

# Making Websites Usable, Not Just Accessible

May 15, 2019

Karen Hawkins, UX Lead, 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

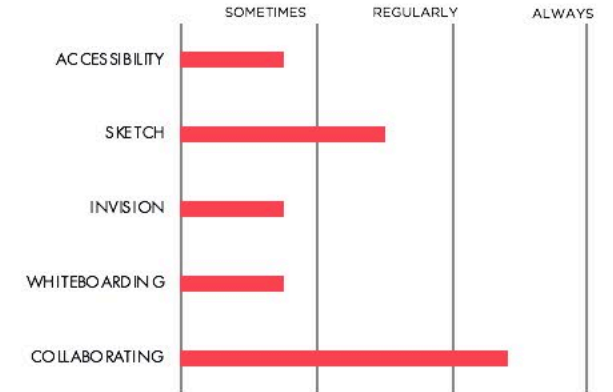
### BEST AT:

- 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 INTERNATIONAL  
AEM Migration

KPMG  
Global Personalization

ROYAL BANK OF CANADA  
Business Site Redesign

HARLEY DAVIDSON  
Model Year 2017

LOBLAWS  
Site Redesign



MYTH

**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**

# People With Disabilities (US, 2016)

US  
Population

16%

6.4% Ambulatory

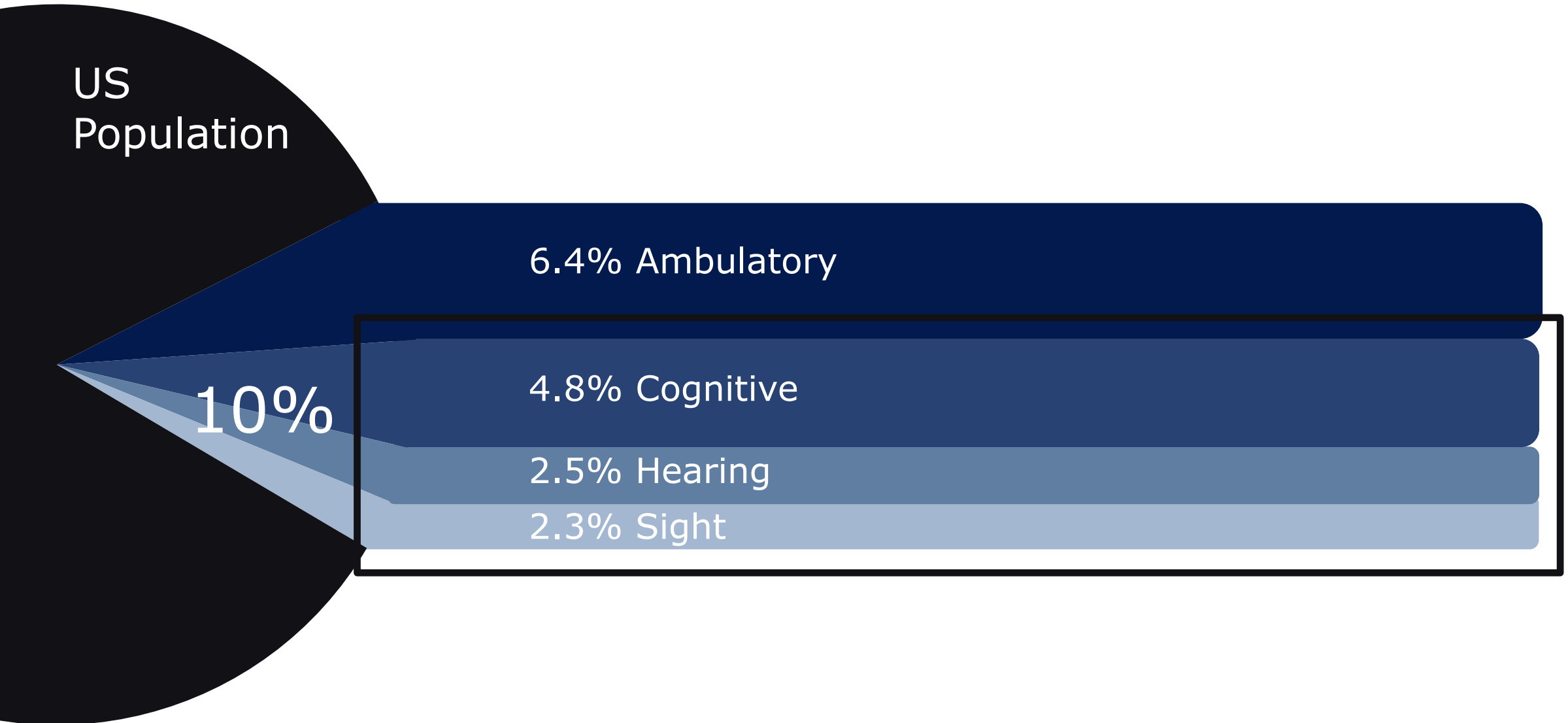
4.8% Cognitive

2.5% Hearing

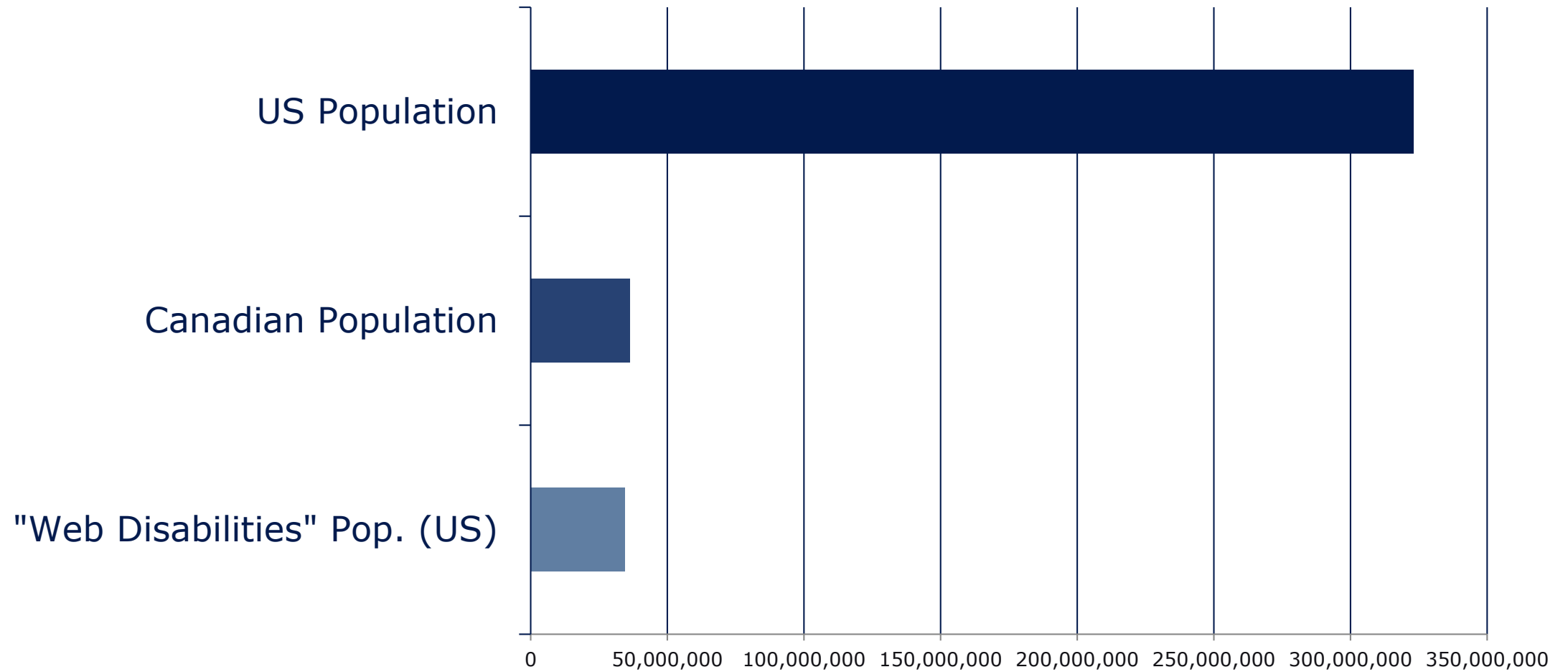
2.3% Sight



# People With Disabilities (US, 2016): Web Impacting



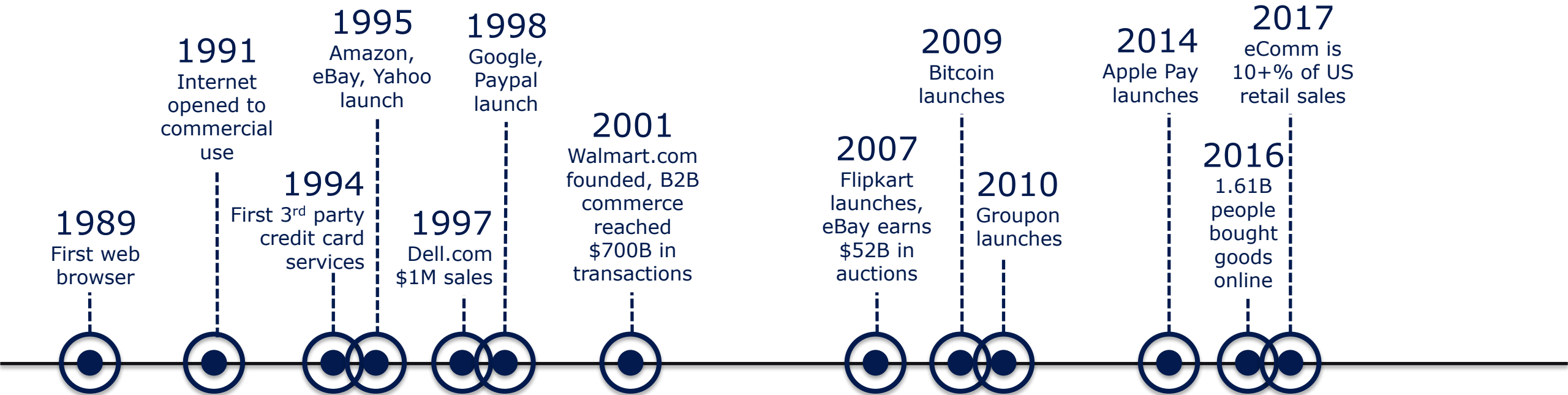
# How Many People Are Affected?



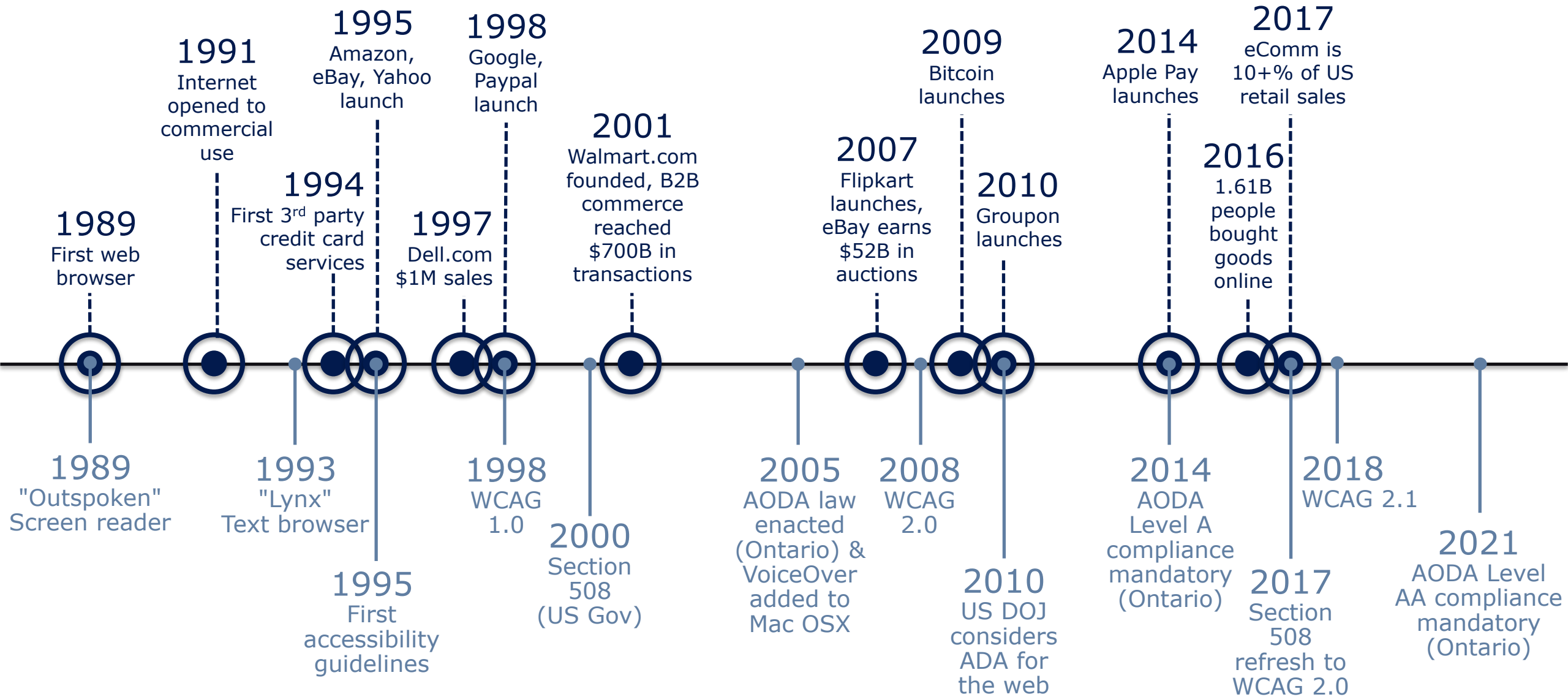
35 MILLION PEOPLE  
IN THE USA

770 MILLION PEOPLE IN THE  
WORLD

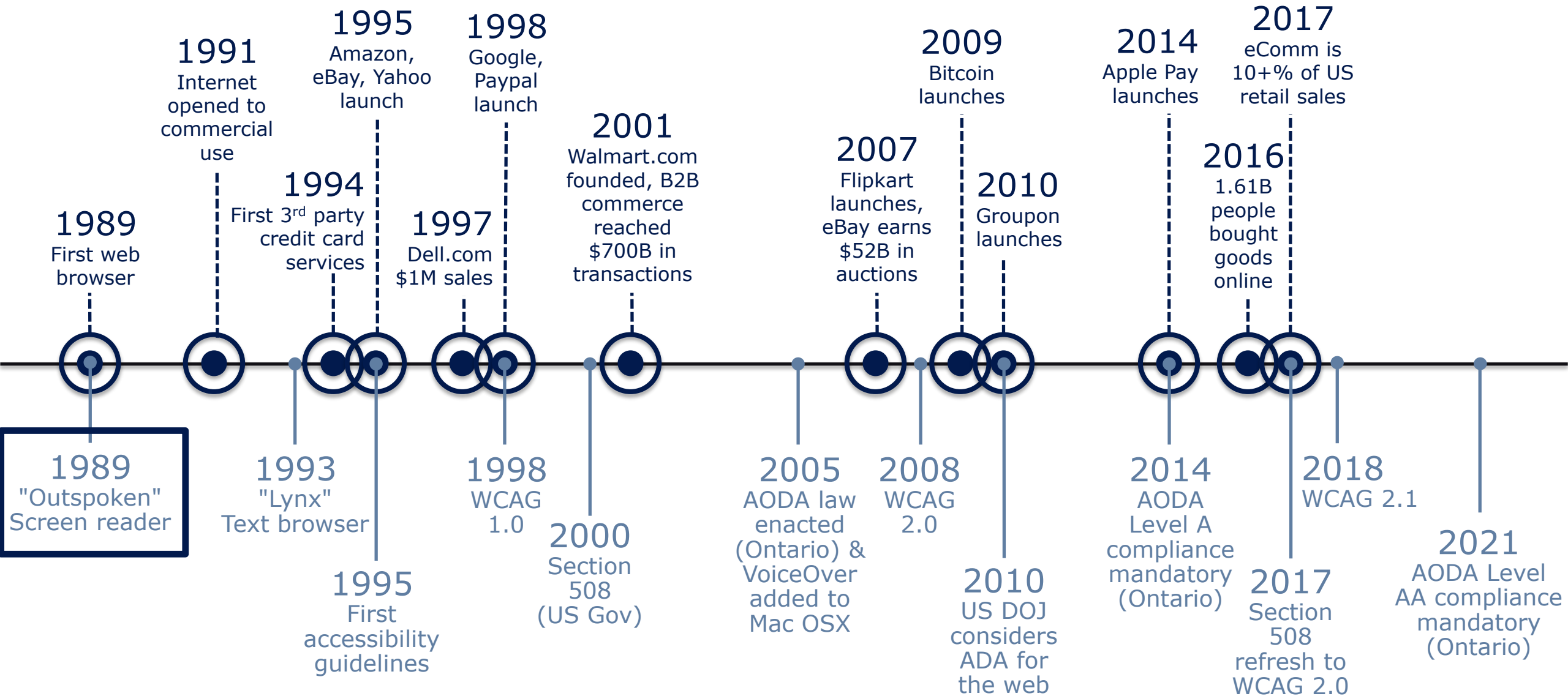
# E-Commerce and Web Accessibility Timeline



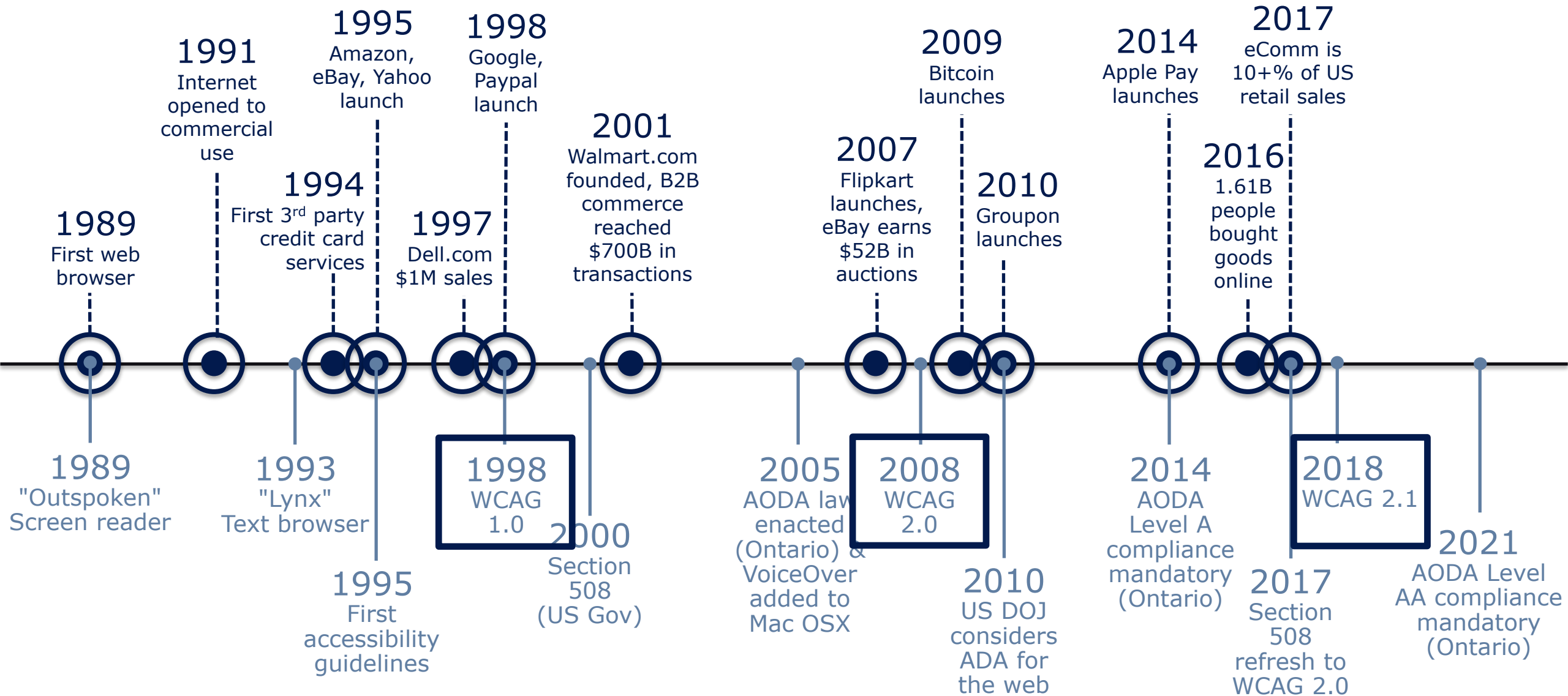
# E-Commerce and Web Accessibility Timeline



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

770 MILLION PEOPLE

**Sorry,**

**WE'RE  
CLOSED**

WHY THE @^(&\$  
IS THIS STILL TRUE IN 2019?

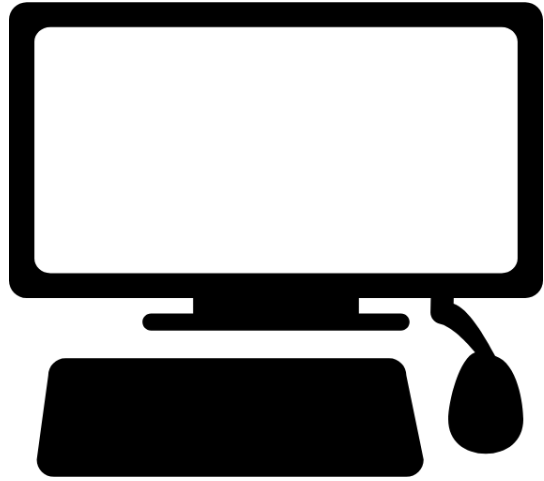
**It's a design issue**

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

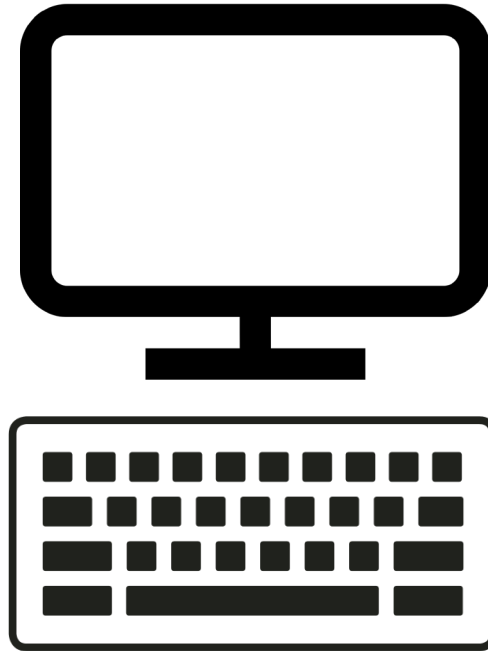
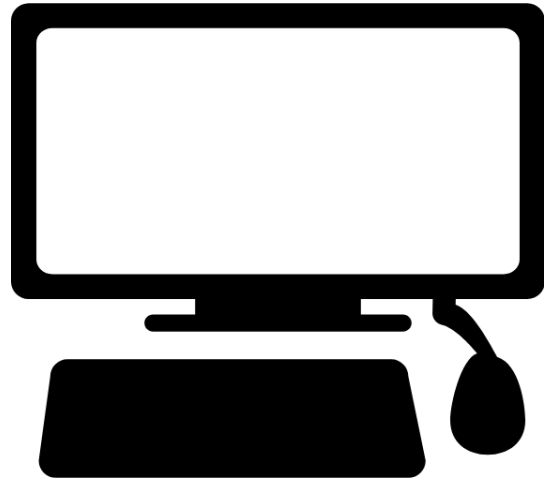
- STEVE JOBS



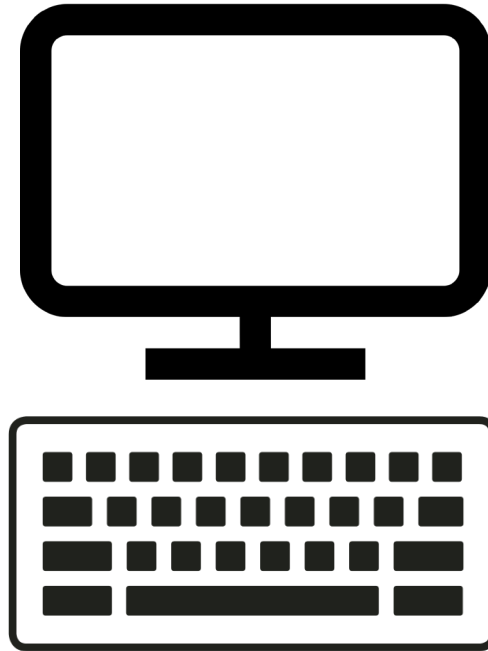
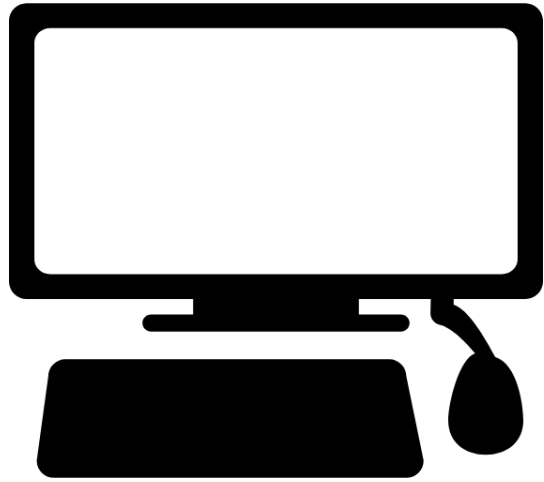
# How The Web Works

