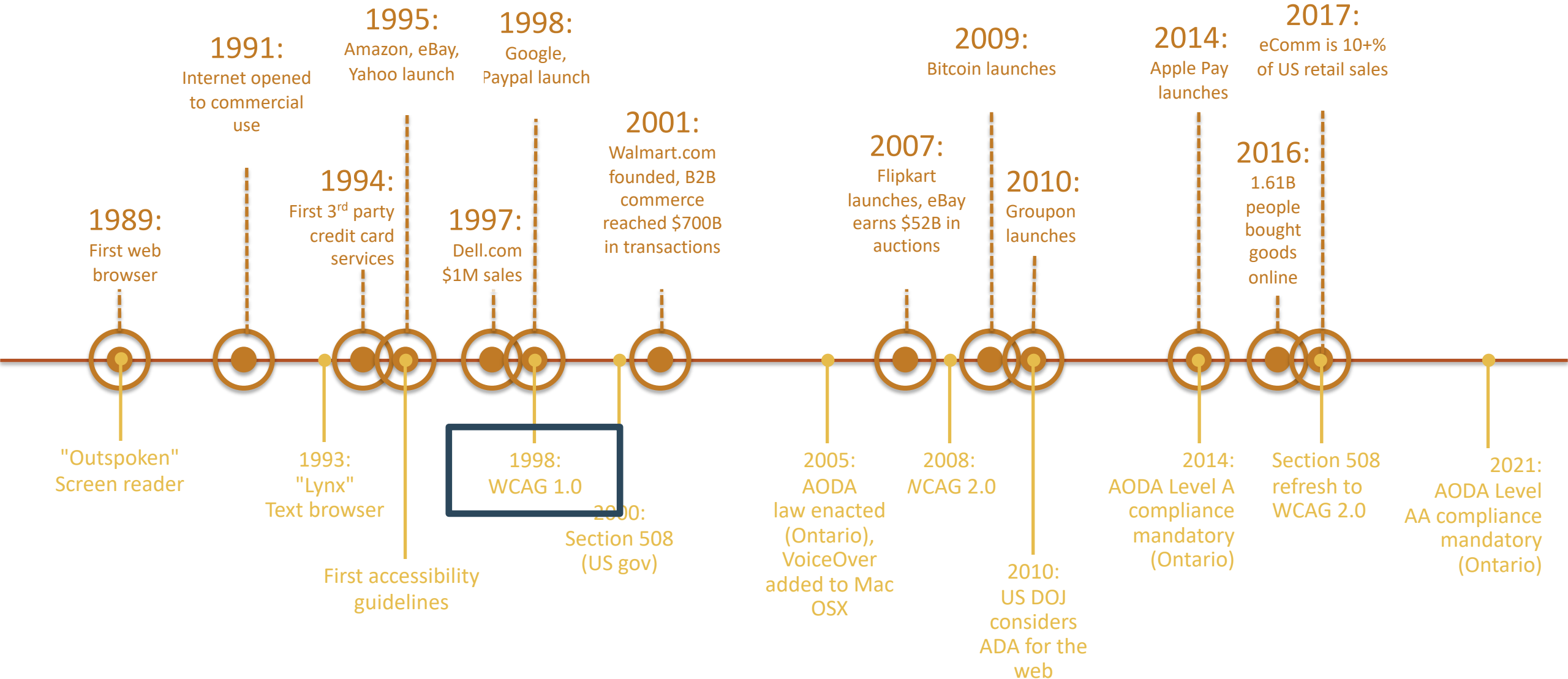
E-Commerce and Web Accessibility Timeline



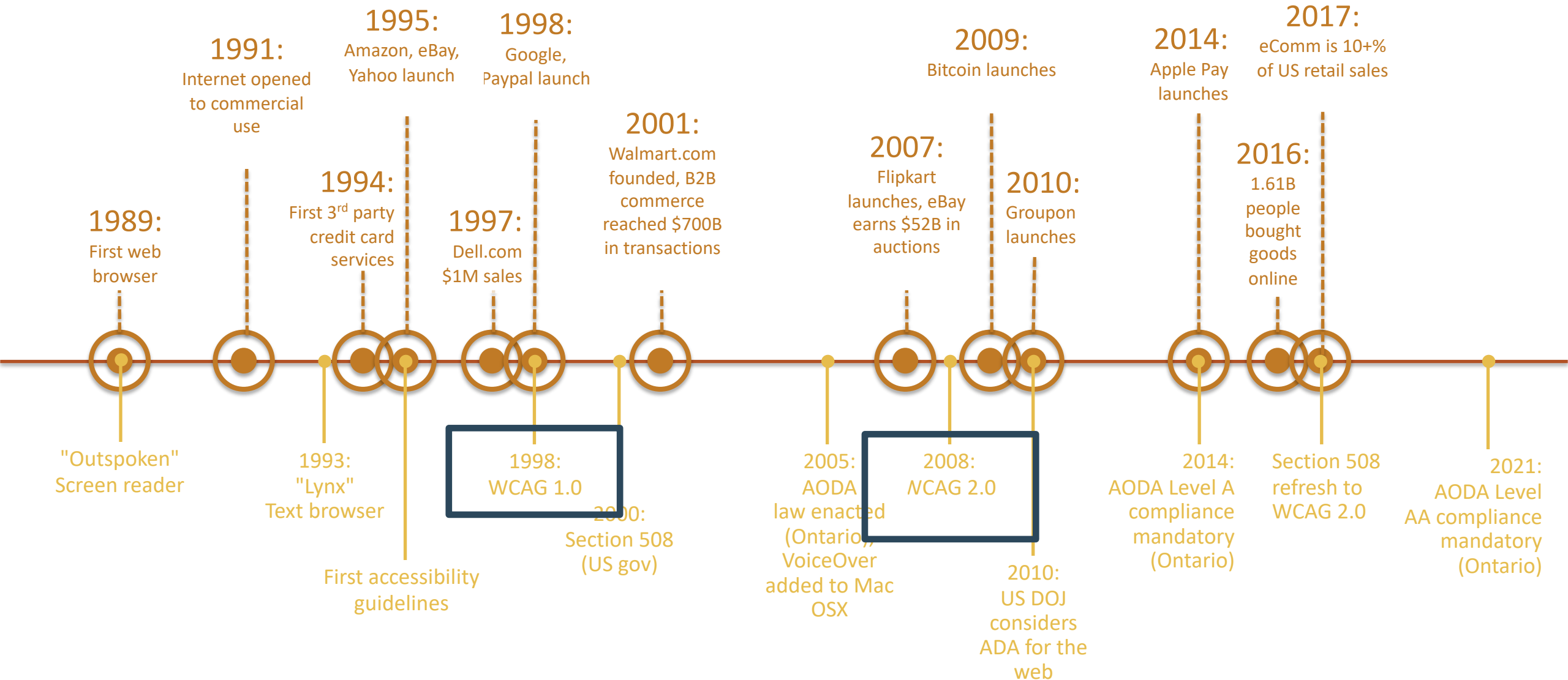
E-Commerce and Web Accessibility Timeline



E-Commerce and Web Accessibility Timeline



E-Commerce and Web Accessibility Timeline



So in 20 years, how
have we done?

Top 10 Grossing eCommerce Sites Accessibility Scorecard

1. Amazon.com

2. Ebay.com

3. Walmart.com

4. Apple.com

5. HomeDepot.com

6. BestBuy.com

7. Macys.com

8. Costco.com

9. QVC.com

10. Wayfair.com

Top 10 Grossing eCommerce Sites Accessibility Scorecard

1. Amazon.com	<i>C</i>
2. Ebay.com	<i>D</i>
3. Walmart.com	<i>F</i>
4. Apple.com	<i>D</i>
5. HomeDepot.com	<i>F</i>
6. BestBuy.com	<i>F</i>
7. Macys.com	<i>F</i>
8. Costco.com	<i>B</i>
9. QVC.com	<i>F</i>
10. Wayfair.com	<i>F</i>

35 MILLION PEOPLE

Sorry,

**WE'RE
CLOSED**

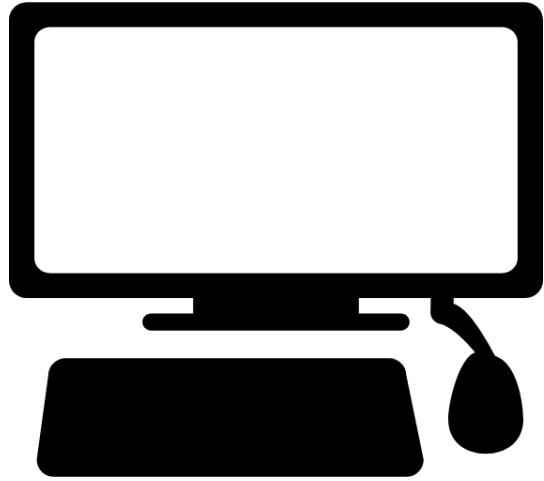
WHY THE @^(&\$
IS THIS STILL TRUE IN 2018?

It's a design issue

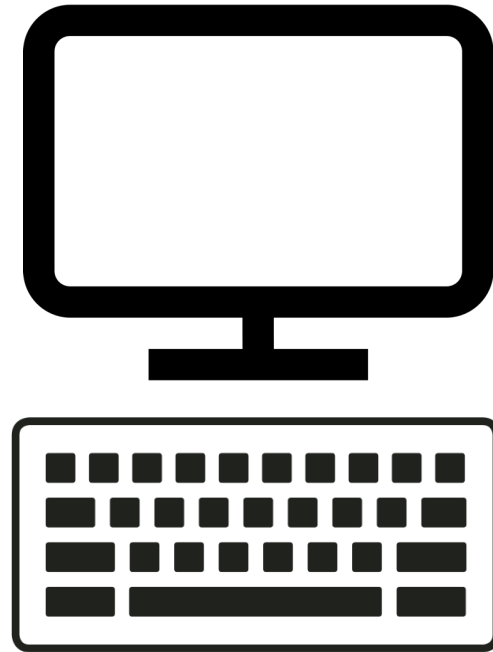
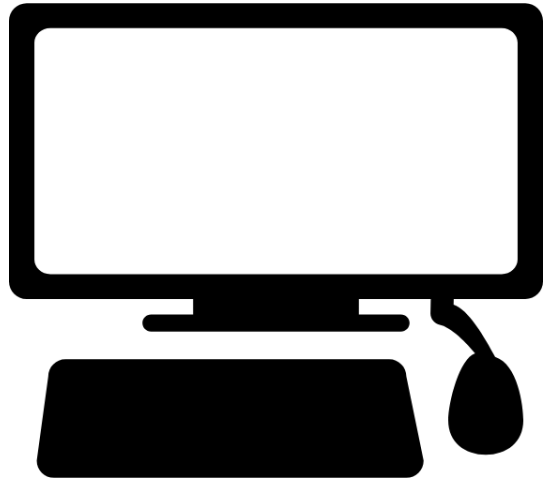
“Design is not just what it looks like and feels like.
Design is how it works.”

- STEVE JOBS

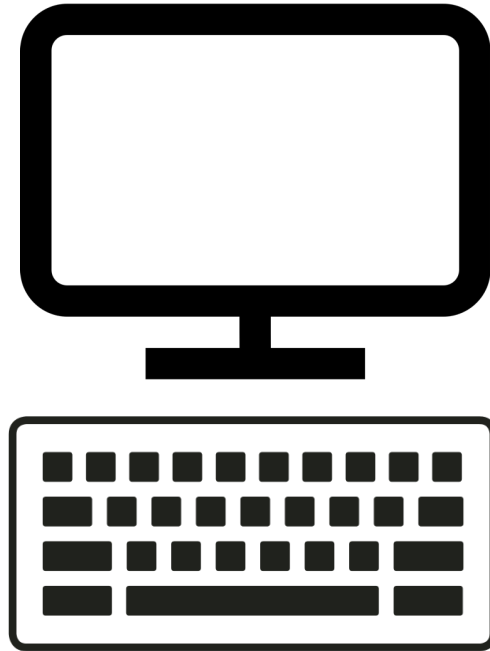
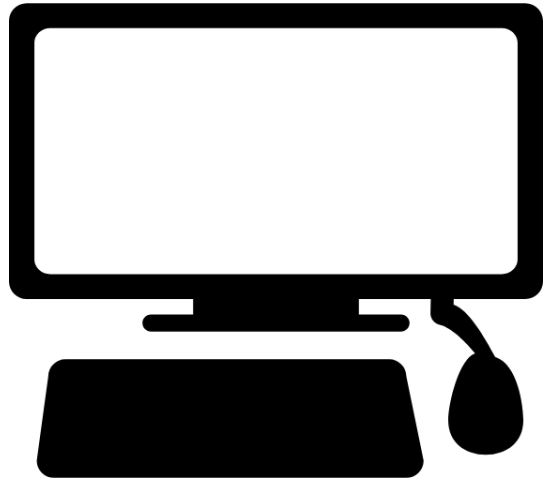
How The Web Works

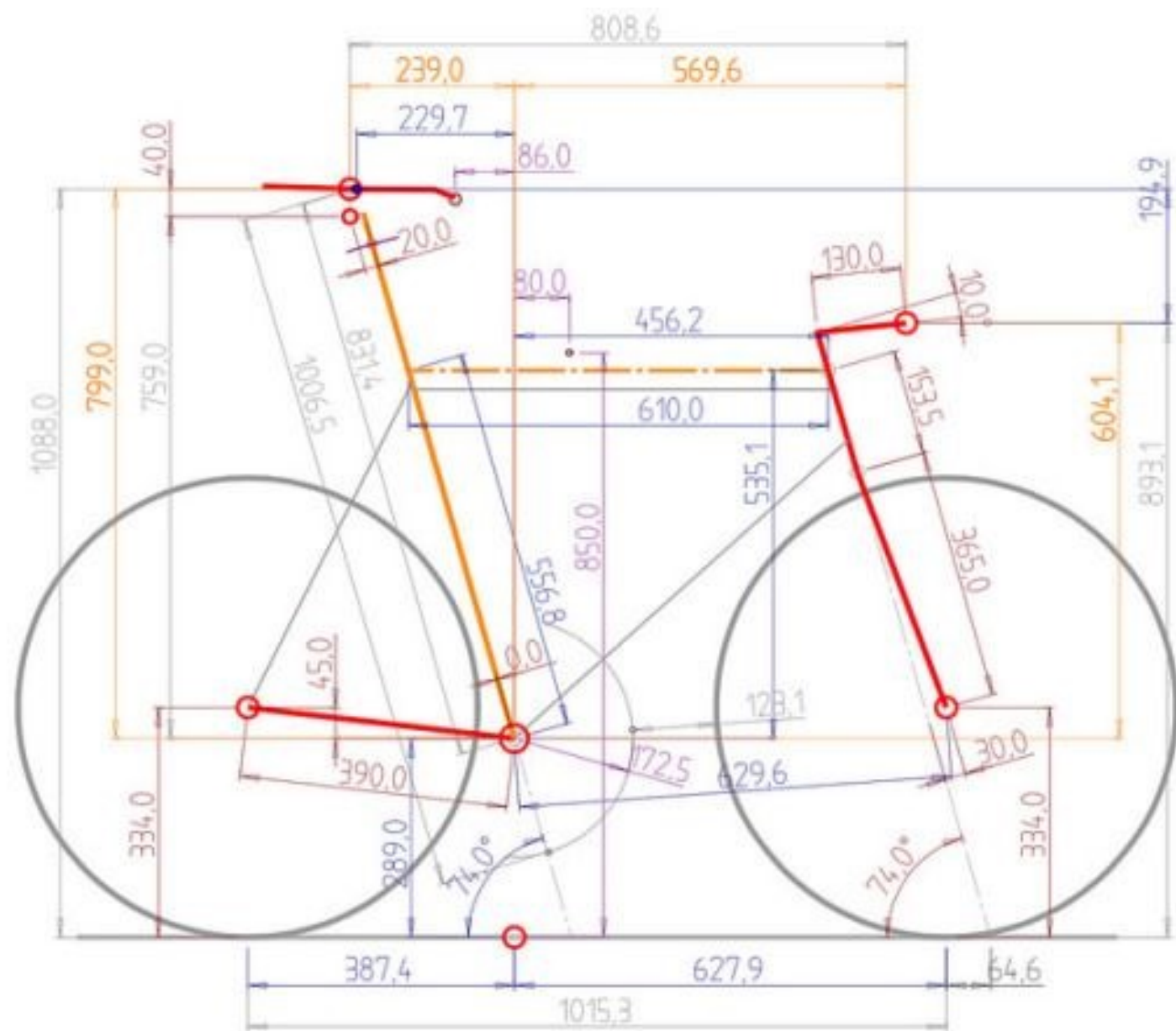


How The Web Works



How The Web Works

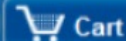




Shop All Departments

Search Point & Shoot Digital Cameras

GO



Your Lists

Camera & Photo

Browse Brands

Bestsellers

Digital SLRs

Point-And-Shoots

Camcorders

Pro Video

Accessories

Today's Deals

Six Month Financing

No Payments, No Interest

Purchase select digital SLRs, lenses, and other Camera, Photo & Video products offered by Amazon.com using the Amazon.com Store Card and you'll pay no interest and make no payments for 6 months.

Department

- Camera & Photo
- Digital Cameras
- Point & Shoot Digital Cameras

Brand

- Any Brand
- Canon (310)
- Sony (239)
- Panasonic (166)
- Olympus (288)
- Kodak (210)
- Nikon (200)
- Fuji (119)
- See more...

Shipping Option

- Any Shipping Option
- Can be shipped within one business day from Amazon.com (431)

Megapixels

- Any Number of Megapixels
- 5.9 MP & Under (731)
- 6 to 7.9 MP (436)
- 8 to 9.9 MP (372)
- 10 to 11.9 MP (504)
- 12 MP & Up (295)

Camera & Photo > Digital Cameras > Point & Shoot Digital Cameras

Showing 1 - 24 of 2,481 Results

Sort by Bestselling



Canon PowerShot SD1100IS 8MP Digital Camera with 3x Optical Image Stabilized Zoom (Blue)

Buy new: \$231.99
23 Used & new from \$159.99

Get it by Monday, May 18 if you order in the next 7 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★★★★★ (772)



Canon PowerShot SD880IS 10MP Digital Camera with 4x Wide Angle Optical Image Stabilized Zoom (Silver)

Buy new: \$299.99 \$281.40
10 Used & new from \$252.49

Get it by Monday, May 18 if you order in the next 8 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★★★☆☆ (216)



Canon PowerShot SD890IS 10MP Digital Camera with 5x Optical Image Stabilized Zoom

Buy new: \$249.99 \$199.95
38 Used & new from \$169.95

Get it by Monday, May 18 if you order in the next 8 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★★★★★ (104)

See newer version of this item





NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon Try Prime

Electronics digital cameras



fire tv stick \$39.99

Departments

Browsing History

Alison's Amazon.com

Today's Deals

Gift Cards

Registry

Sell

Help



Hello, Alison

Account & Lists

Orders

Try Prime



All Electronics Deals Best Sellers TV & Video Audio & Home Theater Computers Camera & Photo Wearable Technology Car Electronics & GPS Portable Audio Cell Phones Office Electronics

1-60 of over 50,000 results for Electronics : "digital cameras"

Sort by Relevance

FREE Shipping

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for

Any Category

Electronics

- Digital Cameras
- Digital Point & Shoot Cameras
- Point & Shoot Digital Camera
- Bundles
- DSLR Cameras
- DSLR Camera Bundles
- Digital Camera Accessories
- Digital Camera Lenses
- Camera Batteries
- Interchangeable Lens Cameras
- Camera Cases
- Camera & Photo
- See more

Refine by

International Shipping (What's this?)

Ship to Canada

https://www.amazon.com/Televisions-Video/b/ref=sv_e_2?ie=UTF8&node=1266092011



SPONSORED BY PANASONIC

Shop today and save on Lumix cameras.

Shop now



PANASONIC LUMIX GX85 4K Mirrorl... prime 89

PANASONIC LUMIX G7 4K Mirrorles... prime 209

PANASONIC LUMIX G85 Body 4K Mi... 16

Ad feedback



Sponsored

Action Camera 4K Wifi Digital Cameras 16MP 1080P Ultra HD Video Camera Sports Outdoor Waterproof Underwater...

\$54.99 prime (4-5 days)



Sponsored

Polaroid Snap Instant Digital Camera (Blue) with ZINK Zero Ink Printing Technology

\$99.99 prime 1,222



Sponsored

Nikon D3400 24.2 MP Digital SLR Camera (Body Only, Certified Refurbished)

\$336.95 \$799.99



Canon PowerShot SX420 IS Digital Camera (Black) with 20MP, 42x Optical Zoom, 720p HD Video & Built-In Wi-Fi + 64GB Card +...

\$299.99 prime (4-5 days) 159 Price may vary by color

Let's explore this concept
of a linear experience.

SHOP SHIRTS & TIES

Menswear Trends & Tie Bar Favorites

NEW! JOIN OUR REWARDS PROGRAM

THE BARBERIS COLLECTION

THE FALL SHIRT COLLECTION

FALL POINTED KNITS

BOLD FALL FLORALS

SOCK

WEDDING TIES [Shop Now >](#)

SOCKS [Shop Now >](#)

SHIRT & TIE COMBOS [Shop Now >](#)

ESSENTIAL TIES [Shop Now >](#)

WHAT MAKES OUR SHIRTS GREAT

100% COMFORT Premium 100% cotton, so soft you could sleep in it.	FIT Over 30 different sizes across two modern fits.	NON-IRON Machine wash and dry-no ironing board required.	PRICE Affordable without cutting corners on quality. \$55 or 3/\$140.
--	---	--	---

ONE = \$55 OR THREE = \$140

[SHOP BESTSELLING SHIRTS](#)

WEDDING SHOP

[Shop Now >](#)

WHAT TO WEAR TO A WEDDING

[Shop Now >](#)

**We need to imagine all that
content is just in one long list**

SHOP SHIRTS & TIES

Menswear Trends & Tie Bar Favorites



**NEW! JOIN OUR
REWARDS PROGRAM**



THE BARBERIS
COLLECTION



**THE FALL SHIRT
COLLECTION**



FALL POINTED KNITS



BOLD FALL FLORALS



SOCK GAME: STRONG



**INTRODUCING SPUN
SILK**



CHECKS & PLAID



**THE WOOL SUITING
COLLECTION**



**EVERYDAY NEUTRALS:
BROWN & BLUE**



THE SHADES OF FALL

WEDDING TIES

[Shop Now >](#)

SOCKS

[Shop Now >](#)

SHIRT & TIE COMBOS

[Shop Now >](#)

ESSENTIAL TIES

[Shop Now >](#)

WHAT MAKES OUR SHIRTS GREAT

100%

COMFORT

Premium 100% cotton,
so soft you could sleep in it.



FIT

Over 30 different sizes
across two modern fits.



NON-IRON

Machine wash and dry.
no ironing board required.



PRICE

Affordable without cutting
corners on quality. \$55 or 3/\$140.

ONE  = \$55 OR  THREE  = \$140

[SHOP BESTSELLING SHIRTS](#)





WHAT TO WEAR TO A WEDDING

[Shop Now >](#)

So I want to say again...

It's a design issue

And who's the right person to
design such experiences?

Business Development Leads

Copywriters

User Experience Designers

Quality Assurance Professionals

Visual Designers

Project Managers

Content Strategists

Account Leads

Front End Developers

Strategists

User Experience Designers

Almost
anyone can
make a site
accessible.

Almost
anyone can
make a site
accessible.

**But it isn't
necessarily
usable.**

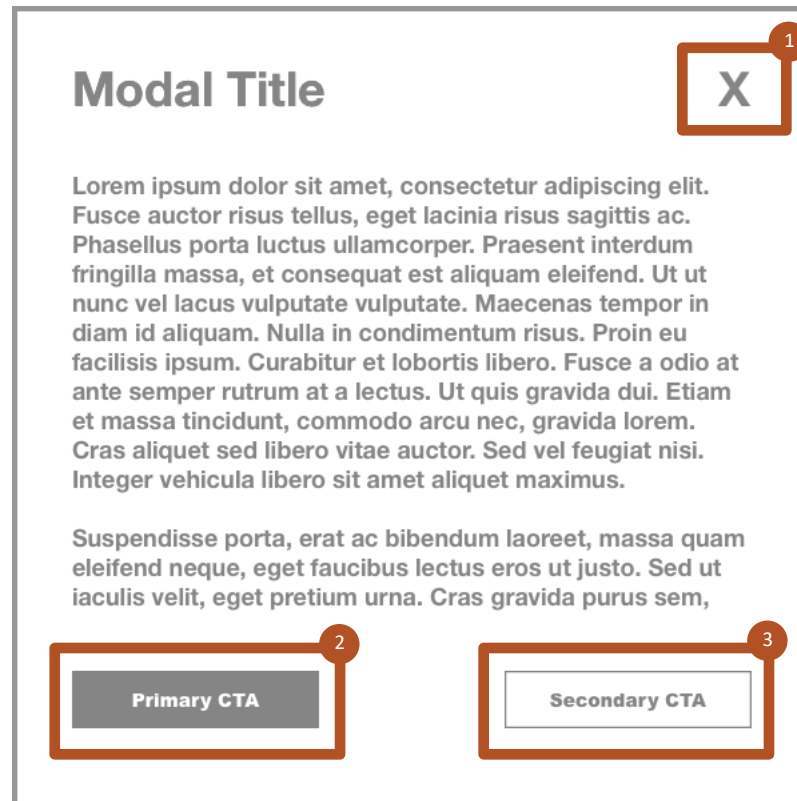
YOUR TOOLS IN DESIGNING
ACCESSIBLE EXPERIENCES

Your Tools In Designing Accessible Experiences

- Focus Order
- Reading Order
- Apple's VoiceOver Rotor or NVDA's Elements List

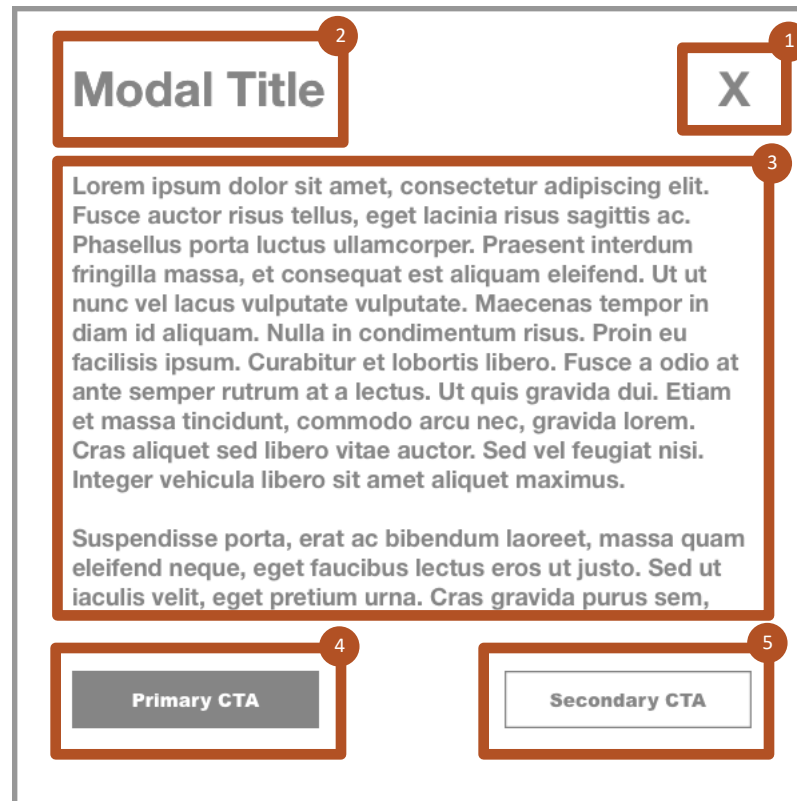
Guideline 2.4.3 (A) Focus Order

The navigation order of links, form elements, etc. is logical and intuitive.



Guideline 1.3.2 (A) Meaningful Sequence

The reading and navigation order (determined by code) is logical and intuitive.



Focus Order = Tab Mode

Meaningful Sequence = Reading Mode

VoiceOver's Rotor

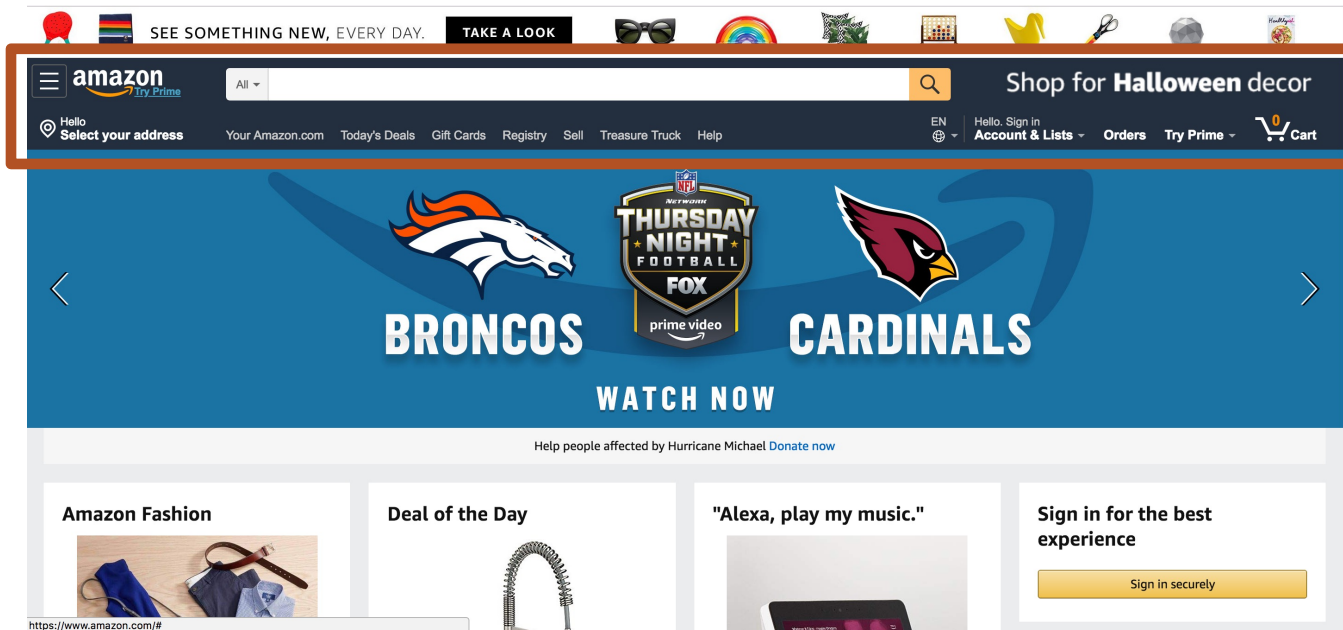
The Rotor lists common elements, and allows the user to navigate directly to the element of their choosing.

Links

Open Menu
Amazon
Try Prime
Halloween costume shop
EN
Hello. Sign in Account & Lists
Orders
Try Prime
0 items in cart
Your Amazon.com
Today's Deals
Gift Cards
Registry
Sell
Treasure Truck
Help

ACCESSIBLE EXPERIENCE TOOLS

VoiceOver's Rotor



Links

- Open Menu
- Amazon
- Try Prime
- Halloween costume shop
- EN
- Hello. Sign in Account & Lists
- Orders
- Try Prime
- 0 items in cart
- Your Amazon.com
- Today's Deals
- Gift Cards
- Registry
- Sell
- Treasure Truck
- Help

VoiceOver's Rotor

Headings

- 2: Your bedroom oasis
- 2: Deal of the Day
- 2: Find cool tech gifts
- 2: Sign in for the best experience
- 2: Today's Deals
- 2: Toys & Games best sellers
- 2: Books best sellers
- 2: Clothing, Shoes & Jewelry best...
- 2: Most wished for in Video Games
- 2: Home & Kitchen best sellers
- 2: Kitchen & Dining best sellers

Form Controls

- Button
- All Departments search in collap...
- All Departments menu item
- Amazon Devices menu item
- Amazon Warehouse menu item
- Appliances menu item
- Apps & Games menu item
- Arts, Crafts & Sewing menu item
- Automotive parts & Accessories...
- Baby menu item
- Beauty & Personal Care menu item
- Books menu item
- CDs & Vinyl menu item
- Cell Phone & Accessories menu...