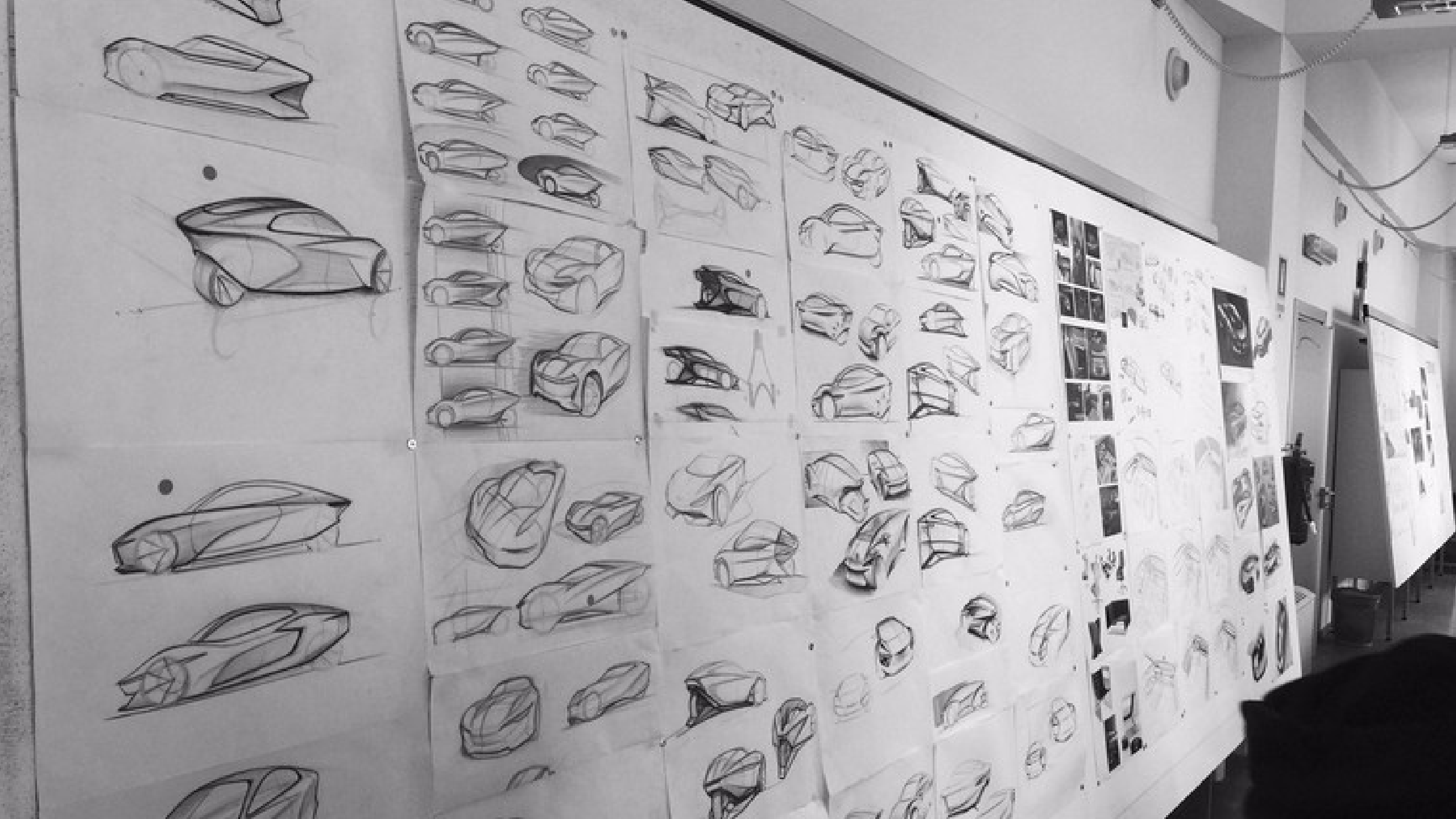


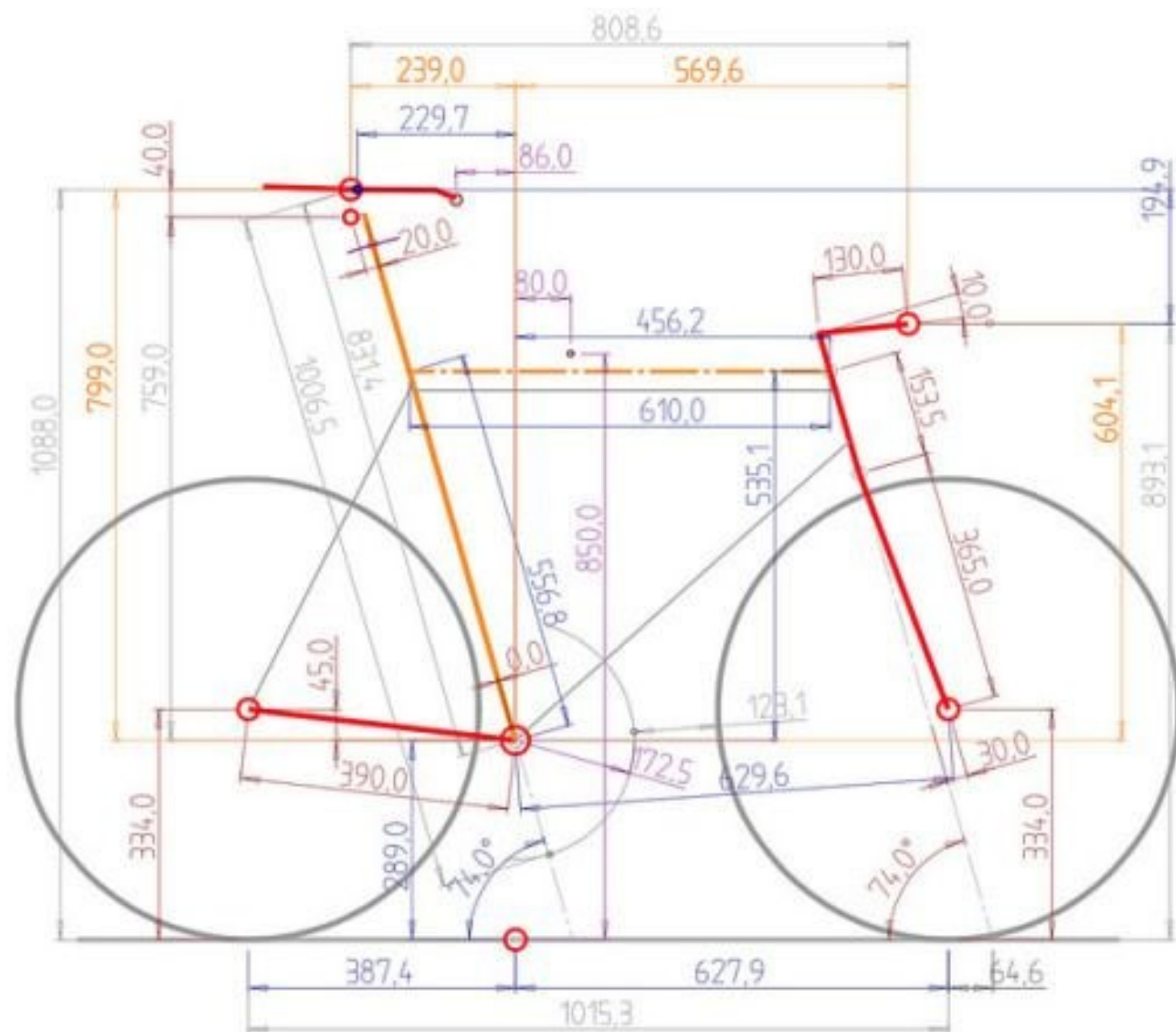
# How The Web Works



# How The Web Works







Shop All Departments

Search Point & Shoot Digital Cameras

GO

Cart

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.

★★★★☆ (218)



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





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?)



SPONSORED BY PANASONIC Shop today and save on Lumix cameras. Shop now >



PANASONIC LUMIX GX85 4K Mirrorless Camera (Body Only, Certified Refurbished) ✓prime 89 PANASONIC LUMIX G7 4K Mirrorless Camera (Body Only, Certified Refurbished) ✓prime 209 PANASONIC LUMIX G85 Body Only, Certified Refurbished 16



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



Sponsored Polaroid Snap Instant Digital Camera (Blue) with ZINK Zero Ink Printing Technology \$99.99 ✓prime



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)

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

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

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**

[View the collection](#)



FALL POINTED KNITS

100% COTTON





**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](#)





So I want to say again...

**It's a design issue**

And who are the right people  
to design such experiences?

**Business Development Leads**

**Copywriters**

**User Experience Designers**

**Quality Assurance Professionals**

**Visual Designers**

**Project Managers**

**Content Strategists**

**Front End Developers**

**Account Leads**

**Strategists**



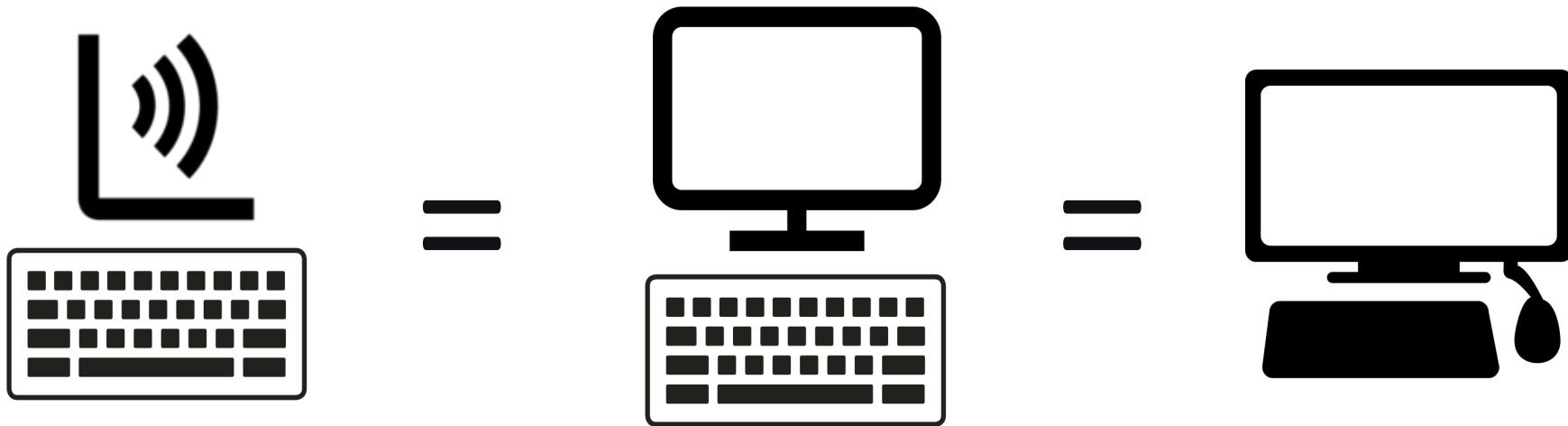
# **User Experience Designers**

Almost  
anyone can  
make a site  
accessible.

Almost  
anyone can  
make a site  
accessible.

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

# My Goal



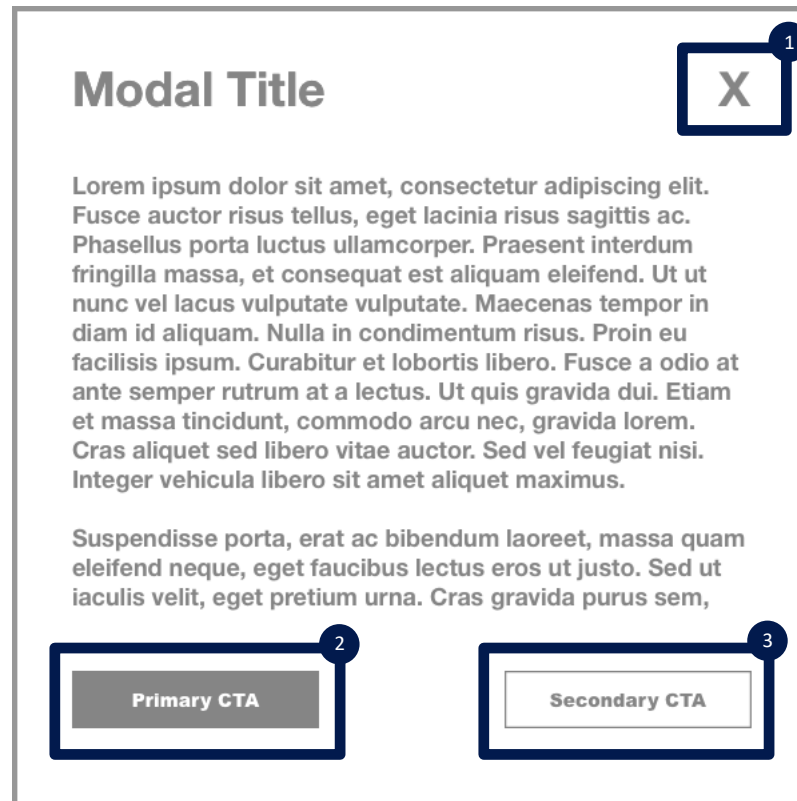
# Your Tools In Designing Accessible Experiences

# Your Tools In Designing Accessible Experiences

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

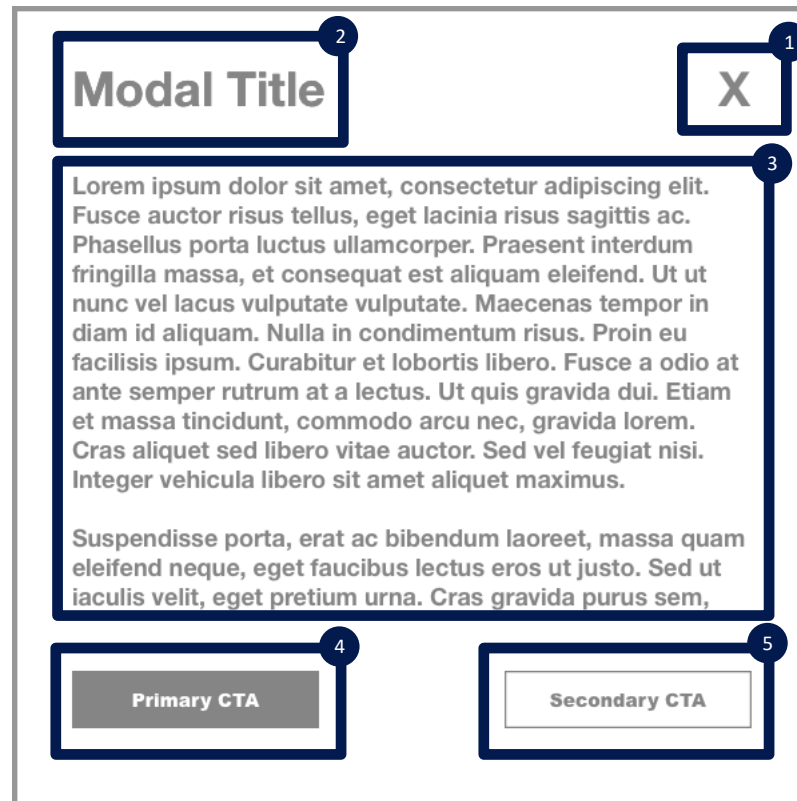
## Guideline 2.4.3 (A) Focus Order

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**

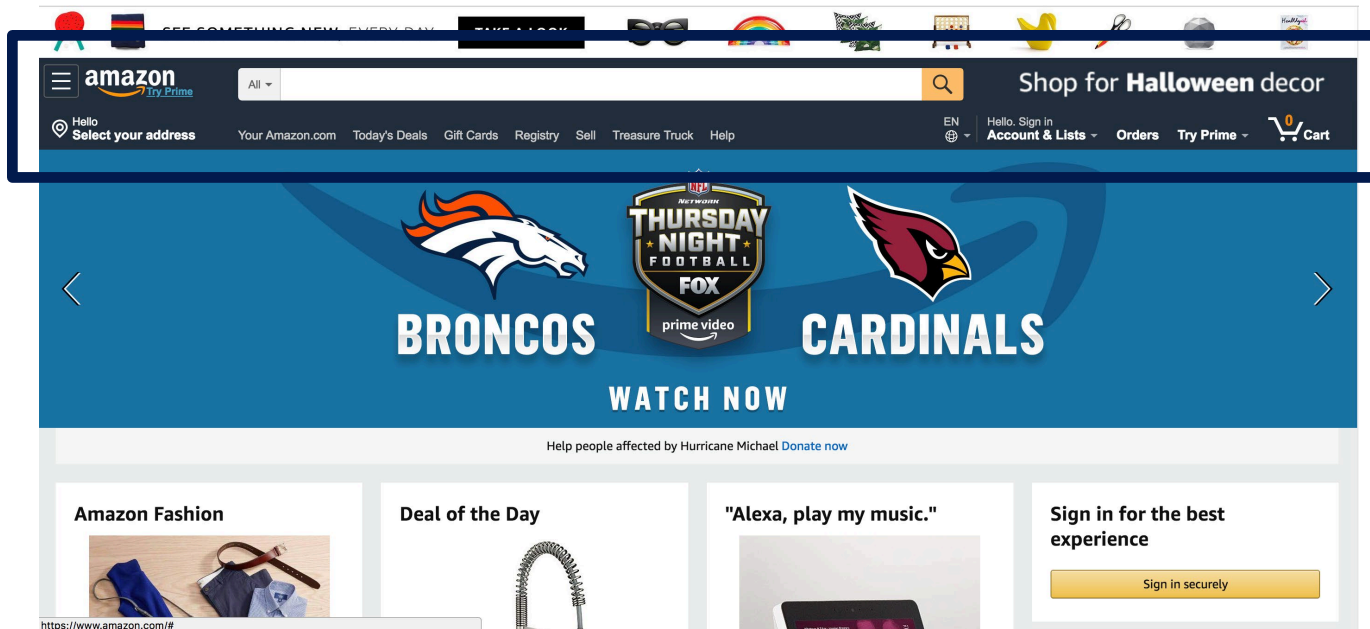
# VoiceOver's Rotor

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

# 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

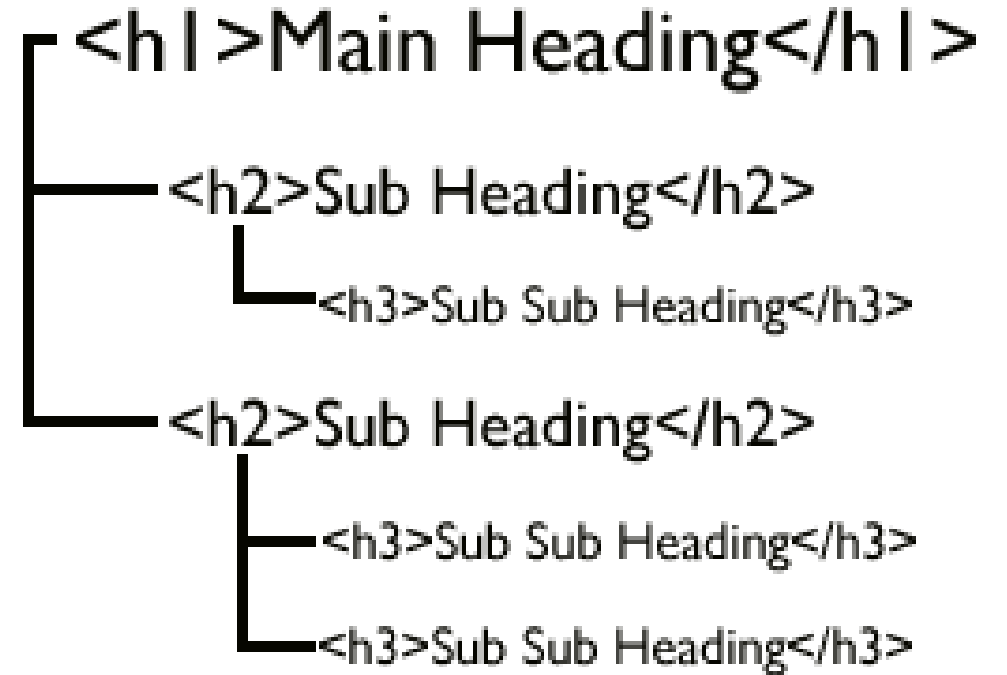
Umm, I get what links are.

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

Let's Talk Headings

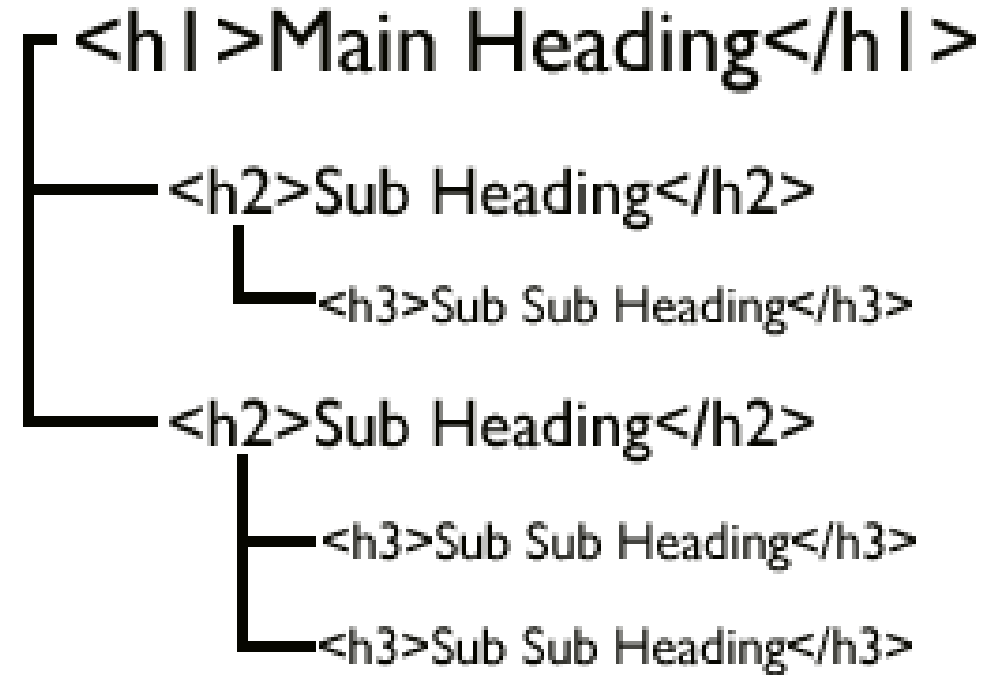
# Headings

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:

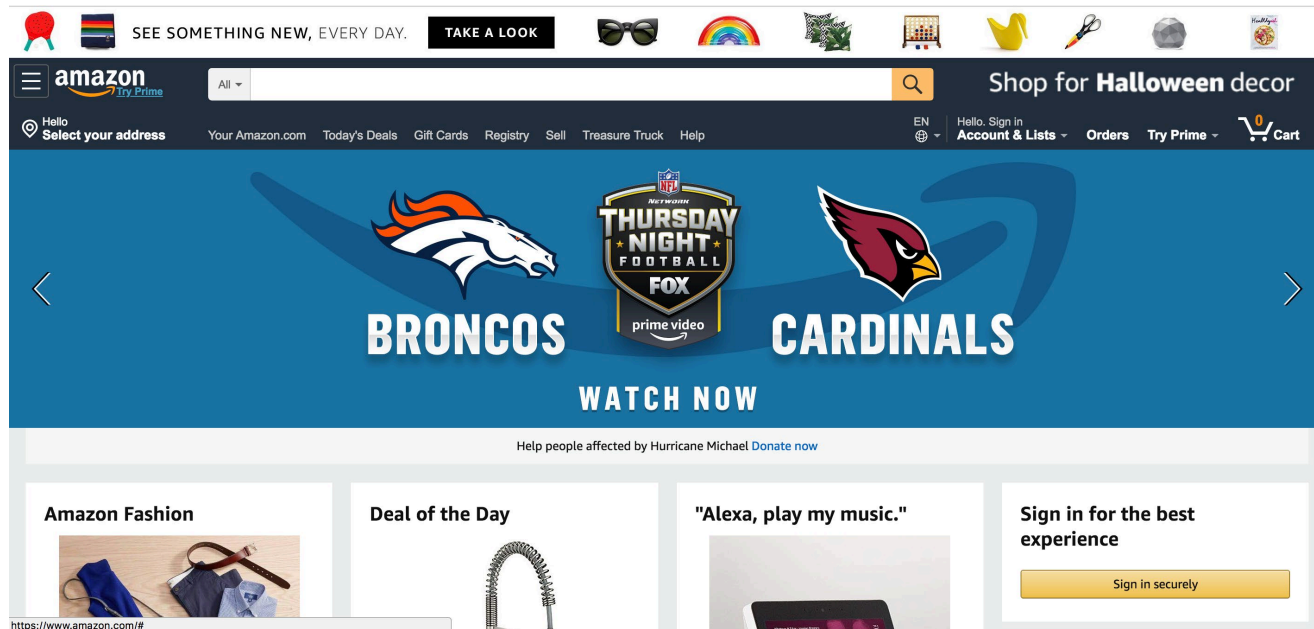
It's important that in the style guide, you account for all heading levels.

The image displays a grid of website layout examples with various heading levels highlighted by blue boxes:

- H2:** "MAY WE SUGGEST" (top center)
- H3:** "Wine", "Spirits", "Beer", "Products of the World" (top row)
- H2:** "TIPS FOR ENTERTAINING" (middle row)
- H3:** "Cocktail of the Month", "Special Events" (middle row)
- H3:** "Title" (bottom row)

Each example includes an image, a heading, and a call to action (e.g., "New and Now >", "History of Whisky >", "Local Craft Beers >", "Discover a Destination >", "Title Header", "CALL TO ACTION >").

# 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

# Form Controls

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?



# Form Controls

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

First Name:

Last Name:

Choose a color:

- Blue
- Green
- Yellow

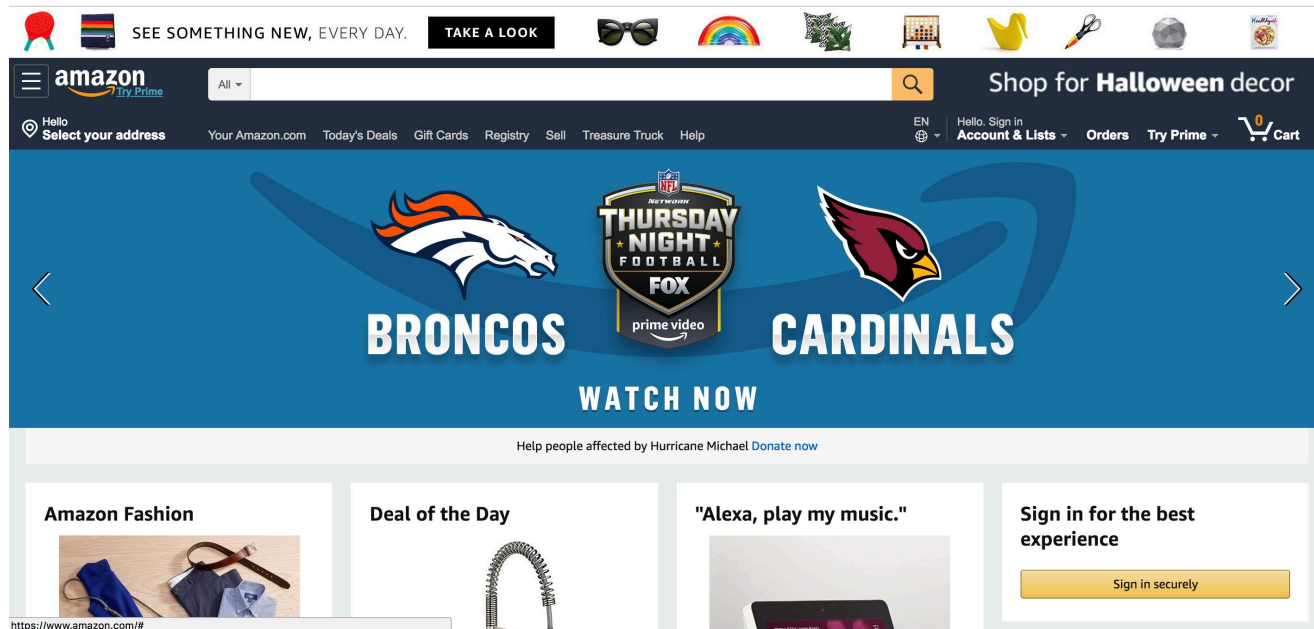
Choose a car:

- Chrysler PT Cruiser
- Dodge Stratus
- Ford Pinto

Which is your favorite city?

**Submit!**

# Form Controls



## Form Controls

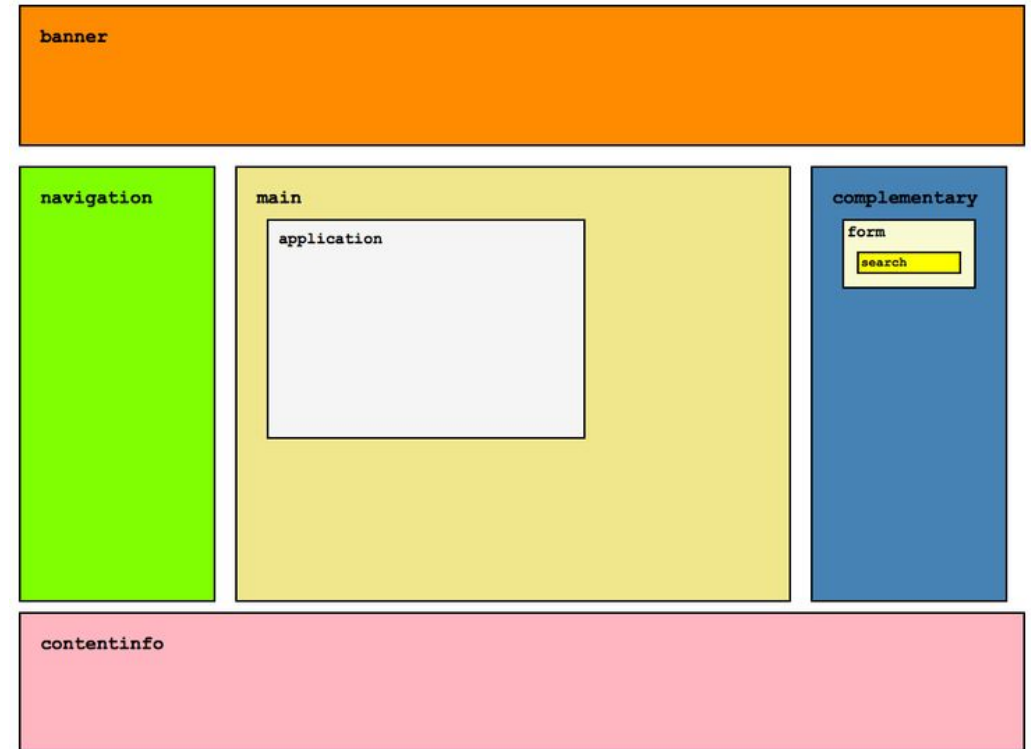
### Button

- All Departments search in collap...
- All Departments menu item
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Let's Talk Landmarks

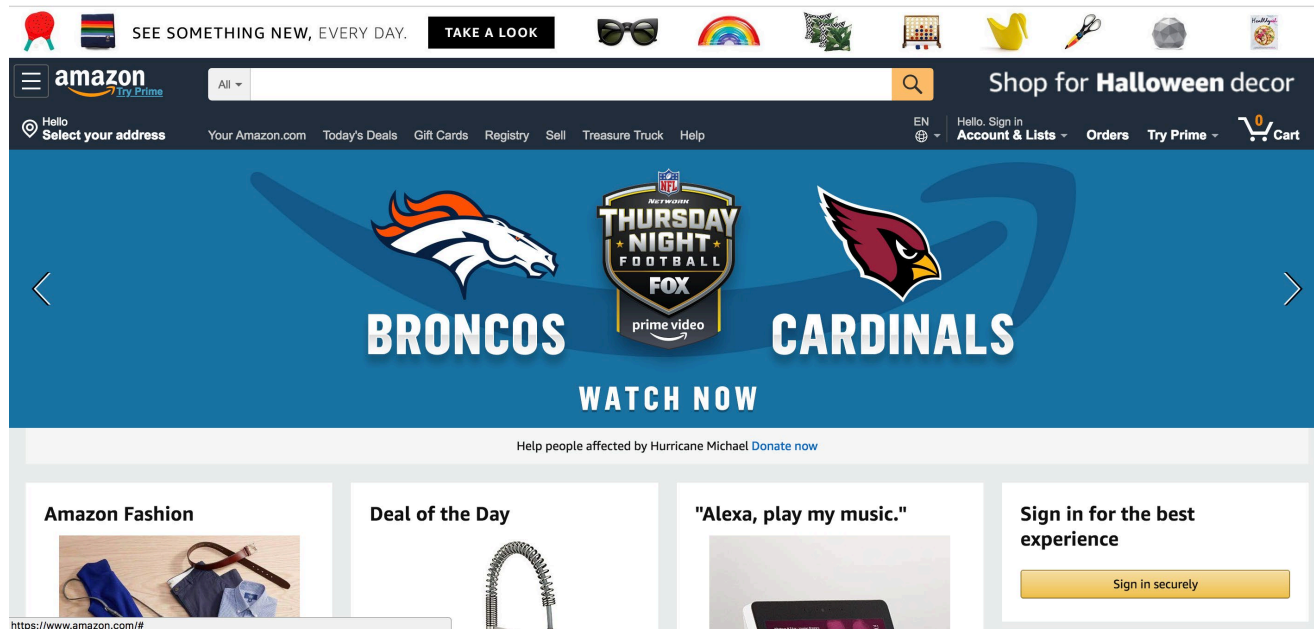
# Landmarks

- 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

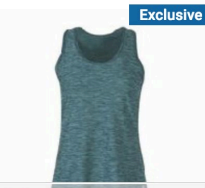
ADD



★★★★★ (21)

Nike Free TR 7 Women's Training Shoe CAD 140

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 >](#)



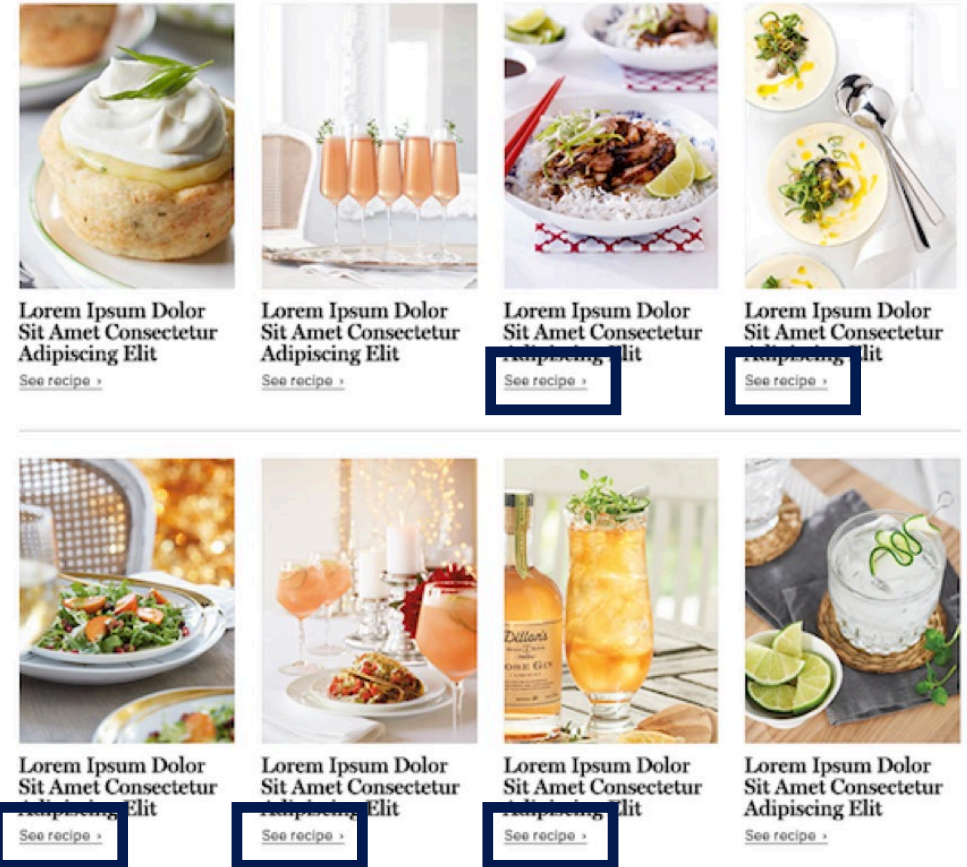
Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit  
[See recipe >](#)



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

# The Link Problem: Experience #1

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



# 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 >](#)

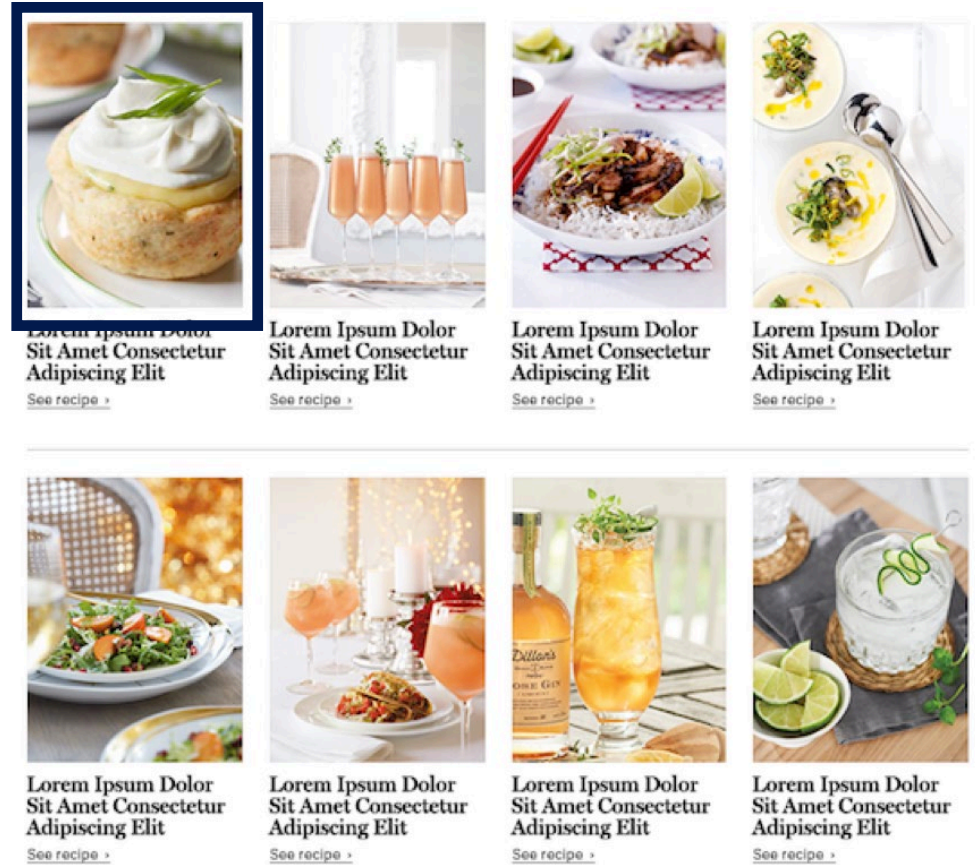


Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit  
[See recipe >](#)

But the product images  
also tend to be links.

# The Link Problem: Experience #2

- **[Link] Recipe name 1**











The image displays a grid of eight recipe cards arranged in two rows of four. The first card in the top row is highlighted with a blue border. Each card consists of a square image of a dish, a title, and a link to the full recipe. The titles are placeholder text: 'Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit'. The 'See recipe' links are also placeholder text: 'See recipe >'. The images show various dishes: a dessert with cream and a green leaf, three glasses of orange cocktails, a bowl of rice with meat and vegetables, a bowl of soup with a spoon, a salad with tomatoes and greens, a plate of food with a candle and string lights, a glass of orange cocktail with a bottle of Dillan's, and a glass of water with a lime wedge and a green garnish.

# The Link Problem: Experience #2

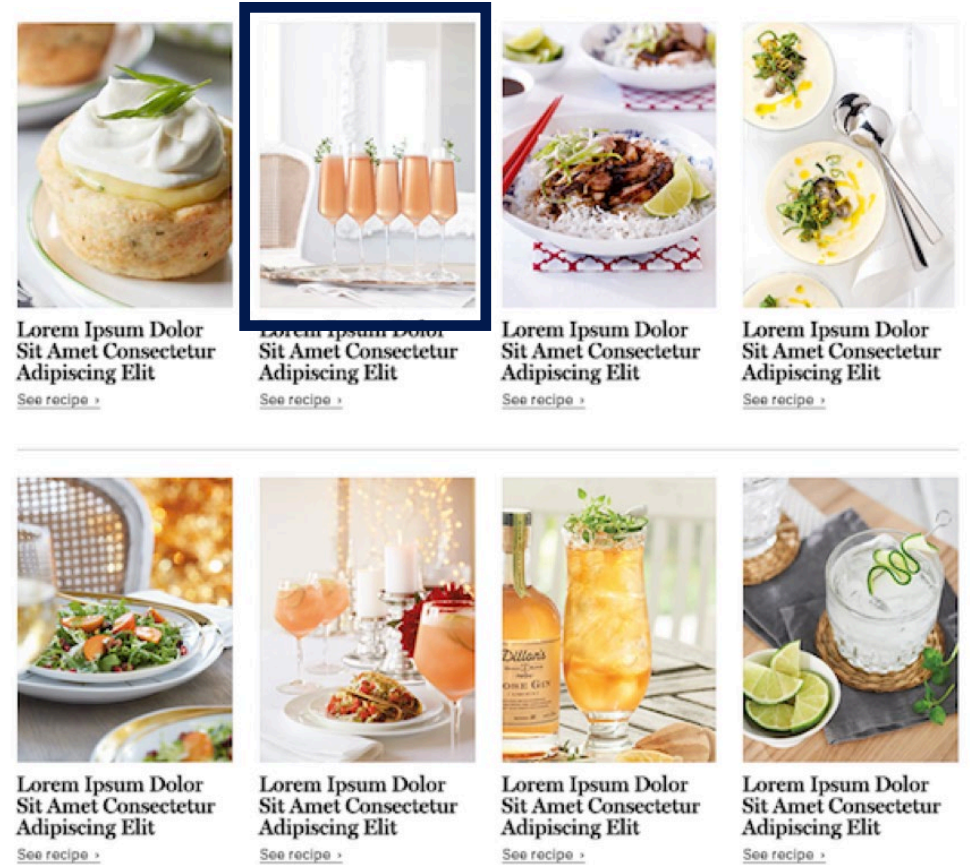
- [Link] Recipe name 1
- **[Link] See recipe**

The image displays a grid of 8 recipe cards arranged in two rows of four. Each card consists of a square image at the top, followed by a title, a subtitle, and a 'See recipe' link. The first card in the top row has a blue rectangular box highlighting its 'See recipe' link. The images on the cards include: a dessert with cream and a green garnish; three glasses of orange cocktails; a bowl of rice with meat and vegetables; a bowl of yellow soup with green garnish; a salad with tomatoes and greens; a plate of food with glasses of orange cocktails; a glass of orange cocktail with a bottle of Dillan's; and a glass of clear drink with lime and a green garnish.

 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>
 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>	 <p> Lorem Ipsum Dolor  Sit Amet Consectetur  Adipiscing Elit  <a href="#">See recipe &gt;</a></p>

# The Link Problem: Experience #2

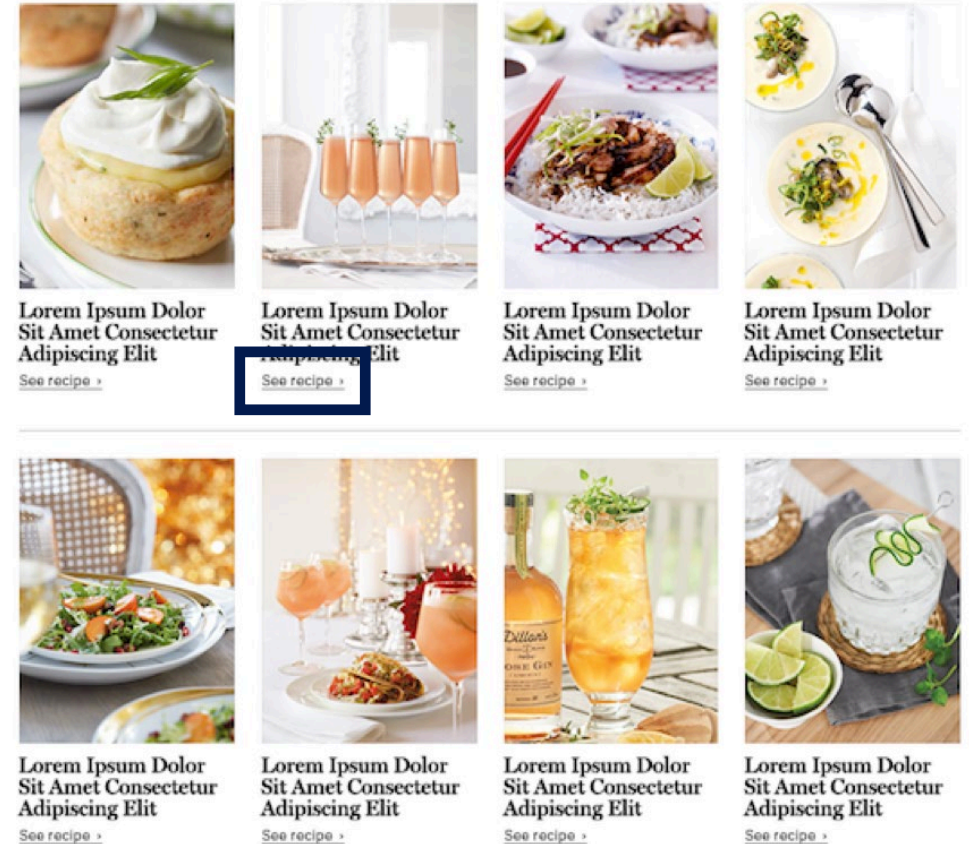
- [Link] Recipe name 1
- [Link] See recipe
- **[Link] Recipe name 2**





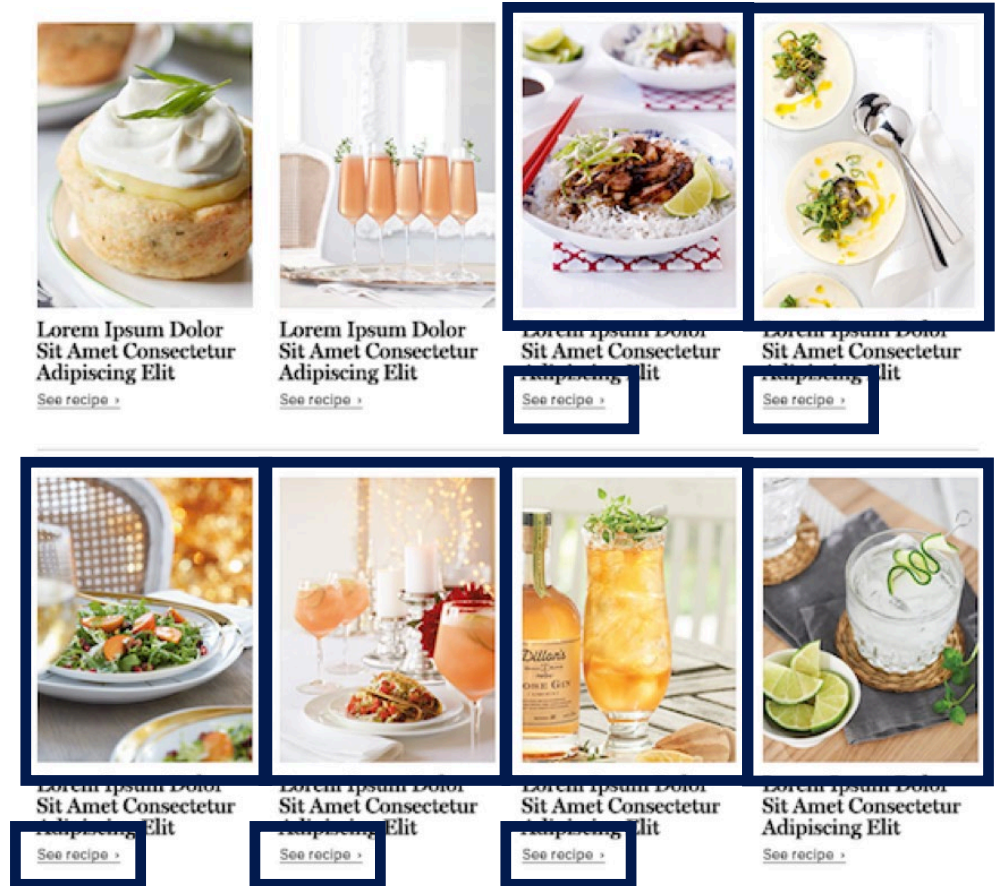
# The Link Problem: Experience #2

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



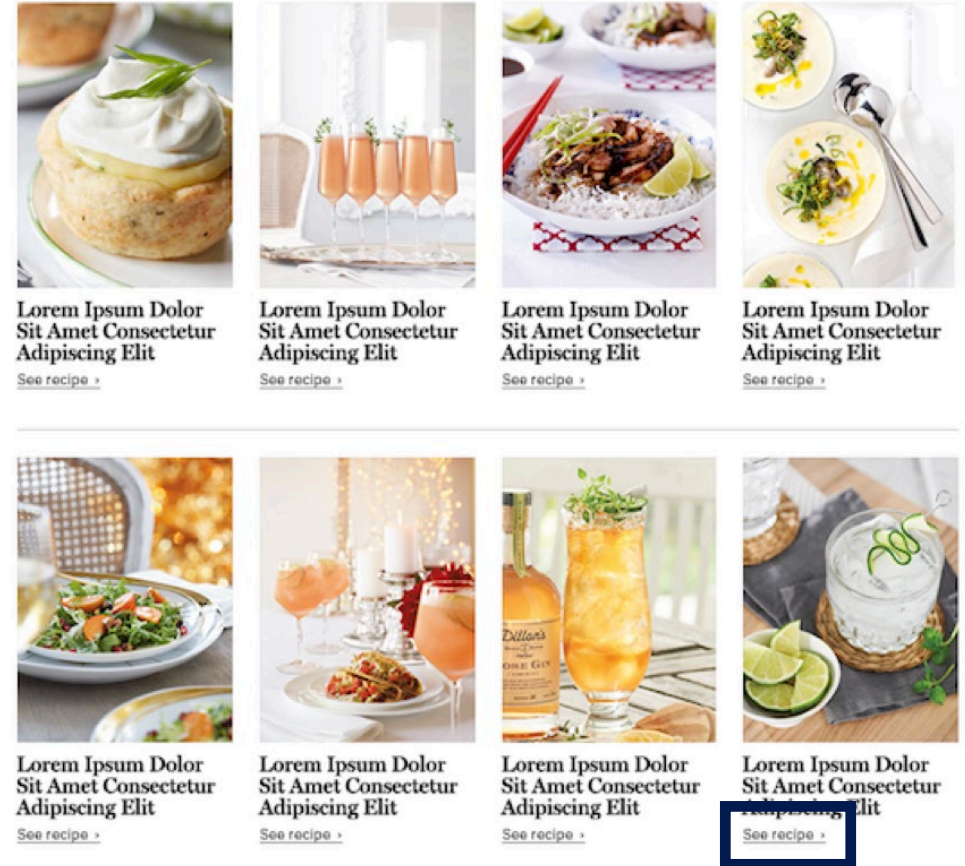
# The Link Problem: Experience #2

- [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**



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

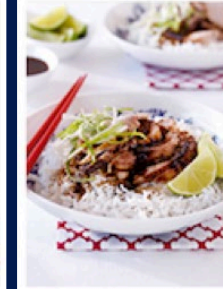
- [Link] Recipe name 1
- [Link] Recipe name 1
- [Link] Recipe name 2
- [Link] Recipe name 2
- ...