Landmarks

- Banner
- Navigation
- Search
- Main
- Your recently viewed items
- More on Amazon.com navigation

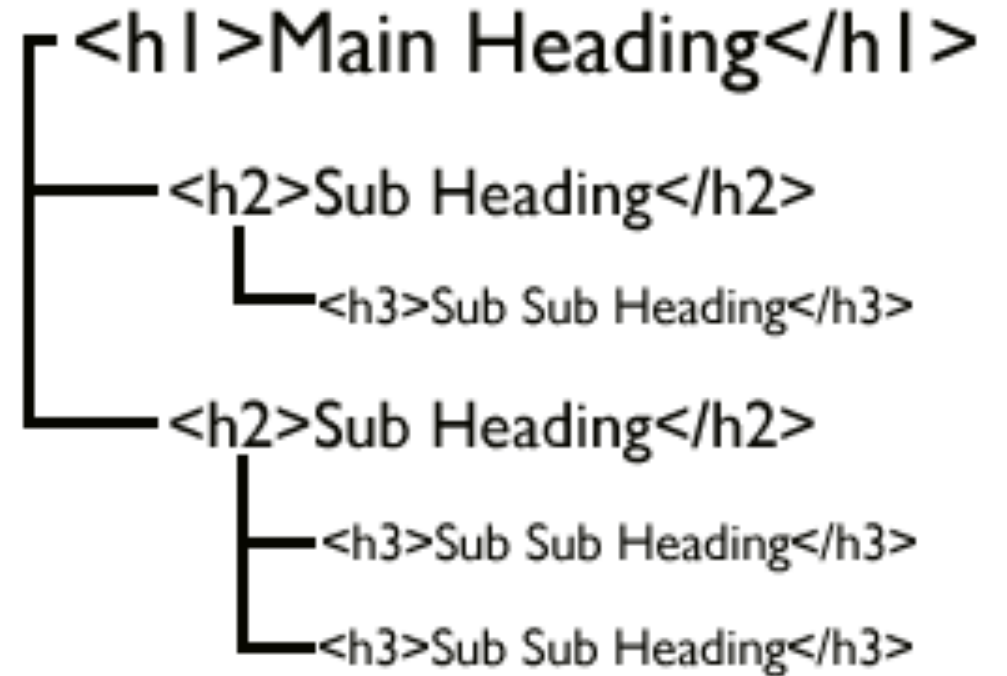
Umm, I get what links are.

But what the heck are
headings, form controls
and landmarks?

Let's Talk Headings

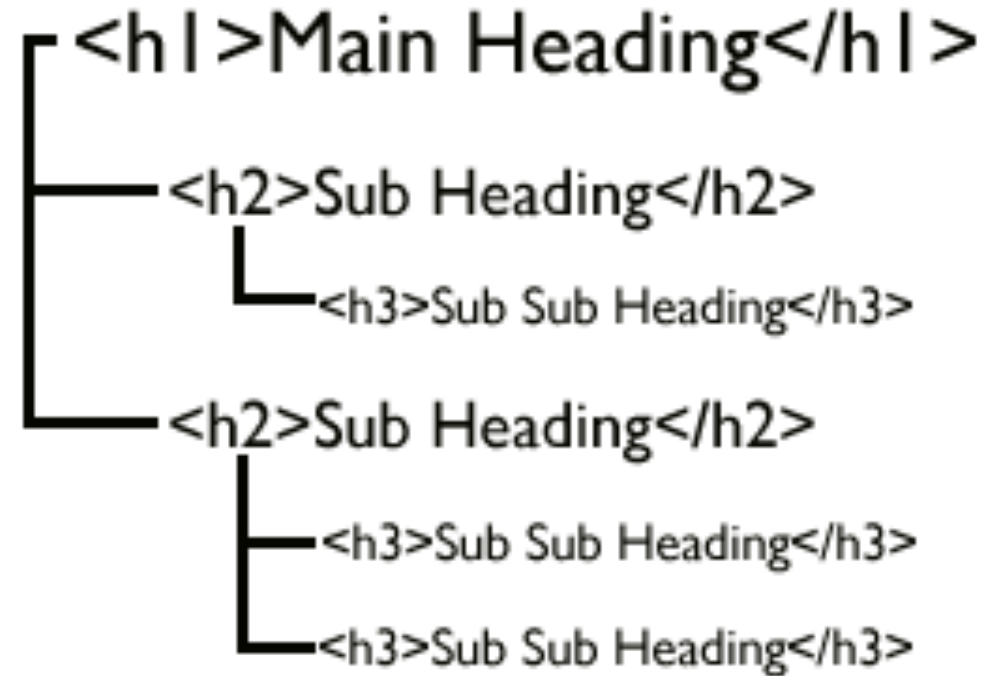
Headings

Headings show the structure of a web page or application, similar to an outline for an essay.



Headings

- One `<h1>` per page, reserved for the main heading
- `<h2>` to `<h6>` are decreasingly important
- Nested structure



Headings

NOTE:

Even though headings are structurally nested, they can still be styled any way you want.

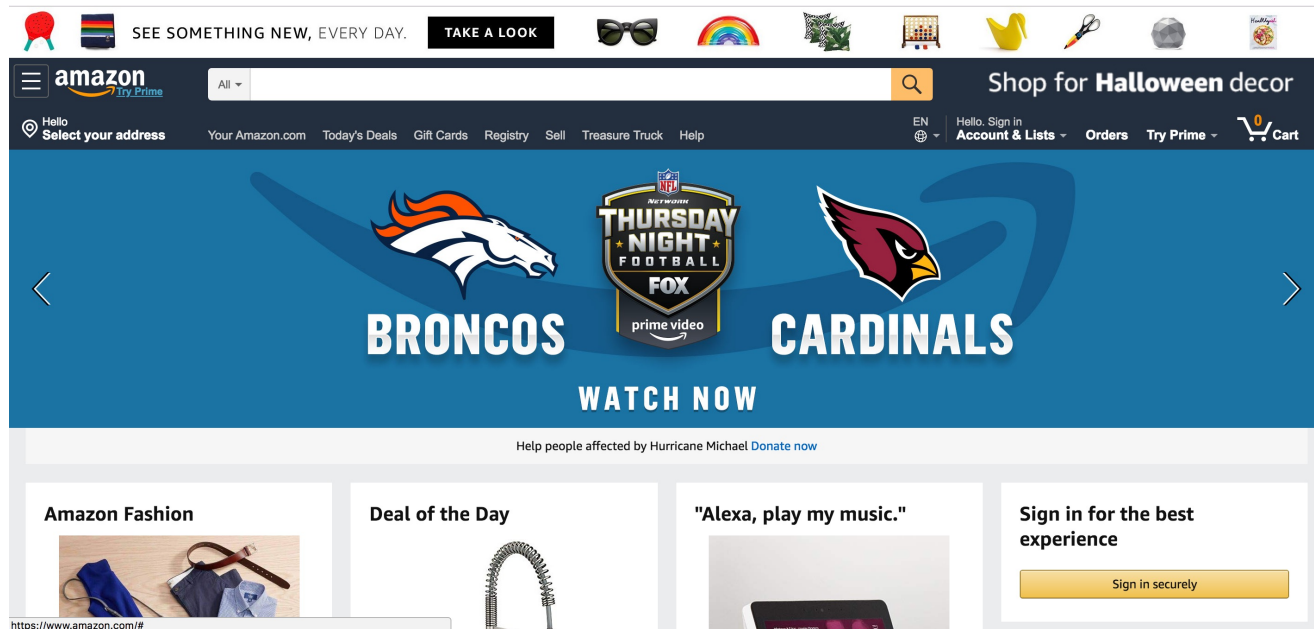
NOTE TO DESIGNERS:

It's important that in the style guide, you account for all heading levels.

The image displays a grid of website layout examples with heading annotations. The grid is organized into several rows and columns, each representing a different section of a website. The headings are annotated with their levels (H2 or H3) in colored boxes:

- Row 1:** A navigation bar with "MAY WE SUGGEST" (H2) and four menu items: "Wine" (H3), "Spirits" (H3), "Beer" (H3), and "Products of the World" (H3).
- Row 2:** Four image-based sections: "New and Now >", "History of Whisky >", "Local Craft Beers >", and "Discover a Destination >".
- Row 3:** A navigation bar with "TIPS FOR ENTERTAINING" (H2) and two menu items: "Cocktail of the Month" (H3) and "Special Events" (H3).
- Row 4:** Two large image-based sections, each with a "Title Header" and a "CALL TO ACTION" link.
- Row 5:** A "Title" (H3) section followed by four smaller content blocks, each with a "Read more" link.

Headings



Headings

- 2: Your bedroom oasis
- 2: Deal of the Day
- 2: Find cool tech gifts
- 2: Sign in for the best experience
- 2: Today's Deals
- 2: Toys & Games best sellers
- 2: Books best sellers
- 2: Clothing, Shoes & Jewelry best...
- 2: Most wished for in Video Games
- 2: Home & Kitchen best sellers
- 2: Kitchen & Dining best sellers

Let's Talk Form Controls

Forms

Forms are typically made up of a set of **form controls** (i.e. checkboxes, radio buttons, text fields, etc.) and labels for those controls.

First Name:

Last Name:

Choose a color:

- Blue
- Green
- Yellow

Choose a car:

- Chrysler PT Cruiser
- Dodge Stratus
- Ford Pinto

Which is your favorite city?

Submit!

Forms

It is imperative that each form control has a meaningful label.

First Name:

Last Name:

Choose a color:

- Blue
- Green
- Yellow

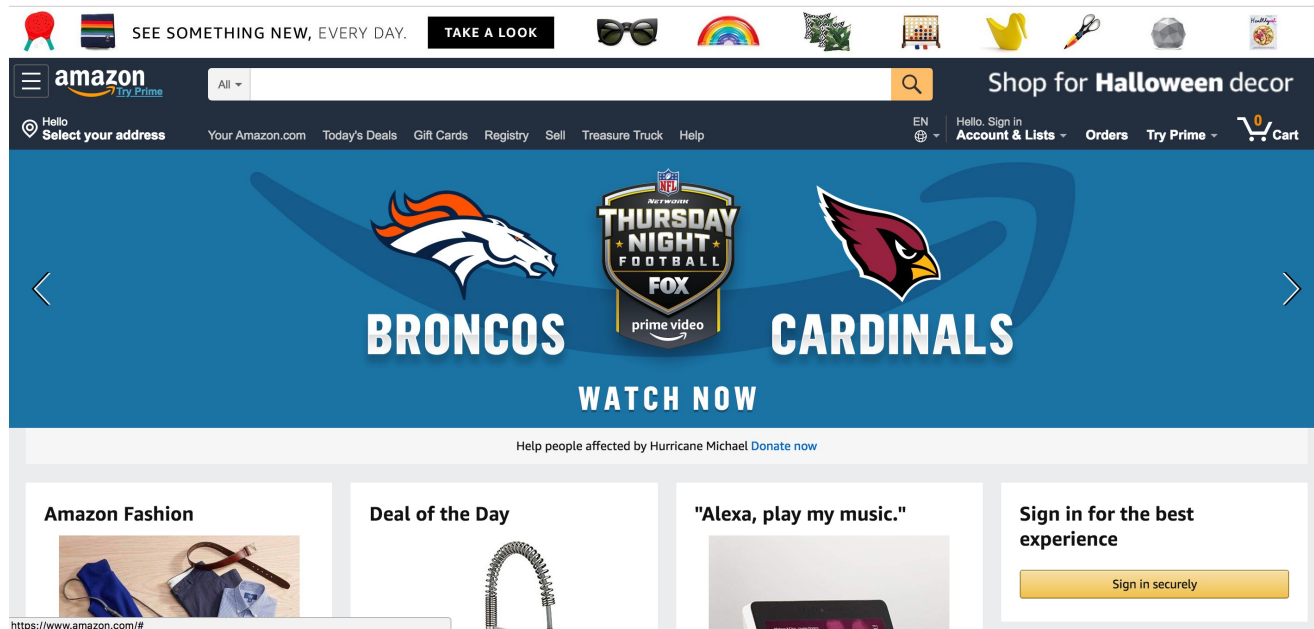
Choose a car:

- Chrysler PT Cruiser
- Dodge Stratus
- Ford Pinto

Which is your favorite city?

Submit!

Forms



Form Controls

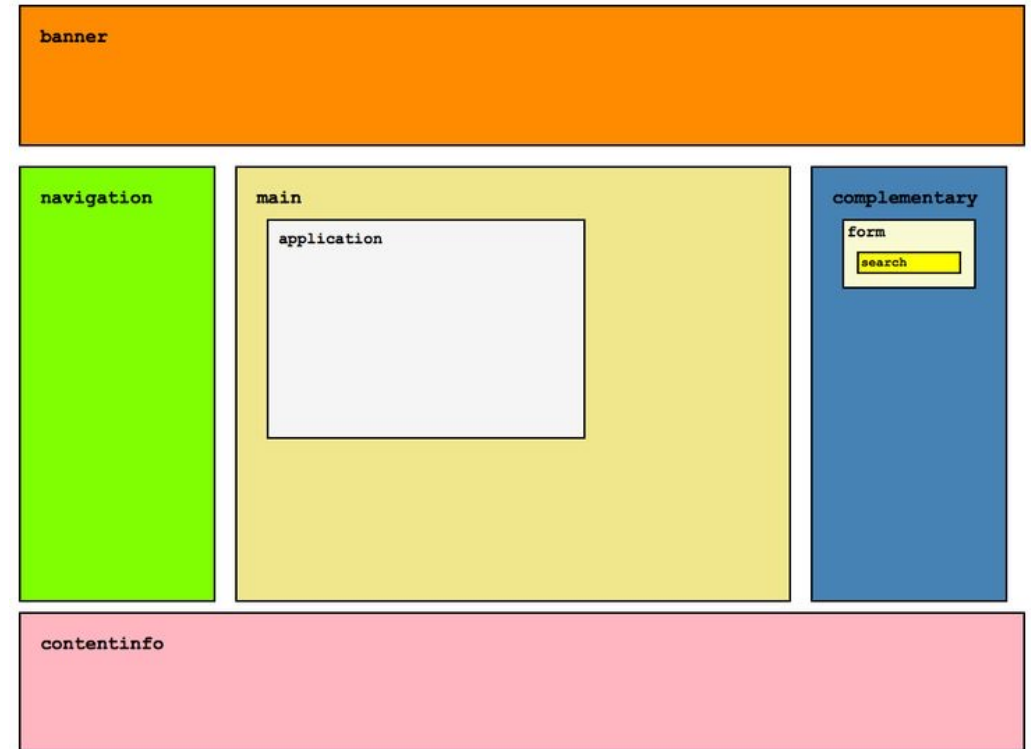
Button

- All Departments search in collap...
- All Departments menu item
- Amazon Devices menu item
- Amazon Warehouse menu item
- Appliances menu item
- Apps & Games menu item
- Arts, Crafts & Sewing menu item
- Automotive parts & Accessories...
- Baby menu item
- Beauty & Personal Care menu item
- Books menu item
- CDs & Vinyl menu item
- Cell Phone & Accessories menu...

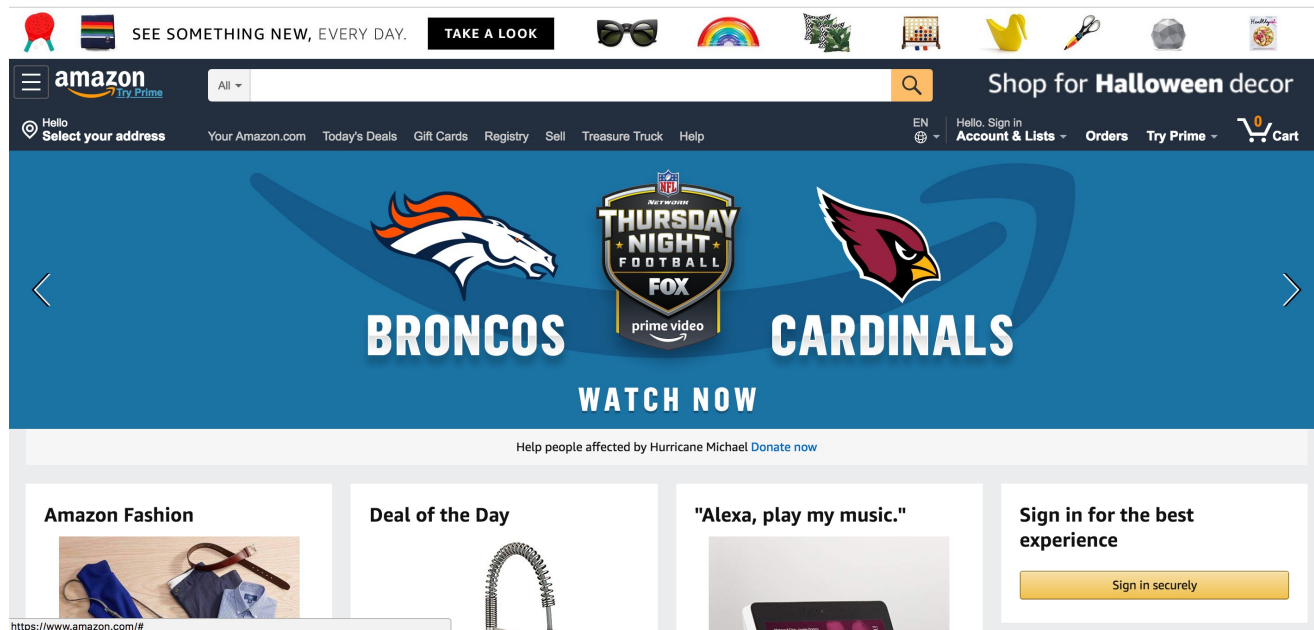
Let's Talk Landmarks

Landmarks

- HTML 5 has the ability to designate sections of the page.
- There is no visible alteration to the web design, making it unobtrusive and invisible to sighted users.



Landmarks



Landmarks

Banner

Navigation

Search

Main

Your recently viewed items

More on Amazon.com navigation

So, to reiterate...

Your Tools In Designing Accessible Experiences

- Focus Order
- Reading Order
- Apple's VoiceOver Rotor or NVDA's Elements List

Kool. But how do you put
these tools to use?

Think linearly

Provide context

Provide multiple avenues for the user to find their way

**Let the user decide what's
important to them**

Limit the effort

LET'S GET INTO THE WEEDS

Product Cards

PRODUCT CARDS

Product Card Examples

Bestseller



(102 PCS) Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

CDN\$ 49.99 ✓ prime

★★★★★ (321)



SAVE \$0.81


Exp. 03/14

Campbell's Chunky, Grilled Chicken & Sausage Gumbo

\$1.69 ea ~~\$2.50~~

\$0.31 / 100 mL


ADD



Nike Free TR 7 Women's Training Shoe

★★★★★ (21)

Exclusive



Athletic Works Women's Racer Back Tank


Sizes XS-XXL

★★★★★ 0 Reviews

\$9.97

Limited Stock

Add to cart



Cooking Classes | [Get info](#)


What to Eat with Your Craft Beer

\$65.00 / per person

Date: Tuesday, July 11
Time: 7:00 - 9:00 PM
Location: LCBO Millcroft Centre

From pilsners to porters, the craft beer scene is booming! Chef Andy McKinney of Whisk Management shows you how to prepare foods which are a perfect complement to some...

[LEARN MORE](#)



Misterio Malbec

LCBO# 28803 | 750 mL bottle

\$9.35

Argentina, Finca Flichman

In Store - [Select Store](#)
Online - 21 Available

QUANTITY

- 1 +

ADD TO CART

Home delivery typically takes 2-4 days.
Store delivery typically takes 1-2 weeks.

New



\$23.99

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

Quantity: 1

Add to Cart

But first...

Let's Talk Links

The Link Problem

A link's purpose should be easy to determine from the link text alone.



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)

But so many product card
links lack context.

The Link Problem: Experience #1

- **[Link] See recipe**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)

The Link Problem: Experience #1

- [Link] See recipe
- **[Link] See recipe**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

The Link Problem: Experience #1

- [Link] See recipe
- [Link] See recipe
- ...



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

The Link Problem: Experience #1

- [Link] See recipe
- [Link] See recipe
- ...
- **[Link] See recipe**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

But the product images also
tend to be links.

The Link Problem: Experience #2

- **[Link] Recipe name 1**

The image displays a grid of 8 recipe cards arranged in two rows of four. The first card in the top row is highlighted with a brown border. Each card consists of a square image at the top, followed by a title, a short description, and a 'See recipe' link.

- Card 1 (highlighted):** Image of a dessert with cream and a green garnish. Title: **Recipe name 1**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 2:** Image of three orange cocktails. Title: **Recipe name 2**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 3:** Image of a bowl of rice with meat and vegetables. Title: **Recipe name 3**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 4:** Image of a bowl of soup with a spoon. Title: **Recipe name 4**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 5:** Image of a salad. Title: **Recipe name 5**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 6:** Image of a plate of food with a candle. Title: **Recipe name 6**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 7:** Image of a cocktail with a bottle of gin. Title: **Recipe name 7**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)
- Card 8:** Image of a drink with a lime wedge. Title: **Recipe name 8**. Description: Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit. Link: [See recipe >](#)

The Link Problem: Experience #2

- [Link] Recipe name 1
- **[Link] See recipe**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)

The Link Problem: Experience #2

- [Link] Recipe name 1
- [Link] See recipe
- **[Link] Recipe name 2**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



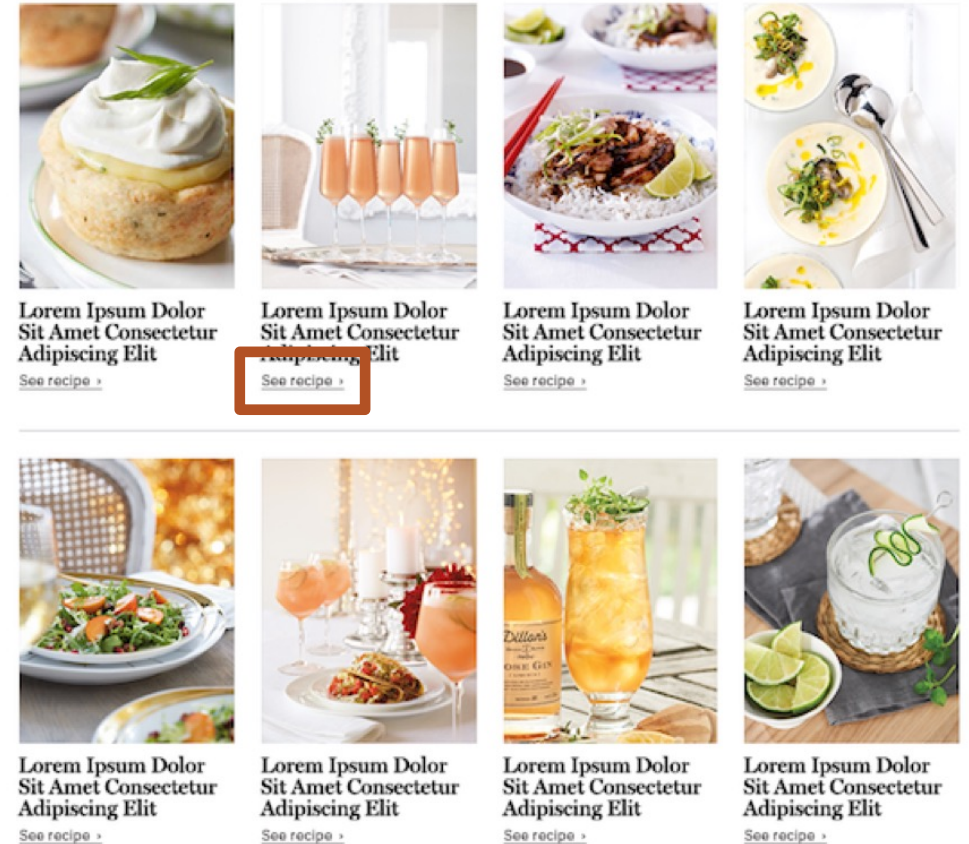
Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

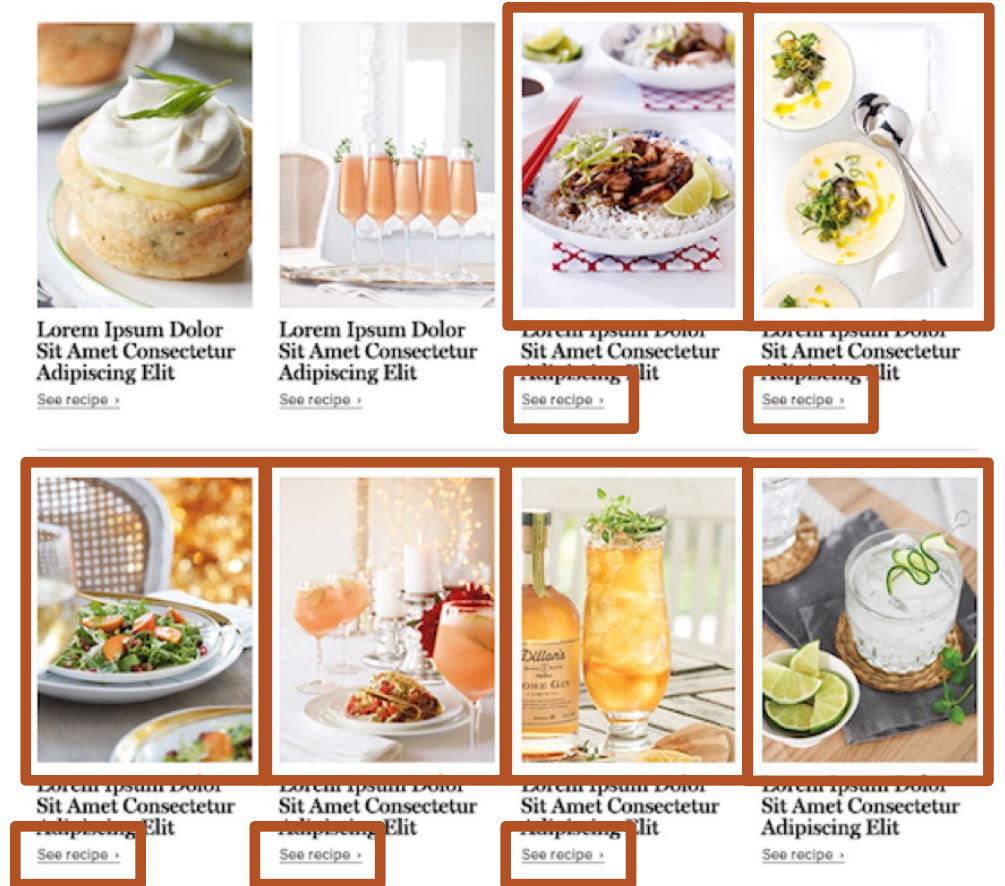
The Link Problem: Experience #2

- [Link] Recipe name 1
- [Link] See recipe
- [Link] Recipe name 2
- **[Link] See recipe**



The Link Problem: Experience #2

- [Link] Recipe name 1
- [Link] See recipe
- [Link] Recipe name 2
- [Link] See recipe
- ...



The Link Problem: Experience #2

- [Link] Recipe name 1
- [Link] See recipe
- [Link] Recipe name 2
- [Link] See recipe
- ...
- **[Link] See recipe**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

Better yet, the product name
is also the link.

The Link Problem: Experience #3

- [Link] Recipe name 1



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

- [Link] Recipe name 1
- **[Link] Recipe name 1**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

- [Link] Recipe name 1
- [Link] Recipe name 1
- **[Link] Recipe name 2**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

- [Link] Recipe name 1
- [Link] Recipe name 1
- [Link] Recipe name 2
- **[Link] Recipe name 2**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



**Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

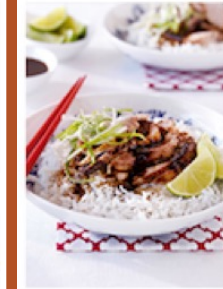
- [Link] Recipe name 1
- [Link] Recipe name 1
- [Link] Recipe name 2
- [Link] Recipe name 2
- ...



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

- [Link] Recipe name 1
- [Link] Recipe name 1
- [Link] Recipe name 2
- [Link] Recipe name 2
- ...
- **[Link] Recipe name x**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

The Link Problem: Experience #3

- [Link] Recipe name 1
- [Link] Recipe name 1
- [Link] Recipe name 2
- [Link] Recipe name 2
- ...
- [Link] Recipe name x
- **[Link] Recipe name x**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



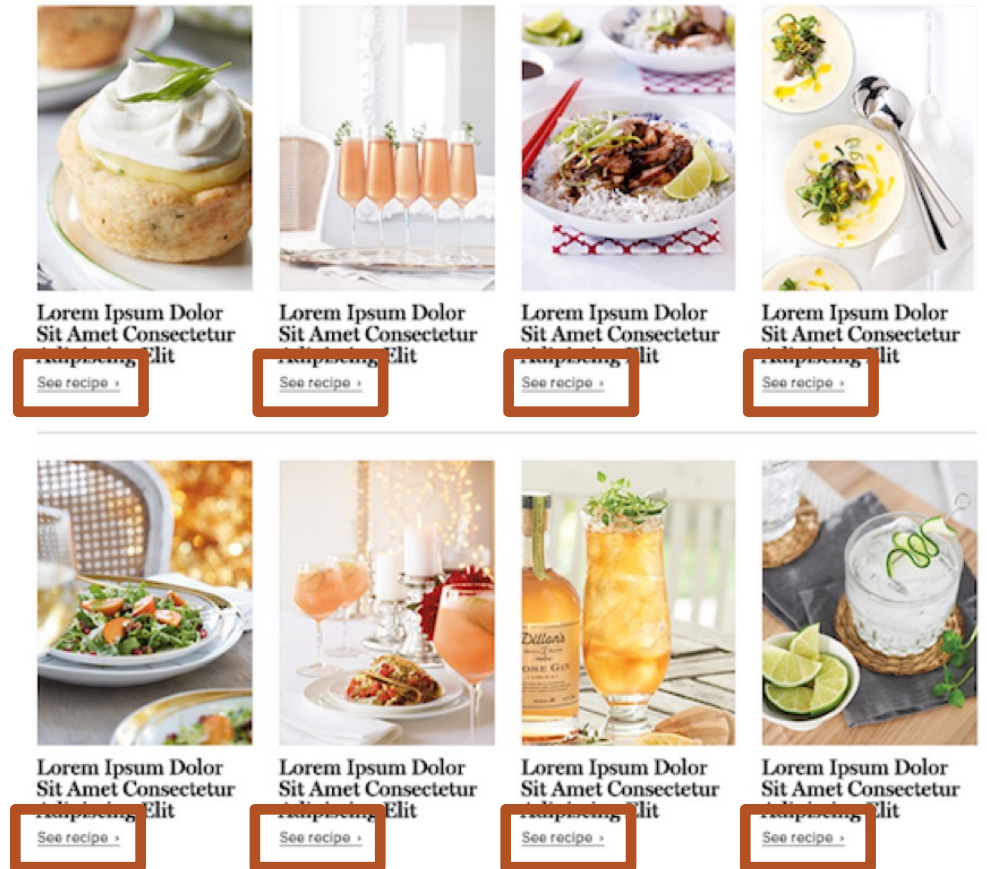
**Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit**

So what's a gal to do?

PRODUCT CARDS

Link Tip #1

If the **link text is ambiguous**, we can **add context by using hidden text** so that only the screen reader accesses it.



Link Tip #1

- **[Link] See recipe, recipe name 1**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

[See recipe >](#)

PRODUCT CARDS

Link Tip #1

- [Link] See recipe, recipe name 1
- **[Link] See recipe, recipe name 2**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

Link Tip #1

- [Link] See recipe, recipe name 1
- [Link] See recipe, recipe name 2
- ...



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

PRODUCT CARDS

Link Tip #1

- [Link] See recipe, recipe name 1
- [Link] See recipe, recipe name 2
- ...
- **[Link] See recipe, recipe name x**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit
[See recipe >](#)

Link Tip #2

Just don't make the link text ambiguous.



[Gifts Under \\$20 >](#)

[Gifts Under \\$50 >](#)

[Gifts Under \\$100 >](#)



[Luxe Champagne >](#)

[Floral Liqueurs >](#)

Link Tip #2

- **[Link] Gifts Under Twenty Dollars**



[Gifts Under \\$20 >](#)



[Gifts Under \\$50 >](#)



[Gifts Under \\$100 >](#)



[Luxe Champagne >](#)



[Floral Liqueurs >](#)

Link Tip #2

- [Link] Gifts Under Twenty Dollars
- **[Link] Gifts Under Fifty Dollars**



Gifts Under \$20 >



Gifts Under \$50 >



Gifts Under \$100 >



Luxe Champagne >



Floral Liqueurs >

Link Tip #2

- [Link] Gifts Under Twenty Dollars
- [Link] Gifts Under Fifty Dollars
- ...



Gifts Under \$20 >



Gifts Under \$50 >



Gifts Under \$100 >



Luxe Champagne >



Floral Liqueurs >

Link Tip #2

- [\[Link\] Gifts Under Twenty Dollars](#)
- [\[Link\] Gifts Under Fifty Dollars](#)
- ...
- **[\[Link\] Floral Liqueurs](#)**



[Gifts Under \\$20 >](#)



[Gifts Under \\$50 >](#)



[Gifts Under \\$100 >](#)



[Luxe Champagne >](#)



[Floral Liqueurs >](#)

Link Tip #3

Make the image and product card name one clickable link.



Link Tip #3

- **[Link] Recipe name 1**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

Link Tip #3

- [Link] Recipe name 1
- **[Link] Recipe name 2**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

Link Tip #3

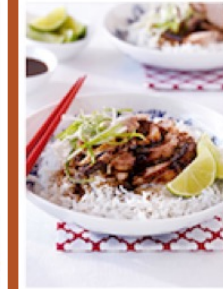
- [Link] Recipe name 1
- [Link] Recipe name 2
- ...



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



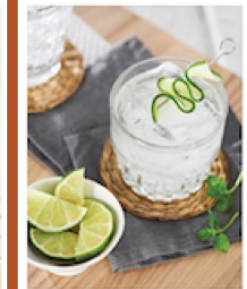
Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit

Link Tip #3

- [Link] Recipe name 1
- [Link] Recipe name 2
- ...
- **[Link] Recipe name x**



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit



**Lorem Ipsum Dolor
Sit Amet Consectetur
Adipiscing Elit**

OK kool.

Back to Product Cards.

PRODUCT CARDS

Product Card Examples

Bestseller



(102 PCS) Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

CDN\$ 49.99 ✓ prime

★★★★★ (321)



SAVE \$0.81


Exp. 03/14

Campbell's Chunky, Grilled Chicken & Sausage Gumbo

~~\$2.50~~ \$1.69 ea

\$0.31 / 100 mL


ADD



★★★★★ (21)

Nike Free TR 7 Women's Training Shoe

Exclusive



Color swatches: [Orange] [Teal] [Black] [Red] +2

Athletic Works Women's Racer Back Tank


Sizes XS-XXL

★★★★★ 0 Reviews

\$9.97

Limited Stock

Add to cart



Cooking Classes | [Get info](#)


What to Eat with Your Craft Beer

\$65.00 / per person

Date: Tuesday, July 11
Time: 7:00 - 9:00 PM
Location: [LCBO Millcroft Centre](#)

From pilsners to porters, the craft beer scene is booming! Chef Andy McKinney of Whisk Management shows you how to prepare foods which are a perfect complement to some...

[LEARN MORE](#)



Misterio Malbec

LCBO# 28803 | 750 mL bottle

\$9.35

Argentina, Finca Flichman

In Store - [Select Store](#)
Online - 21 Available

QUANTITY

- 1 +

ADD TO CART

Home delivery typically takes 2-4 days.
Store delivery typically takes 1-2 weeks.

New



\$23.99

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)


Quantity: 1

Add to Cart

Example Experience #1

What's the linear experience within this product card?

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ ▾ 321

Example Experience #1

- **[Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote**

Bestseller



(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321

Example Experience #1

- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- **[Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote**

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321

Example Experience #1

- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- **C, D, N, Dollar, 49, Point, 9, 9**



Example Experience #1

- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- C, D, N, Dollar, 49, Point, 9, 9
- **Prime**

Bestseller



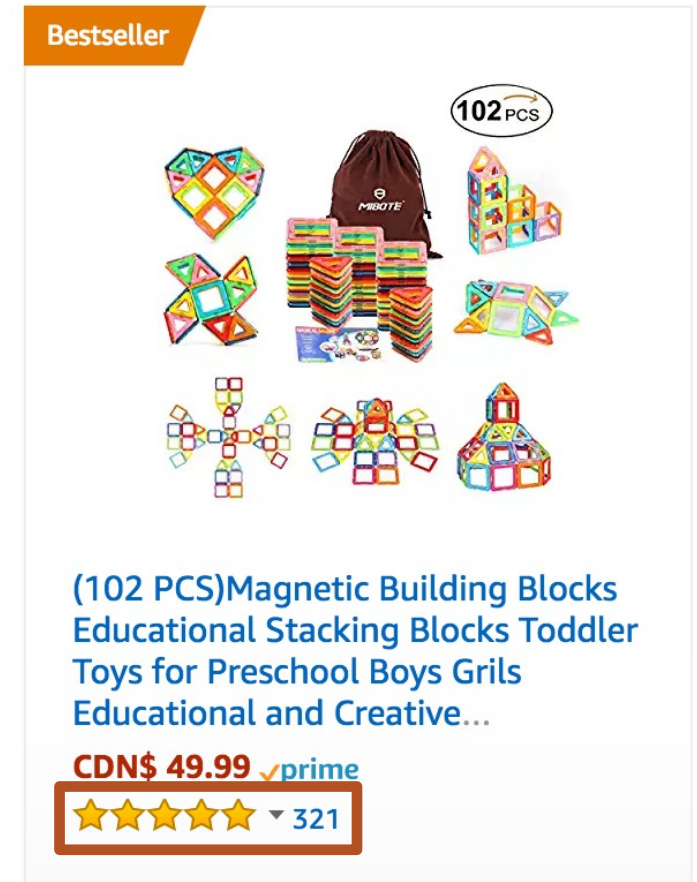
(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

CDN\$ 49.99 

★★★★★ 321

Example Experience #1


- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- [Link] (102 PCS)Magnetic Building Blocks Educational Stacking Toddler Toys for Preschool Boys Grils Educational and Creative Imagination Development by Mibote
- C, D, N, Dollar, 49, Point, 9, 9
- Prime
- **Star, Star, Star, Star, Star, Down Arrow, 321**



Example Experience #1

Did they miss anything?

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ ▾ 321

Example Experience #1

Yeah. "Bestseller".

Because the text is baked into the image.



The product card features a central image of colorful magnetic building blocks. The blocks are arranged in several ways: some are stacked into a tower, some are laid out in a grid, and some are assembled into geometric shapes like a heart and a cross. A brown drawstring bag with the brand name 'MAGNETIC' is also visible. In the top right corner of the image area, there is a circular badge that says '102 PCS'. Above the image, there is a brown rectangular badge with the word 'Bestseller' in white text. Below the image, the product title is written in blue text: '(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...'. Below the title, the price is listed as 'CDN\$ 49.99' with a Prime logo. At the bottom, there are five yellow stars and the number '321'.

Bestseller

102 PCS

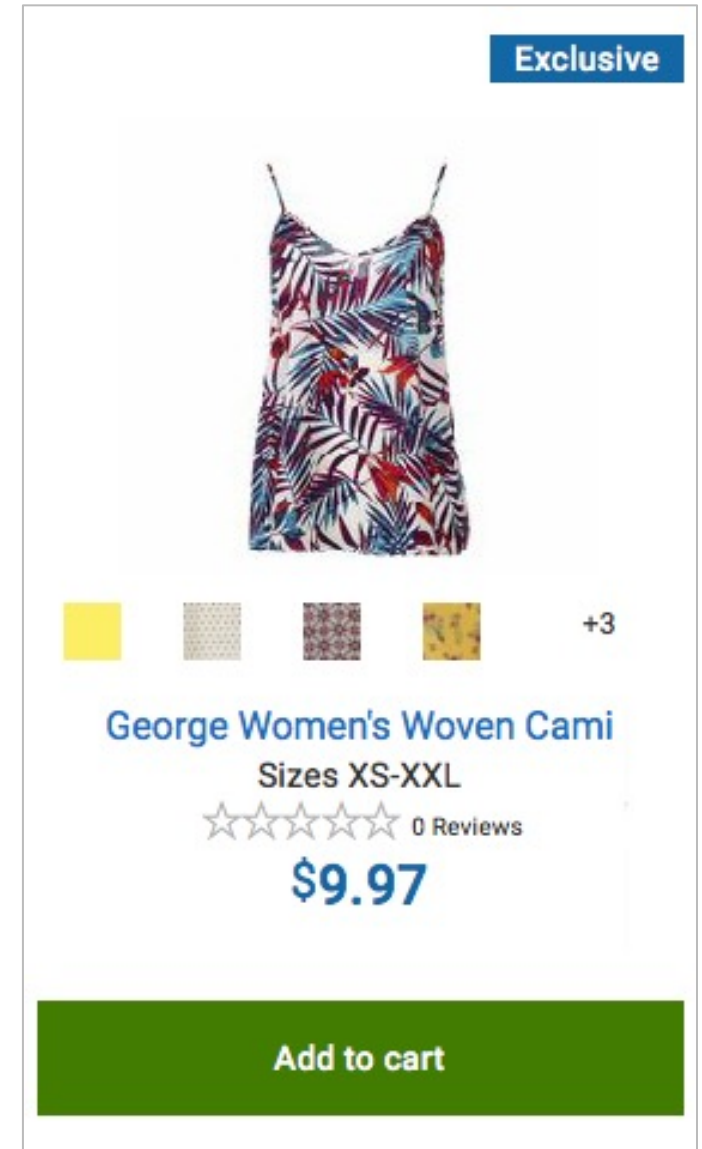
(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321


Example Experience #2

Let's look at another linear example.



The product card features a central image of a spaghetti-strap cami with a colorful tropical leaf pattern. In the top right corner, there is a blue badge with the word "Exclusive". Below the main image are four color swatches: a solid yellow, a light beige with a subtle pattern, a dark brown with a floral pattern, and a yellow with a floral pattern. To the right of these swatches is a "+3" icon. The product name "George Women's Woven Cami" is displayed in blue, followed by "Sizes XS-XXL" in black. Below that is a star rating of five empty stars and the text "0 Reviews". The price "\$9.97" is shown in a large, bold blue font. At the bottom of the card is a green button with the text "Add to cart" in white.

Exclusive



+3


George Women's Woven Cami
Sizes XS-XXL
☆☆☆☆☆ 0 Reviews
\$9.97


Add to cart

Example Experience #2

- [\[Link\]](#) **George Women's Woven Cami**

Exclusive



 +3

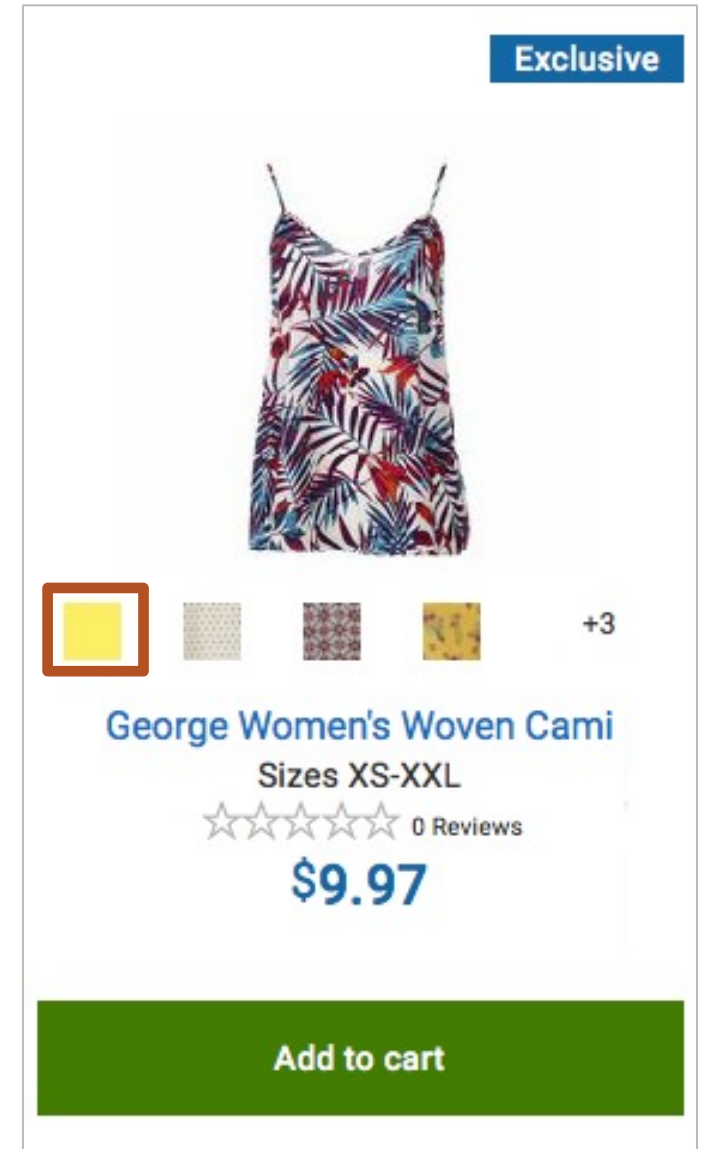
George Women's Woven Cami
Sizes XS-XXL
☆☆☆☆☆ 0 Reviews
\$9.97

Add to cart

PRODUCT CARDS


Example Experience #2

- [Link] George Women's Woven Cami
- [Button] **Yellow**



The product card features a central image of a spaghetti-strap cami with a colorful tropical leaf pattern. In the top right corner, there is a blue badge with the word "Exclusive" in white. Below the main image is a row of color swatches: a yellow swatch with a brown border, a grey swatch, a brown swatch, and a yellow swatch, followed by a "+3" indicator. The product name "George Women's Woven Cami" is displayed in blue, with "Sizes XS-XXL" below it. A rating of five stars with "0 Reviews" is shown. The price "\$9.97" is prominently displayed in blue. At the bottom, a green button contains the text "Add to cart" in white.

Exclusive



Yellow Grey Brown Yellow +3

George Women's Woven Cami
Sizes XS-XXL

☆☆☆☆☆ 0 Reviews

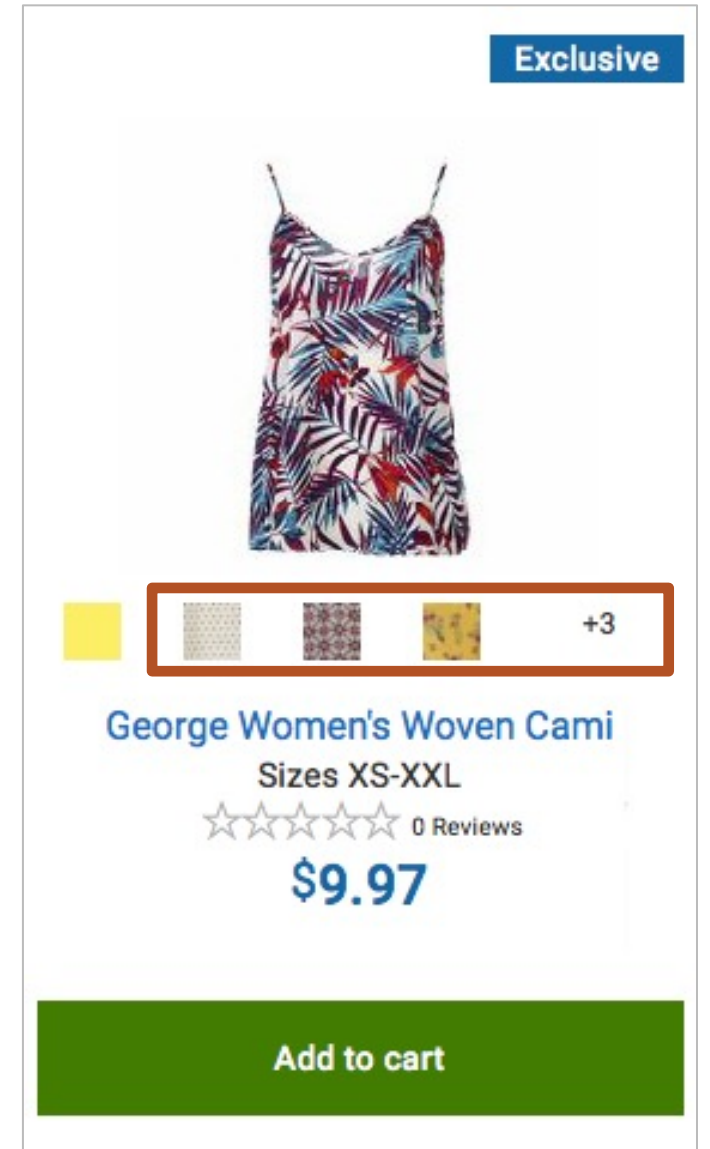
\$9.97

Add to cart

PRODUCT CARDS


Example Experience #2

- [Link] George Women's Woven Cami
- [Button] Yellow
- ...



The product card features a central image of a spaghetti-strap cami with a vibrant, multi-colored leaf pattern. In the top right corner, a blue badge with the word "Exclusive" is displayed. Below the main image is a color selection bar containing four swatches: a solid yellow swatch, a patterned swatch, a solid brown swatch, and another patterned swatch. A red rectangular box highlights this color selection bar. To the right of the swatches is a "+3" icon. Below the color bar, the product name "George Women's Woven Cami" is written in blue, followed by "Sizes XS-XXL" in black. Underneath is a rating of five stars with "0 Reviews" to its right. The price "\$9.97" is shown in a large, bold blue font. At the bottom of the card is a green button with the text "Add to cart" in white.

Exclusive



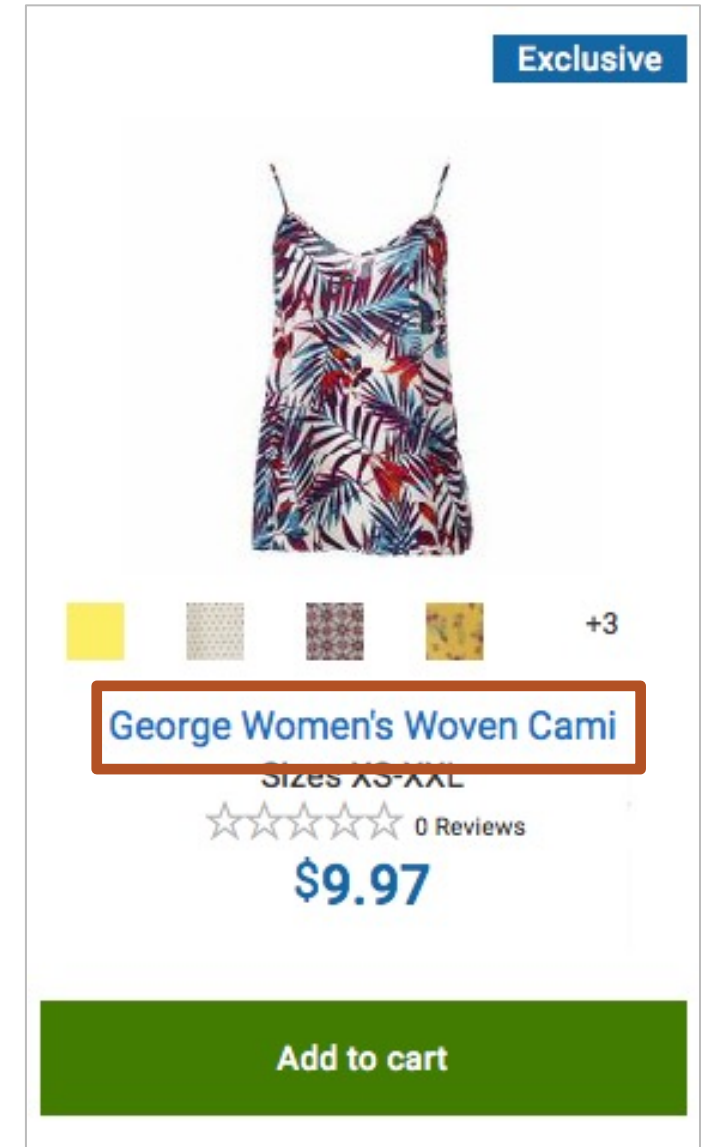
Yellow [Patterned Swatch] [Brown Swatch] [Patterned Swatch] +3

George Women's Woven Cami
Sizes XS-XXL
★★★★★ 0 Reviews
\$9.97

Add to cart

Example Experience #2

- [Link] George Women's Woven Cami
- [Button] Yellow
- ...
- **[Link] George Women's Woven Cami**



The image shows a product card for a women's woven cami. At the top right, there is a blue badge that says "Exclusive". The main image is a white spaghetti-strap cami with a colorful tropical print of palm leaves in shades of red, blue, and green. Below the main image are four smaller color swatches: a solid yellow, a light beige, a dark brown patterned, and a yellow patterned. To the right of these swatches is a "+3" icon. Below the swatches, the product name "George Women's Woven Cami" is displayed in blue text and is enclosed in a brown rectangular border. Underneath the name, it says "Sizes XS-XXL" in a smaller font. Below that is a rating section showing five empty stars and the text "0 Reviews". The price "\$9.97" is shown in a large, bold blue font. At the bottom of the card is a solid green button with the white text "Add to cart".

PRODUCT CARDS

Example Experience #2

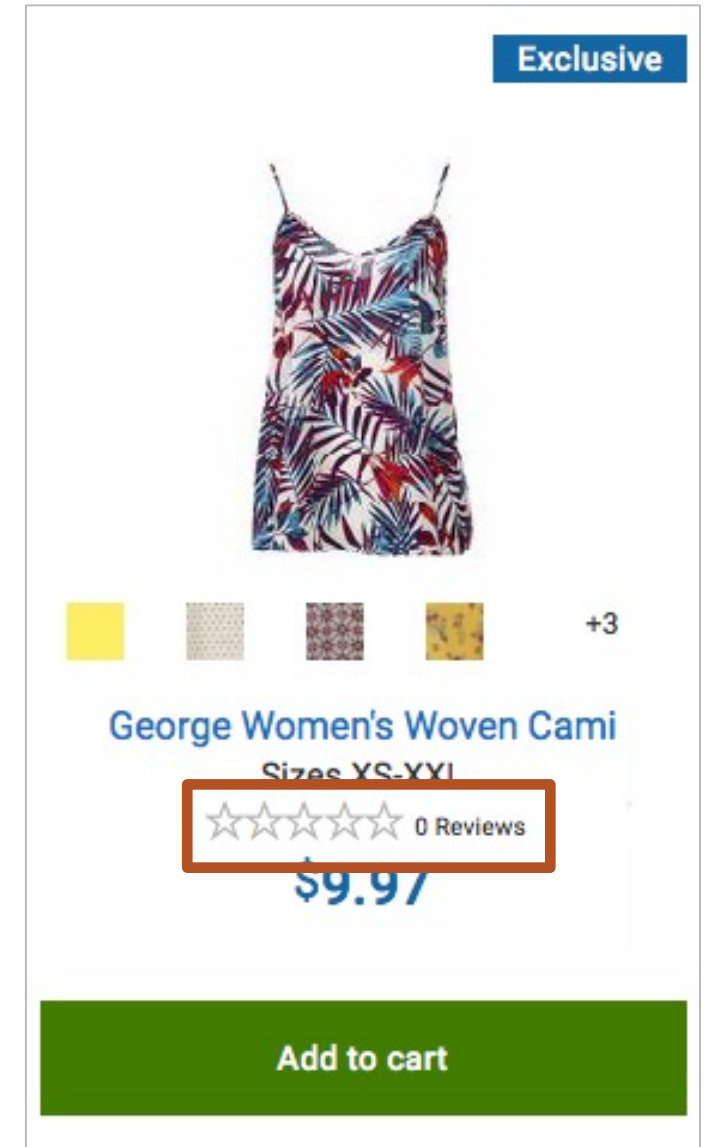
- [Link] George Women's Woven Cami
- [Button] Yellow
- ...
- [Link] George Women's Woven Cami
- **Sizes X, S, Dash, X, X, L**



The image shows a product card for a women's woven cami. At the top right, there is a blue badge that says "Exclusive". The main image is a white spaghetti-strap cami with a colorful tropical print of palm leaves and birds. Below the main image are four color swatches: yellow, a patterned grey, a patterned brown, and a patterned yellow. To the right of these swatches is a "+3" icon. Below the swatches, the product name "George Women's Woven Cami" is displayed in blue. Underneath the name, the text "Sizes XS-XXL" is highlighted with a red rectangular box. Below this, there are five grey stars and the text "0 Reviews". The price "\$9.97" is shown in large blue font. At the bottom of the card is a green button with the text "Add to cart" in white.

Example Experience #2

- [Link] George Women's Woven Cami
- [Button] Yellow
- ...
- [Link] George Women's Woven Cami
- Sizes X, S, Dash, X, X, L
- **Star, Star, Star, Star, Star, 0 Reviews**



The image shows a product card for a women's woven cami. At the top right, there is a blue badge that says "Exclusive". The main image is a white spaghetti-strap cami with a colorful tropical print of palm leaves in shades of red, blue, and green. Below the main image are four smaller color swatches: a solid yellow, a light beige, a dark brown, and a yellow with a pattern. To the right of these swatches is a "+3" icon. Below the swatches, the product name "George Women's Woven Cami" is written in blue, followed by "Sizes XS-XXL" in a smaller font. A brown-bordered box highlights the review section, which consists of five empty star icons and the text "0 Reviews". Below the reviews, the price "\$9.97" is displayed in a large blue font. At the bottom of the card is a green button with the text "Add to cart" in white.

Example Experience #2

- [Link] George Women's Woven Cami
- [Button] Yellow
- ...
- [Link] George Women's Woven Cami
- Sizes X, S, Dash, X, X, L
- Star, Star, Star, Star, Star, 0 Reviews
- **Dollar, 997**



The product card features a central image of a spaghetti-strap cami with a vibrant tropical print. In the top right corner, a blue badge reads 'Exclusive'. Below the main image are four color swatches: yellow, beige, brown, and another yellow pattern, with a '+3' indicator to the right. The product name 'George Women's Woven Cami' is displayed in blue, followed by 'Sizes XS-XXL' and a star rating of 0 reviews. The price '\$9.97' is prominently shown in a red-bordered box. At the bottom, a green button contains the text 'Add to cart'.

Exclusive



Yellow Beige Brown Yellow +3

George Women's Woven Cami
Sizes XS-XXL
0 Reviews

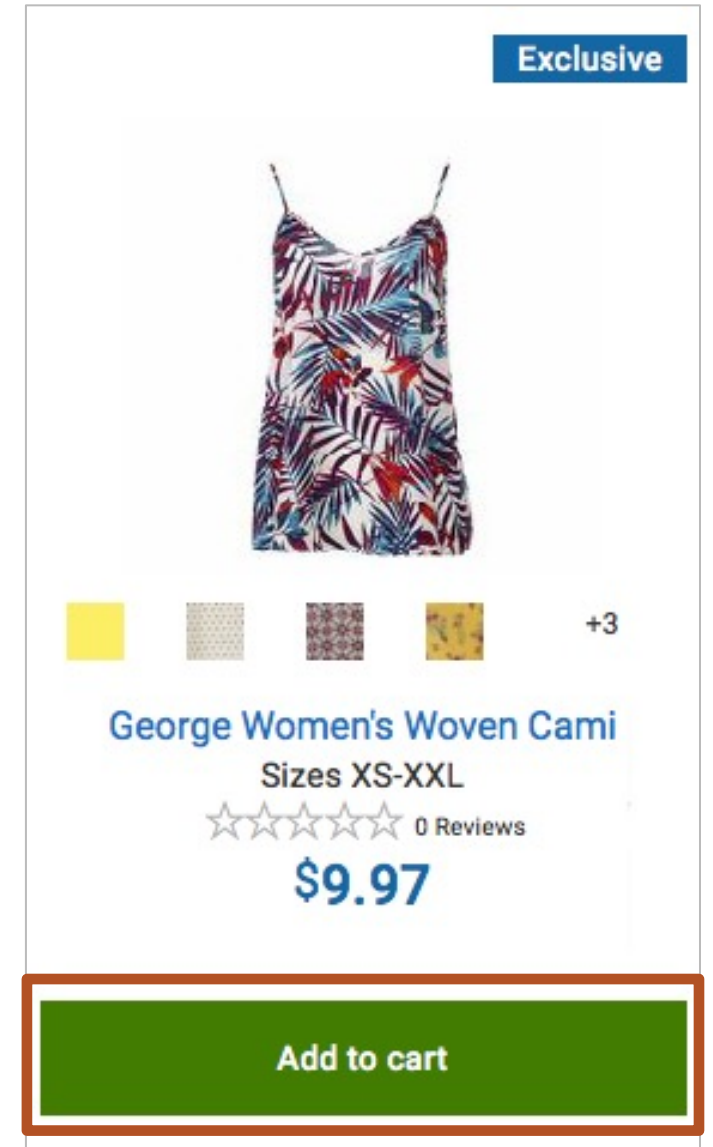
\$9.97

Add to cart

PRODUCT CARDS

Example Experience #2

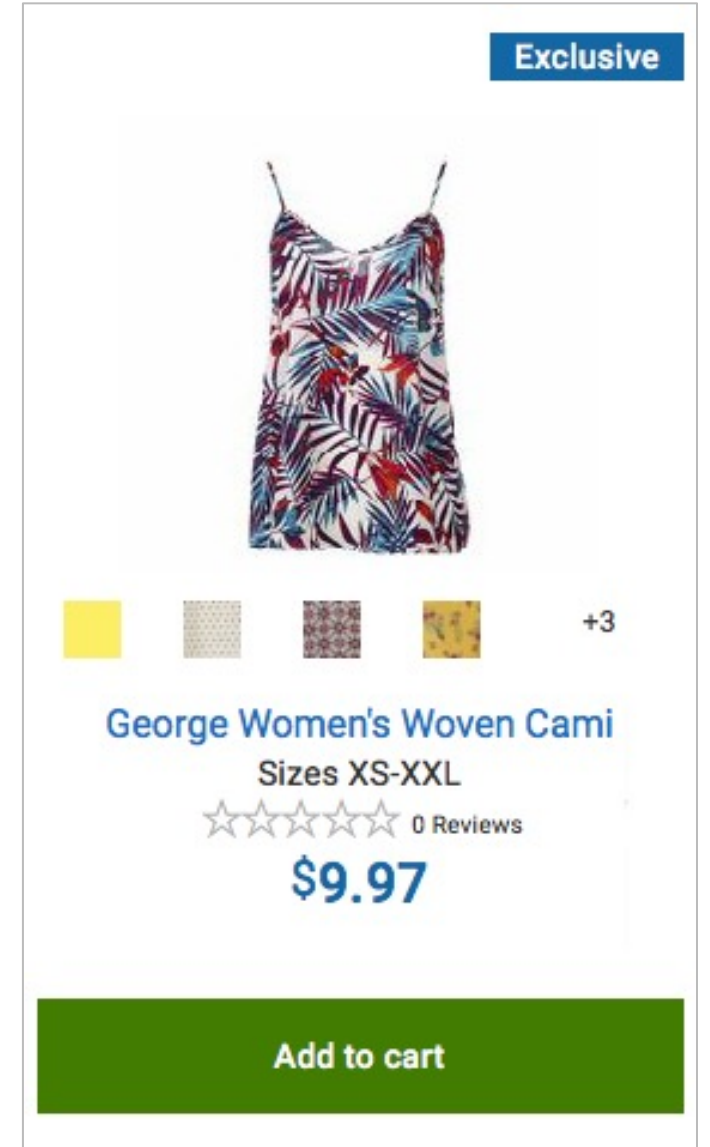
- [Link] George Women's Woven Cami
- [Button] Yellow
- ...
- [Link] George Women's Woven Cami
- Sizes X, S, Dash, X, X, L
- Star, Star, Star, Star, Star, 0 Reviews
- Dollar, 997
- **[Button] Add to cart**




The image shows a product card for a women's woven cami. At the top right, there is a blue badge that says "Exclusive". The main image is a white spaghetti-strap cami with a colorful tropical print of palm leaves in shades of red, blue, and green. Below the main image are four smaller color swatches: a solid yellow, a light beige, a dark brown, and a yellow with a pattern. To the right of these swatches is a "+3" icon. Below the swatches, the product name "George Women's Woven Cami" is written in blue, followed by "Sizes XS-XXL" in black. Underneath that is a row of five empty star icons and the text "0 Reviews". The price "\$9.97" is displayed in a large, bold blue font. At the bottom of the card is a green button with the text "Add to cart" in white. The entire card is enclosed in a thin white border.