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

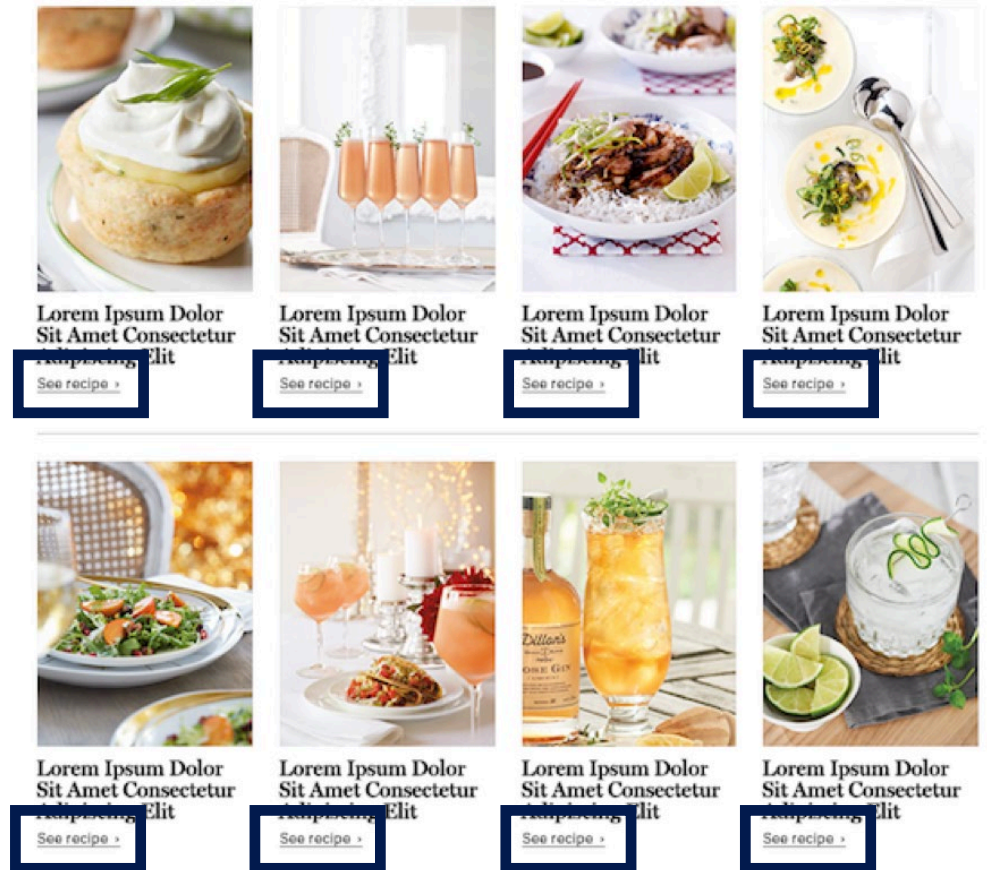


**>Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit**

So what's a gal to do?

# Link Tip #1

If the **link text is ambiguous**, we can **add context by including additional 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 >](#)

# 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 >](#)



# 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 >](#)



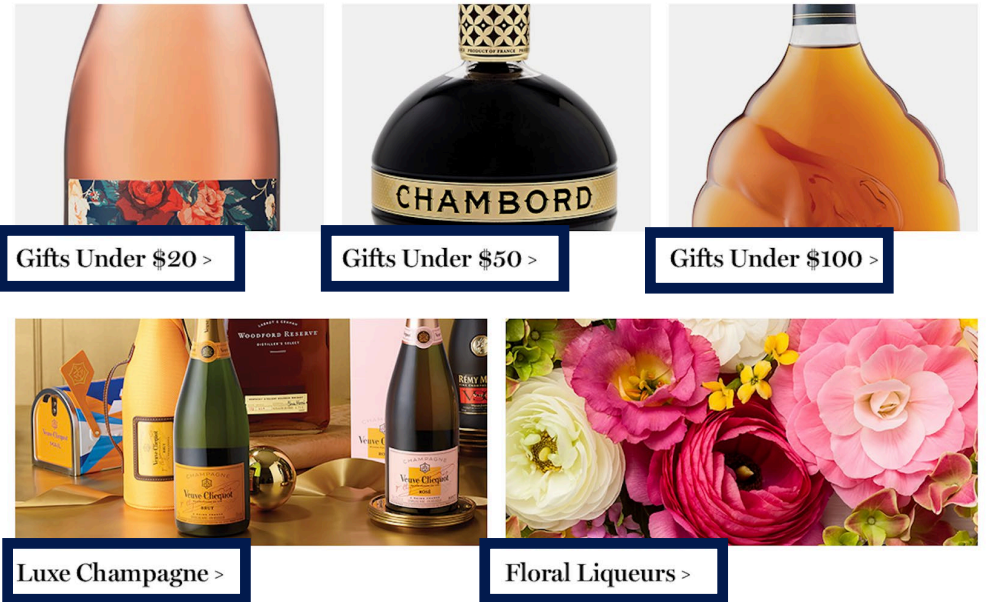
Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit  
[See recipe >](#)



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

# Link Tip #2

Just don't make the link text ambiguous.



# 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 >](#)

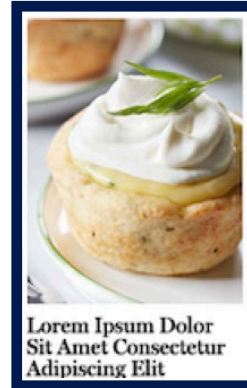
# Link Tip #3

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



# 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



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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



**Link Tip #3**  
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

**\$1.69** ea ~~\$2.50~~  
\$0.31 / 100 mL


 **ADD** 



★★★★★ (21)

**Nike Free TR 7**  
Women's Training Shoe  
CAD 140


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

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

QUANTITY  
- 1 +

**ADD TO CART**

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**

Bestseller



102 PCS

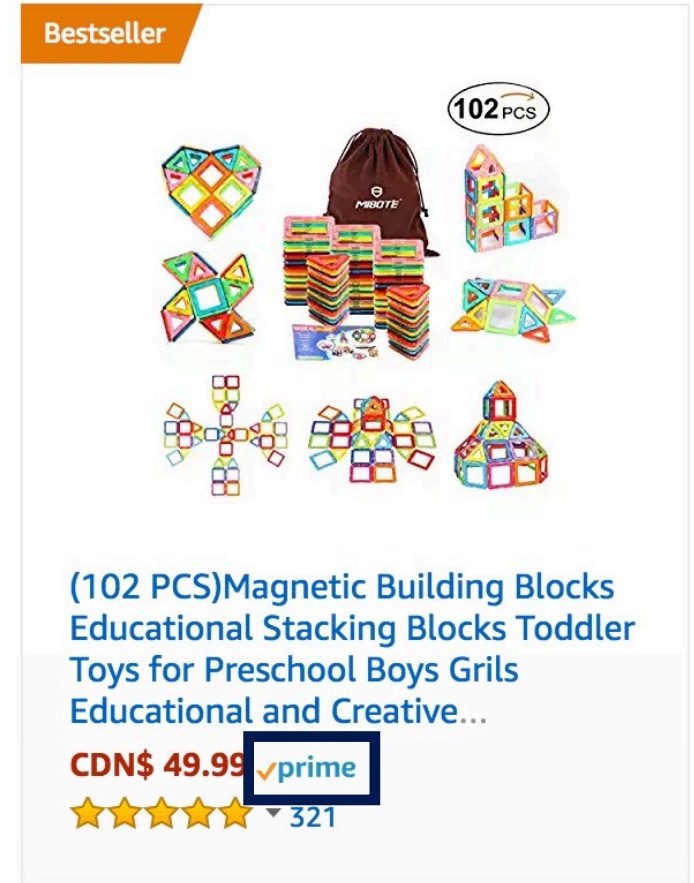
(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...

**CDN\$ 49.99** ✓prime

★★★★★ 321

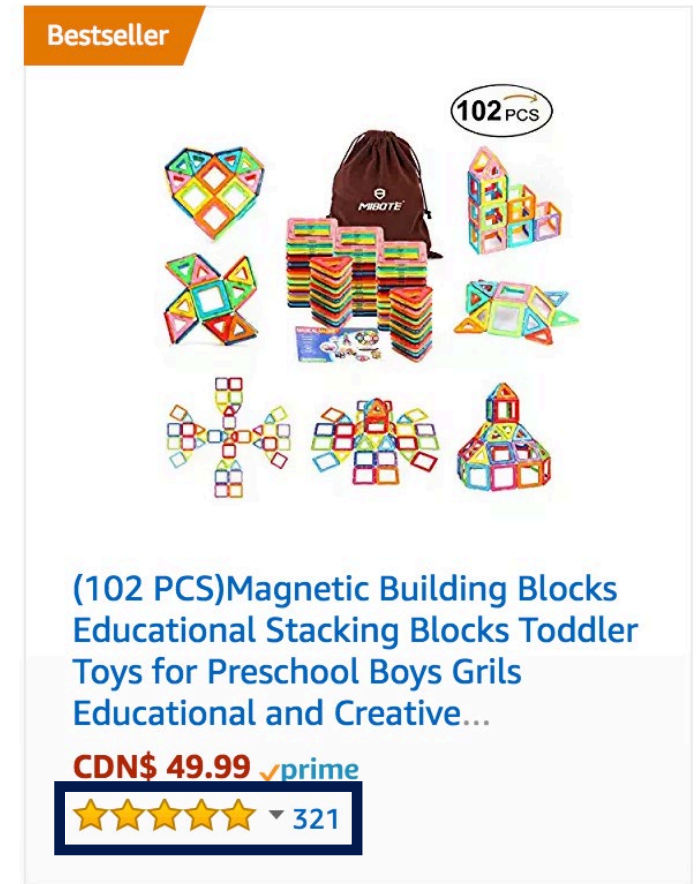
## Example Experience #1

- [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
- **Prime**



## 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.

**Bestseller**

**102 PCS**

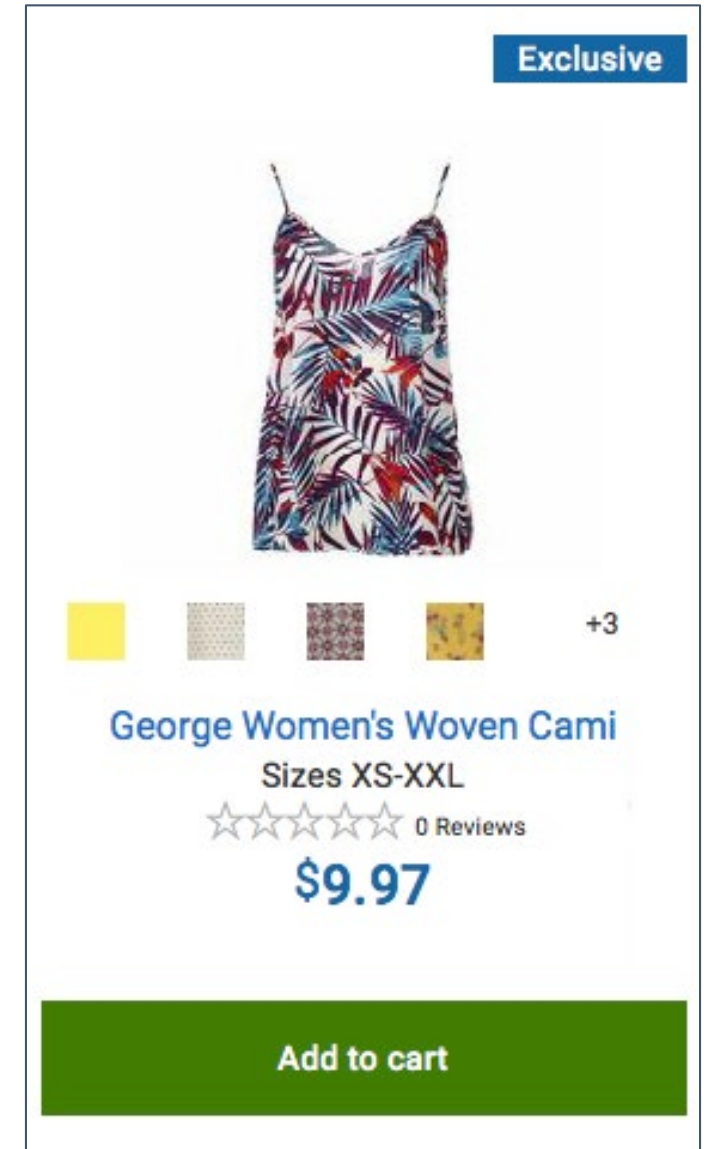
**(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...**

**CDN\$ 49.99** ✓prime


★★★★★ 321





## Example Experience #2

Let's look at another linear example.



Exclusive



Color selection:     +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


## 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 dark blue border, a beige swatch, a patterned swatch, and a yellow swatch. 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, followed by "Sizes XS-XXL" in black. Underneath is a star rating of five empty stars and the text "0 Reviews". The price "\$9.97" is shown in 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 #2

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



The product card features a central image of a spaghetti-strap cami with a vibrant tropical print in shades of red, blue, and green on a white background. In the top right corner, a blue badge with white text reads "Exclusive". Below the image is a color selection bar with a yellow square on the left, followed by three patterned squares, and a "+3" indicator on the right. The product name "George Women's Woven Cami" is displayed in blue, with "Sizes XS-XXL" below it. A rating of five stars is shown, with the text "0 Reviews" to its right. The price "\$9.97" is prominently displayed in blue. At the bottom, a green button with white text says "Add to cart".

Exclusive



Yellow [Patterned Swatches] +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 product card features a central image of a spaghetti-strap cami with a vibrant, multi-colored tropical leaf pattern. In the top right corner, a blue badge with white text reads "Exclusive". Below the main image is a row of five color swatches: a solid yellow square, a light beige patterned square, a dark brown patterned square, a yellow patterned square, and a "+3" icon indicating more options. The product name "George Women's Woven Cami" is displayed in blue text within a dark blue-bordered box. Below the name, the text "Sizes XS-XXL" is shown. A rating section consists of five empty star icons followed by the text "0 Reviews". The price "\$9.97" is prominently displayed in large blue font. At the bottom of the card is a solid green rectangular button with the white text "Add to cart".

Exclusive



Yellow patterned swatch    Light beige patterned swatch    Dark brown patterned swatch    Yellow 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
- **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 in shades of red, blue, and green. Below the main image are four smaller color swatches: a solid yellow, a light beige, 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. A blue box highlights the text "Sizes XS-XXL". Below this, there are five grey stars and the text "0 Reviews". The price "\$9.97" is shown 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**



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: a solid yellow, a beige with a small pattern, a brown with a floral pattern, and a yellow with a floral pattern. 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, followed by "Sizes XS-XXL" in a smaller font. A review section is highlighted with a dark blue box, showing five empty star icons and the text "0 Reviews". Below the reviews, the price "\$9.97" is shown 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. A blue 'Exclusive' badge is positioned in the top right corner. 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' and size range 'Sizes XS-XXL' are displayed in blue text. A star rating of 0 reviews is shown with five empty star icons. The price '\$9.97' is prominently displayed in a blue-bordered box. At the bottom, a green 'Add to cart' button is centered.

Exclusive



Yellow Beige Brown Yellow +3

George Women's Woven Cami  
Sizes XS-XXL

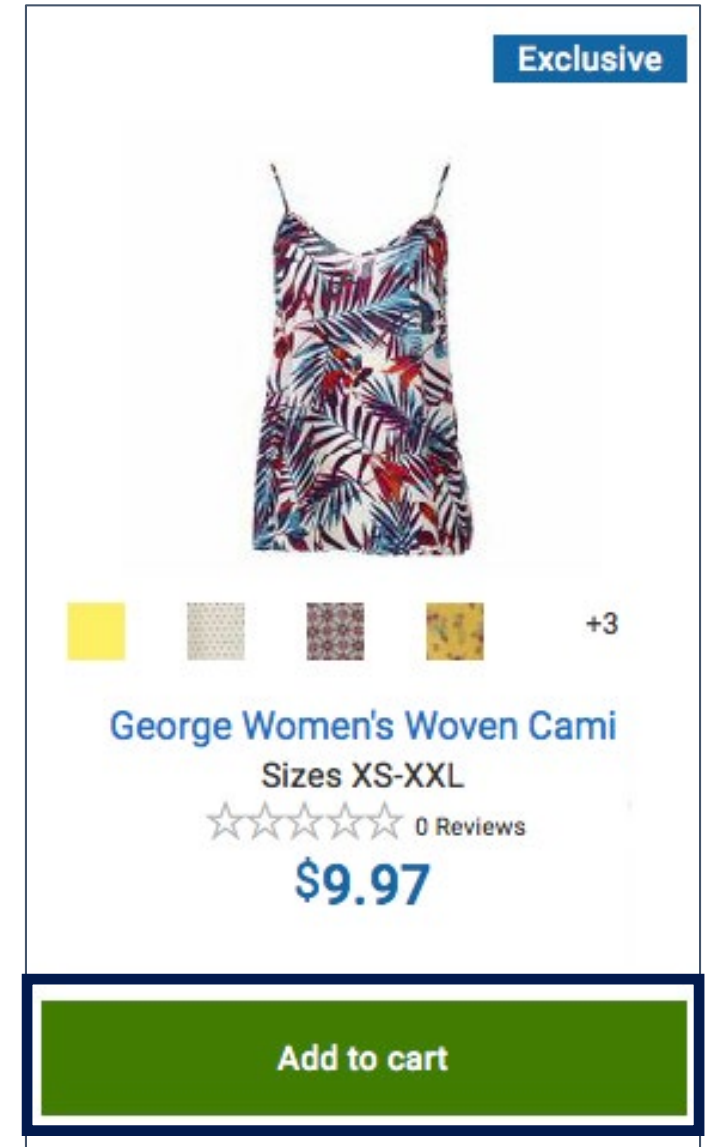
★ ★ ★ ★ ★ 0 Reviews

**\$9.97**

Add to cart

## Example Experience #2


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




The product card features a central image of a spaghetti-strap cami with a vibrant, multi-colored tropical leaf pattern. In the top right corner, a blue badge with white text reads "Exclusive". Below the main image is a row of five color swatches: a solid yellow, a light beige, a dark brown, a patterned brown, and a patterned yellow. 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 this is a row of five grey 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 prominent green button with white text that says "Add to cart".

## Example Experience #2

Again, did they miss anything?



Exclusive



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

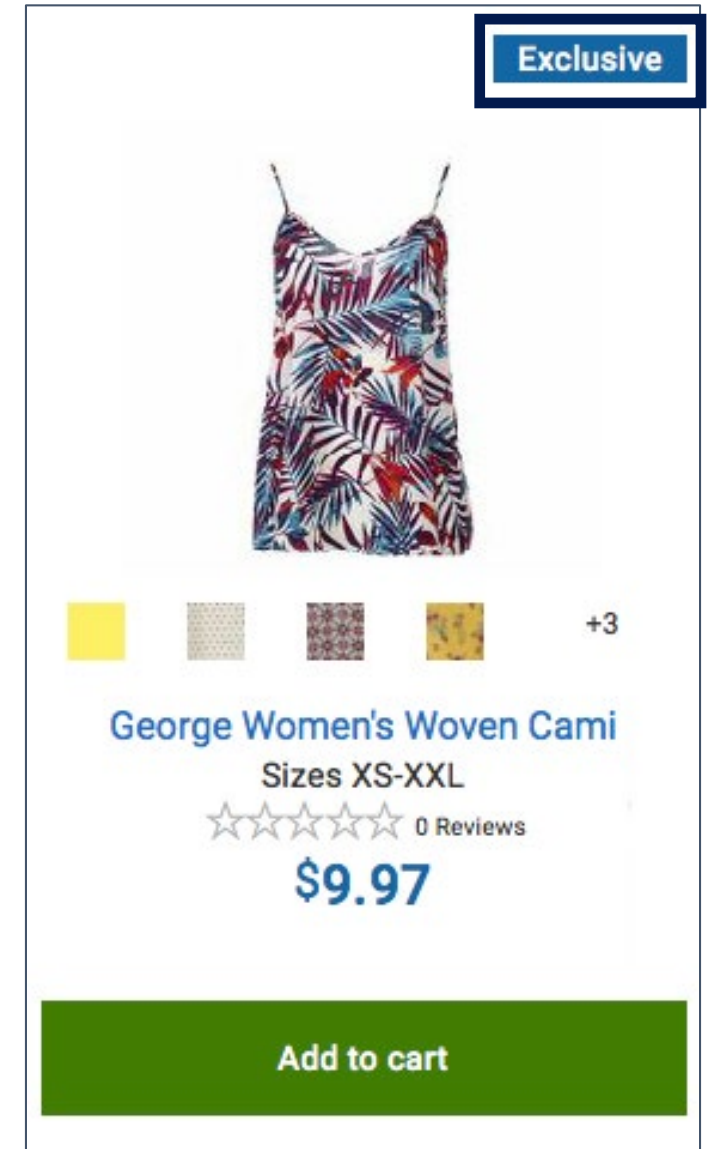
**George Women's Woven Cami**  
Sizes XS-XXL  
☆☆☆☆☆ 0 Reviews  
**\$9.97**

Add to cart

## Example Experience #2


Yes. "Exclusive".

Because the text is baked into the image.



The product card features a central image of a white spaghetti-strap cami with a vibrant, multi-colored tropical leaf pattern. In the top right corner, a blue-bordered box contains the word "Exclusive" in white. Below the main image are four small 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 this is a row of five grey stars and the text "0 Reviews". The price "\$9.97" is shown in a large, bold blue font. At the bottom, a solid green button contains the white text "Add to cart".

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

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

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

QUANTITY

- 1 +

**ADD TO CART**

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

# Designing 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

## Designing 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), ...

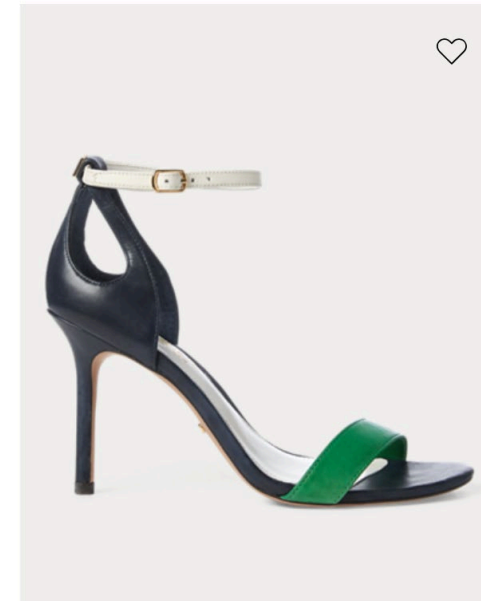
Ships from and sold by Amazon.com.

★★★★☆ 727

Add to Cart

# Designing Accessible Product Cards

2. Ensure pricing is marked up properly.



**LAUREN**  
Gretchin Leather Sandal  
**\$125.00**

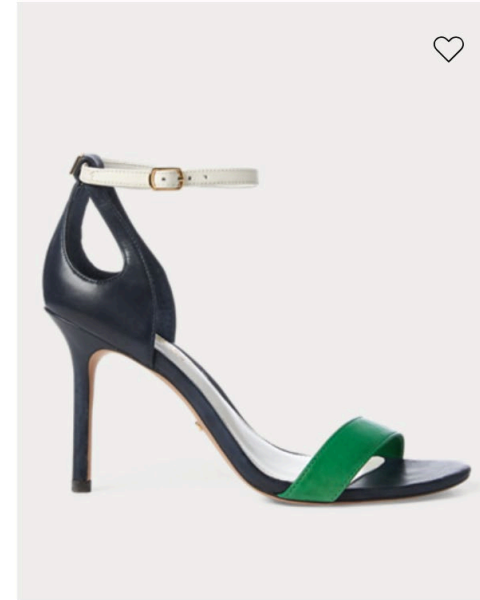
# Designing Accessible Product Cards

2. Ensure pricing is marked up properly.



Dollar eighty five

**X**



LAUREN  
Gretchin Leather Sandal  
**\$125.00**

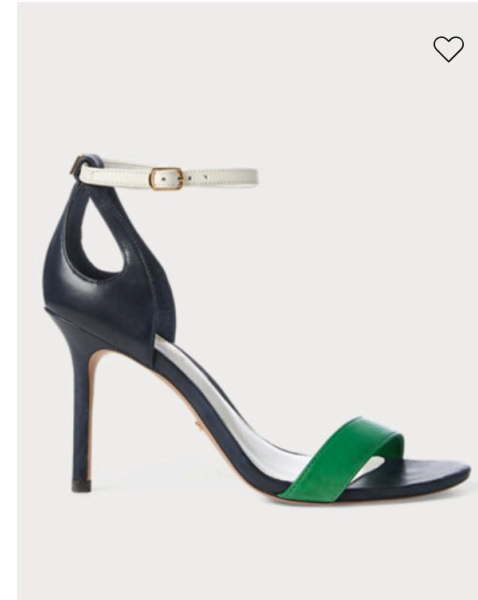
# Designing Accessible Product Cards

2. Ensure pricing is marked up properly.



Dollar eighty five

**X**



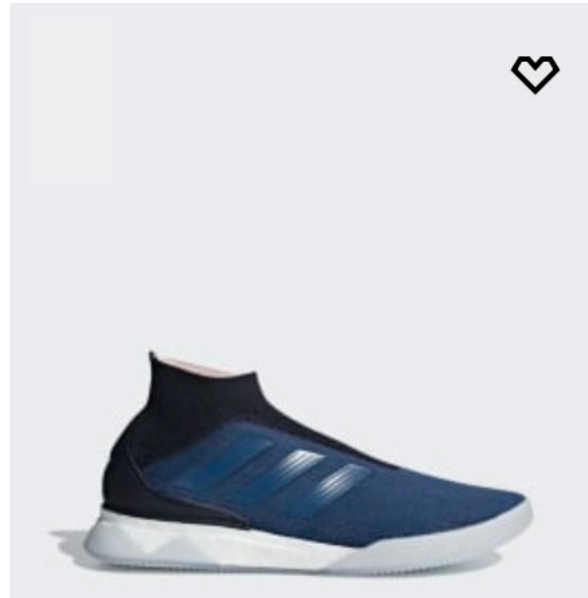
LAUREN  
Gretchin Leather Sandal  
\$125.00

One hundred twenty five dollars zero zero cents

**OK**

# Designing Accessible Product Cards

## 3. Avoid strikethroughs for pricing.



Soccer

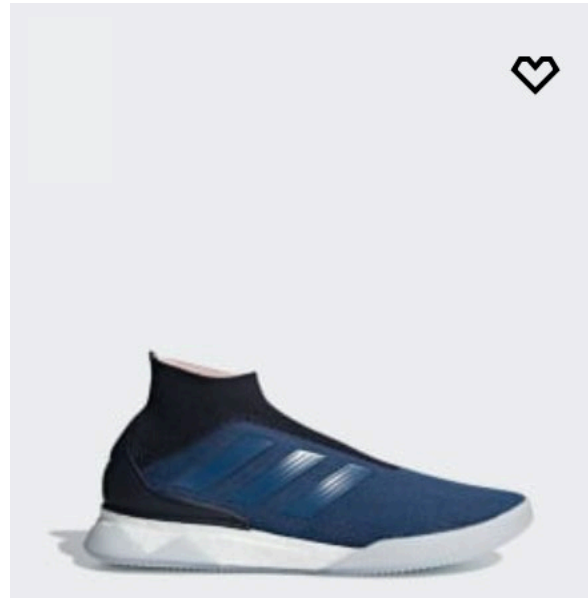
PREDATOR TANGO 18+ SHOES

C\$ 135 ~~C\$ 290~~



# Designing Accessible Product Cards

## 3. Avoid strikethroughs for pricing.



Soccer

PREDATOR TANGO 18+ SHOES

C\$ 135 ~~C\$ 290~~


**One hundred thirty-five dollars two hundred ninety dollars**

**X**

# Designing 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

# Designing Accessible Product Cards

4. Consider the experience of ratings and reviews.


What should this experience be?