Example Experience #2

Again, did they miss anything?



Exclusive



Color swatches: yellow, beige, brown, yellow, +3

George Women's Woven Cami
Sizes XS-XXL
☆☆☆☆☆ 0 Reviews
\$9.97

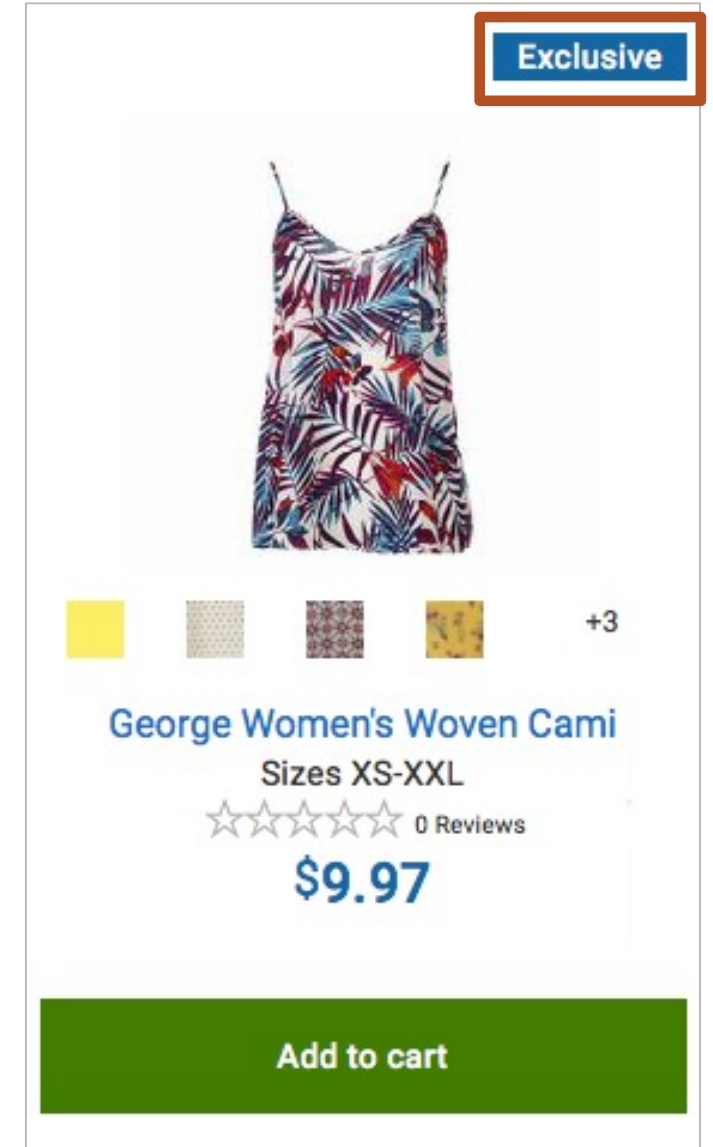
Add to cart

PRODUCT CARDS

Example Experience #2


Yes. "Exclusive".

Because the text is baked into the image.



The product card features a central image of a spaghetti-strap cami with a tropical leaf pattern. In the top right corner, there is a blue badge with the word "Exclusive" in white, which is highlighted by a brown border. Below the main image are four color swatches: a solid yellow, a grey patterned, a brown patterned, and a yellow patterned. To the right of these swatches is a "+3" icon. The product name "George Women's Woven Cami" is displayed in blue, followed by "Sizes XS-XXL" in black. Below that is a star rating of five empty stars and the text "0 Reviews". The price "\$9.97" is shown in a large blue font. At the bottom, there is a green button with the text "Add to cart" in white.

Exclusive



+3

George Women's Woven Cami
Sizes XS-XXL


☆☆☆☆☆ 0 Reviews

\$9.97

Add to cart

Example Experience #3

What about list view product cards?



Misterio Malbec
LCBO# 28803 | 750 mL bottle

\$9.35

Argentina, Finca Flichman

Home delivery typically takes 2-4 days.
Store delivery typically takes 1-2 weeks.

In Store - [Select Store >](#)
Online - 21 Available

QUANTITY

- 1 +

ADD TO CART

OK. So they pretty much suck.
How do we make them better?

Making Accessible Product Cards

1. Make the image and product card title one clickable link.

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ ▾ 321

Making Accessible Product Cards

2. Ensure pricing is marked up properly.
3. Avoid strikethroughs for pricing.



\$5.84

List: ~~\$22.49~~ (74% off)

**BIC Gel-ocity Original Retractable
Gel Pen, Medium Point (0.7 mm), ...**

Ships from and sold by Amazon.com.

★★★★☆ 727

Add to Cart

Making Accessible Product Cards

2. Ensure pricing is marked up properly.



RALPH LAUREN

Arissa Calfskin Sandal
Price: \$575.00

Making Accessible Product Cards

2. Ensure pricing is marked up properly.



Dollar sixty five

X



RALPH LAUREN

Arissa Calfskin Sandal
Price: \$575.00

Making Accessible Product Cards

2. Ensure pricing is marked up properly.



Dollar sixty five

X



Five hundred seventy five dollars zero zero cents

OK

Making Accessible Product Cards

3. Avoid strikethroughs for pricing.



Adidas
Superstar 80'S 3D
~~\$160⁰⁰~~ \$99⁹⁸

Making Accessible Product Cards

3. Avoid strikethroughs for pricing.



Adidas
Superstar 80'S 3D
~~\$160⁰⁰~~ \$99⁹⁸

Sixteen thousand dollars nine thousand nine hundred ninety eight dollars

X

Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321

Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

What should this experience be?



Bestseller

102 PCS



(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime


★★★★★ 321

The image shows a product card for 'Magnetic Building Blocks'. At the top left, there is an orange 'Bestseller' badge. The main image displays various colorful magnetic blocks and structures, including a heart, a star, and a tower. A brown drawstring bag with the 'MAGNETE' logo is also shown. A '102 PCS' badge is in the top right. Below the image, the product title is '(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...'. The price is 'CDN\$ 49.99 ✓prime'. At the bottom, there is a star rating of five stars and the number '321'.


Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

- **[Link] Rated 5 out of 5 by 321 people. See all ratings and reviews.**



Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321

Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

How about if we added a separate link instead?

Bestseller

102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321


[Read Reviews >](#)

Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

- **Rated 5 out of 5 by 321 people**

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime


★★★★★ 321 [Read Reviews >](#)

Making Accessible Product Cards

4. Consider the experience of ratings and reviews.

- Rated 5 out of 5 by 321 people
- **[Link] Read all ratings and reviews**

Bestseller



102 PCS

(102 PCS)Magnetic Building Blocks
Educational Stacking Blocks Toddler
Toys for Preschool Boys Grils
Educational and Creative...

CDN\$ 49.99 ✓prime

★★★★★ 321

[Read Reviews >](#)

Making Accessible Product Cards

5. Consider the experience of swatches.



Making Accessible Product Cards

5. Consider the experience of swatches.

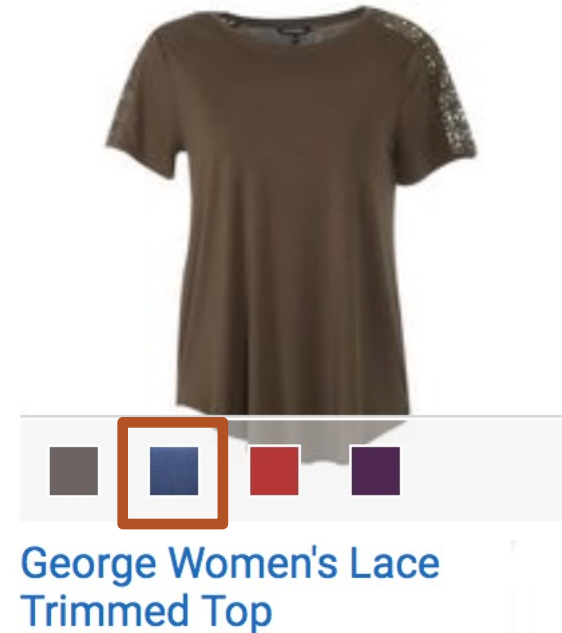
- **[Button] Display colour brown, selected**



Making Accessible Product Cards

5. Consider the experience of swatches.

- [Button] Display colour brown, selected
- **[Button] Display colour blue**



Making Accessible Product Cards

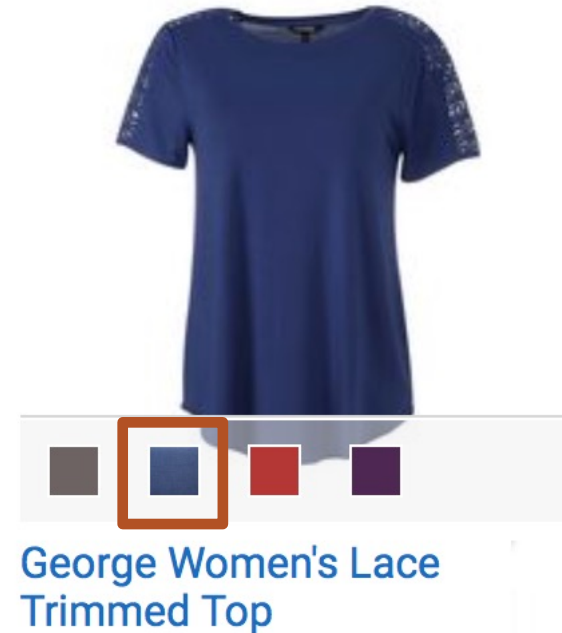
5. Consider the experience of swatches.
- [Button] Display colour brown, selected
 - [Button] Display colour blue
 - **(Enter) *The image changed to blue***



Making Accessible Product Cards

5. Consider the experience of swatches.

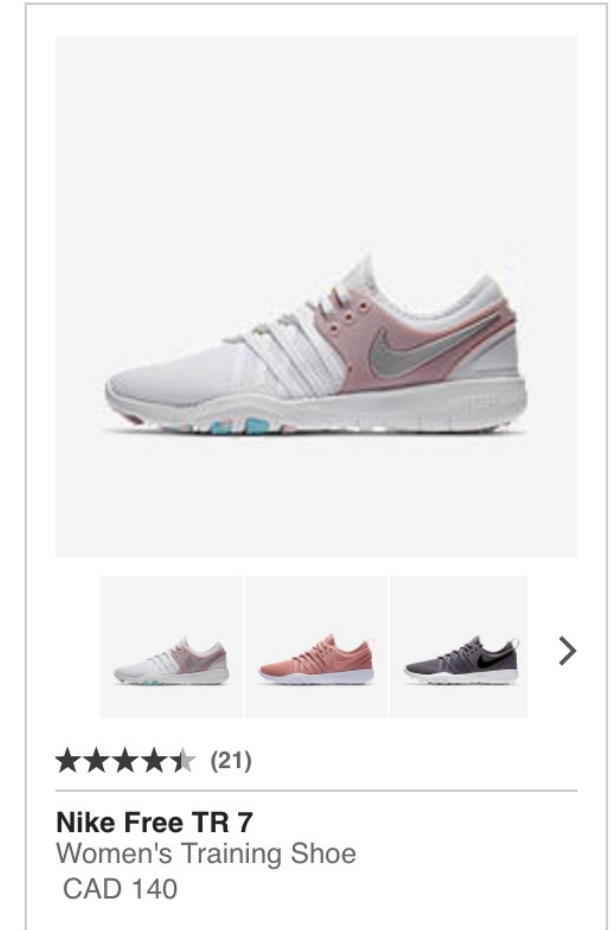
- [Button] Display colour brown, selected
- [Button] Display colour blue
- (Enter) *The image changed to blue*



Note: When I go to the Product Detail Page I expect that the blue shirt will be displayed / selected.

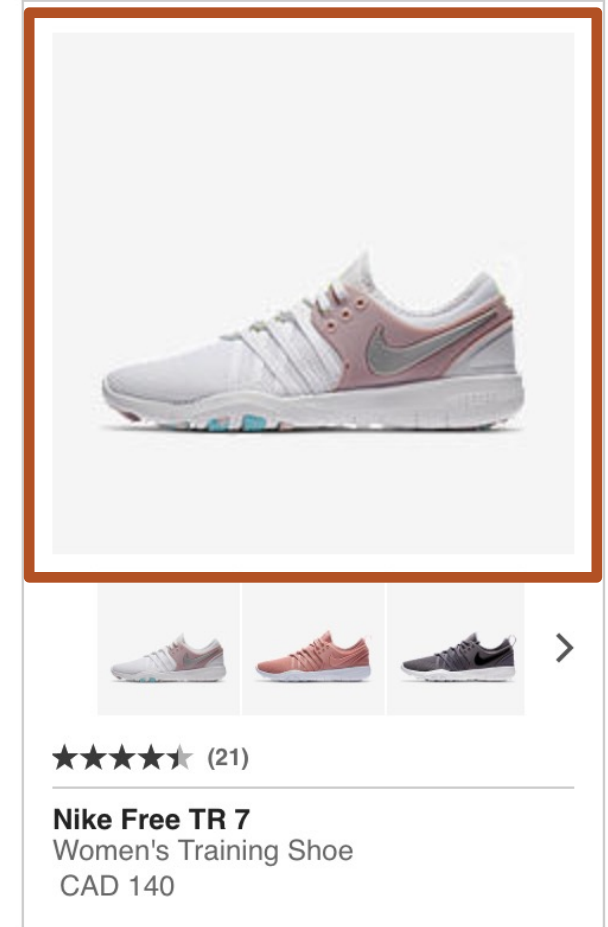
Making Accessible Product Cards

6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.



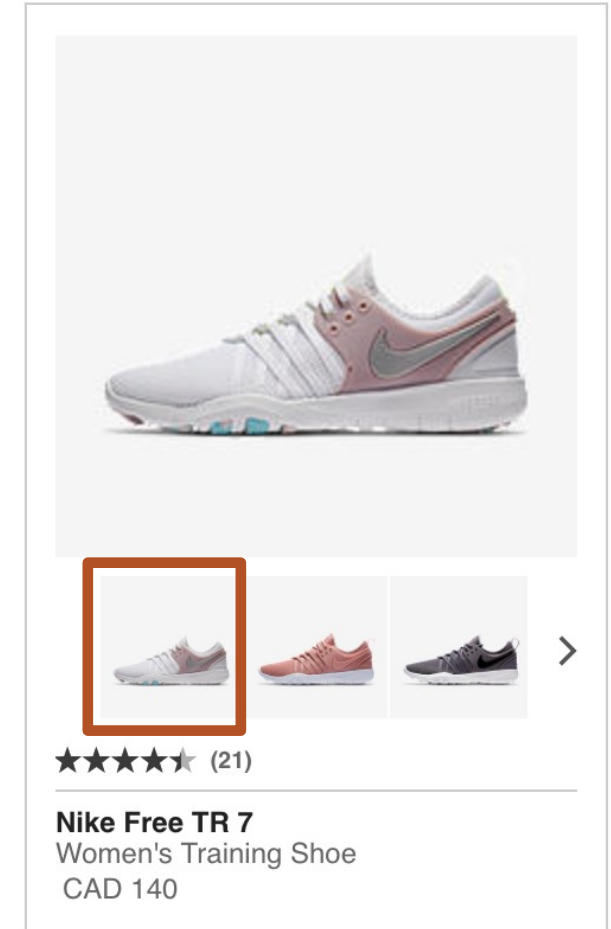
Making Accessible Product Cards

6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.
- **pwp_sheet2**



Making Accessible Product Cards

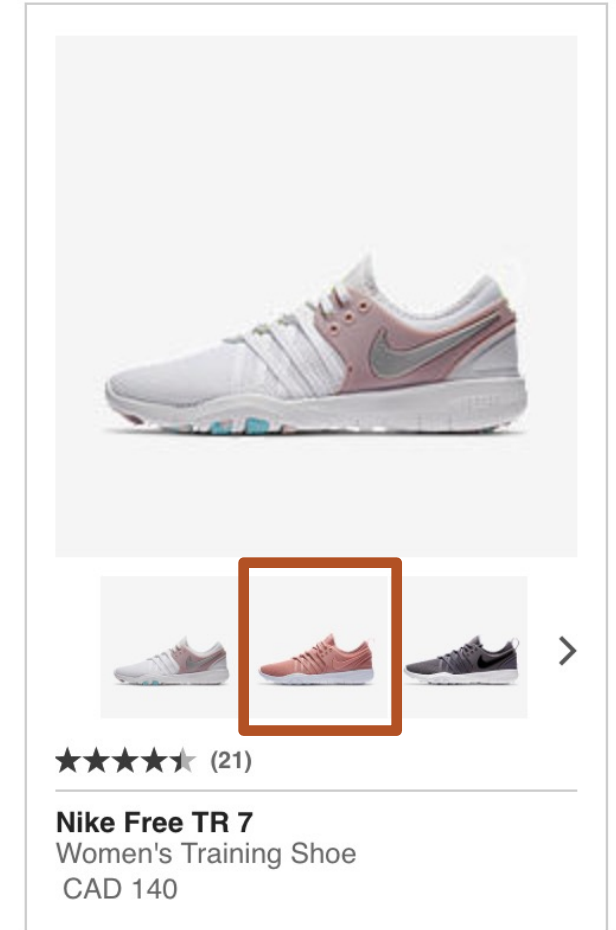
6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.
- pwp_sheet2
 - **pwp_sheet2**



Making Accessible Product Cards

6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.

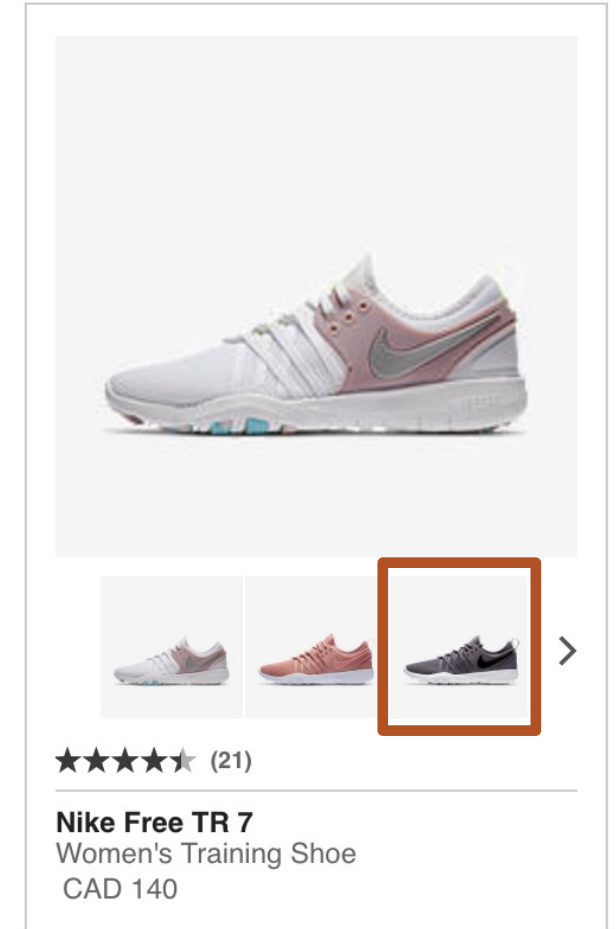
- pwp_sheet2
- pwp_sheet2
- **pwp_sheet2**



Making Accessible Product Cards

6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.

- pwp_sheet2
- pwp_sheet2
- pwp_sheet2
- **space 924593_100 image**

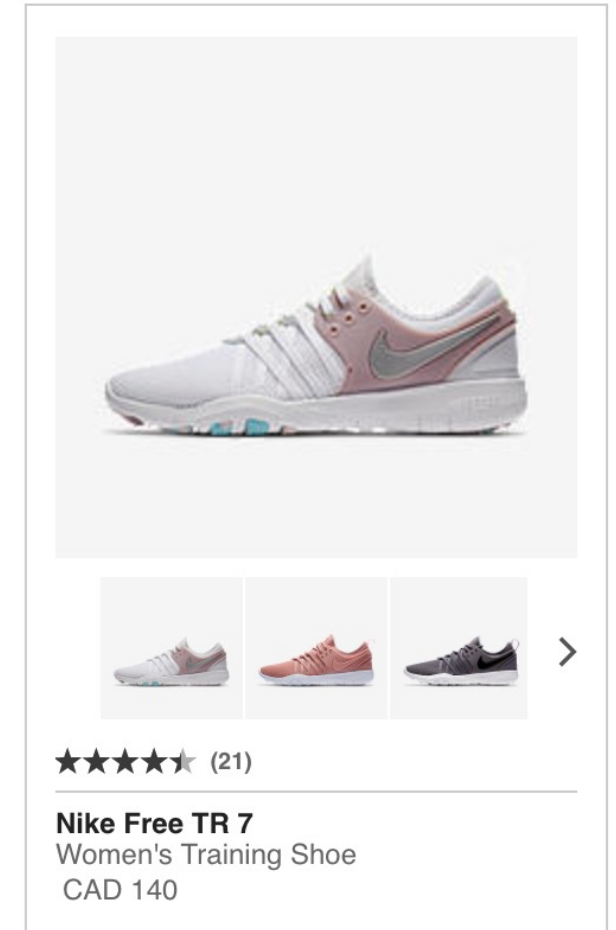


Making Accessible Product Cards

6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.

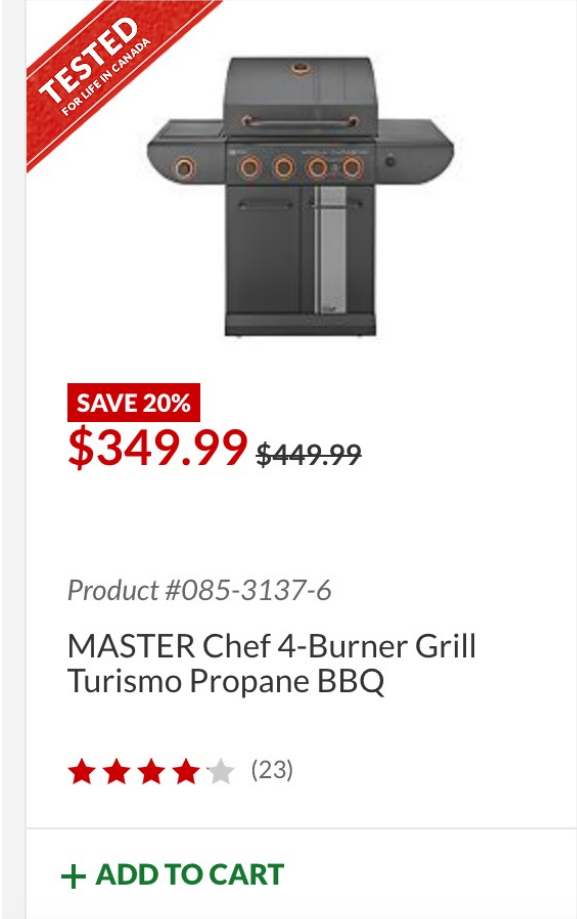
- pwp_sheet2
- pwp_sheet2
- pwp_sheet2
- space 924593_100 image

Obviously, anything would be better!




Making Accessible Product Cards

7. Don't use images of text. Use real text.



A product card for a Master Chef 4-Burner Grill. The card features a black and silver grill with four burners. A red diagonal banner in the top left corner reads "TESTED FOR LIFE IN CANADA". Below the grill, a red box says "SAVE 20%". The price is displayed as "\$349.99" in red, with the original price "\$449.99" in grey. The product number "#085-3137-6" is shown in grey. The product name "MASTER Chef 4-Burner Grill Turismo Propane BBQ" is in black. Below the name is a rating of four red stars and one grey star, followed by "(23)". At the bottom, a green button with a plus sign and the text "ADD TO CART" is visible.

TESTED
FOR LIFE IN CANADA



SAVE 20%
\$349.99 \$449.99

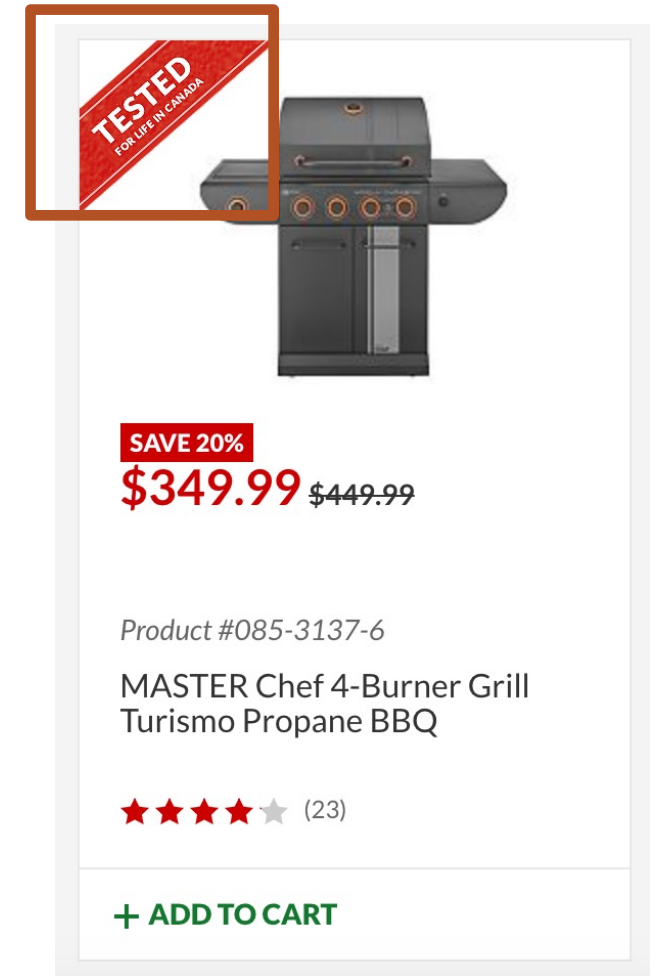
Product #085-3137-6
MASTER Chef 4-Burner Grill
Turismo Propane BBQ

★★★★☆ (23)


+ ADD TO CART

Making Accessible Product Cards

7. Don't use images of text. Use real text.
- **You have to present the same information to all users.**



TESTED
FOR LIFE IN CANADA



SAVE 20%
\$349.99 ~~\$449.99~~

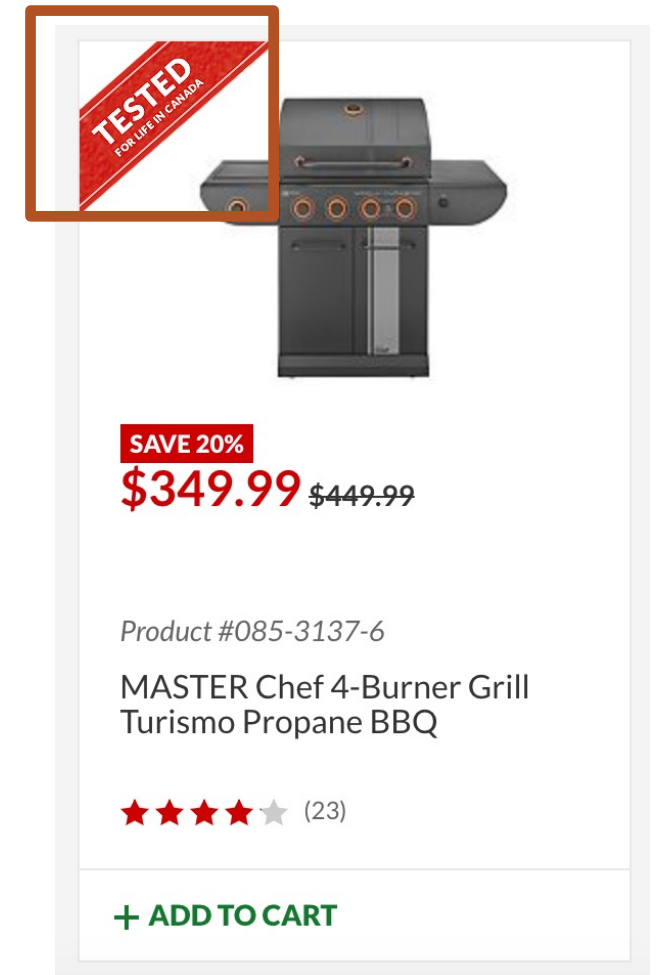
Product #085-3137-6
MASTER Chef 4-Burner Grill
Turismo Propane BBQ

★★★★★ (23)


+ ADD TO CART

Making Accessible Product Cards

7. Don't use images of text. Use real text.
 - You have to present the same information to all users.
 - **If you bake text into an image, it will never get read by the screen reader.**



TESTED
FOR LIFE IN CANADA



SAVE 20%
\$349.99 ~~\$449.99~~

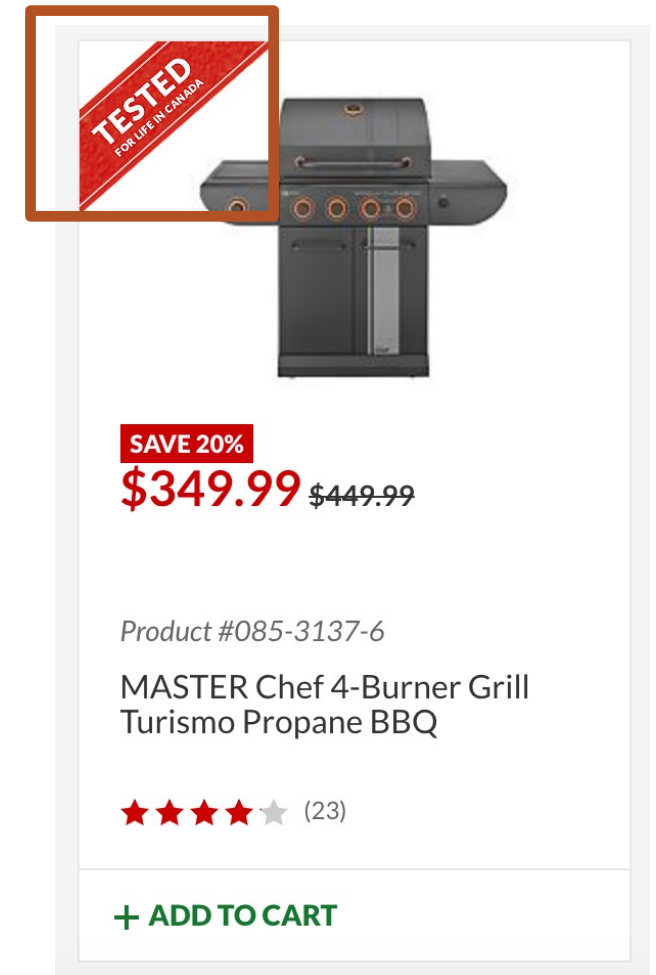
Product #085-3137-6
MASTER Chef 4-Burner Grill
Turismo Propane BBQ

★★★★★ (23)

+ ADD TO CART

Making Accessible Product Cards

7. Don't use images of text. Use real text.
 - You have to present the same information to all users.
 - If you bake text into an image, it will never get read by the screen reader.
 - **You have to allow all text to be resized up to 200% without losing readability or functionality.**

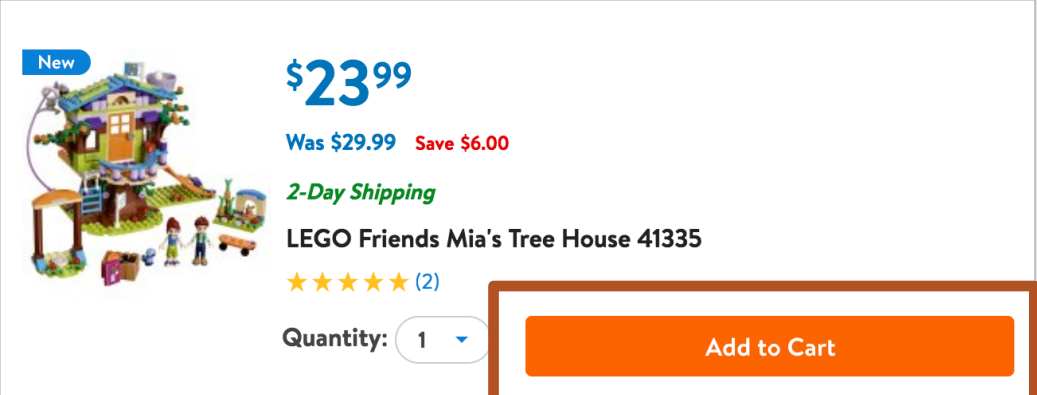


Wow, eh?

OK. One more thing.
Let's talk "adding to cart".

Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?



The image shows a product card for the LEGO Friends Mia's Tree House 41335. The card features a product image on the left with a 'New' badge. To the right of the image, the price is listed as \$23.99, with a crossed-out price of \$29.99 and a 'Save \$6.00' label. Below the price, it says '2-Day Shipping'. The product name 'LEGO Friends Mia's Tree House 41335' is displayed, followed by a 5-star rating with '(2)' reviews. A quantity selector shows '1' with a dropdown arrow. A prominent orange 'Add to Cart' button is located at the bottom right of the card, enclosed in a dark orange border.

New

\$23⁹⁹

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

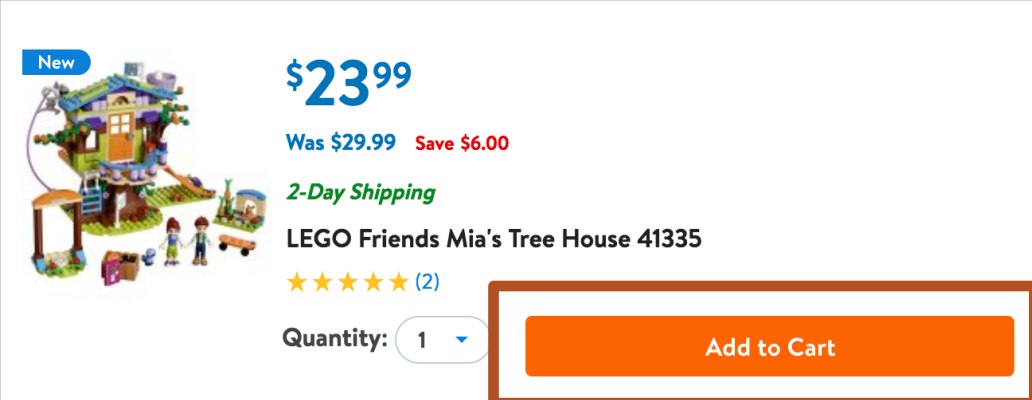
Quantity: 1 ▾

Add to Cart

Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?

- **[Button] Add to cart, LEGO Friends Mia's Tree House 41335**



The image shows a product card for the LEGO Friends Mia's Tree House 41335. On the left is a small image of the treehouse set with a 'New' badge. To the right, the price is \$23.99, with a crossed-out price of \$29.99 and a 'Save \$6.00' label. Below the price, it says '2-Day Shipping'. The product name 'LEGO Friends Mia's Tree House 41335' is displayed, followed by a 5-star rating with '(2)' reviews. A quantity selector shows '1' with a dropdown arrow. A large orange 'Add to Cart' button is highlighted with a brown border.

New

\$23⁹⁹

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

Quantity: 1 ▾

Add to Cart

Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?

- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- **(Enter)**



The image shows a product card for the LEGO Friends Mia's Tree House 41335. On the left is a small image of the tree house set with a 'New' badge. To the right, the price is \$23.99, with a crossed-out price of \$29.99 and a 'Save \$6.00' label. Below the price, it says '2-Day Shipping'. The product name 'LEGO Friends Mia's Tree House 41335' is displayed, followed by a 5-star rating with '(2)' reviews. A 'Quantity: 1' dropdown menu is visible. At the bottom right, an orange 'Add to Cart' button is highlighted with a thick orange border.

New

\$23⁹⁹

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)


Quantity: 1

Add to Cart

Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?

- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- (Enter)
- **One item was added to your cart, LEGO Friends Mia's Tree House 41335**

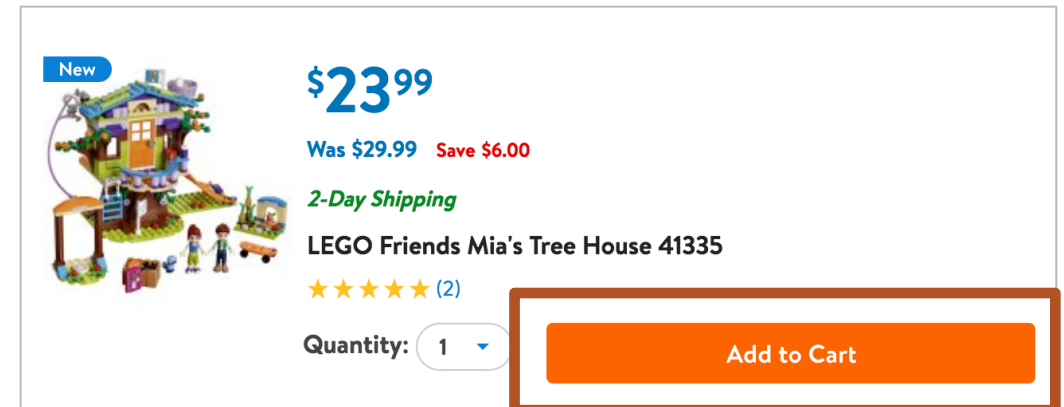


The image shows a product card for the LEGO Friends Mia's Tree House 41335. On the left is a small image of the tree house set with a 'New' badge. To the right, the price is \$23.99, with a crossed-out price of \$29.99 and a 'Save \$6.00' label. Below the price, it says '2-Day Shipping'. The product name 'LEGO Friends Mia's Tree House 41335' is displayed, followed by a 5-star rating with '(2)' reviews. A quantity selector shows '1' with a dropdown arrow. At the bottom right, an orange 'Add to Cart' button is highlighted with a thick orange border.

Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?

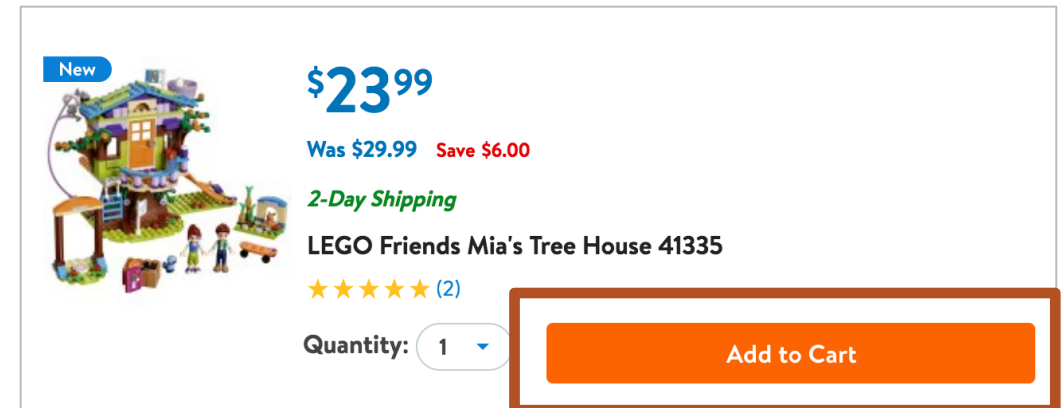
- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- (Enter)
- One item was added to your cart, LEGO Friends Mia's Tree House 41335
- **You now have 2 items in your cart**



Adding A Product To The Cart

What do you expect to happen when you add a product to the cart?

- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- (Enter)
- One item was added to your cart, LEGO Friends Mia's Tree House 41335
- You now have 2 items in your cart



Note: The focus remains on the "Add to Cart" button.

Adding A Product To The Cart

- One item was added to your cart, LEGO Friends Mia's Tree House 41335
- You now have 2 items in your cart

Adding A Product To The Cart

- One item was added to your cart, LEGO Friends Mia's Tree House 41335
- You now have 2 items in your cart



Designing Linear Product Cards Summary

- [Link] Product name
- Short description (optional)
- The price was \$XX.xx
- Now the price is \$YY.yy
- You save \$ZZ.zz
- Offer valid through April 15, 2018
- Rated 4 out of 5 stars by 274 people
- [Link] Read reviews
- Available sizes, small to extra large
- [Link] View size chart
- Available colours, red, blue, green, yellow
- [Link] See more details about product name



The image shows a vertical product card layout. At the top is a large grey rectangular area labeled 'image'. Below this is the product name: 'Product Name Should Make Sense, Be Unique, And Short(ish)'. A short description follows: 'A short description might be nice, but is not always required.' The pricing section shows 'Was \$99.99', 'Now \$59.99', and 'Save \$40.00', with a note 'Offer valid through April 15, 2018'. Below the pricing is a star rating of 4 out of 5, with '(274)' reviews and a 'Read Reviews >' link. The size section shows 'Sizes: S - XL' and a 'View Size Chart >' link. The color section shows 'Colours:' followed by four colored squares: red, blue, green, and yellow. At the bottom is a grey button labeled 'More details'.

image

Product Name Should Make Sense, Be Unique, And Short(ish)

A short description might be nice, but is not always required.

Was \$99.99
Now \$59.99
Save \$40.00

Offer valid through April 15, 2018

★★★★☆ (274) [Read Reviews >](#)

Sizes: S - XL [View Size Chart >](#)

Colours:    

[More details](#)

WCAG 2.0 Guidelines That Apply To Product Cards

PERCEIVABLE

- 1.1.1 (A) Non-Text Content
- 1.3.1 (A) Information and Relationships
- 1.3.2 (A) Meaningful Sequence
- 1.4.1 (A) Use of Colour
- 1.4.3 (AA) Contrast Minimum
- 1.4.4 (AA) Resize Text
- 1.4.5 (AA) Images of Text

OPERABLE

- 2.4.3 (A) Focus Order
- 2.4.4 (A) Link Purpose In Context

UNDERSTANDABLE

- 3.2.2 (A) On Input
- 3.2.4 (AA) Consistent Identification

ROBUST

- 4.1.1 (A) Parsing
- 4.1.2 (A) Name, Role and Value

The Mini Cart

MINI CARTS

Mini Cart Examples


Search | Login | Order Status | Register | **1**

Shopping Bag

1 item in bag

Cart Subtotal :
\$49.99

GO TO CHECKOUT



Women's Lace Up Top
UPF 50+

See Details ▾

\$49.99


Qty:

1

VIEW AND EDIT CART

1 item added to your cart


✓ This order ships **FREE!**




Shimano ME2W Cycling Shoes - Women's
Size: 39
Colour: Black/Green
\$115.00

VIEW CART **CHECKOUT**

OFTEN BOUGHT ALONG WITH THIS ITEM



★★★★★ (7)
Shimano SM-SH51 SPD Single-Release Cleats
\$24.00




★★★★★ (2)
DeFeet Speede Slinky Sock - Women's
\$12.75

YOUR CART (4) **X**


CHECK OUT NOW >

FREE SHIPPING on Canadian orders of \$89 USD or more


SUBTOTAL \$67




Motley Plaid **X**
Navy 12" X 12"
\$10
- 1 + \$10



Canopy Stripe **X**
Light Blue 2" X 58"
\$19
- 1 + \$19



Motley Plaid **X**
Navy 3" X 58"
\$19
- 1 + \$19



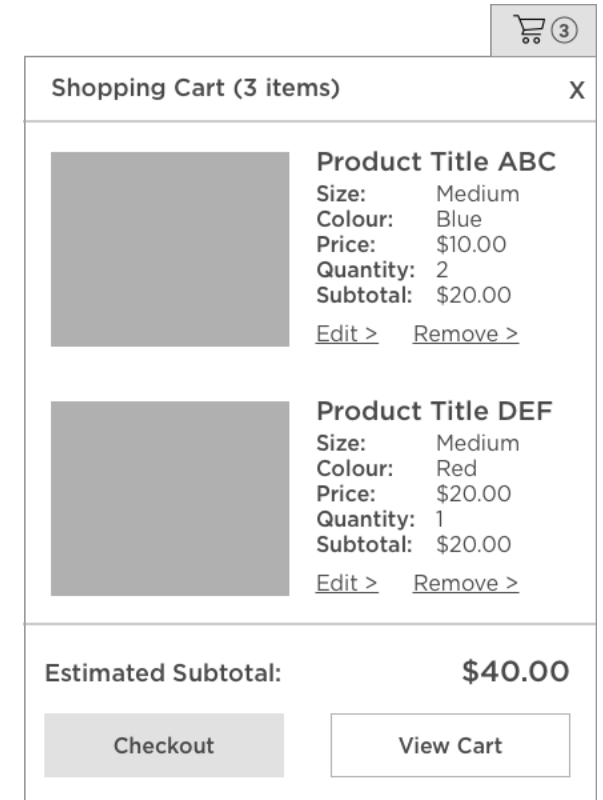
Bhldn Solid **X**
Help

CHAT US

MINI CARTS

A Linear Mini Cart Experience

Let's walk through a linearly designed mini cart experience.



A Linear Mini Cart Experience

- **Shopping Cart, 3 items, [collapsed, pop up button]**



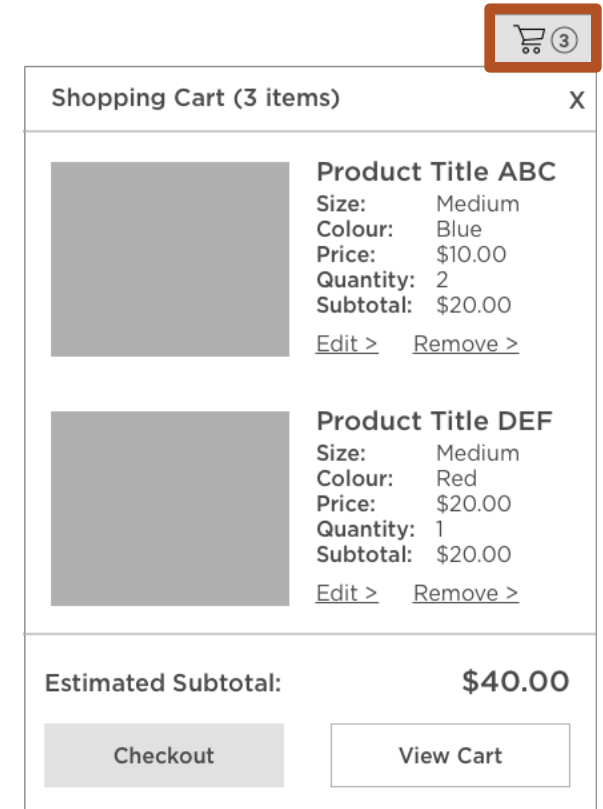
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- **(ENTER)**



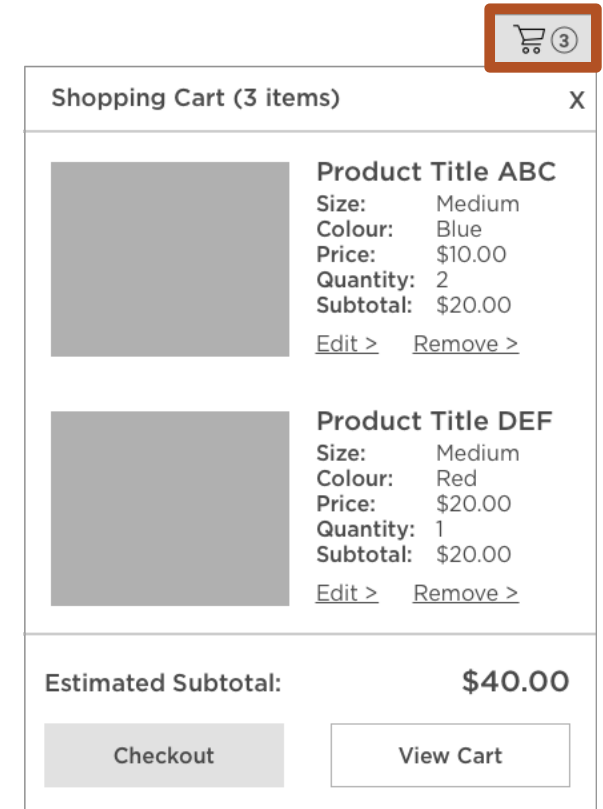
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- **Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]**



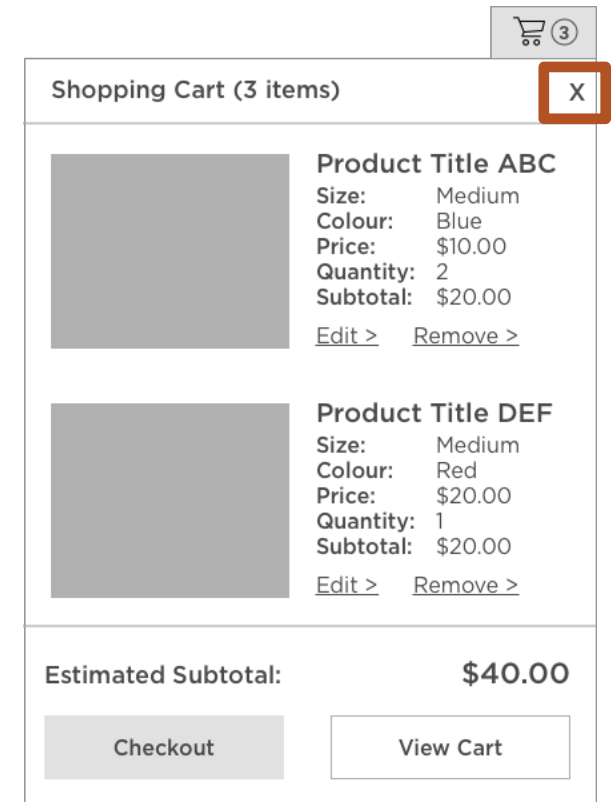
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- **(TAB)**



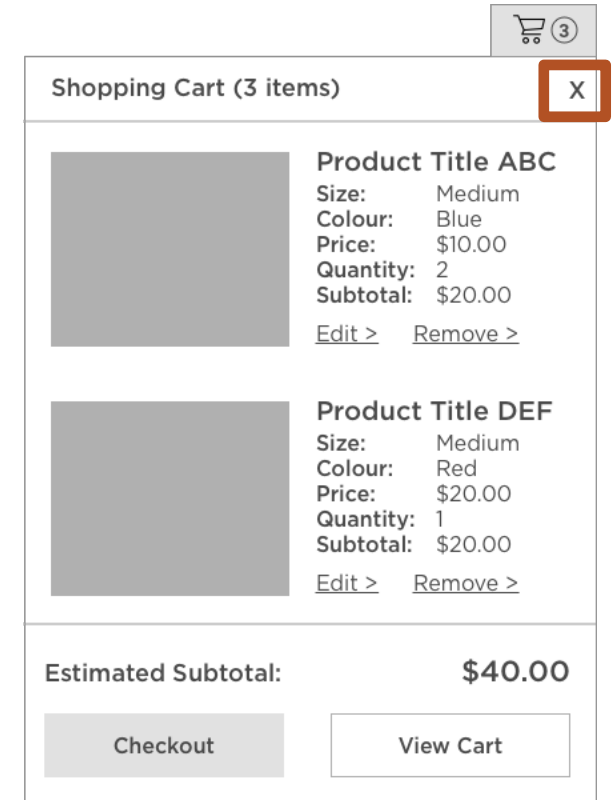
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- **[Button] Close Shopping Cart**



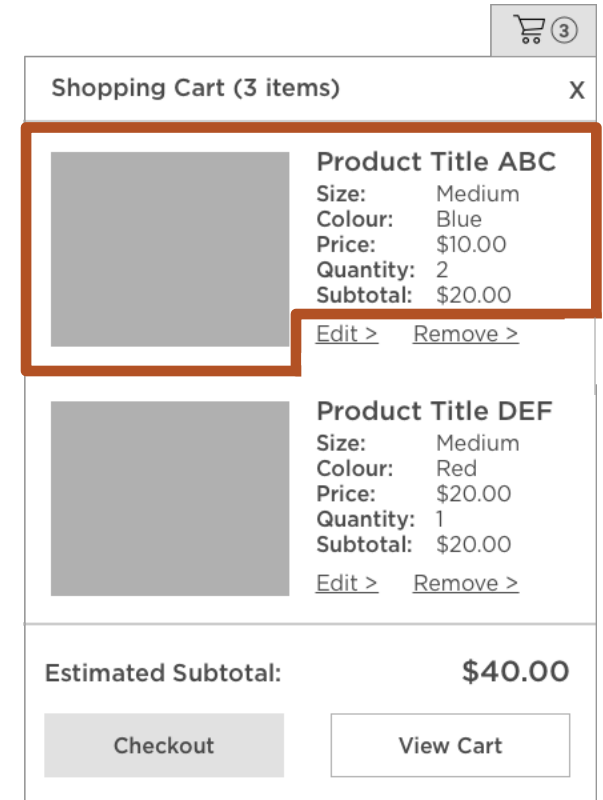
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- **(TAB)**



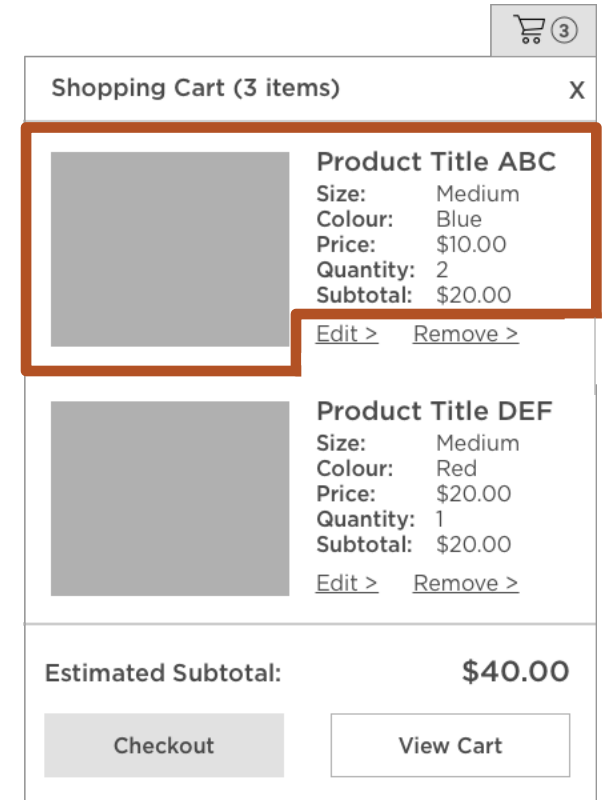
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- (TAB)
- **[Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars**



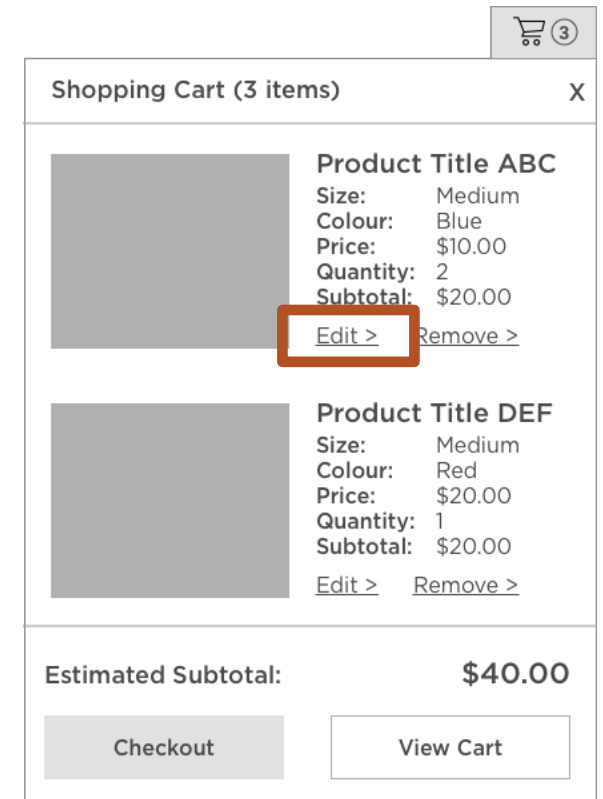
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- (TAB)
- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- **(TAB)**



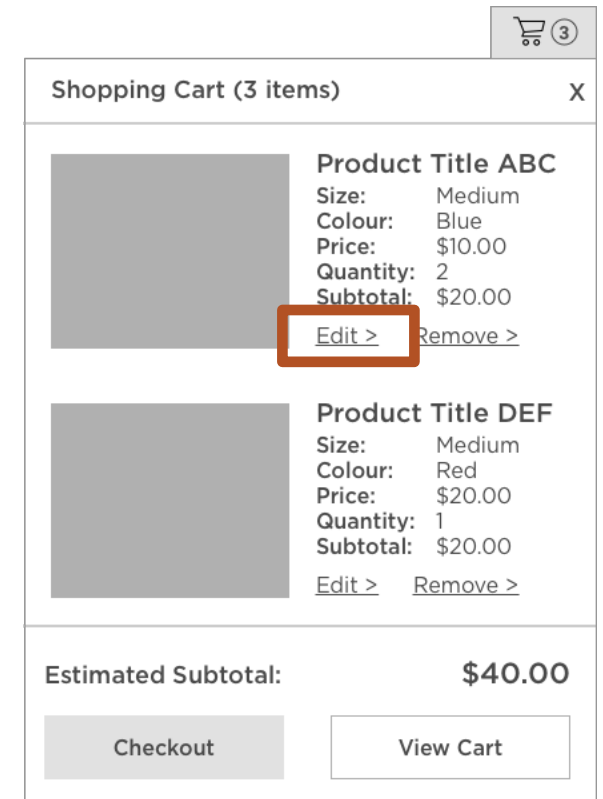
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- (TAB)
- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- **[Button] Edit Product Title ABC**



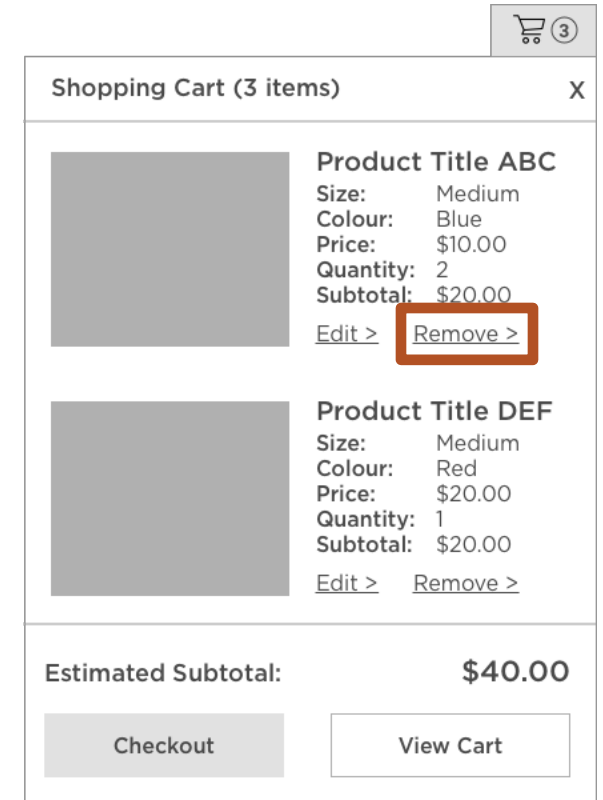
A Linear Mini Cart Experience

- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- (TAB)
- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- [Button] Edit Product Title ABC
- **(TAB)**



A Linear Mini Cart Experience

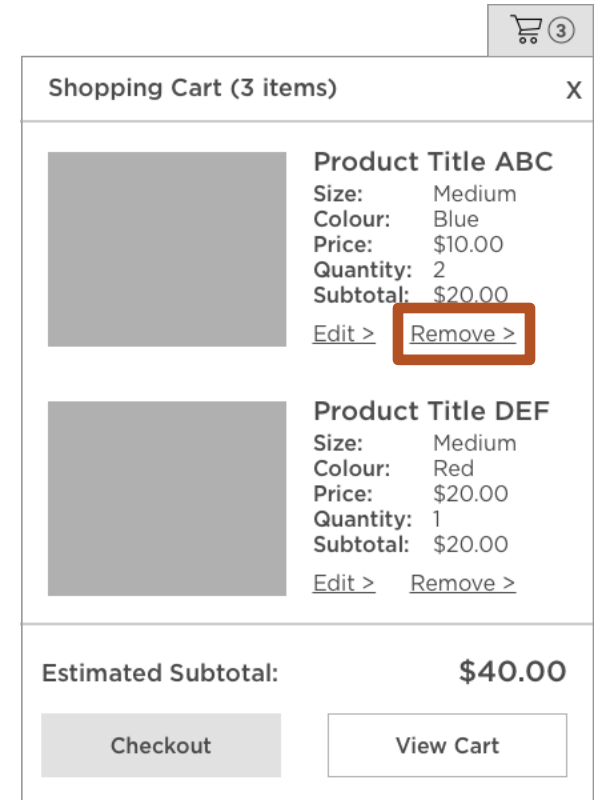
- Shopping Cart, 3 items, [collapsed, pop up button]
- (ENTER)
- Shopping Cart, 3 items, estimated subtotal forty dollars, [expanded, pop up button]
- (TAB)
- [Button] Close Shopping Cart
- (TAB)
- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- [Button] Edit Product Title ABC
- (TAB)
- **[Button] Remove Product Title ABC from shopping cart**



MINI CARTS

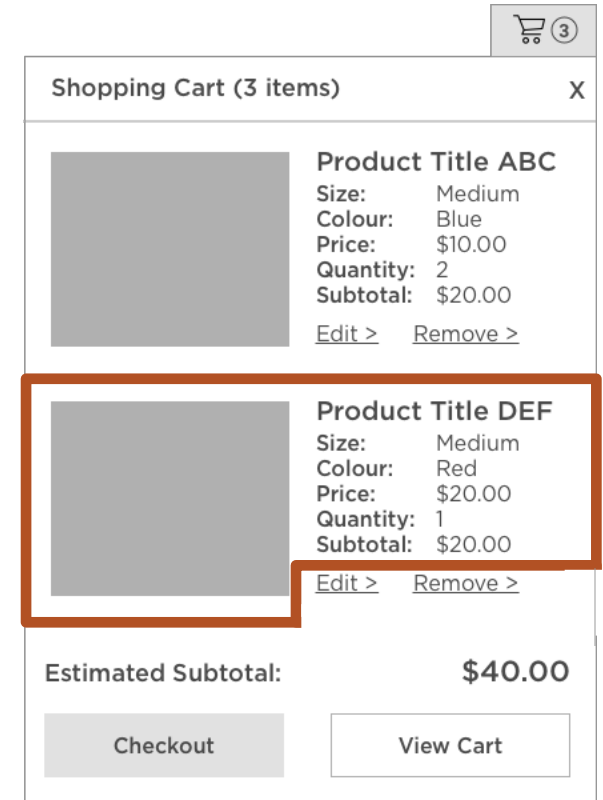
A Linear Mini Cart Experience

- (TAB)