The image shows a product card for '102 PCS Magnetic Building Blocks'. At the top left, there is an orange 'Bestseller' badge. The main image area displays various colorful magnetic blocks and structures, with a '102 PCS' label in the top right corner. Below the images, the product title reads '(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...'. The price is listed as 'CDN\$ 49.99' with a Prime logo. At the bottom, there is a 5-star rating and the number '321' reviews, which is highlighted with a blue border.


# Designing 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

The image shows a product card for a set of 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 stack of blocks, a bag, and several assembled geometric shapes. A '102 PCS' label is in the top right of the image area. Below the image, the product title and description are listed. The price is shown as 'CDN\$ 49.99' with a Prime logo. At the bottom, there is a star rating of five stars and the number '321' reviews, which is highlighted with a blue border.

# Designing 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 >](#)

# Designing 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 >

# Designing Accessible Product Cards

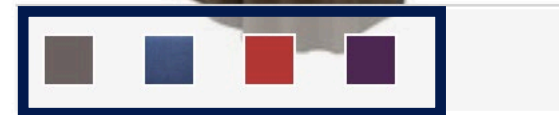
4. Consider the experience of ratings and reviews.

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

The image shows a product card for '102 PCS Magnetic Building Blocks'. At the top left, there is an orange 'Bestseller' badge. The main image area displays various colorful magnetic building blocks and a brown drawstring bag with the brand name 'MAGNETIC' visible. Below the images, the text reads: '(102 PCS)Magnetic Building Blocks Educational Stacking Blocks Toddler Toys for Preschool Boys Grils Educational and Creative...'. The price is listed as 'CDN\$ 49.99' with a Prime logo. Below the price is a 5-star rating and the number '321'. A dark blue button with white text says 'Read Reviews >'. The entire card is set against a light gray background.

# Designing Accessible Product Cards

5. Consider the experience of swatches.



George Women's Lace  
Trimmed Top



## Designing Accessible Product Cards

5. Consider the experience of swatches.

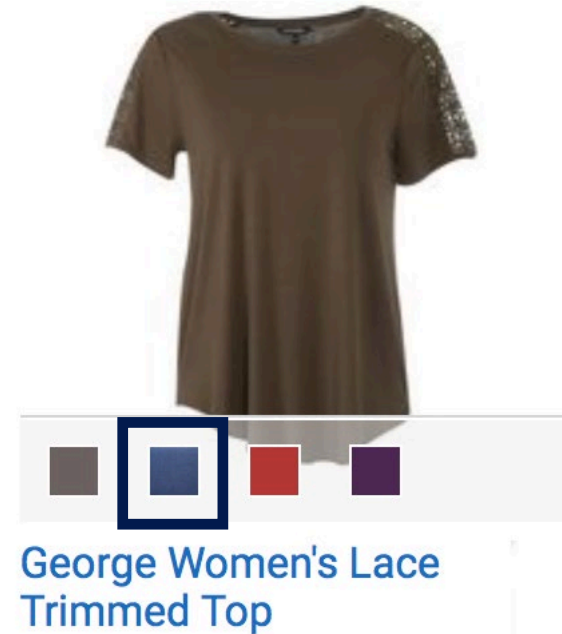
- **[Button] Display colour brown, selected**



## Designing Accessible Product Cards

5. Consider the experience of swatches.

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



## Designing Accessible Product Cards

5. Consider the experience of swatches.

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



## Designing Accessible Product Cards

5. Consider the experience of swatches.

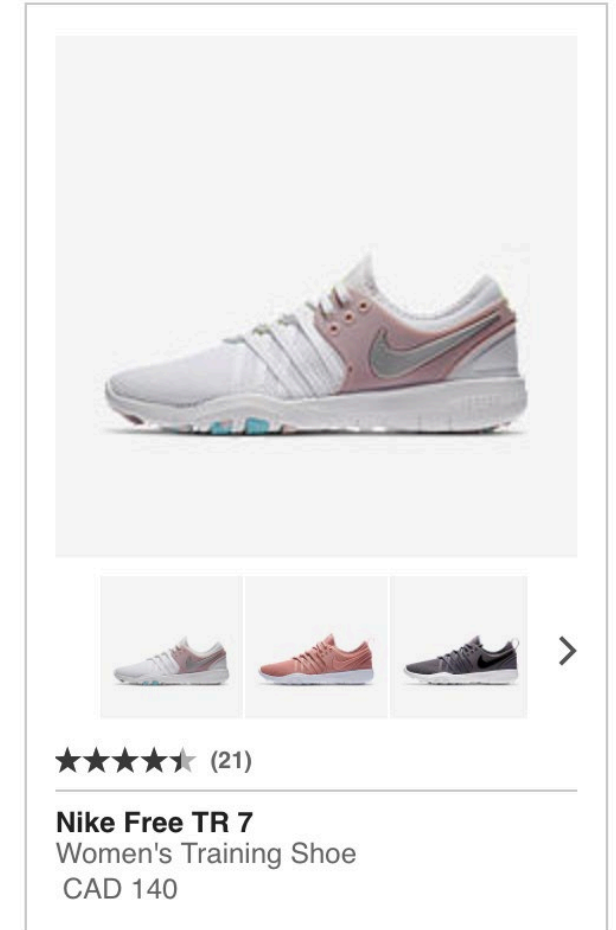
- [Button] Display colour brown, selected
- [Button] Display colour blue
- (Enter) *The image changed to blue*



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

# Designing Accessible Product Cards

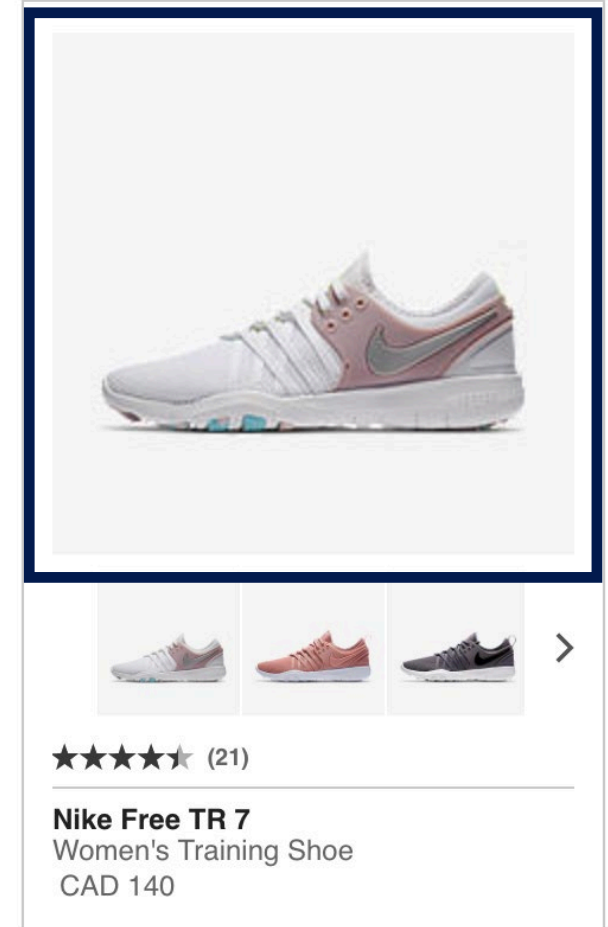
6. All linked images must have descriptive text. Hence, images that serve as links can never be decorative.



## Designing Accessible Product Cards

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

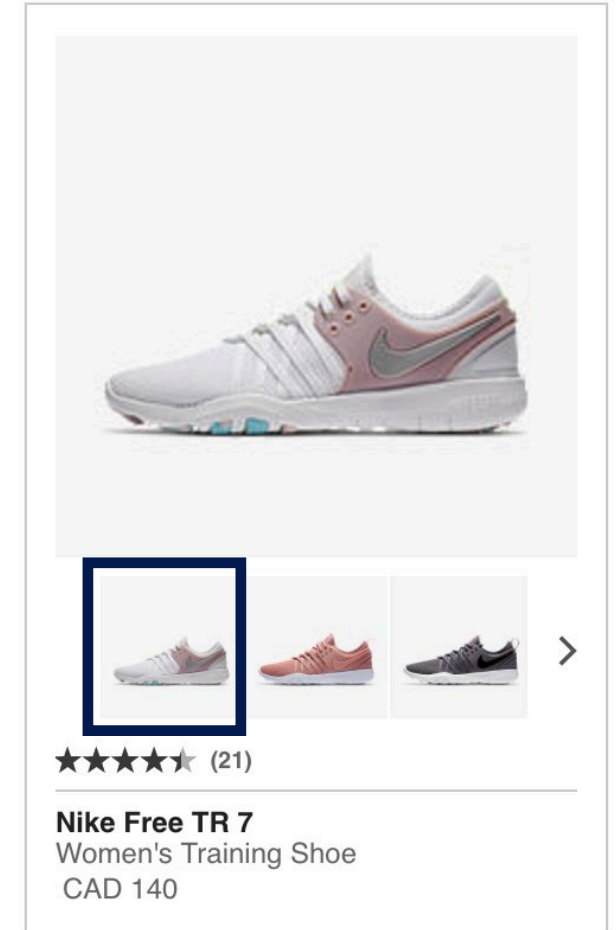
- **pwp\_sheet2**



## Designing Accessible Product Cards

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

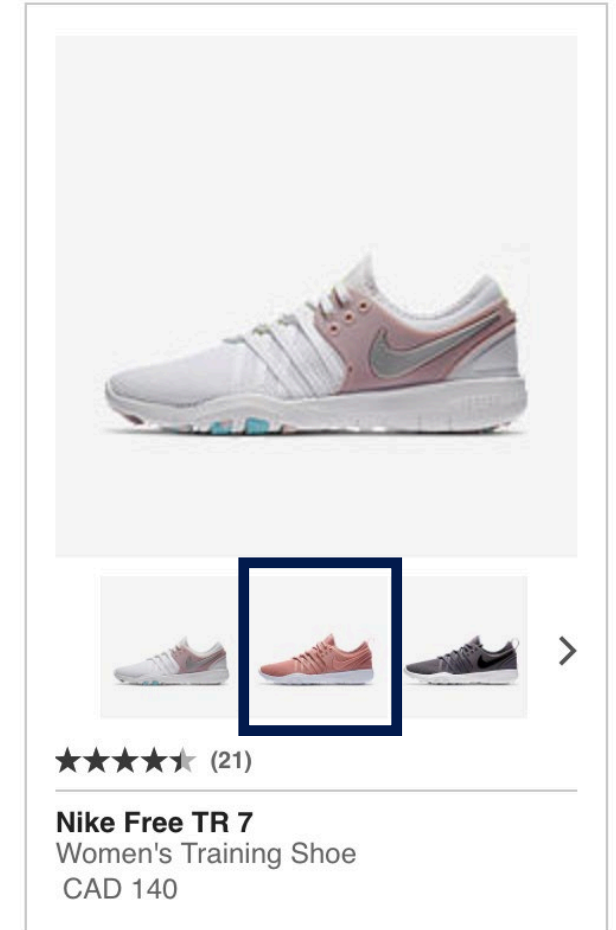
- pwp\_sheet2
- **pwp\_sheet2**



## Designing 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**

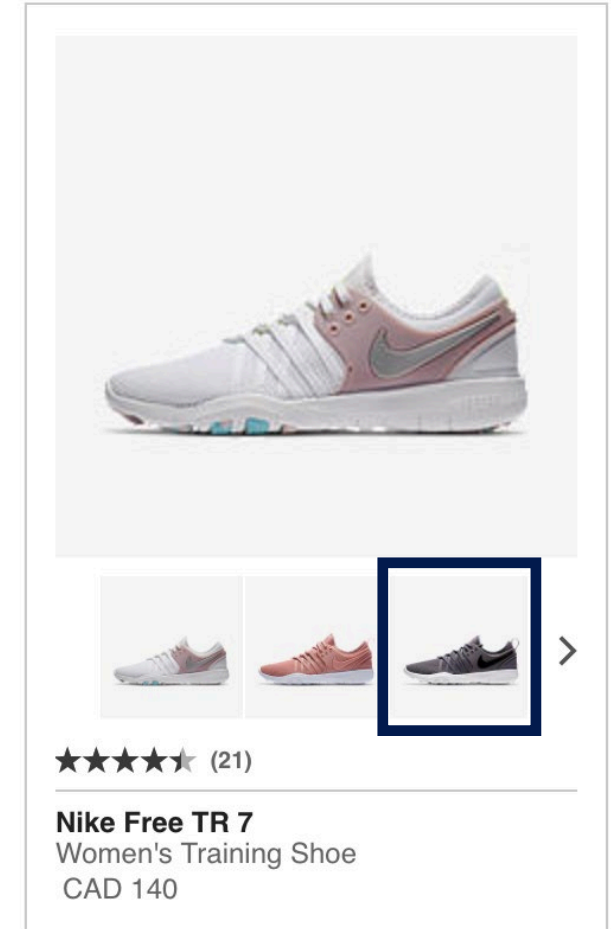




## Designing Accessible Product Cards

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**

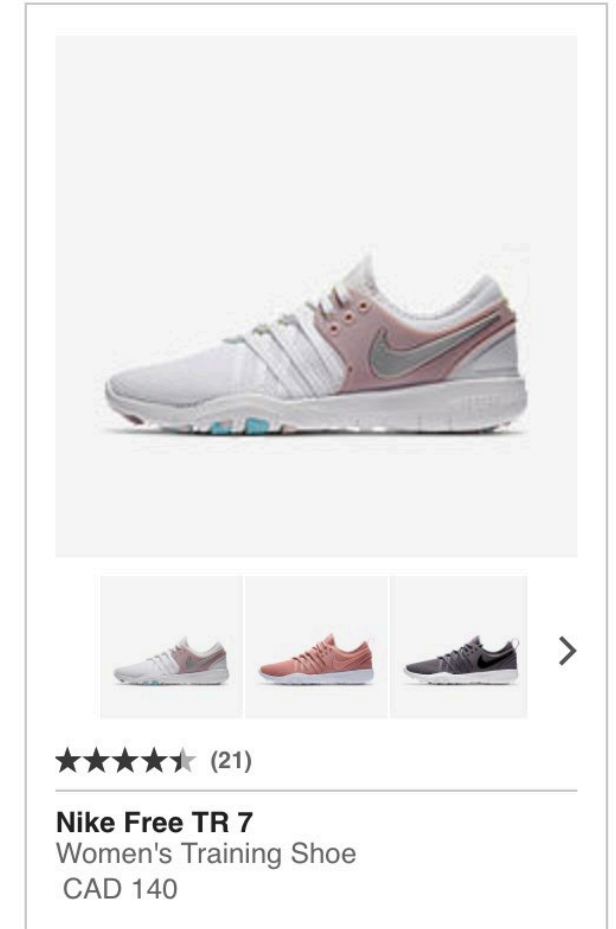


## Designing Accessible Product Cards

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

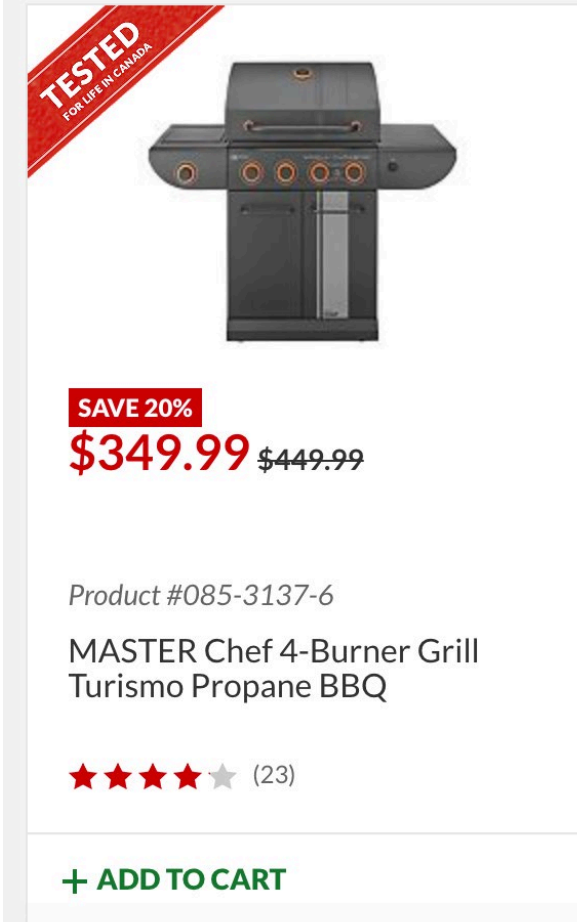
- pwp\_sheet2
- pwp\_sheet2
- pwp\_sheet2
- space 924593\_100 image

**Obviously, anything would be better!**




# Designing 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 name "MASTER Chef 4-Burner Grill Turismo Propane BBQ" is listed below the price. A rating of four red stars and one grey star is shown with "(23)" next to it. At the bottom, a green "+ ADD TO CART" button is visible.

**TESTED**  
FOR LIFE IN CANADA



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

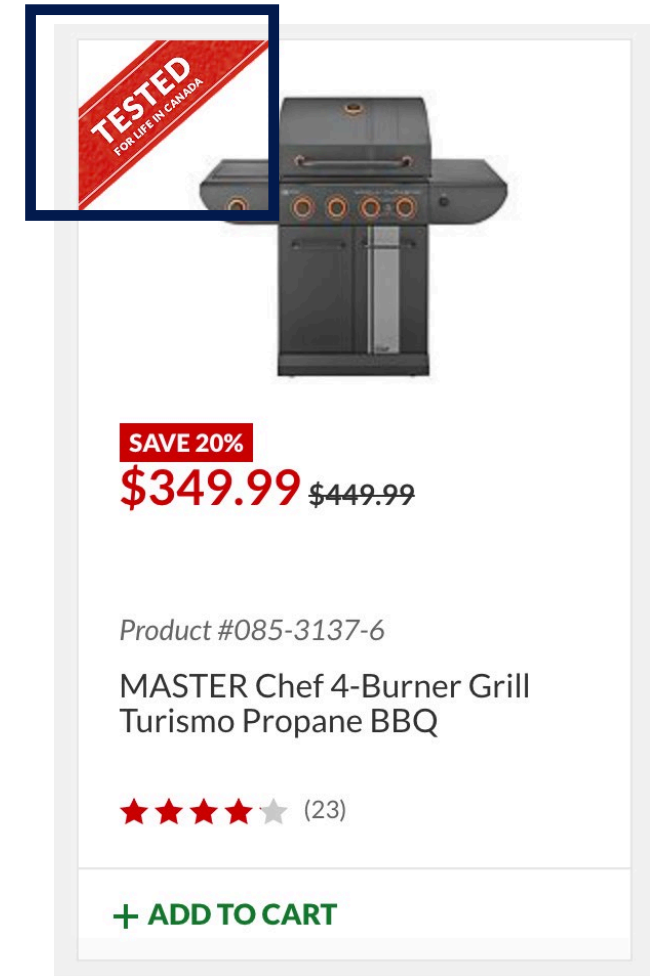
Product #085-3137-6  
MASTER Chef 4-Burner Grill  
Turismo Propane BBQ

★★★★☆ (23)

**+ ADD TO CART**

## Designing 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~~

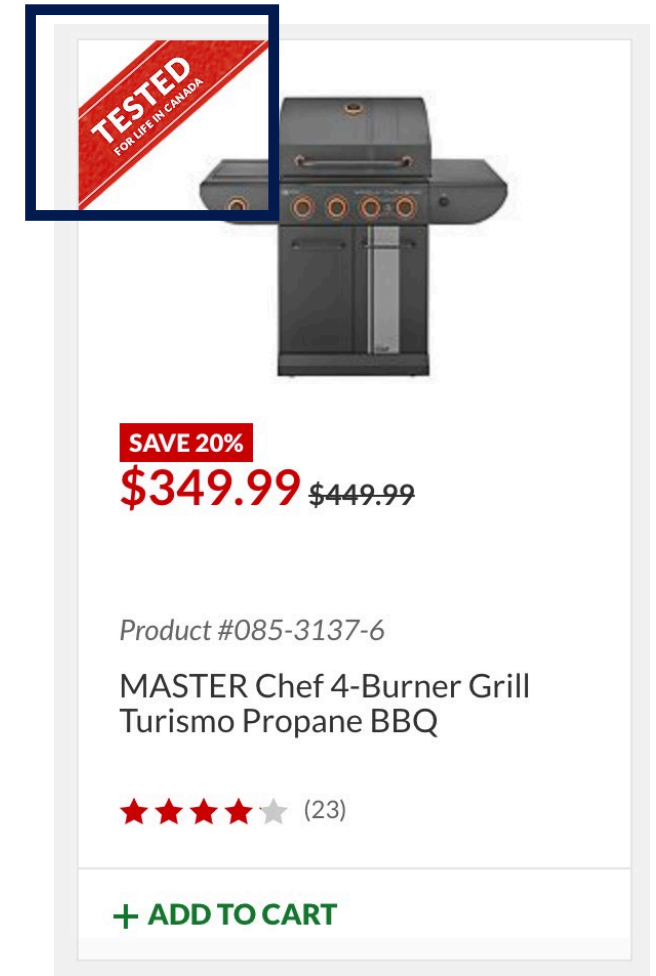
Product #085-3137-6  
MASTER Chef 4-Burner Grill  
Turismo Propane BBQ

★★★★☆ (23)

**+ ADD TO CART**

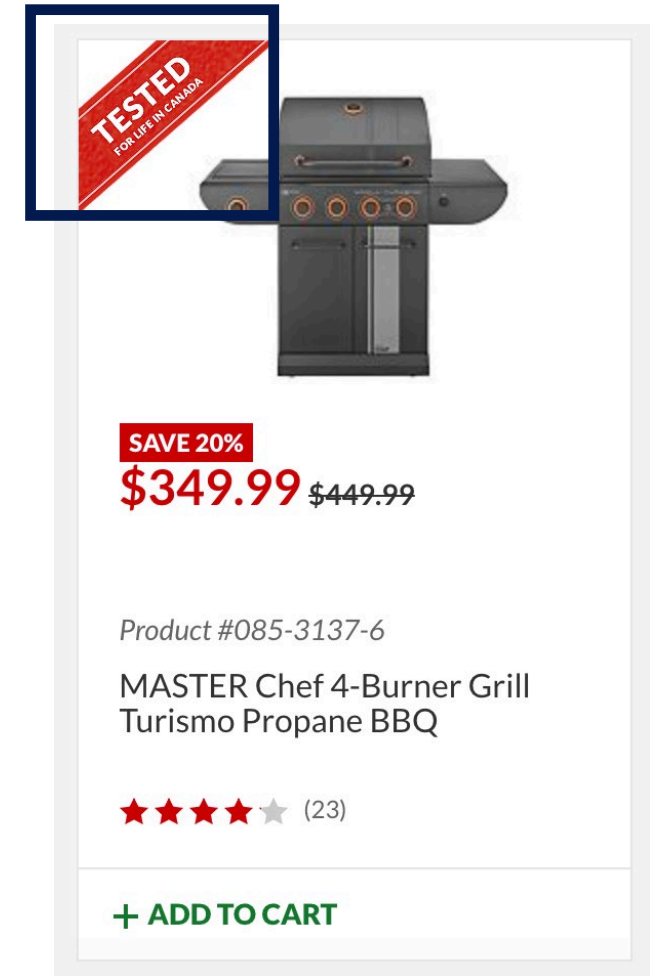
## Designing Accessible Product Cards

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.**



## Designing 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.**



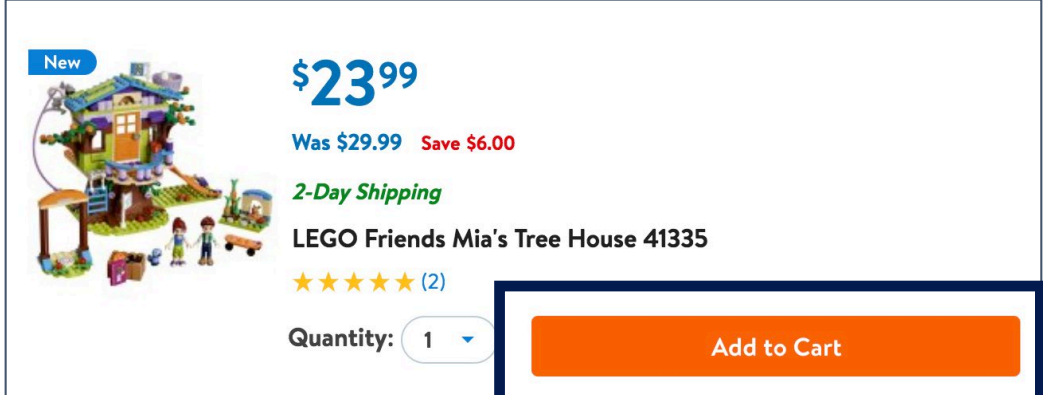
Wow, eh?

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 displayed as \$23.99, with a crossed-out original 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 listed, followed by a 5-star rating with '(2)' reviews. A 'Quantity' dropdown menu is set to '1'. A prominent orange 'Add to Cart' button is located at the bottom right of the card, highlighted with a dark blue border.

New

**\$23<sup>99</sup>**

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

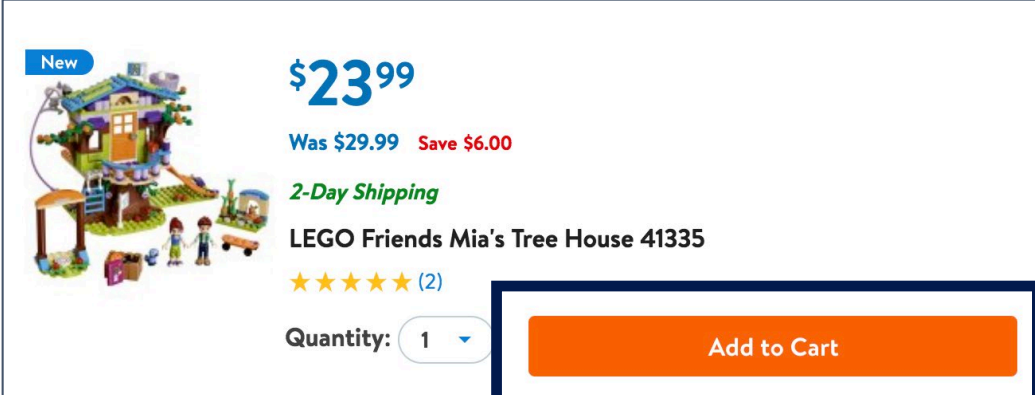
Quantity: 1

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 prominent orange 'Add to Cart' button is highlighted with a dark blue border.

New

**\$23<sup>99</sup>**

Was \$29.99 Save \$6.00

*2-Day Shipping*

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

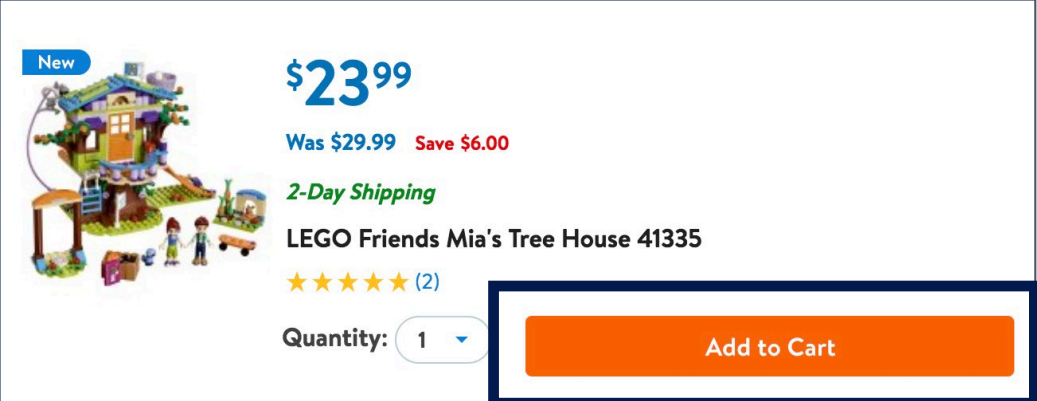
Quantity: 1 ▾

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)**



New

**\$23<sup>99</sup>**

Was \$29.99 Save \$6.00

2-Day Shipping

LEGO Friends Mia's Tree House 41335

★★★★★ (2)

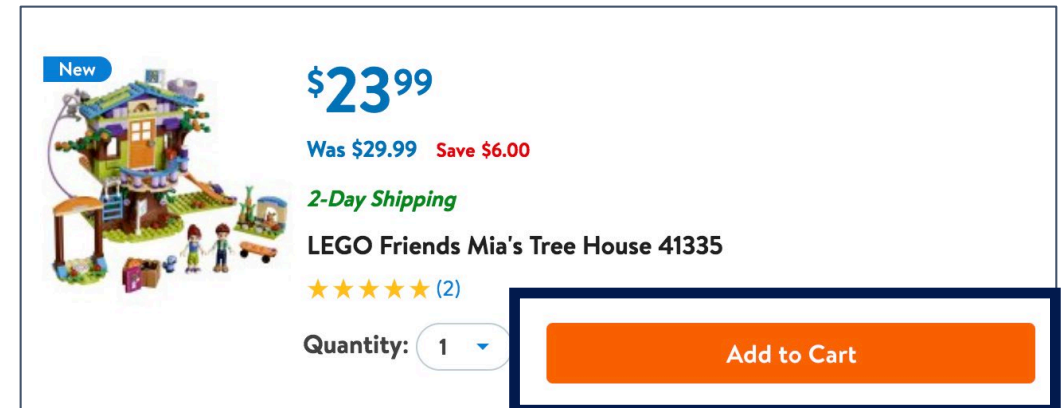
Quantity: 1

Add to Cart

## Adding A Product To The Cart

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

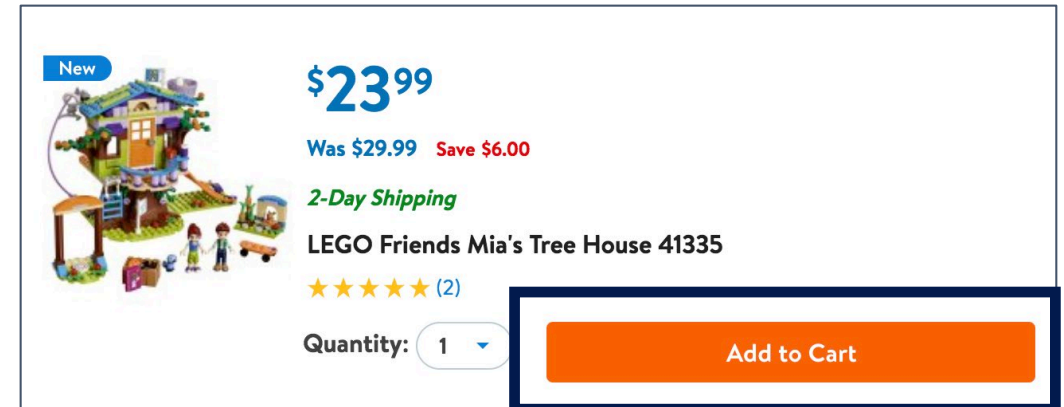
- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- (Enter)
- **One item was added to your cart, LEGO Friends Mia's Tree House 41335**



## Adding A Product To The Cart

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

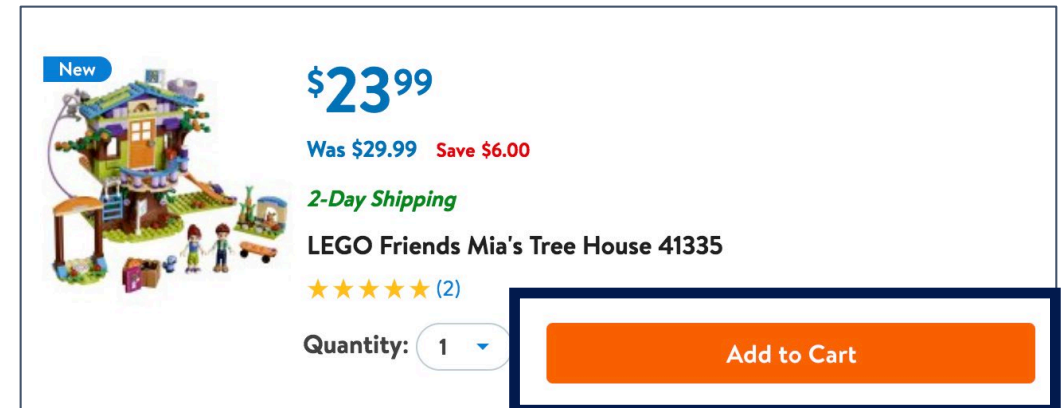
- [Button] Add to cart, LEGO Friends Mia's Tree House 41335
- (Enter)
- One item was added to your cart, LEGO Friends Mia's Tree House 41335
- **You now have 2 items in your cart**



## 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] More details about product name



The image shows a linear product card layout. At the top is a large grey rectangular area labeled 'image'. Below this is the product title: '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](#)

# The Mini Cart

# 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)

**CHECK OUT NOW >**


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

**SUBTOTAL \$67**




**Motley Plaid**  
Navy 12" X 12"  
\$10

- 1 + \$10




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

- 1 + \$19



**Motley Plaid**  
Navy 3" X 58"  
\$19

- 1 + \$19




**Bhldn Solid**

**CHAT US** **Help**

MINI CARTS

# A Linear Mini Cart Experience

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

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

MINI CARTS

# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items



MINI CARTS

# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- **(ENTER)**



# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- **[Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents**




**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---

**Estimated Total** **\$67.96**

[View cart](#)[Checkout](#)

# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- **(TAB)**




### Cart ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---


**Estimated Total** **\$67.96**

[View cart](#)[Checkout](#)



# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- (TAB)
- **[Button] Close cart**

 **Cart** 2


---

**Cart** ✕

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- (TAB)
- [Button] Close cart
- **(TAB)**

 Cart **2**


---

**Cart** ✕

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)


# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- (TAB)
- [Button] Close cart
- (TAB)
- **[Link] Product name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents**

**Cart** ×

---

**2 Items**






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)

# A Linear Mini Cart Experience


- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- (TAB)
- [Button] Close cart
- (TAB)
- [Link] Product name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents
- **(TAB)**



## Cart ×

---

**2 Items**






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

View cart Checkout

# A Linear Mini Cart Experience

- [Collapsed, pop up button] Cart, 2 items
- (ENTER)
- [Expanded, pop up button] Cart, 2 items, estimated total sixty-seven dollars ninety-six cents
- (TAB)
- [Button] Close cart
- (TAB)
- [Link] Product name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents
- (TAB)
- **[Button] Remove product name 1 from cart**




## Cart ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

View cart Checkout

# A Linear Mini Cart Experience

- (TAB)

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- **(TAB)**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---


**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)



# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- **[Button] Save product name 1 to wish list**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- **(TAB)**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- (TAB)
- **[Link] Product name 2, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total price for product name 2 thirty-three dollars ninety-eight cents**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---


**Estimated Total** **\$67.96**

[View cart](#)

[Checkout](#)

# A Linear Mini Cart Experience


- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- (TAB)
- [Link] Product name 2, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total price for product name 2 thirty-three dollars ninety-eight cents
- **(TAB)**

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

View cart Checkout

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- (TAB)
- [Link] Product name 2, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total price for product name 2 thirty-three dollars ninety-eight cents
- (TAB)
- **[Button] Remove product name 2 from cart**




## Cart

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

View cart Checkout

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- (TAB)
- [Link] Product name 2, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total price for product name 2 thirty-three dollars ninety-eight cents
- (TAB)
- [Button] Remove product name 2 from cart
- **(TAB)**




## Cart

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

View cart Checkout

# A Linear Mini Cart Experience

- (TAB)
- [Link] Edit product name 1
- (TAB)
- [Button] Save product name 1 to wish list
- (TAB)
- [Link] Product name 2, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total price for product name 2 thirty-three dollars ninety-eight cents
- (TAB)
- [Button] Remove product name 2 from cart
- (TAB)
- **[Link] Edit product name 2**




## Cart ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---


**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)



# A Linear Mini Cart Experience

- (TAB)
- [Button] Save product name 2 to wish list

 Cart **2**


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Button] Save product name 2 to wish list
- **(TAB)**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Button] Save product name 2 to wish list
- (TAB)
- **[Link] View cart**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Button] Save product name 2 to wish list
- (TAB)
- [Link] View cart
- **(TAB)**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)

# A Linear Mini Cart Experience

- (TAB)
- [Button] Save product name 2 to wish list
- (TAB)
- [Link] View cart
- (TAB)
- **[Link] Checkout, 2 items, estimated total sixty-seven dollars ninety-six cents**

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)


---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

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

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

---


**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

**Question:** Would the experience be any different if we only used icons instead of links with copy?

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




## Cart ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)


# A Linear Mini Cart Experience

**Question:** Would the experience be any different if we only used icons instead of links with copy?

**Answer:** The layout might 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 name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents**



## Cart ×

---

**2 Items**






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)




# A Linear Mini Cart Experience

**Question:** Would the experience be any different if we only used icons instead of links with copy?

**Answer:** The layout might 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 name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents
- **[Button] Remove product name 1 from cart**

 Cart **2**

### Cart




✕


2 Items



**Product name sed do eiusmod tempor consectetur**




**PRICE \$16.99**    **QTY 2**  
**COLOUR Red**    **TOTAL \$33.98**  
**SIZE Small**



**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**  
**COLOUR Red**    **TOTAL \$33.98**  
**SIZE Small**

**Estimated Total** \$67.96

View cart Checkout


# A Linear Mini Cart Experience

**Question:** Would the experience be any different if we only used icons instead of links with copy?

**Answer:** The layout might 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 name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents
- [Button] Remove product name 1 from cart
- **[Link] Edit product name 1**



### Cart

2 Items







**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

**Estimated Total** **\$67.96**

[View cart](#) [Checkout](#)


# A Linear Mini Cart Experience

**Question:** Would the experience be any different if we only used icons instead of links with copy?

**Answer:** The layout might 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 name 1, price sixteen dollars ninety-nine cents, colour red, size small, quantity 2, total for product name 1 thirty-three dollars ninety-eight cents
- [Button] Remove product name 1 from cart
- [Link] Edit product name 1
- **[Button] Save product name 1 to wish list**

 Cart **2**


---

Cart
×

---

**2 Items**

---





**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**


**SIZE Small**

---



---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

---

**Estimated Total**

**\$67.96**


View cart

Checkout

# A Linear Mini Cart Experience

Back to the "remove" button for a moment.

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

 **Cart** 2


---

**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**


**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

 [Remove](#)     [Edit](#)     [Save](#)

---

**Estimated Total** **\$67.96**

[View cart](#)    [Checkout](#)

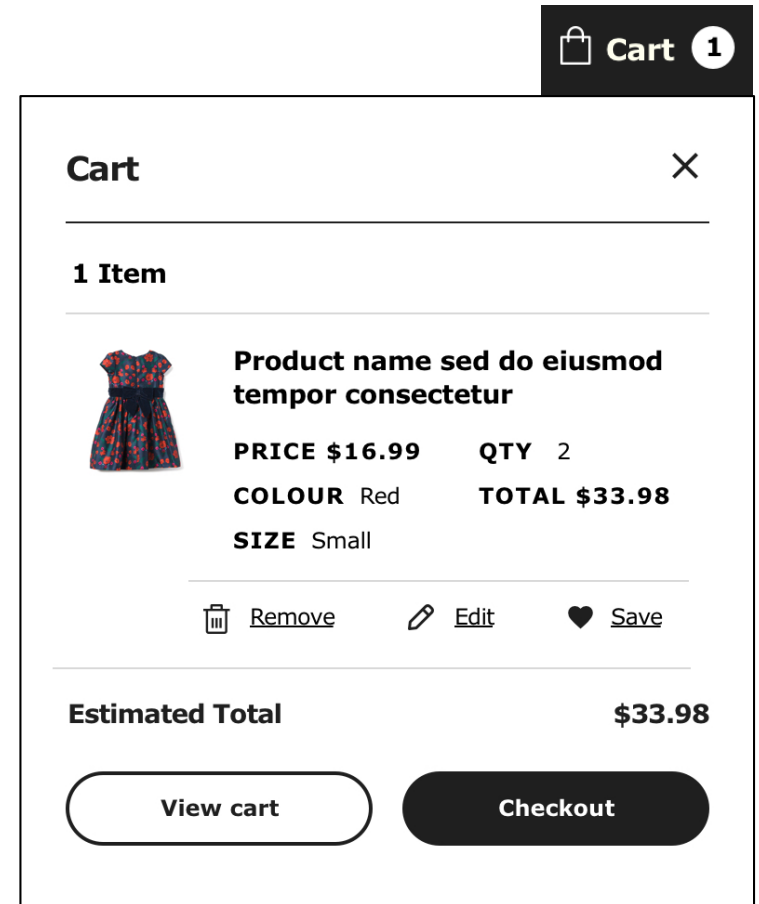
Well, the product card is  
removed from the cart silly!

# 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.



But what is the experience?

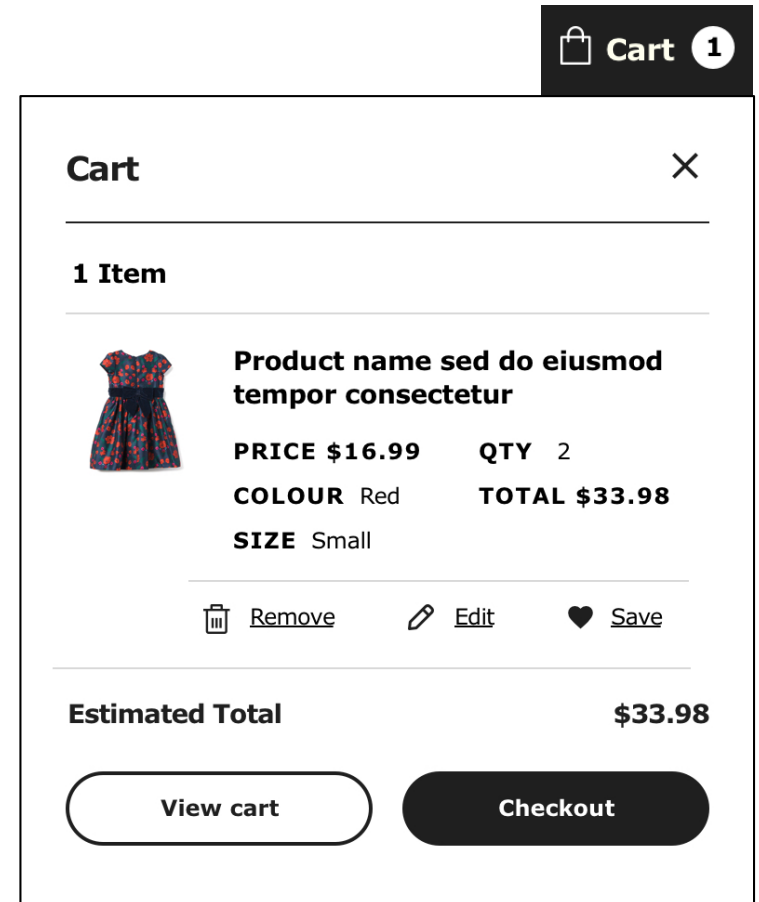
# A Linear Mini Cart Experience

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 name 2 removed from cart. Updated cart, 1 item, estimated total thirty-three dollars ninety-eight cents.






MINI CARTS

# A Linear Mini Cart Experience

**Question:** Where should the focus be?

 **Cart** 1


---

**Cart** ×

---

**1 Item**

---




 **Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR Red**    **TOTAL \$33.98**

**SIZE Small**

---

 [Remove](#)     [Edit](#)     [Save](#)

---

**Estimated Total** **\$33.98**

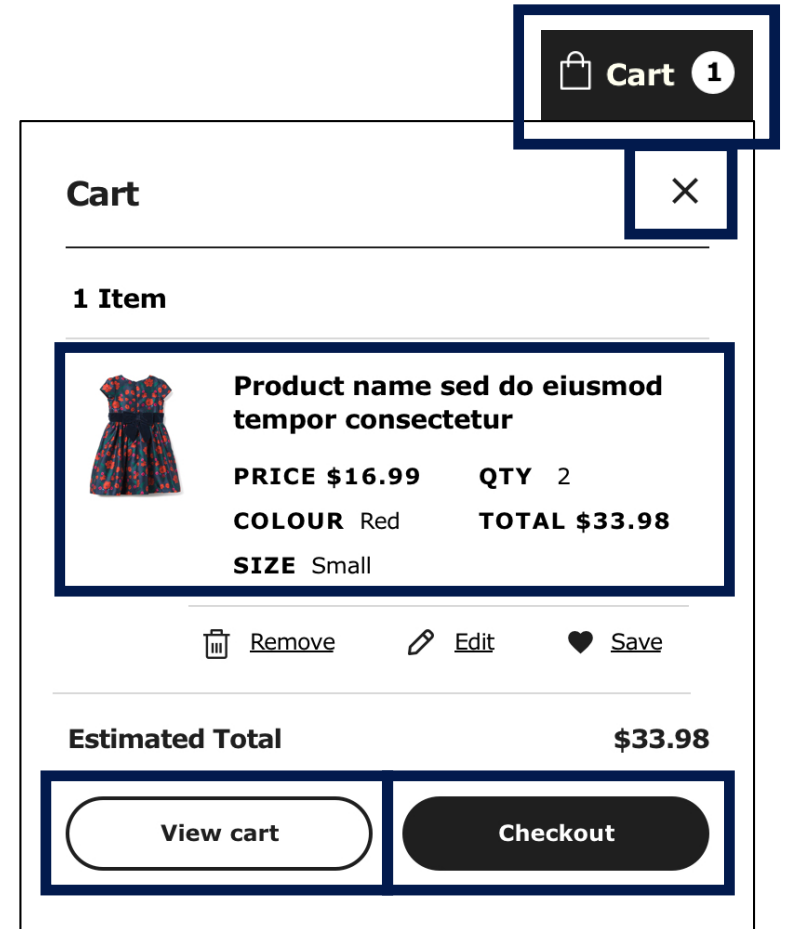
[View cart](#)    [Checkout](#)

# A Linear Mini Cart Experience

**Question:** Where should the focus be?

## Possible Answers:

- Mini cart icon?
- Close button?
- Another product card?
- View cart link?
- Checkout link?
- Other?

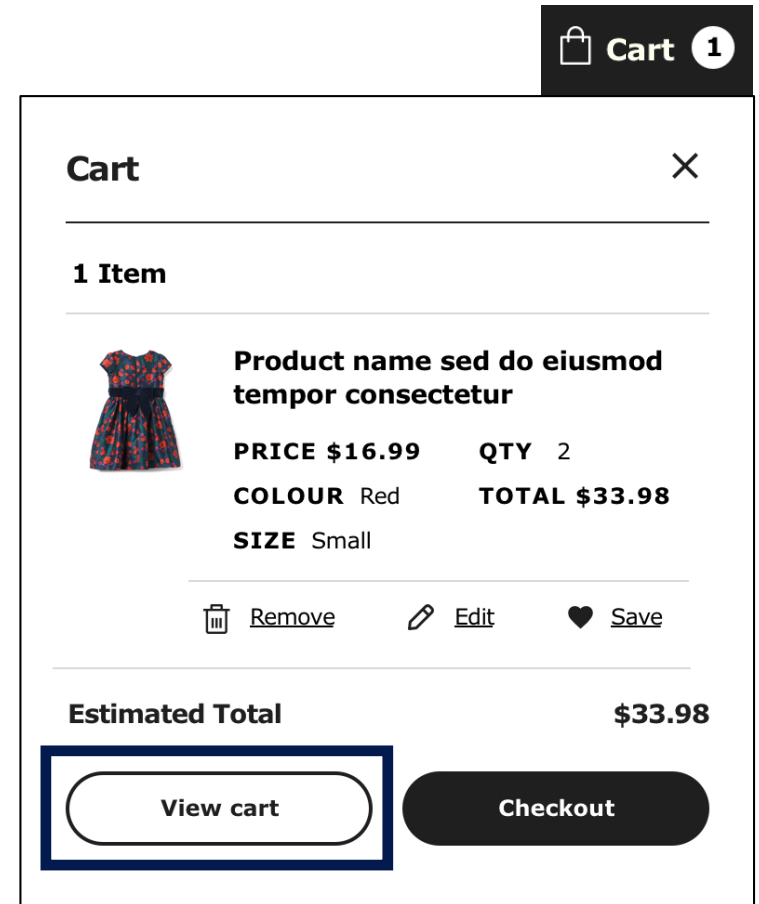


# A Linear Mini Cart Experience

**Question:** Where should the focus be?

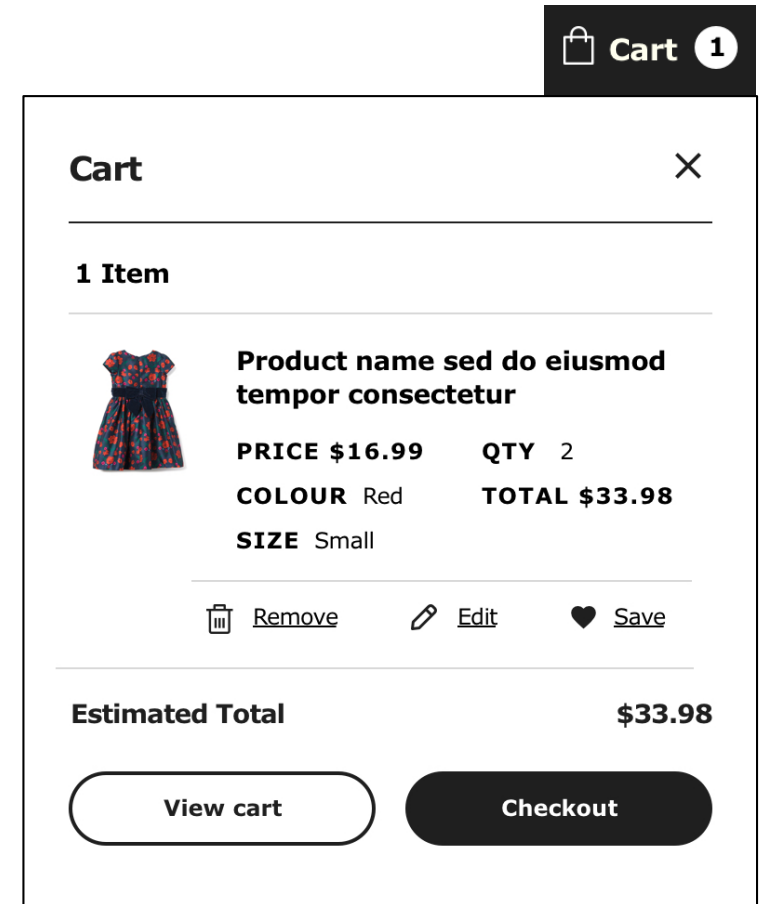
**My Answer:**

The next actionable element. In this case, because we removed the last product card, the next actionable element is the "view cart" link.