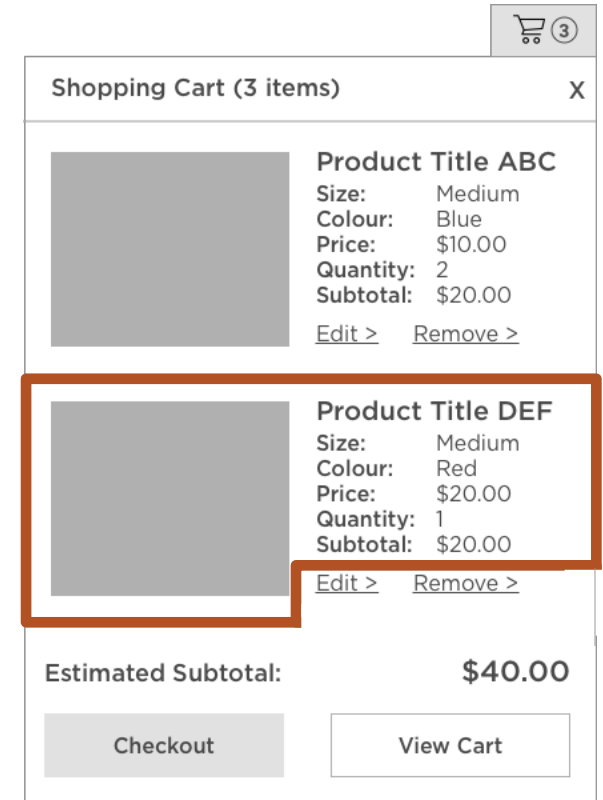
A Linear Mini Cart Experience

- (TAB)
- **[Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars**



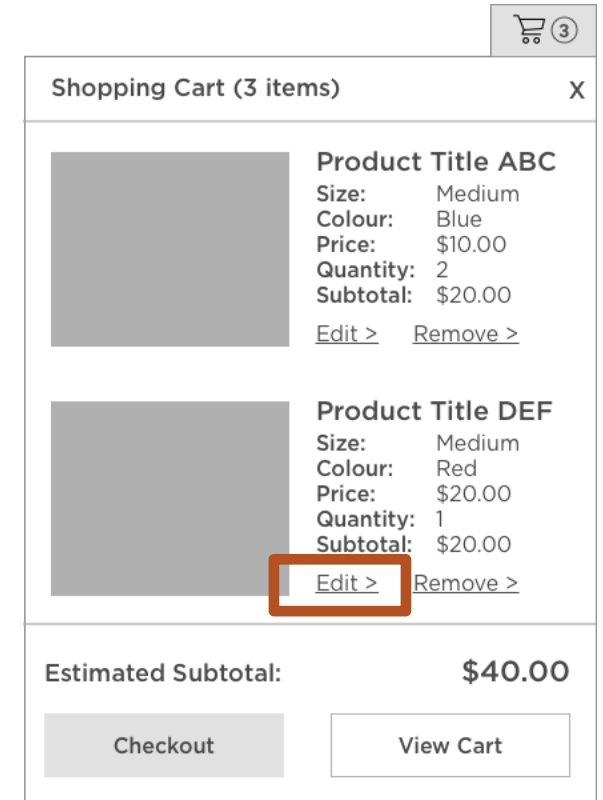
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- **(TAB)**



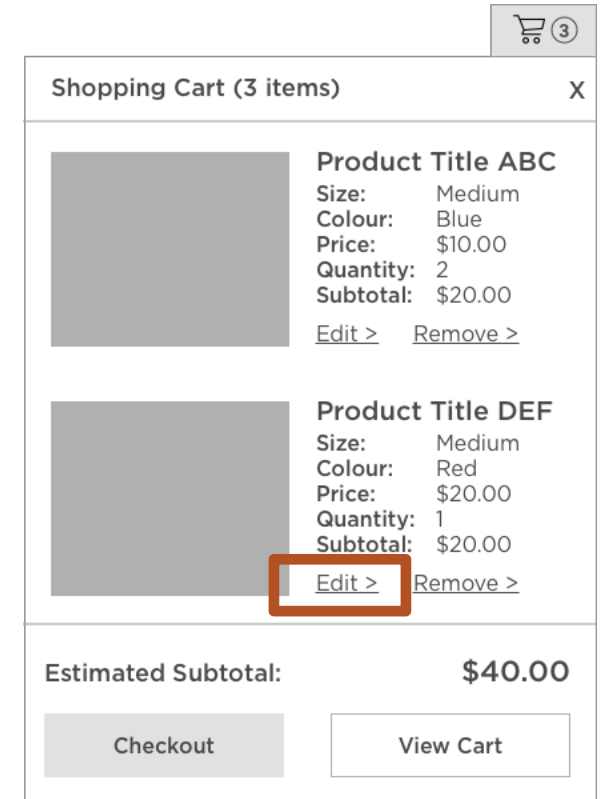
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- **[Button] Edit Product Title DEF**



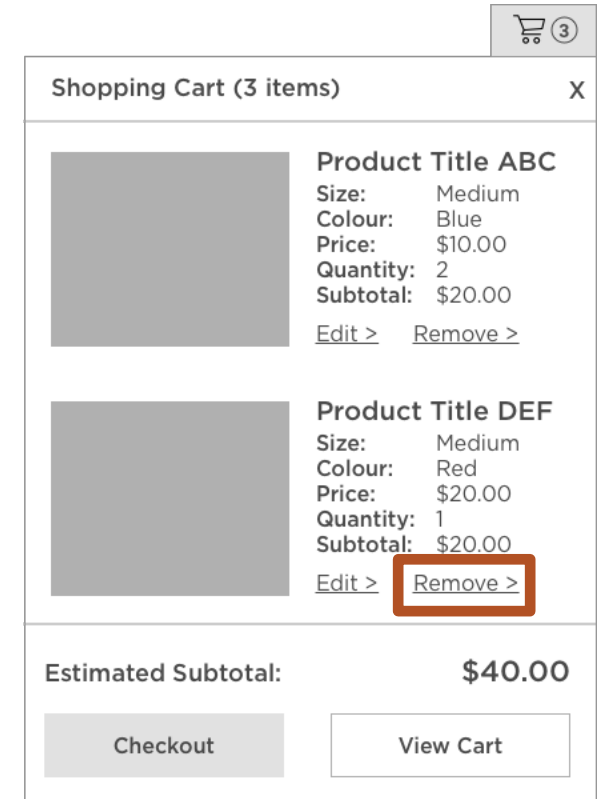
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- **(TAB)**



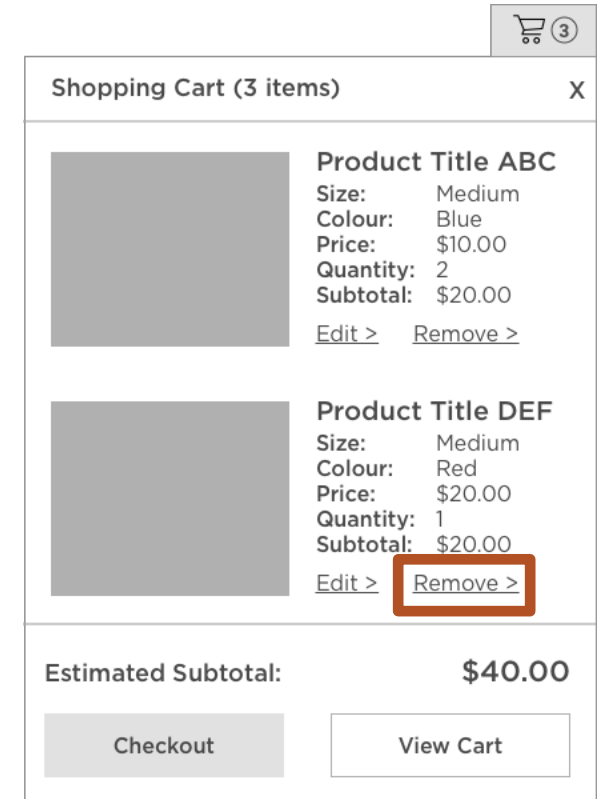
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- (TAB)
- **[Button] Remove Product Title DEF from shopping cart**



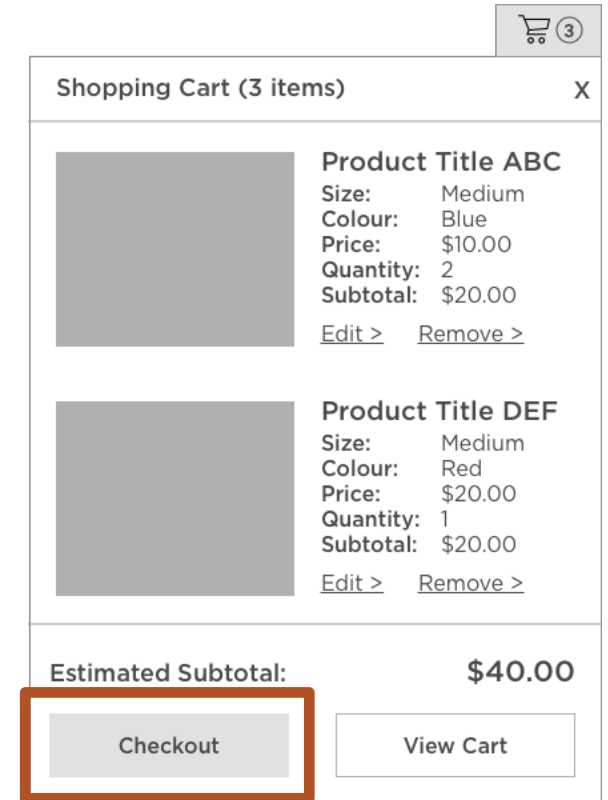
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- (TAB)
- [Button] Remove Product Title DEF from shopping cart
- **(TAB)**



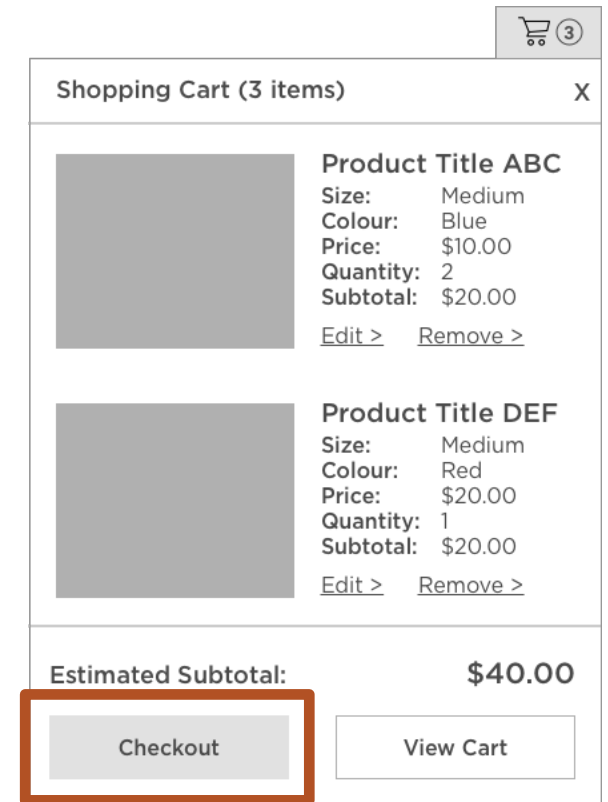
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- (TAB)
- [Button] Remove Product Title DEF from shopping cart
- (TAB)
- **[Link] Checkout, 3 items, estimated subtotal forty dollars**



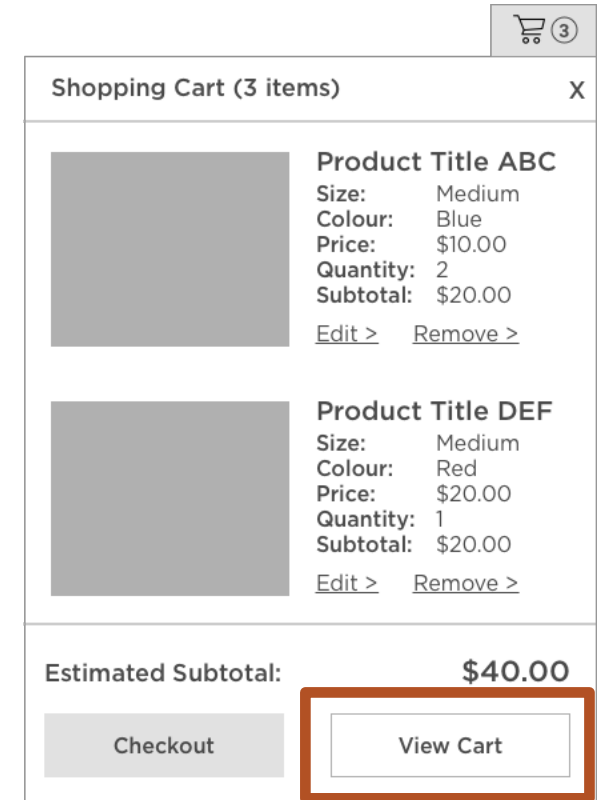
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- (TAB)
- [Button] Remove Product Title DEF from shopping cart
- (TAB)
- [Link] Checkout, 3 items, estimated subtotal forty dollars
- **(TAB)**



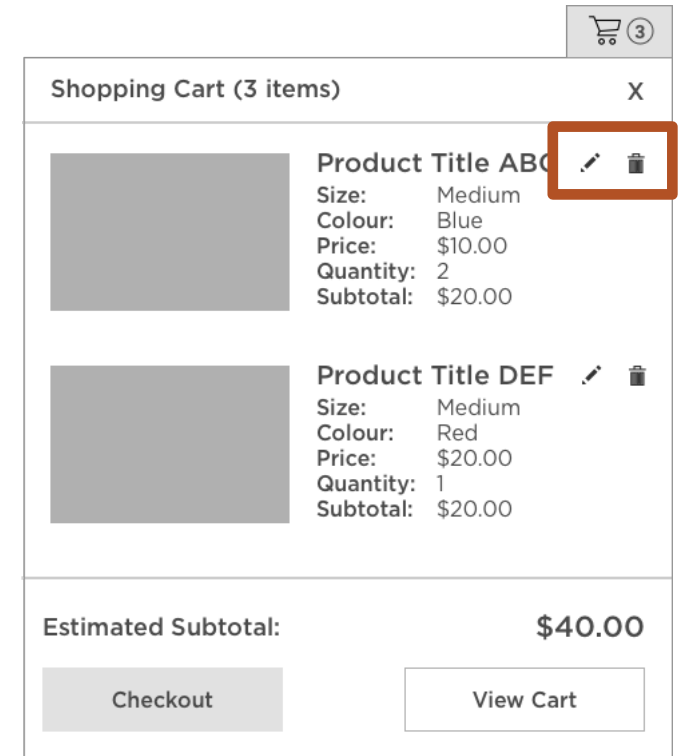
A Linear Mini Cart Experience

- (TAB)
- [Link] Product Title DEF, size medium, colour red, unit price twenty dollars, quantity 1, subtotal Product Title DEF twenty dollars
- (TAB)
- [Button] Edit Product Title DEF
- (TAB)
- [Button] Remove Product Title DEF from shopping cart
- (TAB)
- [Link] Checkout, 3 items, estimated subtotal forty dollars
- (TAB)
- **[Link] View cart**



A Linear Mini Cart Experience

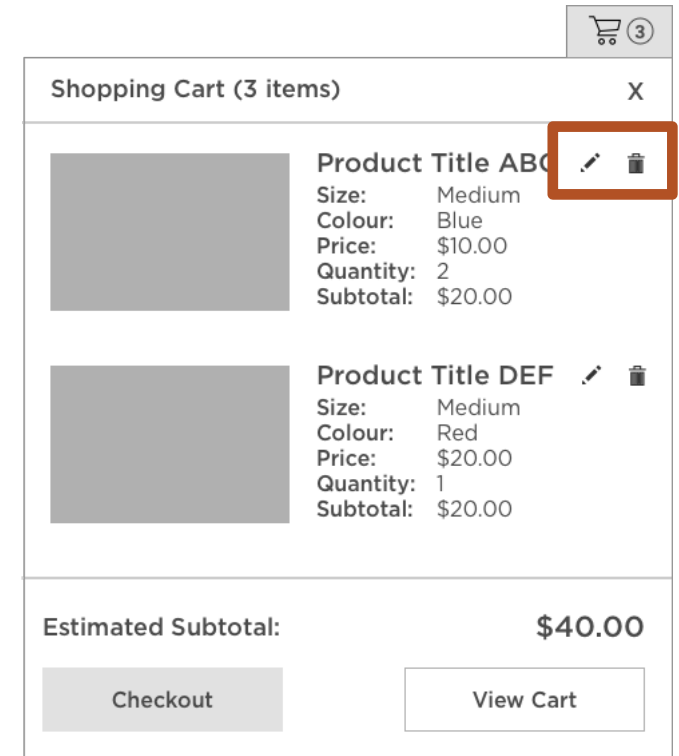
Question: Would the experience be any different if we used icons instead of visually apparent links?



A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.



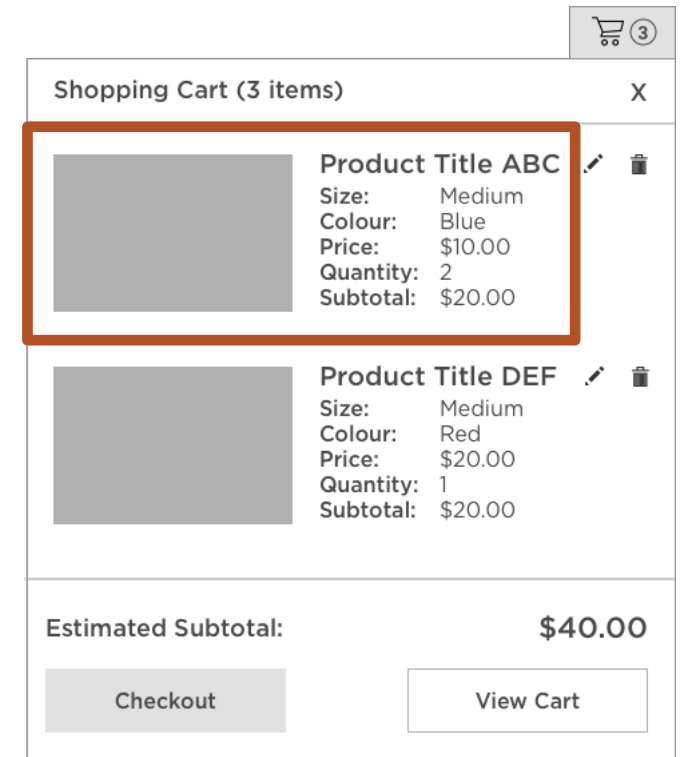
A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.

New Linear Tab Order:

- **[Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars**



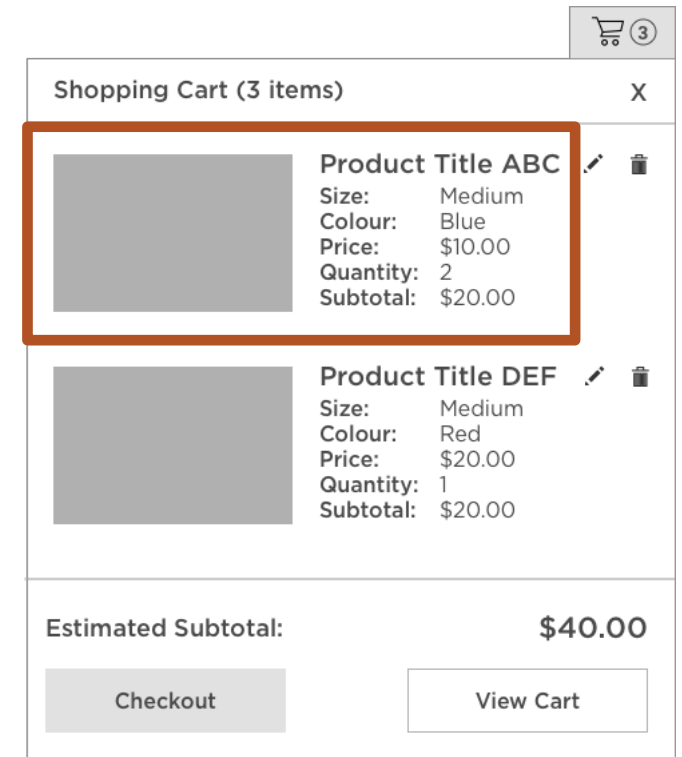
A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.

New Linear Tab Order:

- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- **(TAB)**



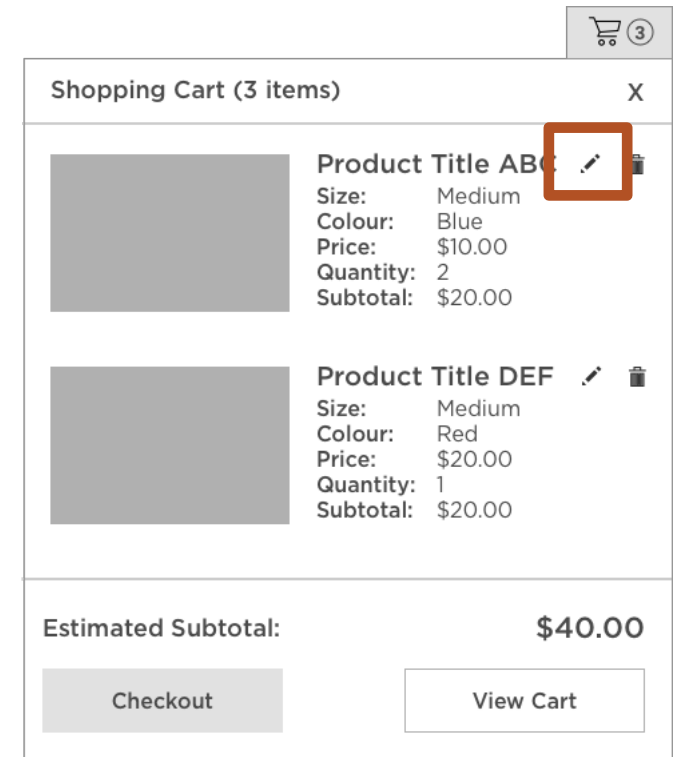
A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.

New Linear Tab Order:

- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- **[Button] Edit Product Title ABC**



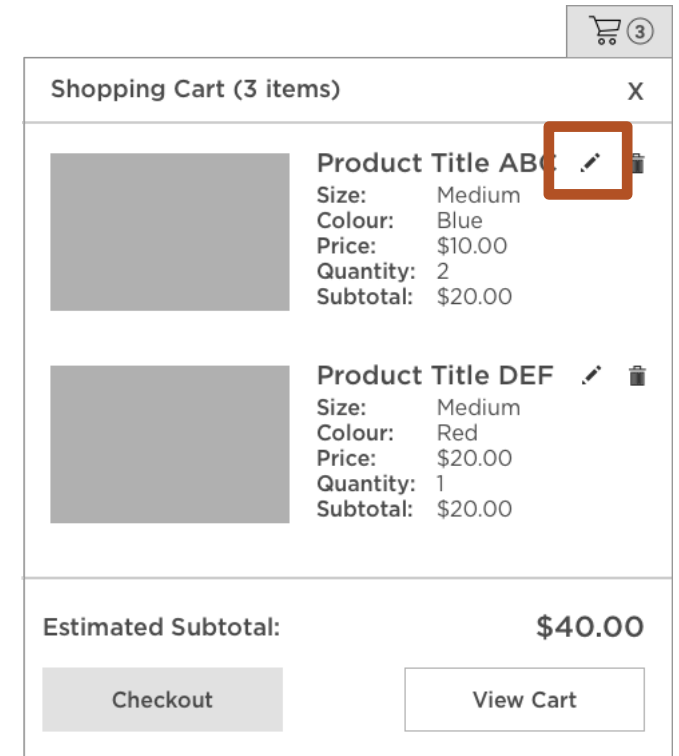
A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.

New Linear Tab Order:

- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- [Button] Edit Product Title ABC
- **(TAB)**



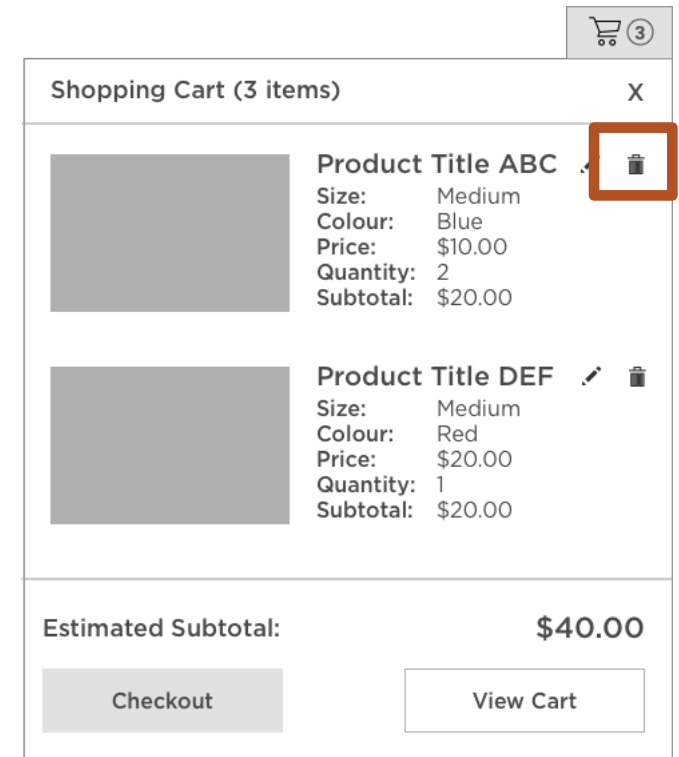
A Linear Mini Cart Experience

Question: Would the experience be any different if we used icons instead of visually apparent links?

Answer: The layout would likely be different, so the linear order might be different. But the experience of each icon should be the same as its respective link representation.

New Linear Tab Order:

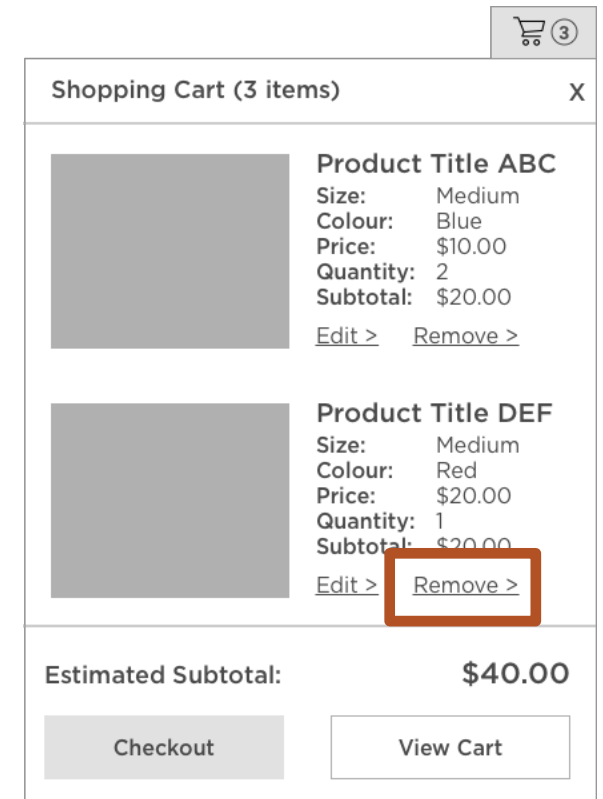
- [Link] Product Title ABC, size medium, colour blue, unit price ten dollars, quantity 2, subtotal Product Title ABC twenty dollars
- (TAB)
- [Button] Edit Product Title ABC
- (TAB)
- **[Button] Remove Product Title ABC from shopping cart**



A Linear Mini Cart Experience

Back to the "remove" button for a moment.

Question: What would happen if you hit "enter"?

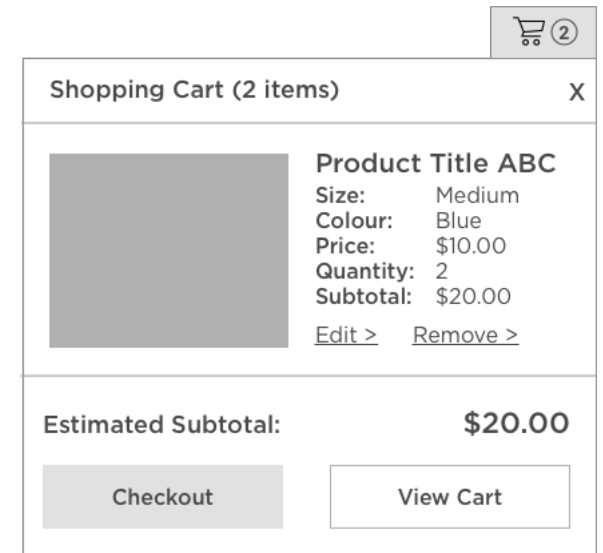


A Linear Mini Cart Experience

Back to the “remove” button for a moment.

Question: What would happen if you hit “enter”?

Answer: The product would be removed from your cart.



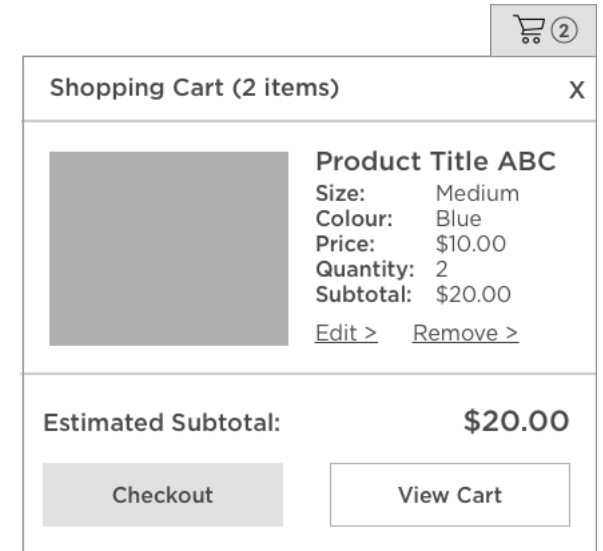
A Linear Mini Cart Experience

Back to the “remove” button for a moment.

Question: What would happen if you hit “enter”?

Answer: The product would be removed from your cart.

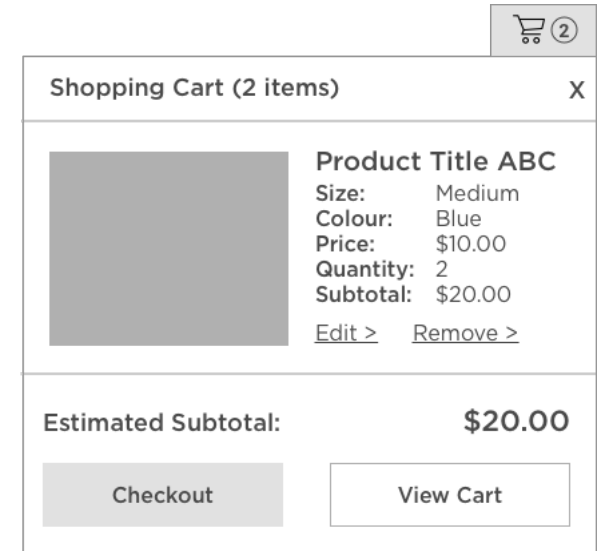
Experience: Product Title DEF removed from shopping cart. Updated shopping cart, 2 items, estimated subtotal twenty dollars



MINI CARTS

A Linear Mini Cart Experience

Question: Where should the focus be?