# Designing Linear Mini Carts Summary

- [Button] Close cart
- Cart, x items
- [Link] Product name (including important features)
- [Button] Remove product name from cart
- [Link] Edit product name
- [Button] Save product name to wish list
- Estimated total \$YY.yy
- [Link] View cart
- [Link] Checkout, x items, estimated total \$YY.yy



One more thing...

# Make The Mini Cart A Landmark

Landmarks

- Banner
- Navigation
- Search
- Main
- Your recently viewed items
- More on Amazon.com navigation
- Cart, 2 items, estimated total \$67.96**




**Cart** ×

---

**2 Items**

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**


**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---






**Product name sed do eiusmod tempor consectetur**

**PRICE \$16.99**    **QTY 2**

**COLOUR** Red    **TOTAL \$33.98**

**SIZE** Small

---

 [Remove](#)     [Edit](#)     [Save](#)

---

**Estimated Total** **\$67.96**

[View cart](#)[Checkout](#)

# Filters

## FILTERS

# Filter Examples

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

**Drag Me**

1km 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

—



# 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

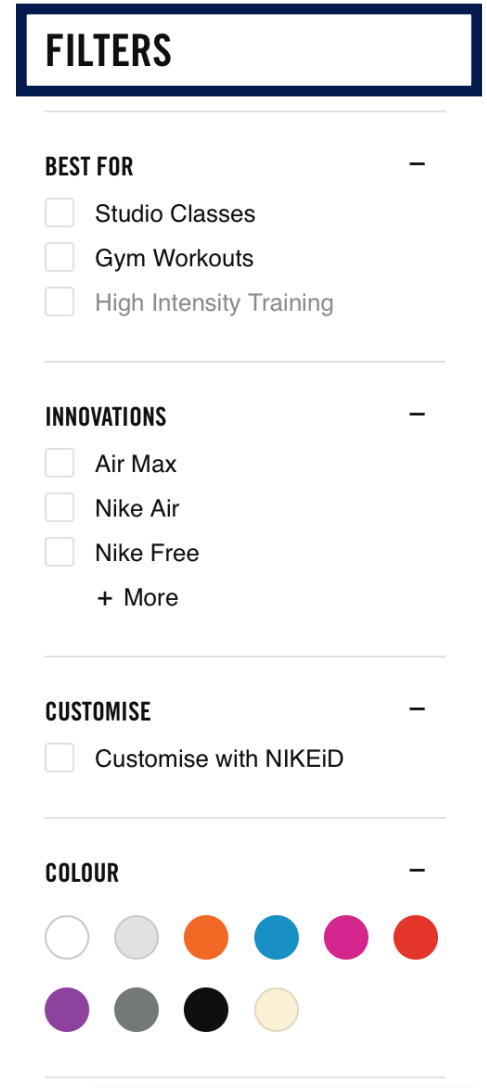


Like, OMG!

Let's improve the  
experience, shall we?

# Designing Accessible Filters

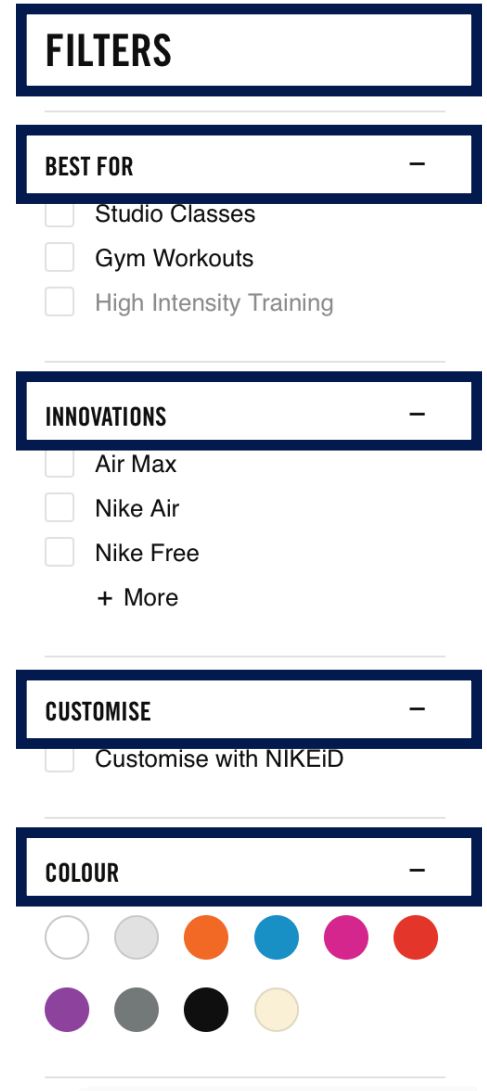
1. The set of filters should have a heading, whether it's hidden or not.





# Designing 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.



# Designing 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



# Designing 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**



# Designing 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

—



# Designing 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



# Designing 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



# Designing 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



# Designing 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

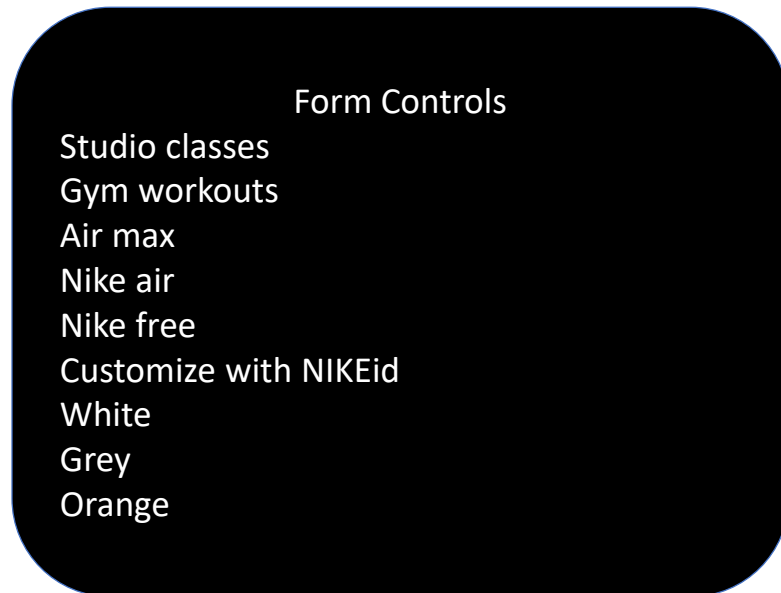
—





# Designing 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



# Designing 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



# Designing 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



# Designing 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



# Designing 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

# Designing 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

# Designing 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



# Designing 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

# Designing 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



# Designing 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



# Designing 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

# Designing 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



# Designing 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]
- **(Tab)**

## FILTERS

### BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD

### COLOUR



# Designing 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]
- (Tab)
- **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



# Designing 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]
- (Tab)
- Innovations [dimmed expanded, button]
- **(Tab)**

## FILTERS

### BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD

### COLOUR



# Designing 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]
- (Tab)
- Innovations [dimmed expanded, button]
- (Tab)
- **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 —





# Designing 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]
- (Tab)
- Innovations [dimmed expanded, button]
- (Tab)
- Customise [dimmed expanded, button]
- **(Tab)**

## FILTERS

### BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD

### COLOUR



## Designing 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]
- (Tab)
- Innovations [dimmed expanded, button]
- (Tab)
- Customise [dimmed expanded, button]
- (Tab)
- **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



# Designing 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

# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



# Designing 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 (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

-

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

### CUSTOMISE

-

- Customise with NIKEiD (11)
- 

### COLOUR

-



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

+ More

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR





# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

+ More

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



FILTERS

# Designing Accessible Filters

**Sidebar:** More what?

## FILTERS

---

### BEST FOR

—

- Studio Classes (12)
  - Gym Workouts (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

—

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

+ More

### CUSTOMISE

—

- Customise with NIKEiD (11)
- 

### COLOUR

—



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

+ More

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



FILTERS

# Designing Accessible Filters

**Sidebar:** Mark it up properly as an accordion.

## FILTERS

---

### BEST FOR

—

- Studio Classes (12)
  - Gym Workouts (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

—

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

+ More

### CUSTOMISE

—

- Customise with NIKEiD (11)
- 

### COLOUR

—



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

### INNOVATIONS

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

+ More

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



# Designing Accessible Filters

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

## FILTERS

---

### BEST FOR

—

- Studio Classes (12)
  - Gym Workouts (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

—

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

### CUSTOMISE

—

- Customise with NIKEiD (11)
- 

### COLOUR

—

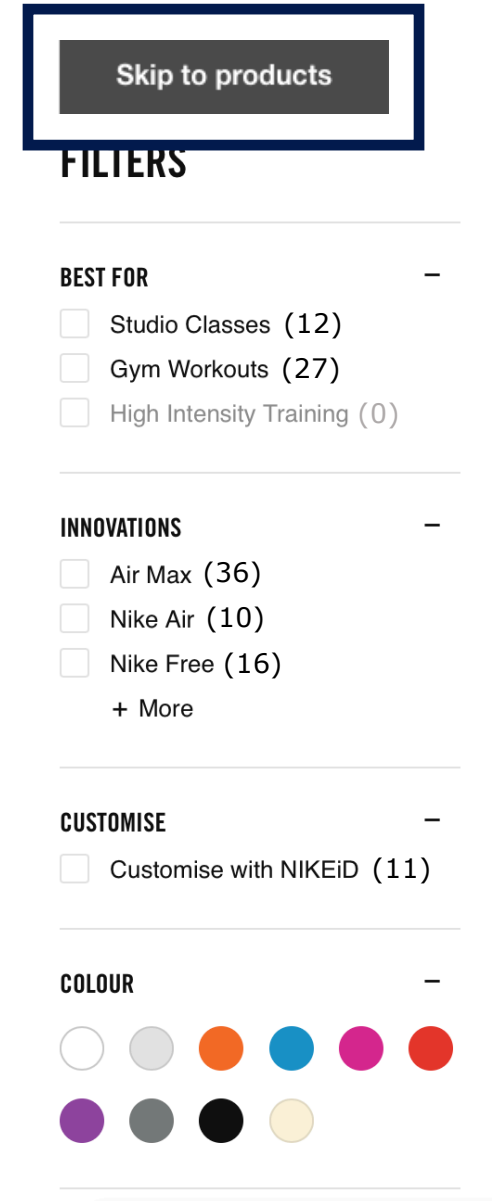


## FILTERS

# Designing 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.**

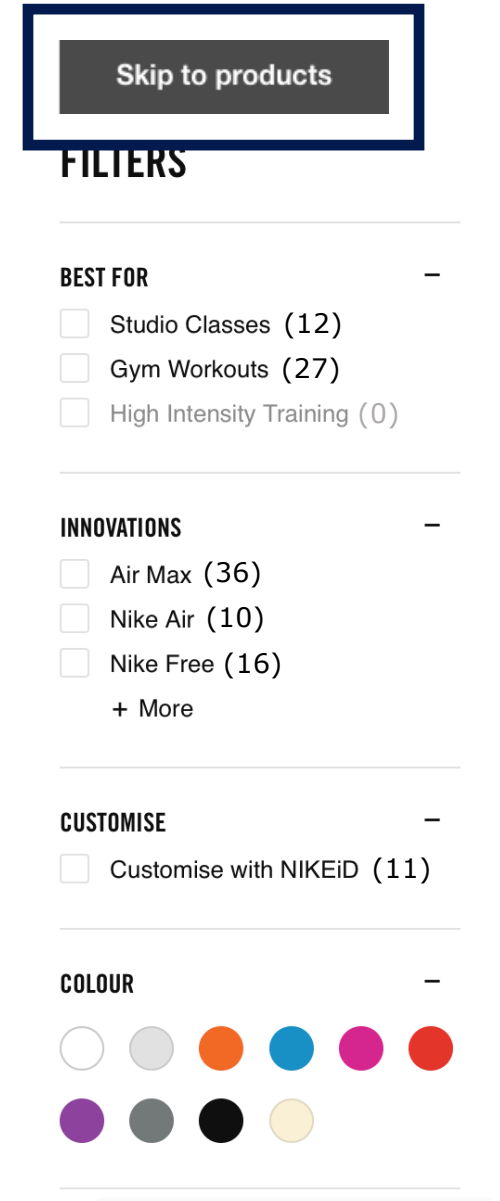


## FILTERS

# Designing 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.**

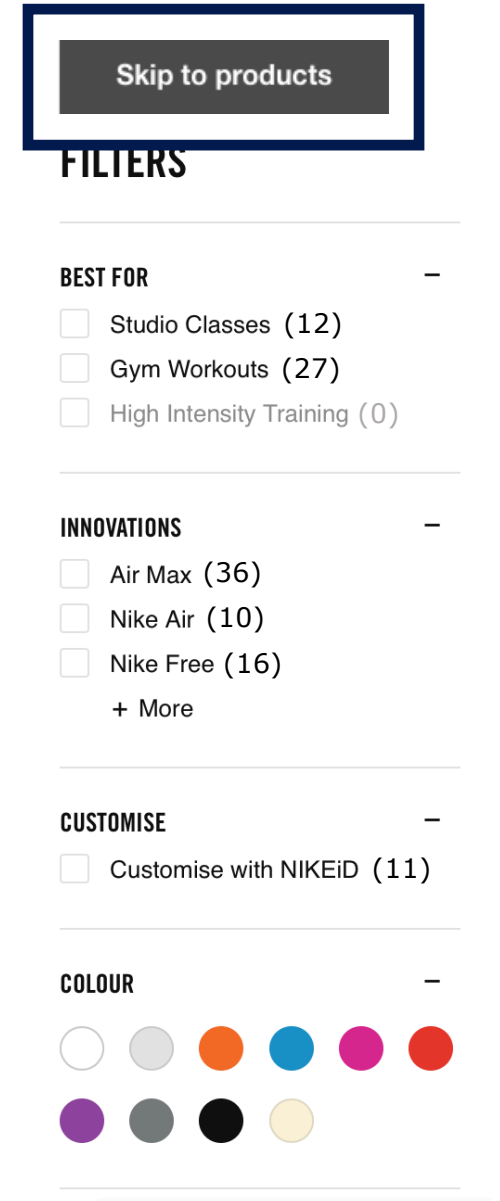




## FILTERS

# Designing 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.**



# Designing Accessible Filters

10. Provide Bypass Blocks within each filter category.

## FILTERS

---

### BEST FOR

—

- Studio Classes (12)
  - Gym Workouts (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

—

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

### CUSTOMISE

—

- Customise with NIKEiD (11)
- 

### COLOUR

—



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

[Skip to products](#)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



## FILTERS

# Designing 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 (27)
- High Intensity Training (0)

Skip to products

### 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?

## FILTERS

### BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD

### COLOUR



## WOMEN'S GYM & TRAINING SHOES (27)

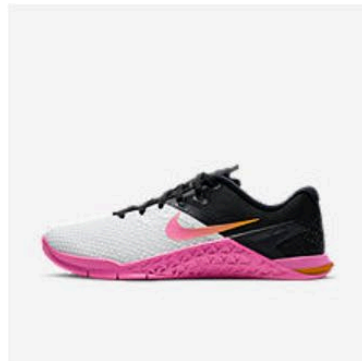
SORT BY: ▾

Get ready to work with the latest styles and colors of women's training shoes. Designed to meet the demands of all types of athletes, women's training shoes provide stability, flexibility and cushioning for weightlifting and high-intensity interval training.



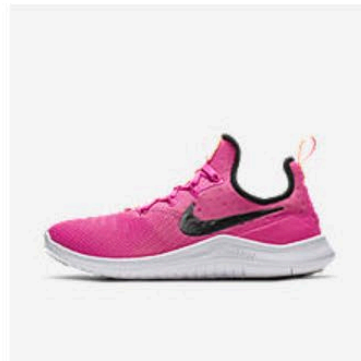
3 Colors

**Nike Free X Metcon 2**  
Women's Training Shoe  
\$120



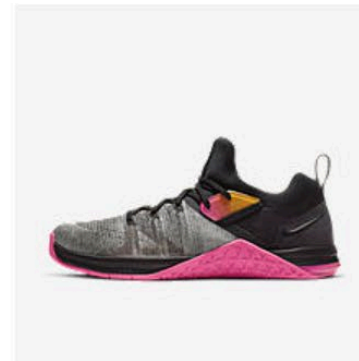
4 Colors

**Nike Metcon 4 XD**  
Women's Cross Training/Weightlifting Shoe  
\$130



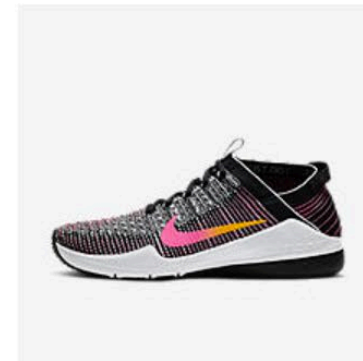
6 Colors

**Nike Free TR8**  
Women's Gym/HiIT/Cross Training Shoe  
\$100



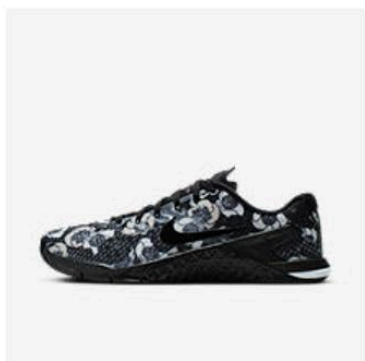
5 Colors

**Nike Metcon Flyknit 3**  
Women's Cross Training/Weightlifting Shoe  
\$150



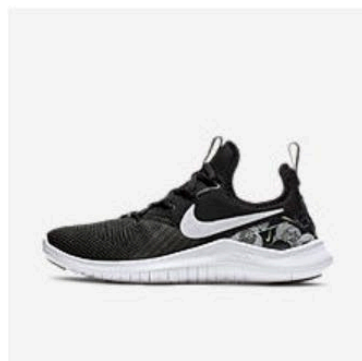
1 Color

**Nike Air Zoom Fearless Flyknit 2**  
Women's Gym/Training/Boxing Shoe  
\$130



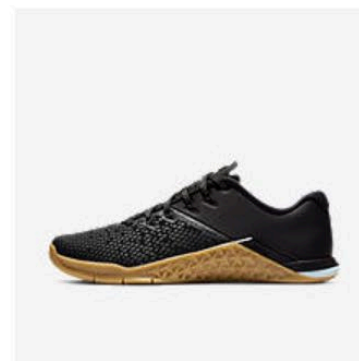
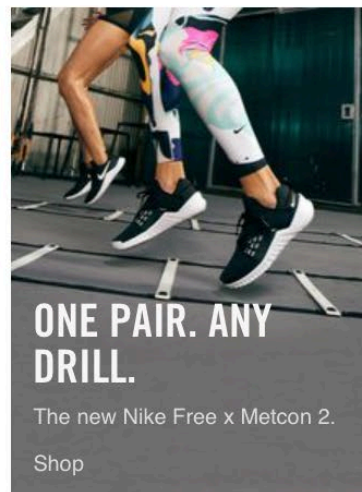
1 Color

**Nike Metcon 4 XD Premium**  
Women's Training Shoe  
\$140



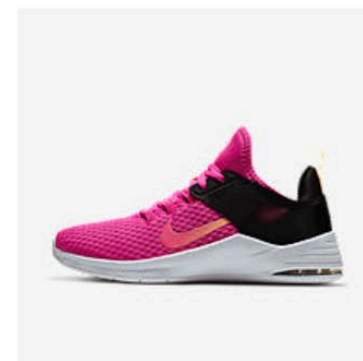
1 Color

**Nike Free TR 8 AMP**  
Women's Training Shoe  
\$110



2 Colors

**Nike Metcon 4 XD X Chalkboard**  
Women's Cross Training/Weightlifting Shoe  
\$130



2 Colors

**Nike Air Max Bella TR 2**  
Women's Training Shoe  
\$80

# Designing Accessible Filters

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

## FILTERS

---

### BEST FOR

—

- Studio Classes (12)
  - Gym Workouts (27)
  - High Intensity Training (0)
- 

### INNOVATIONS

—

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

### CUSTOMISE

—

- Customise with NIKEiD (11)
- 

### COLOUR

—



## FILTERS

# Designing Accessible Filters

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

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

## FILTERS

### BEST FOR

- Studio Classes (12)
- Gym Workouts (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR





# Designing Accessible Filters

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

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

## FILTERS

### BEST FOR

- Studio Classes (12)
- Gym Workouts (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



# Designing Accessible Filters

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

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

## FILTERS

### BEST FOR

- Studio Classes (3)
- Gym Workouts (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (9)

### COLOUR



# Designing Accessible Filters

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

- Filter on Best For, Gym Workouts [checkbox, unchecked, twenty-seven products]
- (Enter)
- Filter on Best For, Gym Workouts [checkbox, checked, twenty-seven products]
- **Now displaying 27 products**

## FILTERS

### BEST FOR

- Studio Classes (3)
- Gym Workouts (27)
- High Intensity Training (0)

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (9)

### COLOUR



## FILTERS

### BEST FOR

- Studio Classes
- Gym Workouts
- High Intensity Training

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD

### COLOUR



## WOMEN'S GYM & TRAINING SHOES (27)

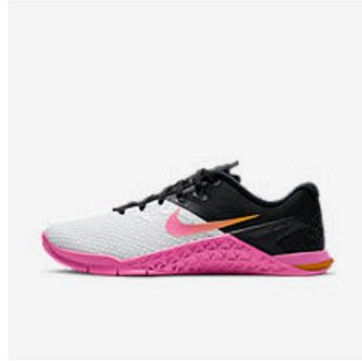
Get ready to work with the latest styles and colors of women's training shoes. Designed to meet the demands of all types of athletes, women's training shoes provide stability, flexibility and cushioning for weightlifting and high-intensity interval training.

SORT BY: ▾



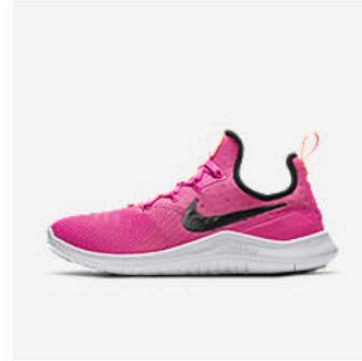
3 Colors

**Nike Free X Metcon 2**  
Women's Training Shoe  
\$120



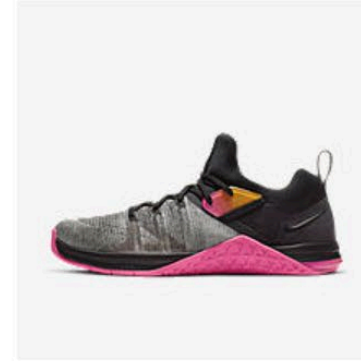
4 Colors

**Nike Metcon 4 XD**  
Women's Cross Training/Weightlifting Shoe  
\$130



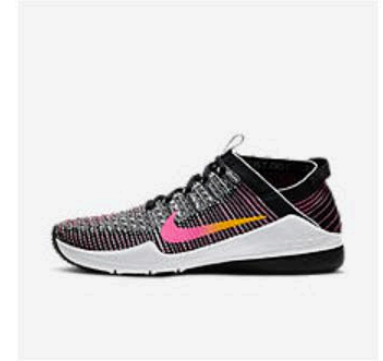
6 Colors

**Nike Free TR8**  
Women's Gym/HIIT/Cross Training Shoe  
\$100



5 Colors

**Nike Metcon Flyknit 3**  
Women's Cross Training/Weightlifting Shoe  
\$150



1 Color

**Nike Air Zoom Fearless Flyknit 2**  
Women's Gym/Training/Boxing Shoe  
\$130



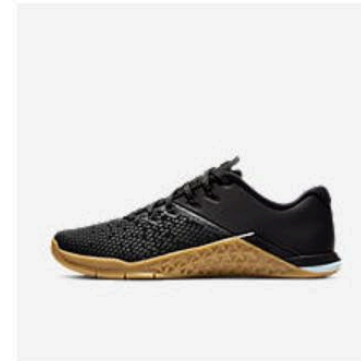
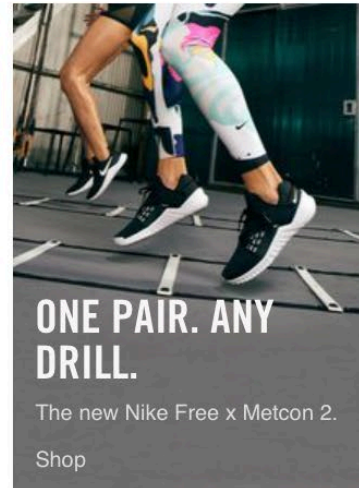
1 Color

**Nike Metcon 4 XD Premium**  
Women's Training Shoe  
\$140



1 Color

**Nike Free TR 8 AMP**  
Women's Training Shoe  
\$110



2 Colors

**Nike Metcon 4 XD X Chalkboard**  
Women's Cross Training/Weightlifting Shoe  
\$130



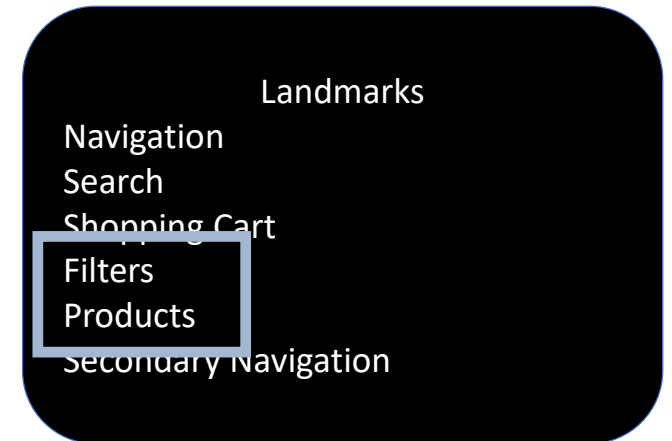
2 Colors

**Nike Air Max Bella TR 2**  
Women's Training Shoe  
\$80

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

# Designing Accessible Filters

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



# Designing 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
- Gym Workouts
- High Intensity Training

Skip to products

### INNOVATIONS

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

### CUSTOMISE

- Customise with NIKEiD (11)

### COLOUR



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!
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- 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

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

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**\$44.99**

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

Qty: 1

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

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**Shopping from Canada?**  
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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 12~~ ~~L 14-16~~ ~~XL 20~~ ~~XXL 22~~ ~~2XL 24~~ ~~3XL 26~~

Quantity:

1

**IN STOCK**

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

# Improving The Product Detail Page Usability

**Question:** What components shown here have a dependent relationship?



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01401S

Women's Oceanside Tunic Dress UPF 50+

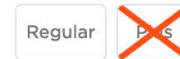
★★★★★ 4.7 (101) [Write a review](#)

**\$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



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 -12~~ L 14-16 ~~XL -20~~ ~~XX -22~~ ~~2X -24~~ ~~3X -26~~

Quantity:

**IN STOCK**

**ADD TO BAG** **ADD TO WISH LIST**

**RECOMMENDED**

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

**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?



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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.