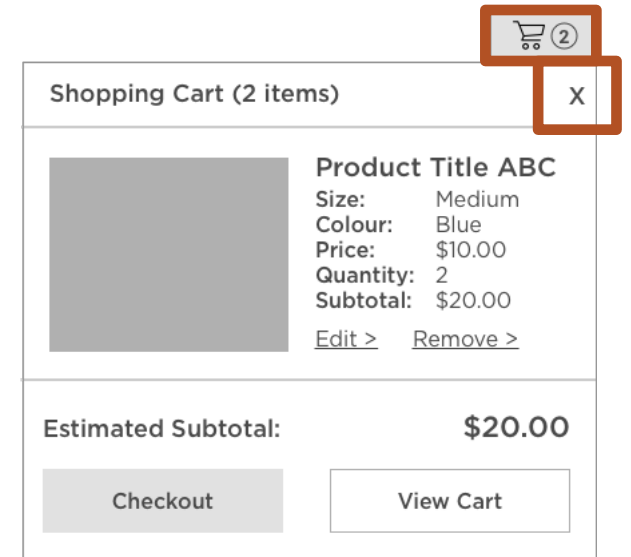


A Linear Mini Cart Experience

Question: Where should the focus be?

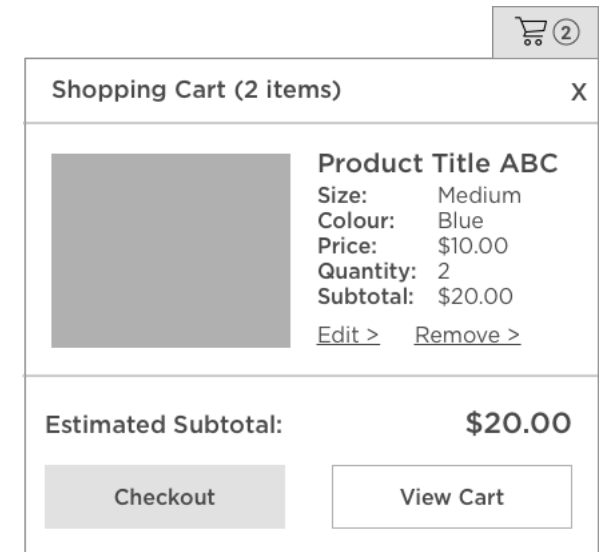
Answer:

- Mini Cart Icon?
- Close Button?
- Other?



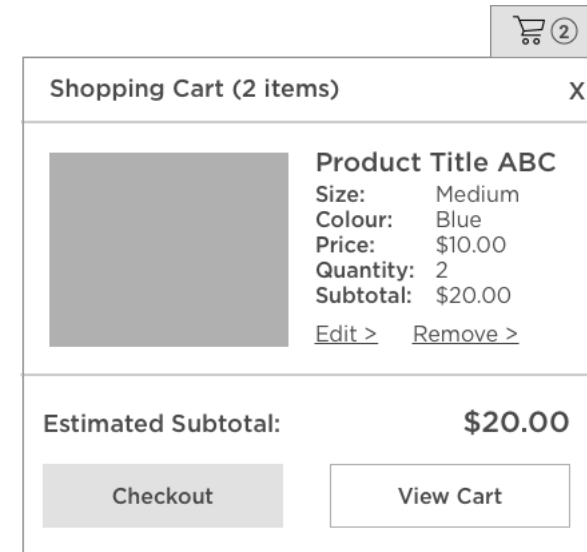
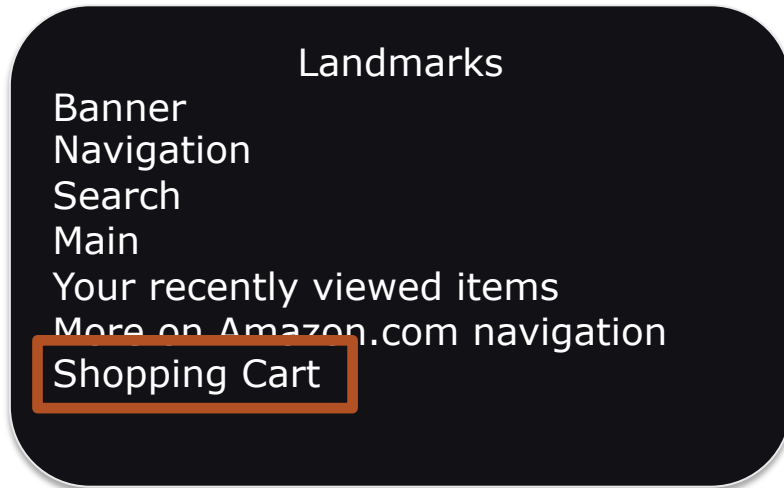
Designing Linear Mini Carts Summary

- [Button] Close shopping cart
- Shopping cart, x items
- [Link] Product Title (including important features)
- [Button] Edit Product Title
- [Button] Remove Product Title from shopping cart
- Estimated subtotal
- [Link] Checkout, x items, estimated subtotal
- [Link] View cart



One more thing...

Make The Mini Cart A Landmark



WCAG 2.0 Guidelines That Apply To Mini Carts

PERCEIVABLE

- 1.1.1 (A) Non-Text Content
- 1.3.1 (A) Information and Relationships
- 1.3.2 (A) Meaningful Sequence
- 1.4.1 (A) Use of Colour
- 1.4.3 (AA) Contrast Minimum
- 1.4.4 (AA) Resize Text

OPERABLE

- 2.4.3 (A) Focus Order
- 2.4.4 (A) Link Purpose In Context
- 2.4.6 (AA) Headings and Labels

UNDERSTANDABLE

- 3.2.4 (A) Consistent Identification

ROBUST

- 4.1.1 (A) Parsing
- 4.1.2 (A) Name, Role and Value

Filters

FILTERS

Filter Examples

Distance [?]
City of Toronto
[\[Change\]](#)

1km Drag Me 190km

Offer Type:

All Types

Offering (1,289)
Wanted (64)


Featured Ads:

All Ads

Urgent Ads

Price

from - to Update



FILTERS

BEST FOR -

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS -

- Nike Air
- Nike Free
- Nike Flyknit
- + More

CUSTOMISE -

- Customise with NIKEiD

COLOUR -

SIZE -

5	5.5	6	6.5	7
7.5	8	8.5	9	9.5
10	10.5	11	11.5	12
12.5	13	13.5	14	14.5
15	15.5			

Advanced search

Clear facets

Date

All 2012 2013 2014
 2015 2016 2017 2018

Geography

- All
- Aland Islands
- Albania
- Andorra
- Antarctica

More

Insights

- All
- Audit ▼
- Customer Revenue Growth ▼
- Data and Analytics ▼
- Enterprise ▼

More

Stops

- nonstop C\$ 1055
- 1 stop C\$ 567
- 2+ stops C\$ 567

Times ▼

Durations ^

Layover

0h 33m 21h 48m

Flight Leg

1h 55m 26h 03m

Airlines ^

- Air Canada C\$ 2260
- American Airlines C\$ 567
- Delta C\$ 567
- United C\$ 780
- WestJet C\$ 1049
- Multiple airlines

Alliance

- oneworld C\$ 567
- SkyTeam C\$ 567
- Star Alliance C\$ 645

FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

FILTERS

BEST FOR

—

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

—

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD
-

COLOUR

—



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- **Filters**

FILTERS

BEST FOR —

- Studio Classes
- Gym Workouts
- High Intensity Training











INNOVATIONS —

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE —

- Customise with NIKEiD

COLOUR —

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Filters
- **Best for**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Filters
- Best for
-

FILTERS

BEST FOR



- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS



- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE



- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Filters
- Best for
-
- **[Link] Studio Classes**

FILTERS

BEST FOR

- Studio Classes
- Gym workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Filters
- Best for
-
- [Link] Studio Classes
- **[Link] Gym Workouts**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Filters
- Best for
-
- [Link] Studio Classes
- [Link] Gym Workouts
-

FILTERS

BEST FOR

Studio Classes

Gym Workouts

High Intensity Training

INNOVATIONS

Air Max

Nike Air

Nike Free

+ More

CUSTOMISE

Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- **Innovations**

FILTERS

BEST FOR

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

- Customise with NIKEiD
-

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Innovations
-

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Innovations
-
- **[Link] Air Max**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Innovations
-
- [Link] Air Max
- **[Link] Nike Air**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Innovations
-
- [\[Link\] Air Max](#)
- [\[Link\] Nike Air](#)
- **[\[Link\] Nike Free](#)**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
 - Nike Air
 - Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Innovations
-
- [Link] Air Max
- [Link] Nike Air
- [Link] Nike Free
- **[Link] More**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free

+ More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- **Customise**

FILTERS

BEST FOR

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

- Customise with NIKEiD
-

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise



FILTERS

BEST FOR

—

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

—

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD
-

COLOUR

—



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- **[Link] Customise with NikeiD**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- [Link] Customise with NikeiD
- **Colour**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- [Link] Customise with NikeiD
- Colour
-

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- [Link] Customise with NikeiD
- Colour
-
- [Link] 7ptZ81hZ8yzZoi3

FILTERS

BEST FOR

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

- Customise with NIKEiD
-

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- [\[Link\] Customise with NikeiD](#)
- Colour
-
- [\[Link\] 7ptZ81hZ8yzZoi3](#)
- [\[Link\] 7ptZahpZ8yzZoi3](#)

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Current State Experience Example

Let's walk through a fairly simple filter experience that isn't accessible.

- Customise
-
- [\[Link\] Customise with NikeiD](#)
- Colour
-
- [\[Link\] 7ptZ81hZ8yzZoi3](#)
- [\[Link\] 7ptZahpZ8yzZoi3](#)
- **[\[Link\] 7ptZ9i1Z8yzZoi3](#)**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR

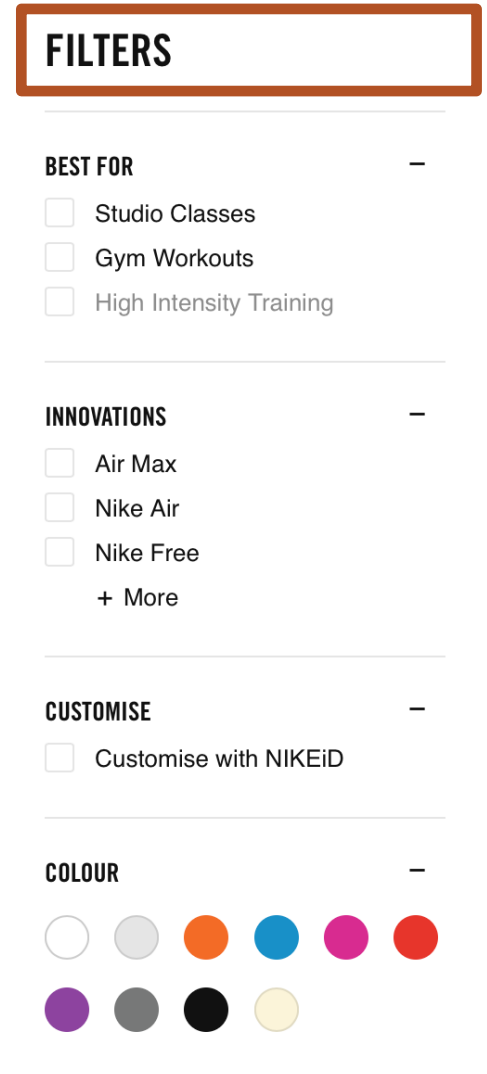


Like, OMG!

Let's improve the
experience, shall we?

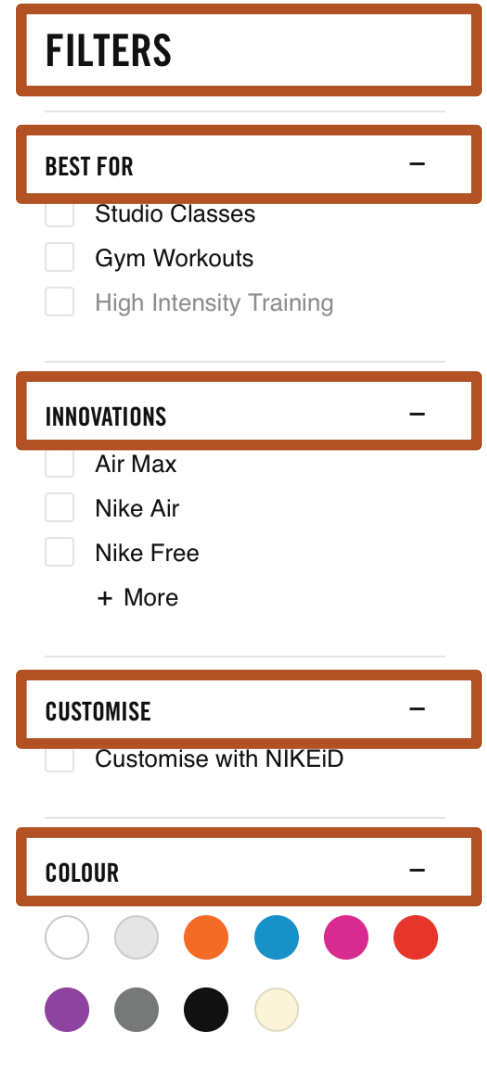
Making Accessible Filters

1. The set of filters should have a heading, whether it's hidden or not.



Making Accessible Filters

1. The set of filters should have a heading, whether it's hidden or not.
2. Each category should be a heading, whether it's an accordion or not.



Making Accessible Filters

1. The set of filters should have a heading, whether it's hidden or not.
2. Each category should be a heading, whether it's an accordion or not.

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Best For
- 3: Innovations
- 3: Customise
- 3: Colour

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

1. The set of filters should have a heading, whether it's hidden or not.
2. Each category should be a heading, whether it's an accordion or not.

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Best For
- 3: Innovations
- 3: Customise
- 3: Colour

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

3. Think critically about filter headings. Ideally, they would indicate the category's true function.

FILTERS

BEST FOR

—

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

—

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD
-

COLOUR

—



Making Accessible Filters

- 3. Think critically about filter headings. Ideally, they would indicate the category's true function.

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Best For
- 3: Innovations
- 3: Customise
- 3: Colour

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

- 3. Think critically about filter headings. Ideally, they would indicate the category's true function.

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Filter category Best For
- 3: Filter category Innovations
- 3: Filter category Customise
- 3: Filter category Colour

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

- 3. Think critically about filter headings. Ideally, they would indicate the category's true function.

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Best For options
- 3: Innovations options
- 3: Customise options
- 3: Colour options

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

4. Think critically about filter names. Ideally, they are distinct and descriptive.

FILTERS

BEST FOR

—

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

—

- Air Max
 - Nike Air
 - Nike Free
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD
-

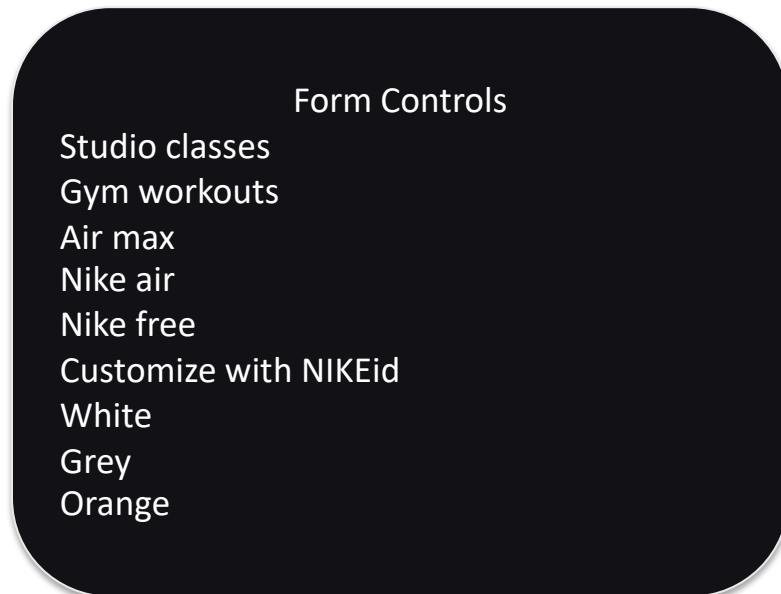
COLOUR

—



Making Accessible Filters

- 4. Think critically about filter names. Ideally, they are distinct and descriptive.



FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

- 4. Think critically about filter names. Ideally, they are distinct and descriptive.

Form Controls

- Best for, studio classes
- Best for, gym workouts
- Innovations, air max
- Innovations, Nike air
- Innovations, Nike free
- Customise, customize with NIKEid
- Colour, white
- Colour, grey
- Colour, orange

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEid

COLOUR



FILTERS

Making Accessible Filters

4. Think critically about filter names. Ideally, they are distinct and descriptive.

Form Controls

- Filter on best for, studio classes
- Filter on best for, gym workouts
- Filter on innovations, air max
- Filter on innovations, Nike air
- Filter on innovations, Nike free
- Filter on customise, customize with NIKEid
- Filter on colour, white
- Filter on colour, grey
- Filter on colour, orange

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEid

COLOUR



FILTERS

Making Accessible Filters

4. Think critically about filter names. Ideally, they are distinct and descriptive.

Form Controls

Filter on best for, studio classes, checkbox unchecked

Filter on best for, gym workouts, checkbox unchecked

Filter on innovations, air max, checkbox unchecked

Filter on innovations, Nike air, checkbox unchecked

Filter on innovations, Nike free, checkbox unchecked

Filter on customise, customize with NIKEiD, checkbox unchecked

Filter on colour, white, checkbox unchecked

Filter on colour, grey, checkbox unchecked

Filter on colour, orange, checkbox unchecked

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.

FILTERS

BEST FOR –

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS –

- Air Max
- Nike Air
- Nike Free

+ More

CUSTOMISE –

- Customise with NIKEiD
-

COLOUR –



FILTERS

Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.
- **Filter on Innovations, Air Max [checkbox, unchecked]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.
- Filter on Innovations, Air Max [checkbox, unchecked]
 - **(Tab)**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.
- Filter on Innovations, Air Max [checkbox, unchecked]
 - (Tab)
 - **Filter on Innovations, Nike Air [checkbox, unchecked]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.
 - Filter on Innovations, Air Max [checkbox, unchecked]
 - (Tab)
 - Filter on Innovations, Nike Air [checkbox, unchecked]
 - **(Tab)**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

5. If using checkboxes, mark them up properly so that the user knows each checkbox's state: whether the checkbox is checked or unchecked.
 - Filter on Innovations, Air Max [checkbox, unchecked]
 - (Tab)
 - Filter on Innovations, Nike Air [checkbox, unchecked]
 - (Tab)
 - **Filter on Innovations, Nike Free [checkbox, unchecked]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free

+ More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

6. If using accordions, mark them up properly so that the user knows each accordion's state: whether the accordion is open or closed.

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

6. If using accordions, mark them up properly so that the user knows each accordion's state: whether the accordion is open or closed.
- **Best For [dimmed expanded, button]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

6. If using accordions, mark them up properly so that the user knows each accordion's state: whether the accordion is open or closed.
- Best For [dimmed expanded, button]
 - **Innovations [dimmed expanded, button]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



Making Accessible Filters

6. If using accordions, mark them up properly so that the user knows each accordion's state: whether the accordion is open or closed.
 - Best For [dimmed expanded, button]
 - Innovations [dimmed expanded, button]
 - **Customise [dimmed expanded, button]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

6. If using accordions, mark them up properly so that the user knows each accordion's state: whether the accordion is open or closed.
 - Best For [dimmed expanded, button]
 - Innovations [dimmed expanded, button]
 - Customise [dimmed expanded, button]
 - **Colour [dimmed expanded, button]**

FILTERS

BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

INNOVATIONS

- Air Max
- Nike Air
- Nike Free
- + More

CUSTOMISE

- Customise with NIKEiD

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
8. Include the number of items to which the filter applies.

FILTERS

BEST FOR

—

- Studio Classes
 - Gym Workouts
 - High Intensity Training
-

INNOVATIONS

—

- Air Max
- Nike Air
- Nike Free

+ More

CUSTOMISE

—

- Customise with NIKEiD
-

COLOUR

—



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- **Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]
 - **(Tab)**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]
 - (Tab)
 - **Filter on Innovations, Nike Air [checkbox, unchecked, ten products]**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]
 - (Tab)
 - Filter on Innovations, Nike Air [checkbox, unchecked, ten products]
 - **(Tab)**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]
 - (Tab)
 - Filter on Innovations, Nike Air [checkbox, unchecked, ten products]
 - (Tab)
 - **Filter on Innovations, Nike Free [checkbox, unchecked, sixteen products]**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

7. Inform the user how many filters are in each list.
 8. Include the number of items to which the filter applies.
- Filter on Innovations, Air Max [checkbox, unchecked, thirty six products], [list 8 items]
 - (Tab)
 - Filter on Innovations, Nike Air [checkbox, unchecked, ten products]
 - (Tab)
 - Filter on Innovations, Nike Free [checkbox, unchecked, sixteen products]
 - **More [collapsed, button]**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

Sidebar: More what?

FILTERS

BEST FOR

—

- Studio Classes (12)
 - Gym Workouts (47)
 - High Intensity Training (0)
-

INNOVATIONS

—

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

—

- Customise with NIKEiD (11)
-

COLOUR

—



FILTERS

Making Accessible Filters

Sidebar: More what?

- More innovation options?
- More innovation filters?
- More filters in category innovations?
- Other?

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

Sidebar: Mark it up properly as an accordion.

FILTERS

BEST FOR

—

- Studio Classes (12)
 - Gym Workouts (47)
 - High Intensity Training (0)
-

INNOVATIONS

—

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

—

- Customise with NIKEiD (11)
-

COLOUR

—



FILTERS

Making Accessible Filters

Sidebar: Mark it up properly as an accordion.

- More innovation options [collapsed, button]?
- More innovation filters [collapsed, button]?
- More filters in category innovations [collapsed, button]?
- Other?

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)

+ More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

9. Provide a Bypass Block to the set of filters.

FILTERS

BEST FOR

—

- Studio Classes (12)
 - Gym Workouts (47)
 - High Intensity Training (0)
-

INNOVATIONS

—

- Air Max (36)
 - Nike Air (10)
 - Nike Free (16)
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD (11)
-

COLOUR

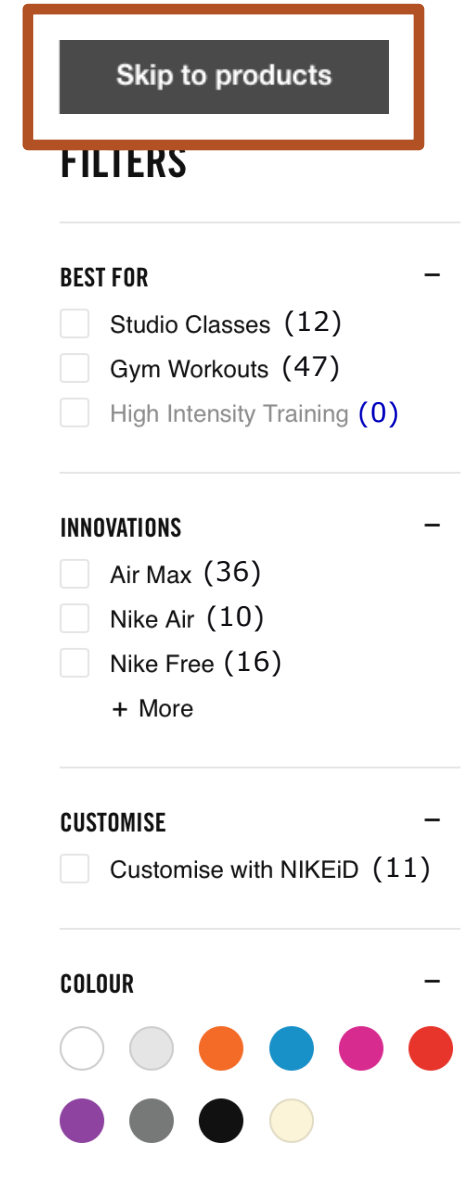
—



FILTERS

Making Accessible Filters

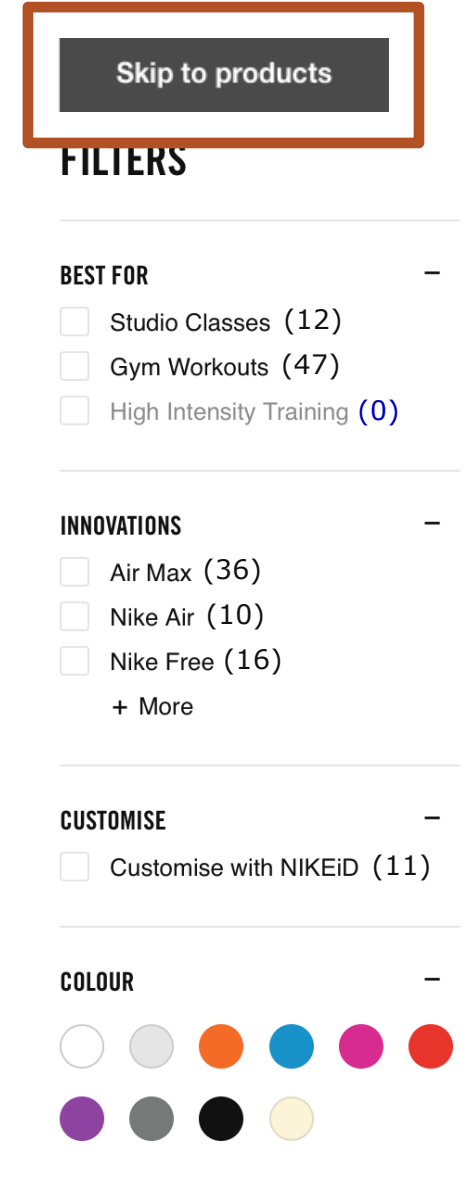
9. Provide a Bypass Block to the set of filters.
- **Websites need a mechanism for keyboard users to bypass blocks of content, like filters.**



FILTERS

Making Accessible Filters

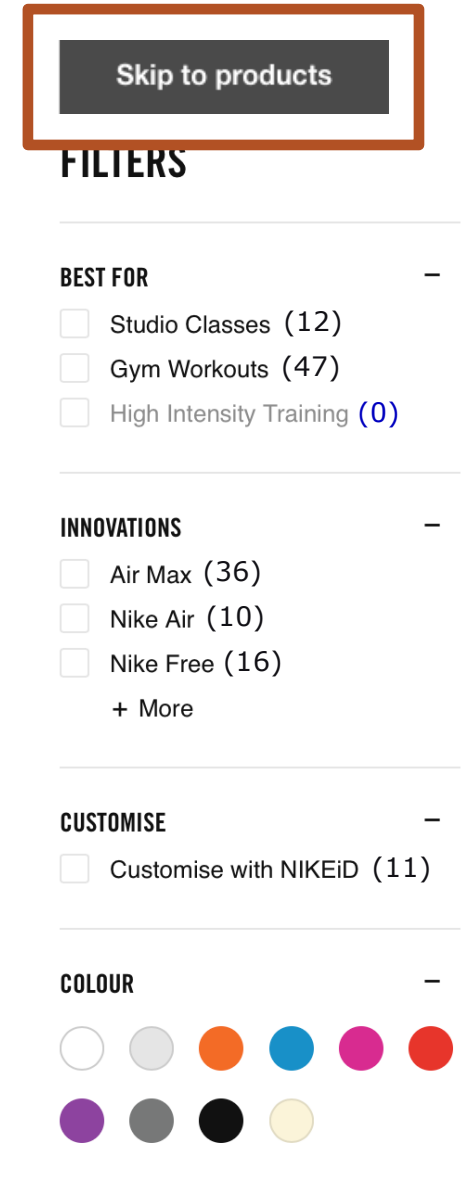
9. Provide a Bypass Block to the set of filters.
 - Websites need a mechanism for keyboard users to bypass blocks of content, like filters.
 - **Bypass blocks are typically hidden by default and appear visible when in their focused state.**



FILTERS

Making Accessible Filters

9. Provide a Bypass Block to the set of filters.
 - Websites need a mechanism for keyboard users to bypass blocks of content, like filters.
 - Bypass blocks are typically hidden by default and appear visible when in their focused state.
 - **They should be purposefully designed, with their look and feel displayed in the style guide.**



Making Accessible Filters

10. Provide Bypass Blocks within each filter category.

FILTERS

BEST FOR —

- Studio Classes (12)
 - Gym Workouts (47)
 - High Intensity Training (0)
-

INNOVATIONS —

- Air Max (36)
 - Nike Air (10)
 - Nike Free (16)
 - + More
-

CUSTOMISE —

- Customise with NIKEiD (11)
-

COLOUR —



FILTERS

Making Accessible Filters

10. Provide Bypass Blocks within each filter category.

- **After the last filter in a category, you should include a bypass link to the product grid.**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

[Skip to products](#)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



Making Accessible Filters

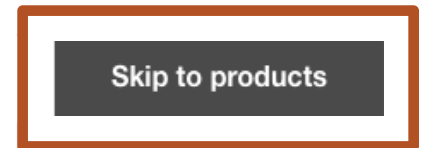
10. Provide Bypass Blocks within each filter category.

- After the last filter in a category, you should include a bypass link to the product grid.
- **It should be situated between the last facet in the current category and the heading of the next category.**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)



INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



Why would I do that?

How is this going to help a user?