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[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**

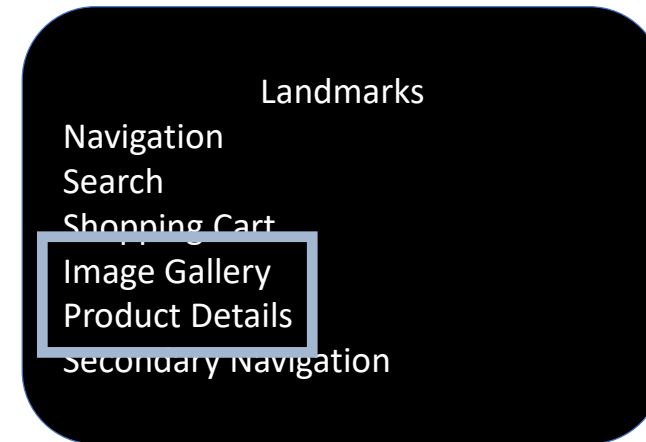
**Size Chart**

# 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



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:

**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



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01401S

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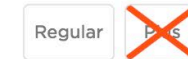
★★★★★ 4.7 (101) [Write a review](#)

**\$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
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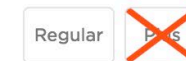
★★★★★ 4.7 (101) [Write a review](#)

**\$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**

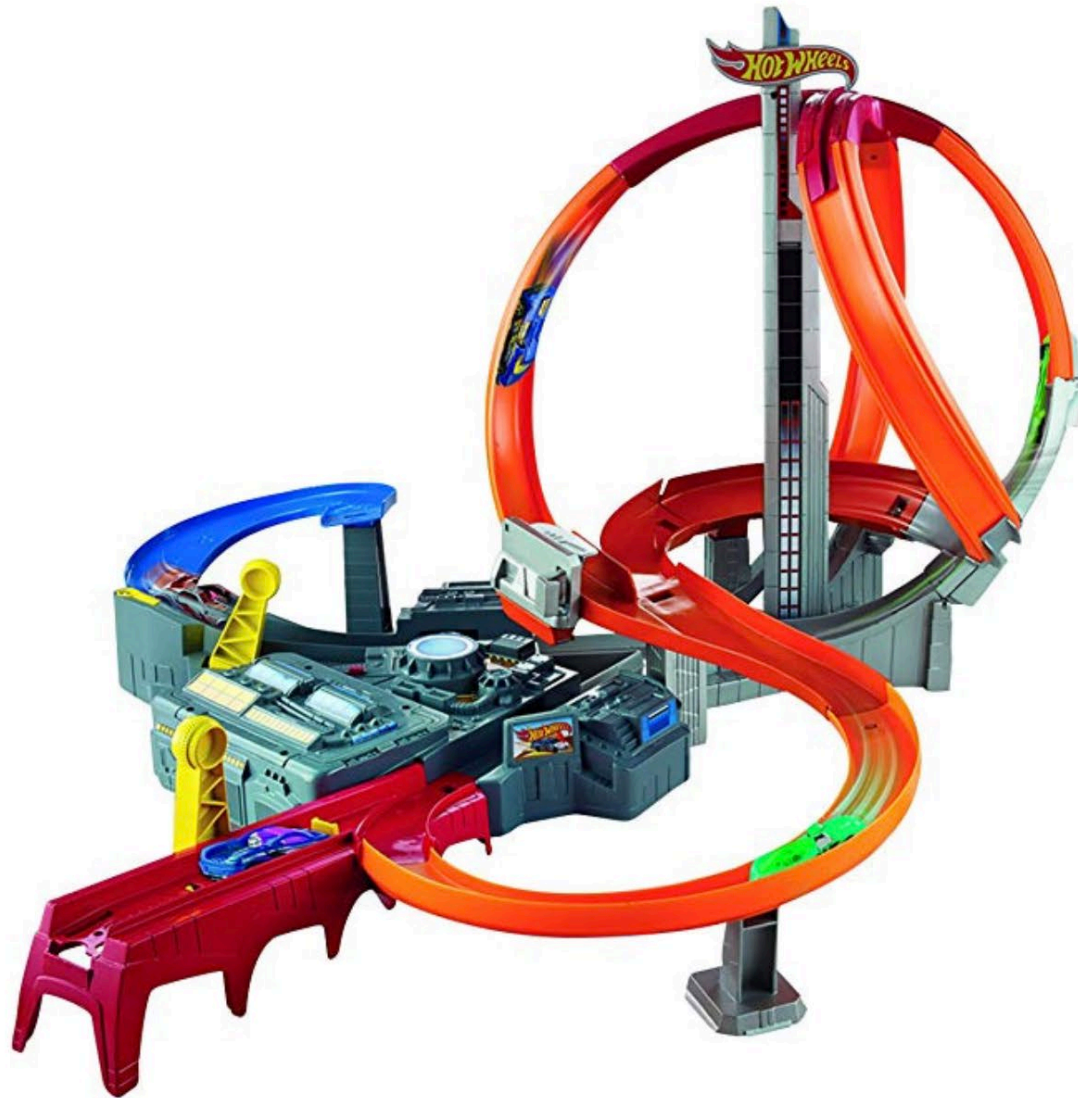
**Size Chart**

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

# **The reading order**



2 VIDEOS



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## 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

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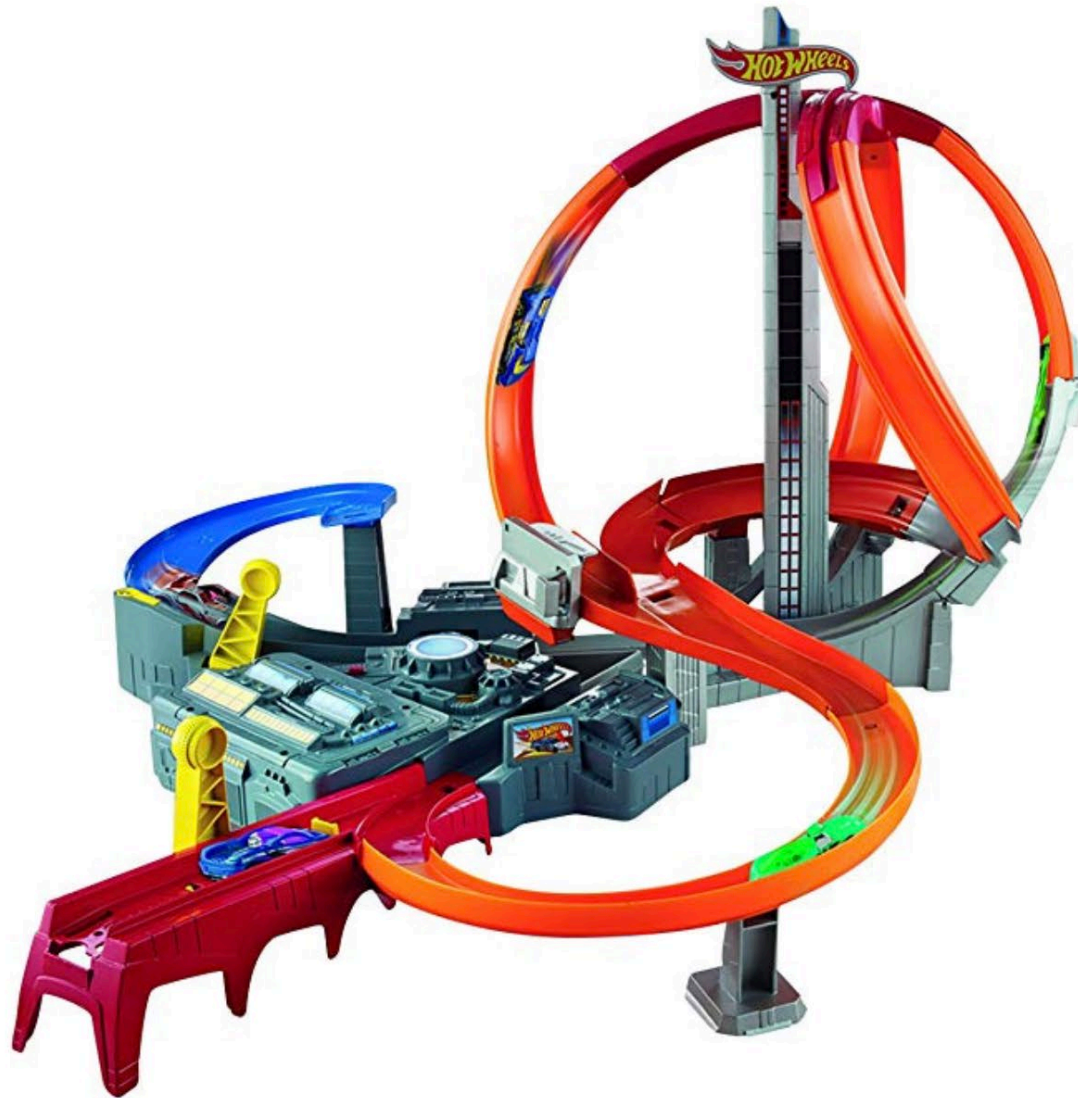
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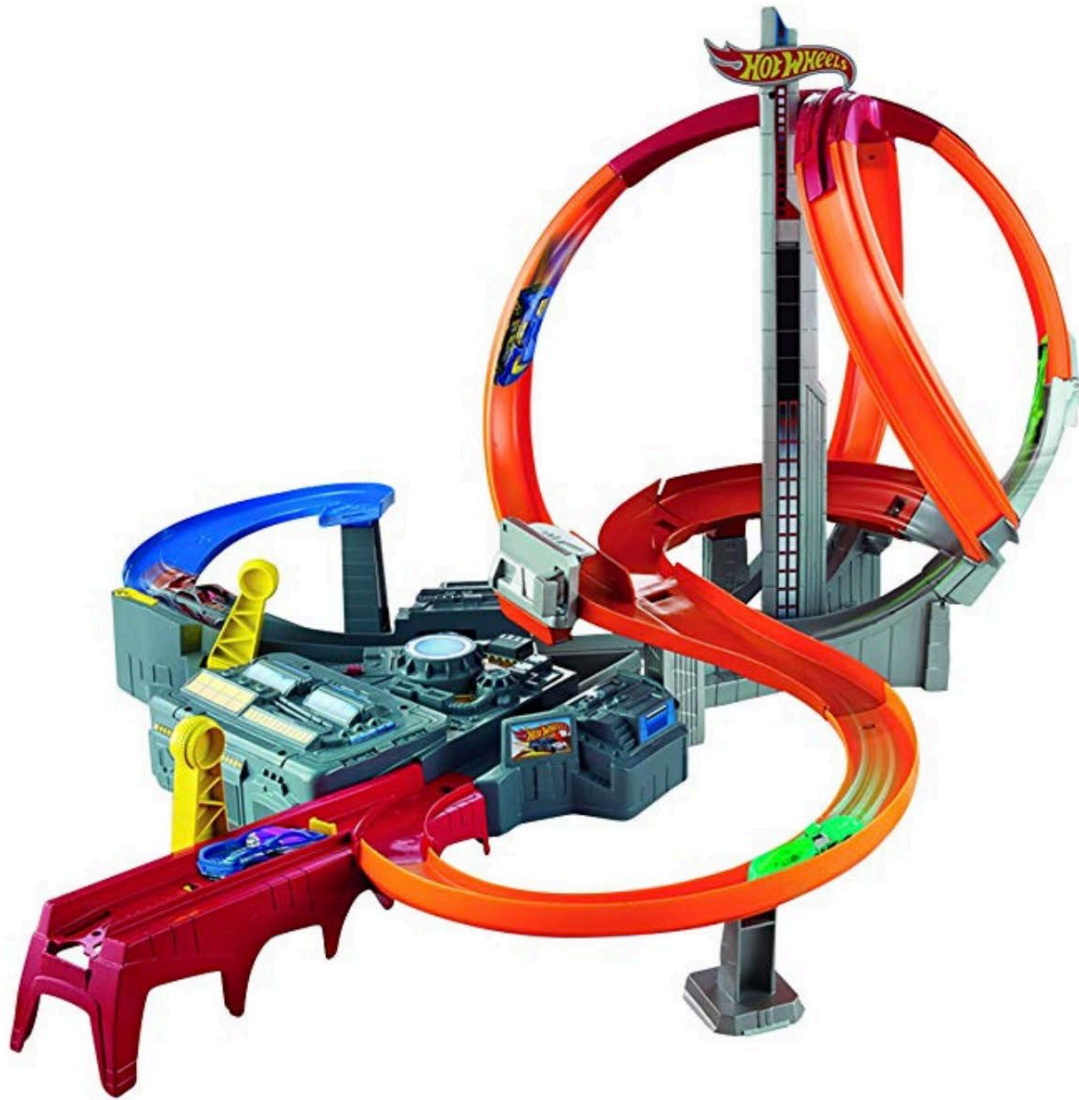
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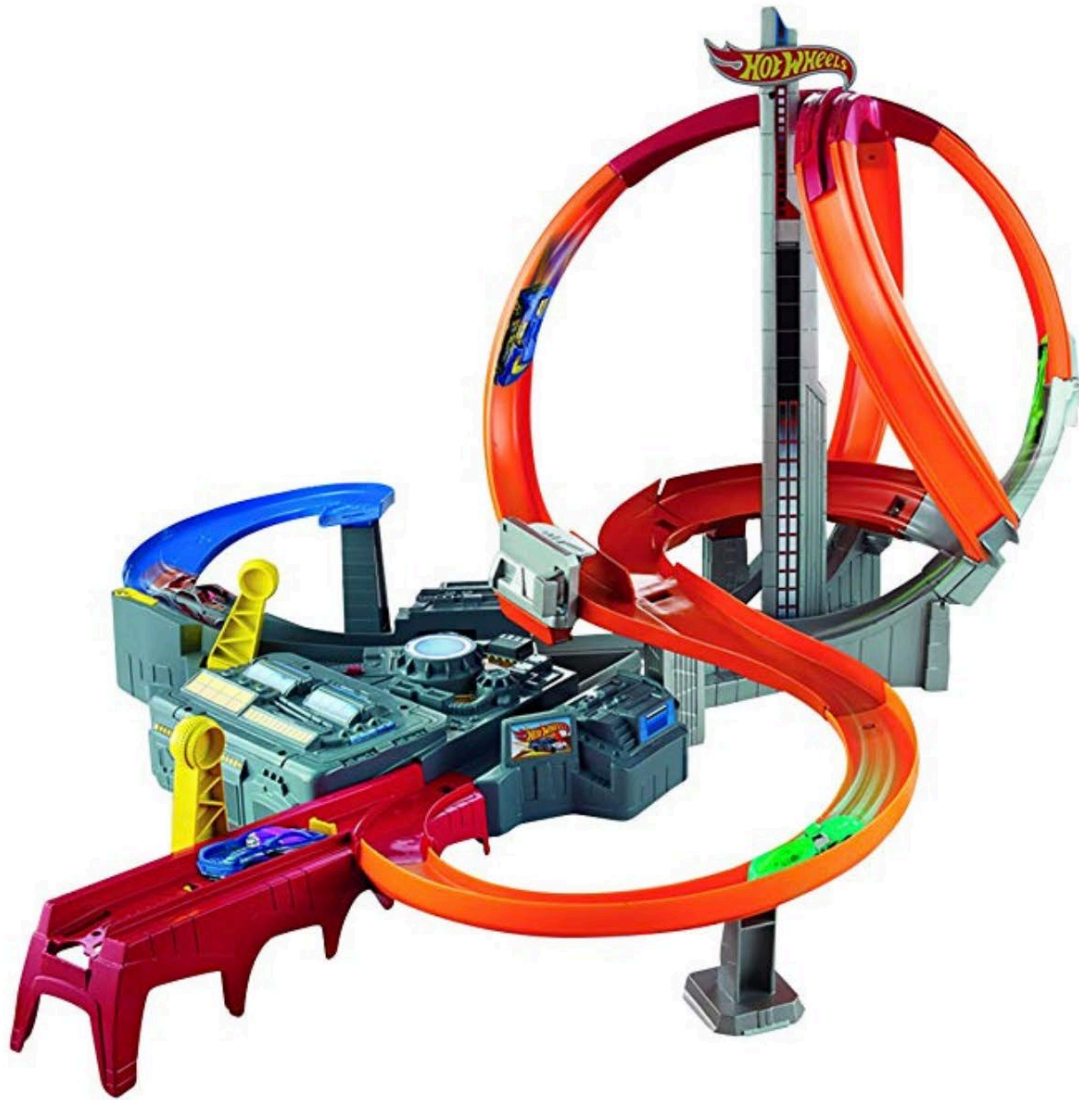
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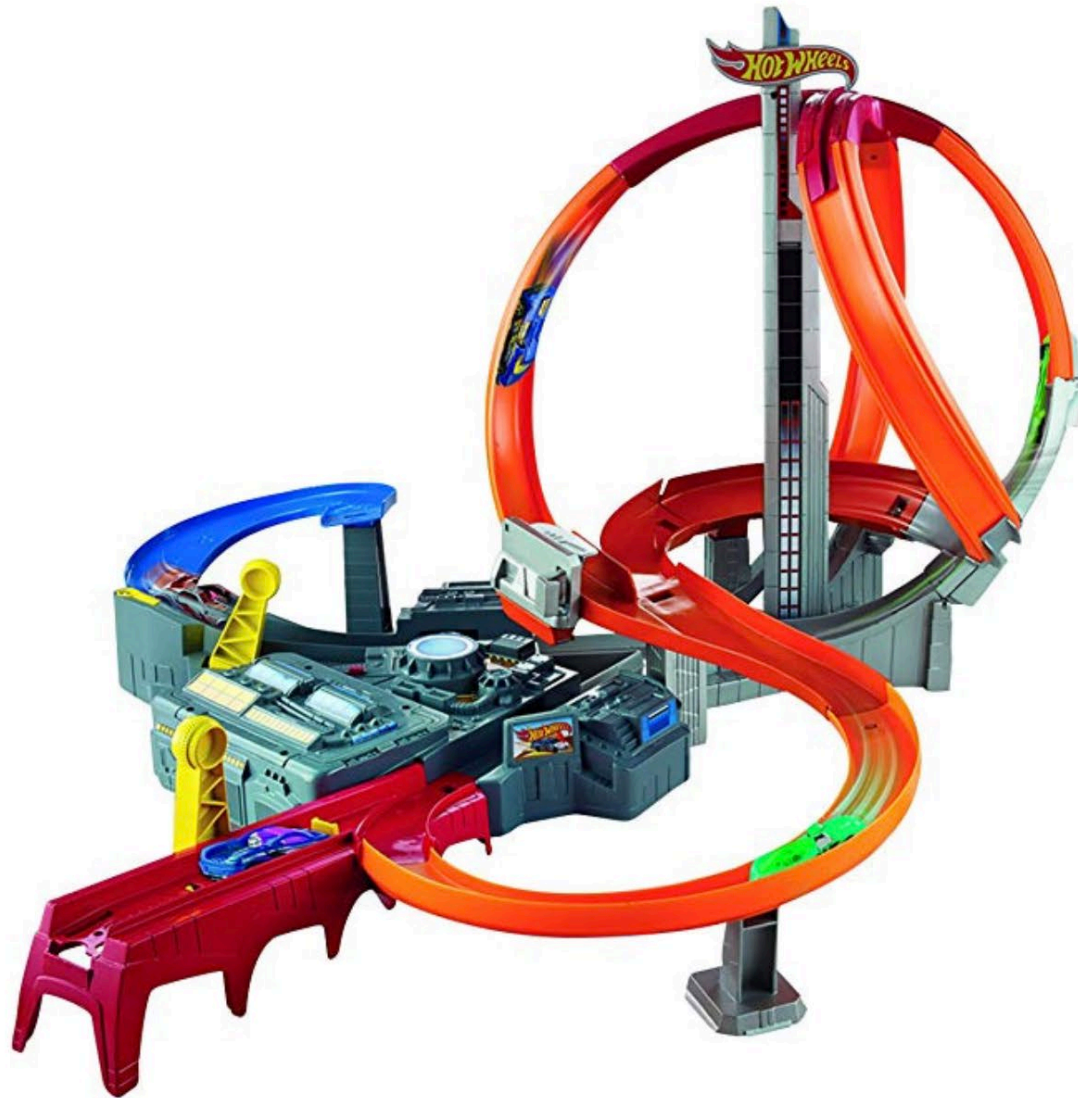
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**In Stock.**

Ships from and sold by Amazon.com.

Qty: 1

Add to Cart

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[Deliver to Canada](#)

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So is there a better way  
to design this page?

**Well, yeah**

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by [Hot Wheels](#)

★★★★☆ [301 customer reviews](#) | [38 answered questions](#)

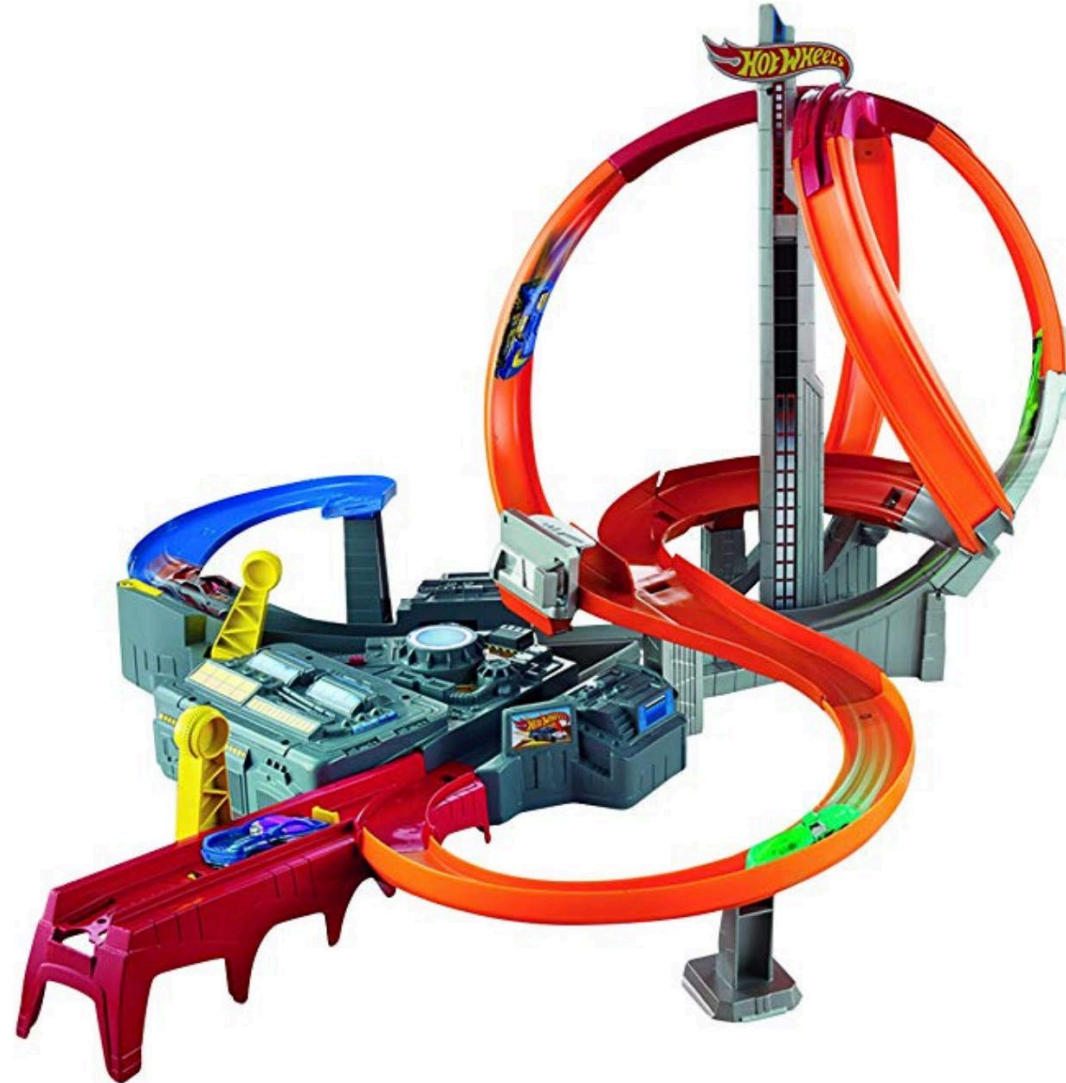
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[Compare with similar items](#)

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



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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**

Now. You're probably  
thinking, are there any  
good examples?

**By golly, yes!**



Home > Kids > Kids' Dresses

### Kids' Dresses

#### Filters

6 filters applied

X Red

X Green

X Blue

X White

X Small

X Extra Large

Clear Filters

#### Colours

- Red (12)
- Orange (39)
- Yellow (21)
- Green (23)
- Blue (11)
- Purple (13)
- White (58)

Skip to Products

#### Sizes

- Small
- Medium
- Large
- Extra Large

Skip to Products

#### Price

From  To

Update Range

Clear price range

Skip to Products

Clear Filters

Sort Showing 1 - 9 of 242

#### Sort By

Price (low to high)

Skip to Products

#### Items Per Page

12

Skip to Products

#### View By

Grid View

Skip to Products

Skip to Filters

Skip to Sort



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99



Product name sed do eiusmod tempor

\$16.99

# Additional Resources

- Check out "The Accessible eStore"
  - Link: <http://tiny.cc/estoredemo>
- Follow me (Karen Hawkins) on Medium
  - Article: "Designing Accessible Web Experiences - A UX Perspective" (many more planned)
- Follow my mentor (Alison Walden) on Medium
  - Article: "The State of Accessibility in eCommerce" (and many others)

QUESTIONS?

THANKS!