Filter Results

[Clear All](#)

Category

Select a Different Category

< Electronics

< Musical Instruments

Pianos & Keyboards

Price

\$50 - \$100 (1)

\$100 - \$200 (1)

\$200 - \$500 (2)

\$500 - \$1,000 (4)

\$1,000 - \$2,000 (2)

[Show more options](#)

Brand

Color

Pianos & Keyboards

Sort by: Price (High to Low)

Showing 1-11 of 11



\$2,399.99
Artesia AG-50 Digital Grand Piano Bundle
★★★★★ (8)

Compare Product

\$1,499.99
Roland RP-500 Digital Piano Bundle
★★★★★ (15)

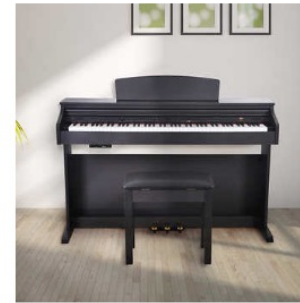
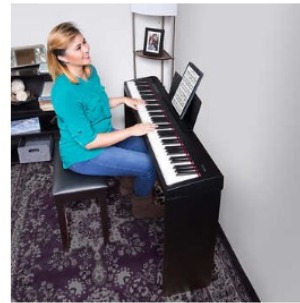
Compare Product

\$1,299.99
Roland CPF-140 Super Natural Digital Piano Bundle
★★★★★ (12)

Compare Product

\$999.99
Artesia DP-150e Plus Digital Upright Piano Bundle
★★★★★ (37)

Compare Product



\$849.99
Casio AP260 Celviano 88-key Digital Piano Bundle
★★★★★ (8)

Compare Product

\$799.99
Roland FP-25 Digital Piano Bundle
★★★★★ (8)

Compare Product

\$699.99
Artesia DP-3 Plus 88-Key Digital Piano Bundle
★★★★★ (13)

Compare Product

\$499.99
Yamaha YPG535 88-Key Keyboard Bundle
★★★★★ (40)

Compare Product

Making Accessible Filters

11. Provide context to the user on each filter selection.

FILTERS

BEST FOR

—

- Studio Classes (12)
 - Gym Workouts (47)
 - High Intensity Training (0)
-

INNOVATIONS

—

- Air Max (36)
 - Nike Air (10)
 - Nike Free (16)
 - + More
-

CUSTOMISE

—

- Customise with NIKEiD (11)
-

COLOUR

—



FILTERS

Making Accessible Filters

11. Provide context to the user on each filter selection.

- **Filter on Best For, Gym Workouts [checkbox, unchecked, forty-seven products]**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



FILTERS

Making Accessible Filters

11. Provide context to the user on each filter selection.

- Filter on Best For, Gym Workouts [checkbox, unchecked, forty-seven products]
- **(Enter)**

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



Making Accessible Filters

11. Provide context to the user on each filter selection.

- Filter on Best For, Gym Workouts [checkbox, unchecked, forty-seven products]
- (Enter)
- Filter on Best For, Gym Workouts [checkbox, checked, forty-seven products]**

FILTERS

BEST FOR

- Studio Classes (3)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (18)
- Nike Air (7)
- Nike Free (2)
- + More

CUSTOMISE

- Customise with NIKEiD (9)

COLOUR



FILTERS

Making Accessible Filters

11. Provide context to the user on each filter selection.

- Filter on Best For, Gym Workouts [checkbox, unchecked, forty-seven products]
- (Enter)
- Filter on Best For, Gym Workouts [checkbox, checked, forty-seven products]
- **Now displaying 53 products**

FILTERS

BEST FOR

- Studio Classes (3)
- Gym Workouts (47)
- High Intensity Training (0)

INNOVATIONS

- Air Max (18)
- Nike Air (7)
- Nike Free (2)
- + More

CUSTOMISE

- Customise with NIKEiD (9)

COLOUR



Filter Results

Clear All

Category

Select a Different Category

< Electronics

< Musical Instruments

Pianos & Keyboards

Price

\$50 - \$100 (1)

\$100 - \$200 (1)

\$200 - \$500 (2)

\$500 - \$1,000 (4)

\$1,000 - \$2,000 (2)

Show more options

Brand

Color

Pianos & Keyboards

Sort by: Price (High to Low)



Showing 1-11 of 11



\$2,399.99

Artesia AG-50 Digital Grand Piano Bundle

★★★★★ (8)

Compare Product



\$1,499.99

Roland RP-500 Digital Piano Bundle

★★★★★ (15)

Compare Product



\$1,299.99

Roland CPF-140 Super Natural Digital Piano Bundle

★★★★★ (12)

Compare Product



\$999.99

Artesia DP-150e Plus Digital Upright Piano Bundle

★★★★★ (37)

Compare Product

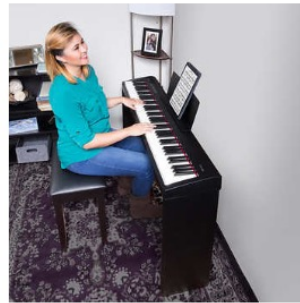


\$849.99

Casio AP260 Celviano 88-key Digital Piano Bundle

★★★★★ (8)

Compare Product



\$799.99

Roland FP-25 Digital Piano Bundle

★★★★★ (8)

Compare Product



\$699.99

Artesia DP-3 Plus 88-Key Digital Piano Bundle

★★★★★ (13)

Compare Product



\$499.99

Yamaha YPG535 88-Key Keyboard Bundle

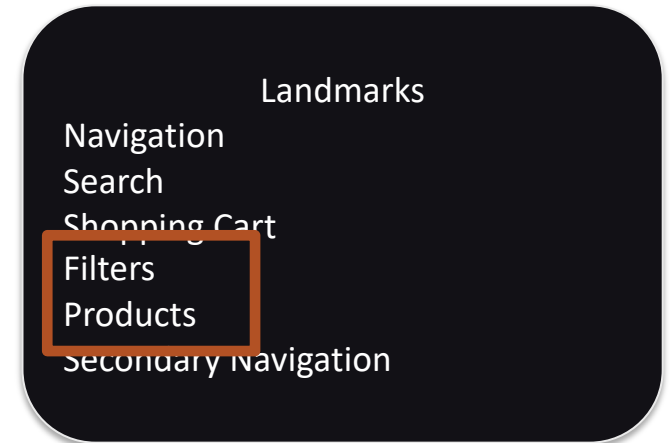
★★★★★ (40)

Compare Product

How else can I help the user
get back and forth easily?

Making Accessible Filters

- 13. Make the filter a landmark.
- 14. Make the product grid a landmark.



Making Accessible Filters Summary

Form Controls

- Filter on best for, studio classes, checkbox unchecked, 12 products
- Filter on best for, gym workouts, checkbox unchecked, 47 products
- Filter on innovations, air max, checkbox unchecked, 36 products
- Filter on innovations, Nike air, checkbox unchecked, 10 products
- Filter on innovations, Nike free, checkbox unchecked, 16 products
- Filter on customise, customize with NIKEid, checkbox unchecked, 11 products
- Filter on colour, white, checkbox unchecked
- Filter on colour, grey, checkbox unchecked
- Filter on colour, orange, checkbox unchecked

Headings

- 1: Women's Gym and Training Shoes
- 2: Filters
- 3: Filter category Best For
- 3: Filter category Innovations
- 3: Filter category Customise
- 3: Filter category Colour

Landmarks

- Navigation
- Search
- Shopping Bag
- Filters
- Products
- Secondary Navigation

Skip to products

FILTERS

BEST FOR

- Studio Classes (12)
- Gym Workouts (47)
- High Intensity Training (0)

Skip to products

INNOVATIONS

- Air Max (36)
- Nike Air (10)
- Nike Free (16)
- + More

CUSTOMISE

- Customise with NIKEiD (11)

COLOUR



WCAG 2.0 Guidelines That Apply To Filters

PERCEIVABLE

- 1.1.1 (A) Non-Text Content
- 1.3.1 (A) Information and Relationships
- 1.3.2 (A) Meaningful Sequence
- 1.4.1 (A) Use of Colour
- 1.4.3 (AA) Contrast Minimum
- 1.4.4 (AA) Resize Text

OPERABLE

- 2.4.1 (A) Bypass Blocks
- 2.4.3 (A) Focus Order
- 2.4.6 (AA) Headings and Labels

UNDERSTANDABLE

- 3.2.2 (A) On Input

ROBUST

- 4.1.1 (A) Parsing
- 4.1.2 (A) Name, Role and Value

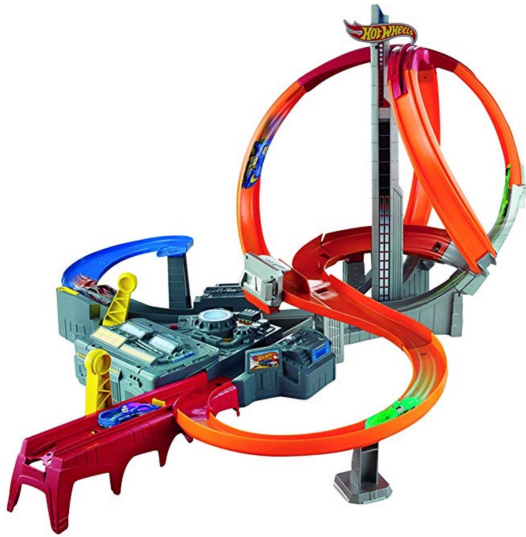
Where else do we see
components having
similar relationships and
design considerations?

Product Detail Page

PRODUCT DETAILS

Product Detail Page Examples

Back to search results for "hot wheels"



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels
★★★★☆ 300 customer reviews
| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.
Ships from and sold by Amazon.com.

Qty:

[Turn on 1-Click ordering for this browser](#)

Shopping from Canada?
Save on shipping and get faster delivery on eligible products from Amazon.ca.

[View on Amazon.ca](#)



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

014015

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) [Write a review](#)

\$89.99

Select Color: **Coral Waterfront Print**



Select Fit:

Regular Plus

Select Size:

XS-4 S 6-8 M 10-12 L 14-16 XL 18-20 XXL 22-24 3X 26-30

Quantity:

IN STOCK

ADD TO BAG

ADD TO WISH LIST

- Highlights**
- Details**
- Fabric Details**
- Size Chart**

Improving The Product Detail Page Usability

Question: What components shown here have a dependent relationship?



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) Write a review

\$89.99

Select Color: **Coral Waterfront Print**



Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights

Details

Fabric Details

Size Chart

Improving The Product Detail Page Usability

Question: What components shown here have a dependent relationship?

Answer:

- Image Gallery
- Swatches



RECOMMENDED



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) Write a review

\$89.99

Select Color: Coral Waterfront Print



Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights

Details

Fabric Details

Size Chart

Improving The Product Detail Page Usability

Question: How can I quickly and easily navigate from the image gallery to the swatches?



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S

Women's Oceanside Tunic Dress UPF 50+

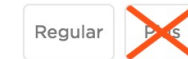
★★★★★ 4.7 (101) [Write a review](#)

\$89.99

Select Color: **Coral Waterfront Print**



Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights

Details

Fabric Details

Size Chart

Improving The Product Detail Page Usability

Question: How can I quickly and easily navigate from the image gallery to the swatches?

Answer 1:

Similar to filters and the product grid, we could provide strategically placed bypass links to facilitate toggling between the two sections.



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

Skip to product details

01401S

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) Write a review

\$89.99

Select Color: Coral Waterfront



Skip to image gallery

Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights

Details

Fabric Details

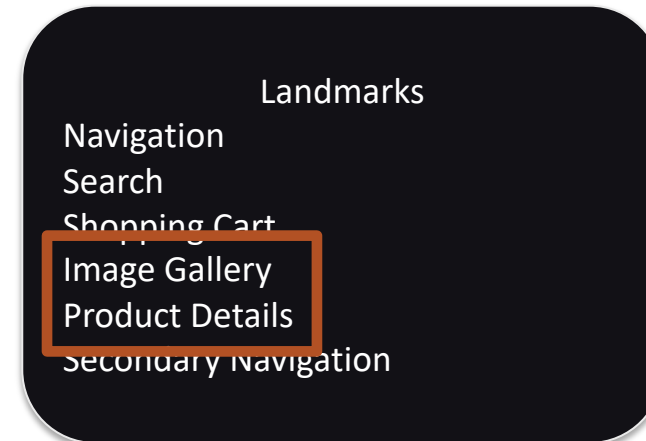
Size Chart

Improving The Product Detail Page Usability

Question: How can I quickly and easily navigate from the image gallery to the swatches?

Answer 2:

Make the image gallery and the product details landmarks.



Improving The Product Detail Page Usability

Landmarks

- Navigation
- Search
- Shopping Cart
- Image Gallery**
- Product Details**
- Secondary navigation



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S
Women's Oceanside Tunic Dress UPF 50+
★★★★★ 4.7 (101) [Write a review](#)
\$89.99

Select Color: **Coral Waterfront Print**

Select Fit:
Regular Plus

Select Size:
 XS -4 S 6-8 M 10-12 L 14-16 XL 18-20 XXL 22 2X 24 3X 26

Quantity:
1

IN STOCK

ADD TO BAG **ADD TO WISH LIST**

Highlights

Details

Fabric Details

Size Chart

Improving The Product Detail Page Usability

Question: How can I quickly and easily navigate from the image gallery to the swatches?

Answer 3:

Design a meaningful heading structure.

Note:

The “Image Gallery” heading is hidden.

Headings

- 1: Women’s Oceanside Tunic Dress UPF 50+
- 2: Image Gallery
- 2: Select Color
- 2: Select Fit
- 2: Select Size
- 2: Highlights
- 2: Details
- 2: Fabric Details
- 2: Size Chart

Improving The Product Detail Page Usability

Headings

- 1: Women's Oceanside Tunic Dress UPF 50+
- 2: Image Gallery
- 2: Select Color
- 2: Select Fit
- 2: Select Size
- 2: Highlights
- 2: Details
- 2: Fabric Details
- 2: Size Chart



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) Write a review

\$89.99

Select Color: **Coral Waterfront Print**



Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights ▾

Details ▾

Fabric Details ▾

Size Chart ▾

Improving The Product Detail Page Usability

Question: How can I quickly and easily navigate from the image gallery to the swatches?

Answer 4:

Ensure the controls provide meaningful context.

Form Controls

- Select color pattern 1 button
- Select color pattern 2 button
- Select color coral waterfront print button
- Select color pattern 4 button
- Select fit regular button
- Select size small 6 to 8 button
- Select size large 14 to 16 button
- Select quantity 1 edit text
- Add to bag button
- Add to wish list button
- Highlights collapsed button
- Details collapsed button
- Fabric details collapsed button
- Size chart collapsed button

Improving The Product Detail Page Usability

Form Controls

- Select color pattern 1 button
- Select color pattern 2 button
- Select color coral waterfront print button
- Select color pattern 4 button
- Select fit regular button
- Select size small 6 to 8 button
- Select size large 14 to 16 button
- Select quantity 1 edit text
- Add to bag button
- Add to wish list button
- Highlights collapsed button
- Details collapsed button
- Fabric details collapsed button
- Size chart collapsed button



Coolibar is the first clothing company to earn the Skin Cancer Foundation's Seal of Recommendation.

01401S

Women's Oceanside Tunic Dress UPF 50+

★★★★★ 4.7 (101) [Write a review](#)

\$89.99

Select Color: **Coral Waterfront Print**



Select Fit:



Select Size:



Quantity:



IN STOCK

ADD TO BAG

ADD TO WISH LIST

Highlights

Details

Fabric Details

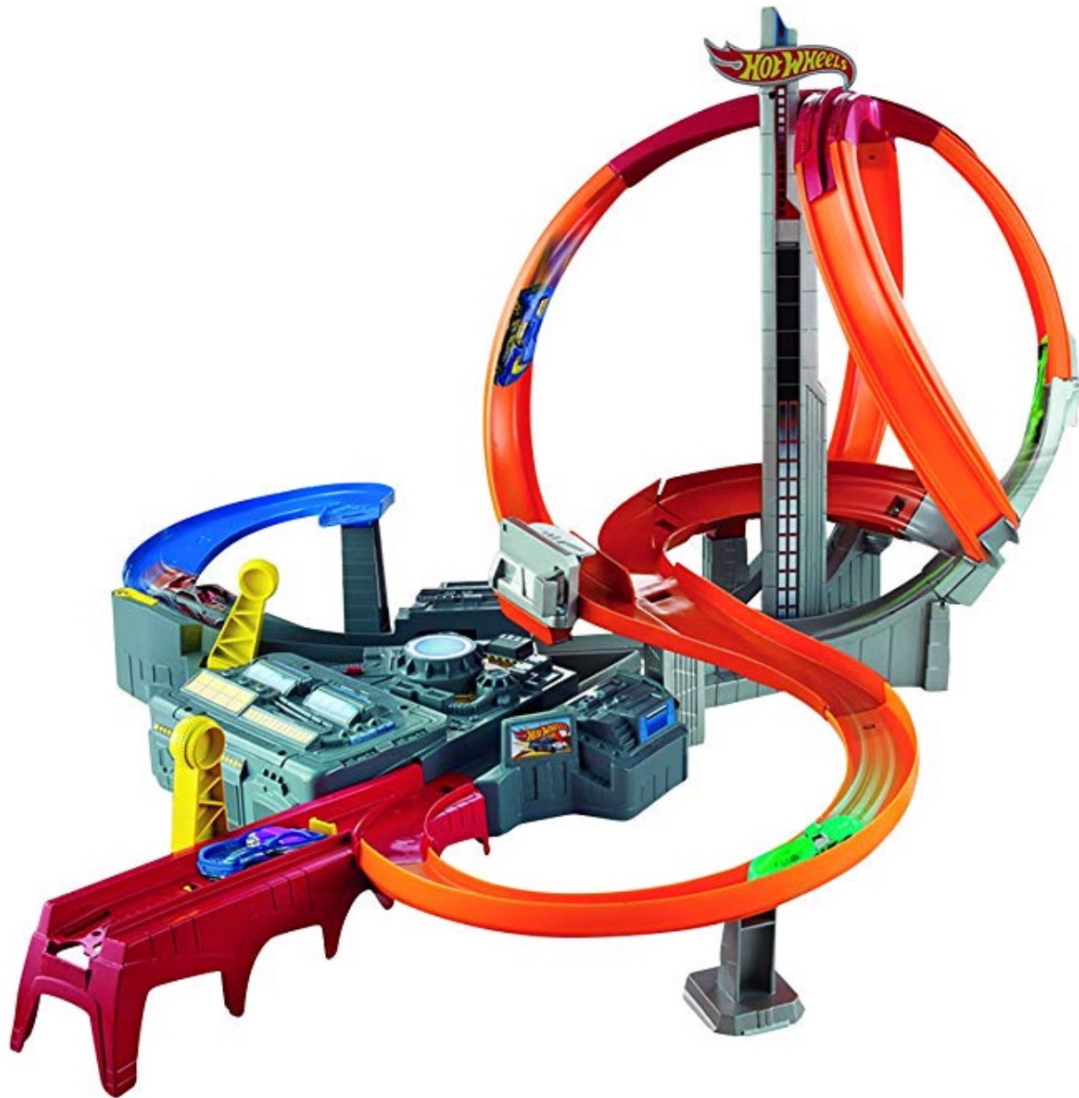
Size Chart

Kool. But like, what's the biggest usability problem on the Product Detail Page?

The reading order



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

Add to List

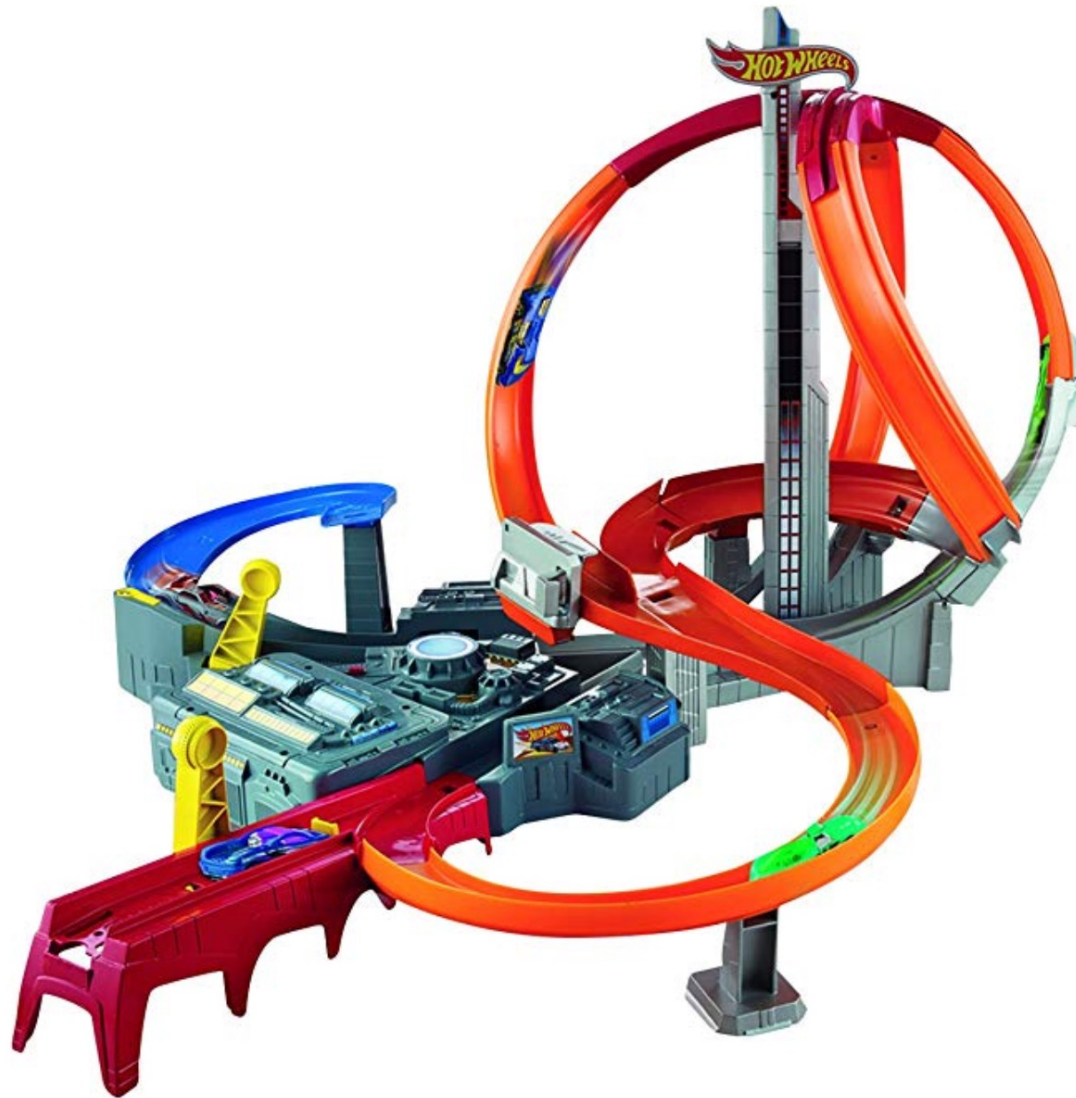
Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca

◀ Back to search results for "hot wheels"



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

New (10) from \$44.99 [Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

Add to List

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

New (10) from \$44.99 [Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

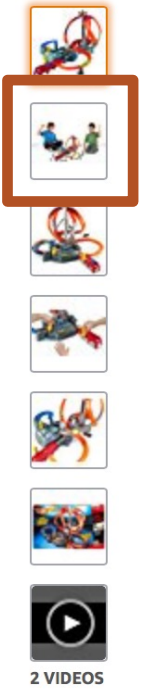
[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

[Add to List](#)

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

[View on Amazon.ca](#)



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews
| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

New (10) from \$44.99 [Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share    


\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.


Qty:

 **Add to Cart**

[Turn on 1-Click ordering for this browser](#)

 [Deliver to Canada](#)

Add to List

 **Shopping from Canada?** Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share    


\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

 **Add to Cart**

[Turn on 1-Click ordering for this browser](#)

 [Deliver to Canada](#)

Add to List

 **Shopping from Canada?**

Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: \$44.99

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

New (10) from \$44.99 [Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

Add to List

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

Add to List

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

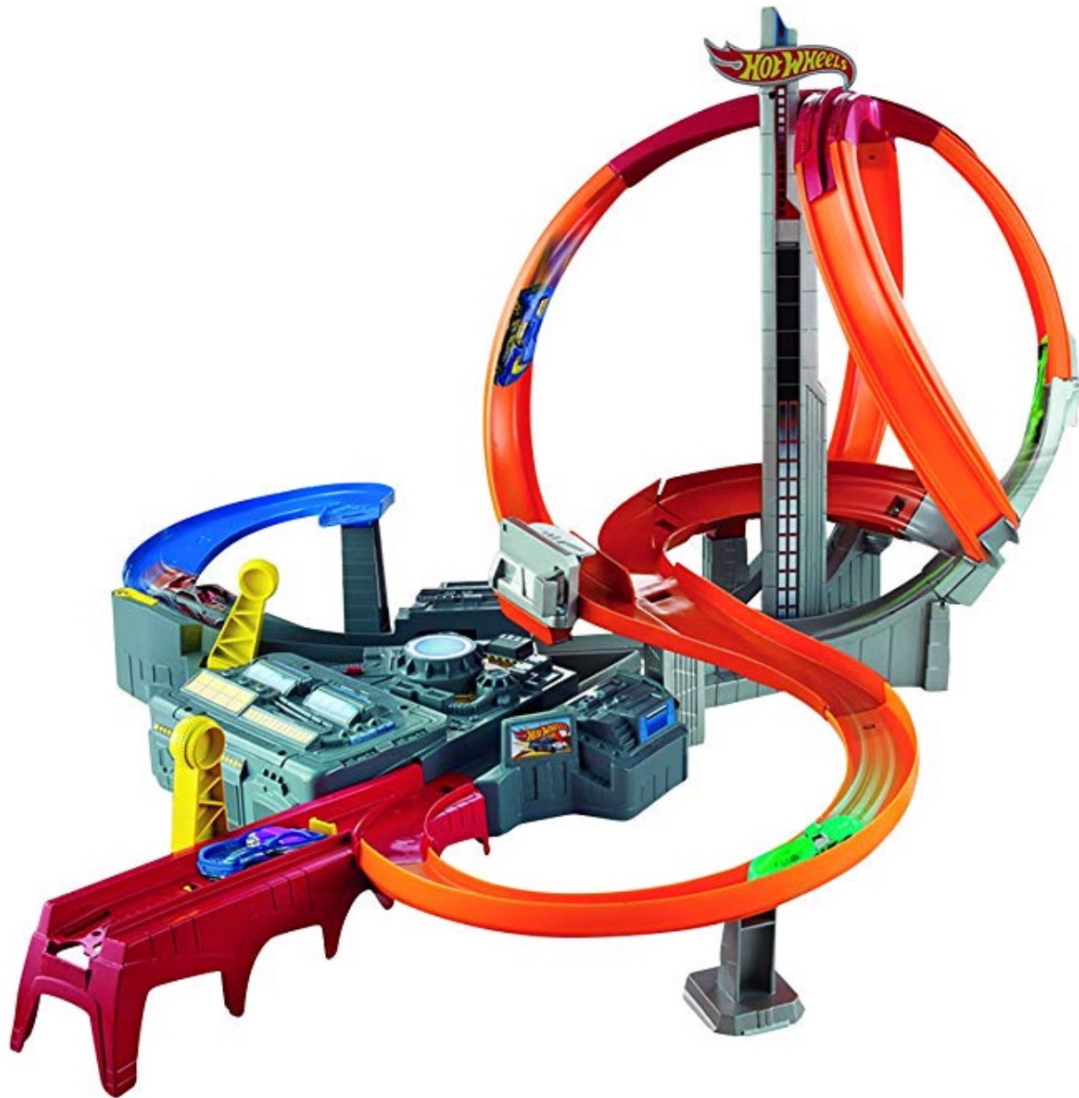
Add to List

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews

| 38 answered questions

Price: \$44.99

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

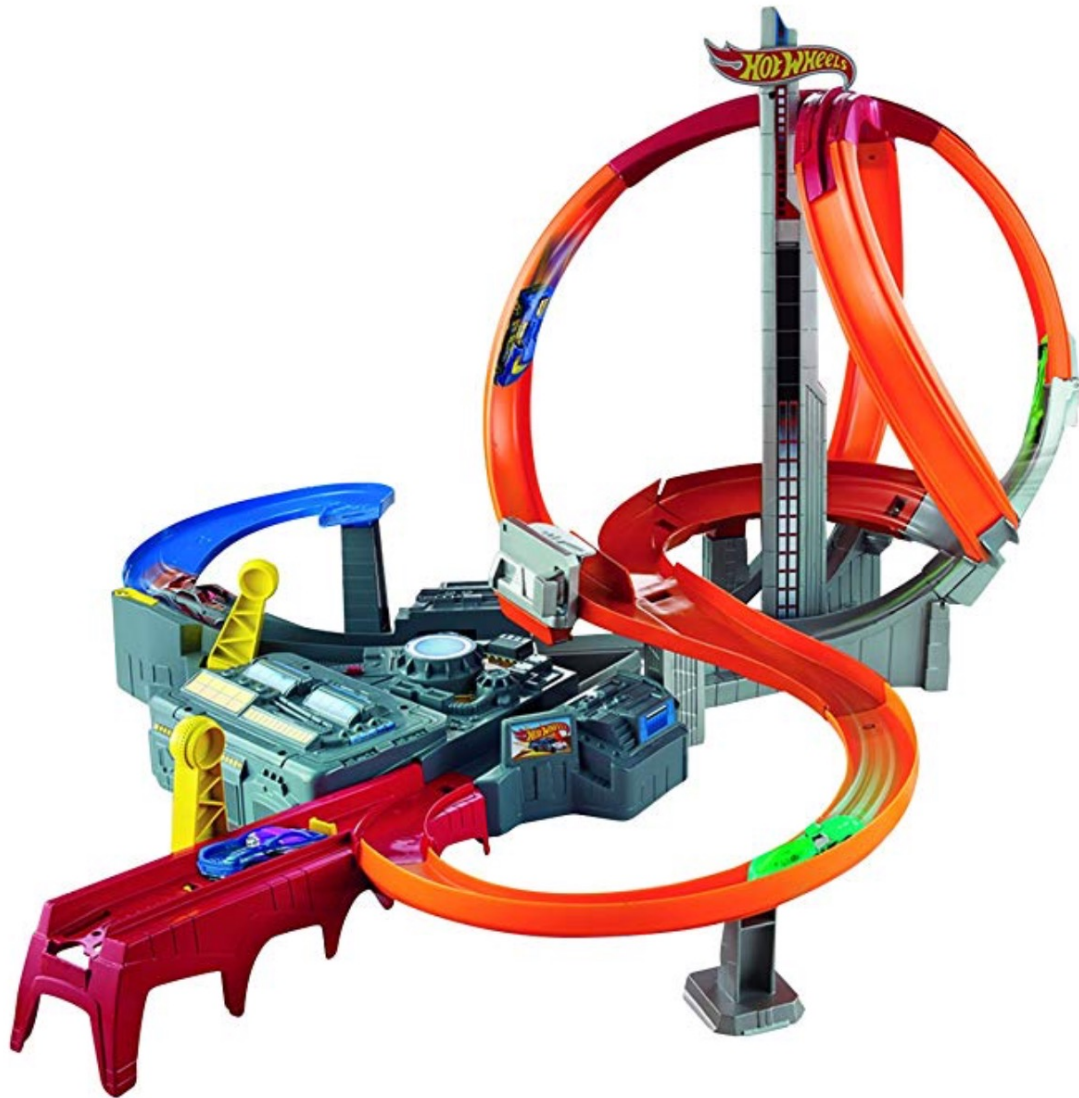
Add to List

Shopping from Canada? Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca



2 VIDEOS



Roll over image to zoom in

Hot Wheels Spin Storm Playset [Amazon Exclusive]

by Hot Wheels

★★★★☆ 300 customer reviews
| 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(10\) from \\$44.99 Details](#)

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Share

\$44.99

This item ships to **Canada**. **Want it Thursday, Nov. 1?** Order within **15 hrs 48 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

[Add to List](#)

Shopping from Canada?
Save on shipping and get faster delivery on eligible products from Amazon.ca.

[View on Amazon.ca](#)

So is there a better way
to design this page?

Well, yeah

◀ Back to search results for "hot wheels"

Hot Wheels Spin Storm Playset (Amazon Exclusive)

by [Hot Wheels](#)

★★★★☆ 301 customer reviews | 38 answered questions

Price: **\$44.99**

Product Packaging: **Standard Packaging**

- Thrilling hit-or-miss boosted track set!
- Go head-to-head in three intersecting crash zones!
- Watch as cars maneuver the track, narrowly missing or crashing into one another
- Two launchers for friendly competition Connects to other Hot Wheels track sets (sold separately)
- Includes one Hot Wheels vehicle

[Compare with similar items](#)

[New \(12\) from \\$44.99](#) [Details](#)



Roll over image to zoom in

Share



2 VIDEOS

\$44.99

This item ships to **Canada**. **Want it Friday, Nov. 2?** Order within **13 hrs 53 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

In Stock.

Ships from and sold by Amazon.com.

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Qty:

Add to Cart

[Turn on 1-Click ordering for this browser](#)

[Deliver to Canada](#)

Add to List

Shopping from Canada?

Save on shipping and get faster delivery on eligible products from Amazon.ca.

View on Amazon.ca

OK. So I want to take
a sec to ask...



IN SUMMARY

I want you to know...



What Have We Not Talked About?

- Product Grid
- Carousels
- Navigation
 - Header
 - Footer
- Forms
 - Labels
 - Placeholder Text
 - Error Messaging
- Image Gallery
 - Pan and Zoom
 - Expand Image
- Audio
- Video
- Controls
 - Radio Buttons
 - Sliders
 - Etc.
- Search
- Tables
- Maps
- Alerts
- Modals
- CAPTCHA
- Pagination

So I want to reiterate...

Think linearly

Provide context

Provide multiple avenues for the user to find their way

**Let the user decide what's
important to them**

Limit the effort

Questions?

THANKS!