

Is eCommerce intentionally inaccessible?

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Slides:
bit.ly/a11y-eCommerce

How do I wish to buy something online?



1

Search for a product

What we design


 

What we (might) need

✕ 🔍

- Shorts
- Men shorts
- Women shorts
- Basketball shorts
- Running shorts

What we didn't know we need

Shorts ✕ 

Top Results

- Shorts
- Men shorts
- Women shorts
- Basketball shorts
- Running shorts

Categories

- Shorts
- Women Clothing
- Women

Evolution Short
\$200.00

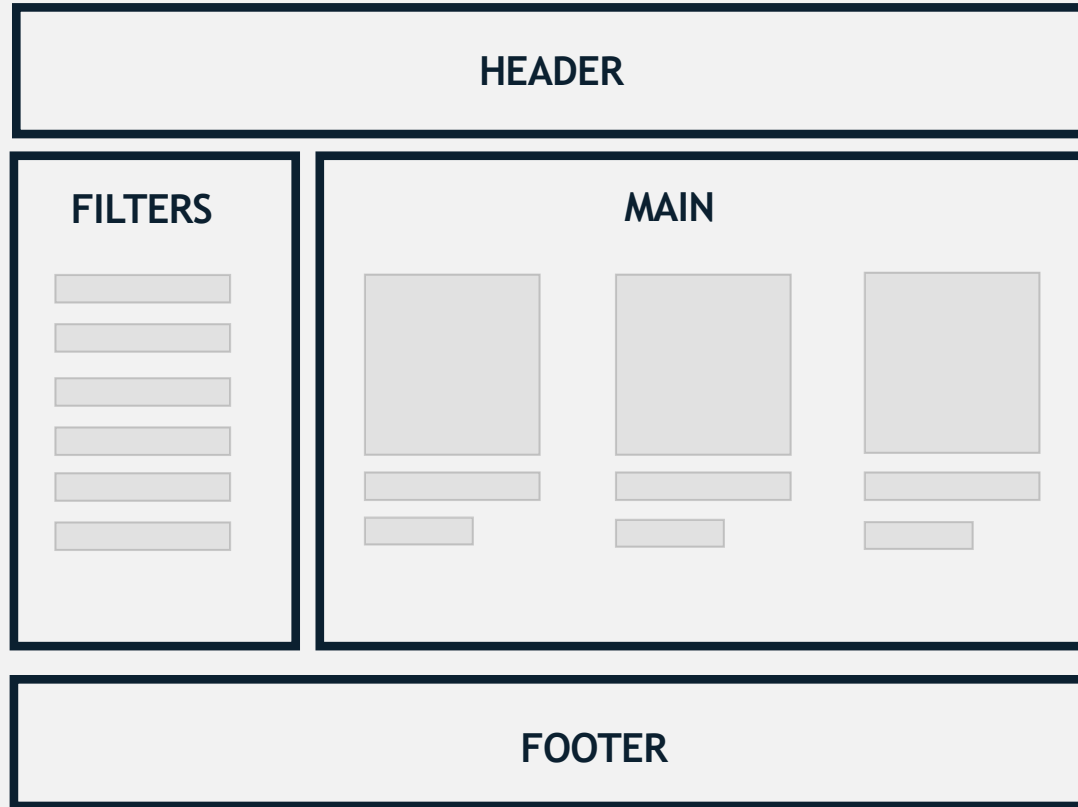
Evolution Short
\$120.25

Rise Short
~~\$150.00~~ \$100.00

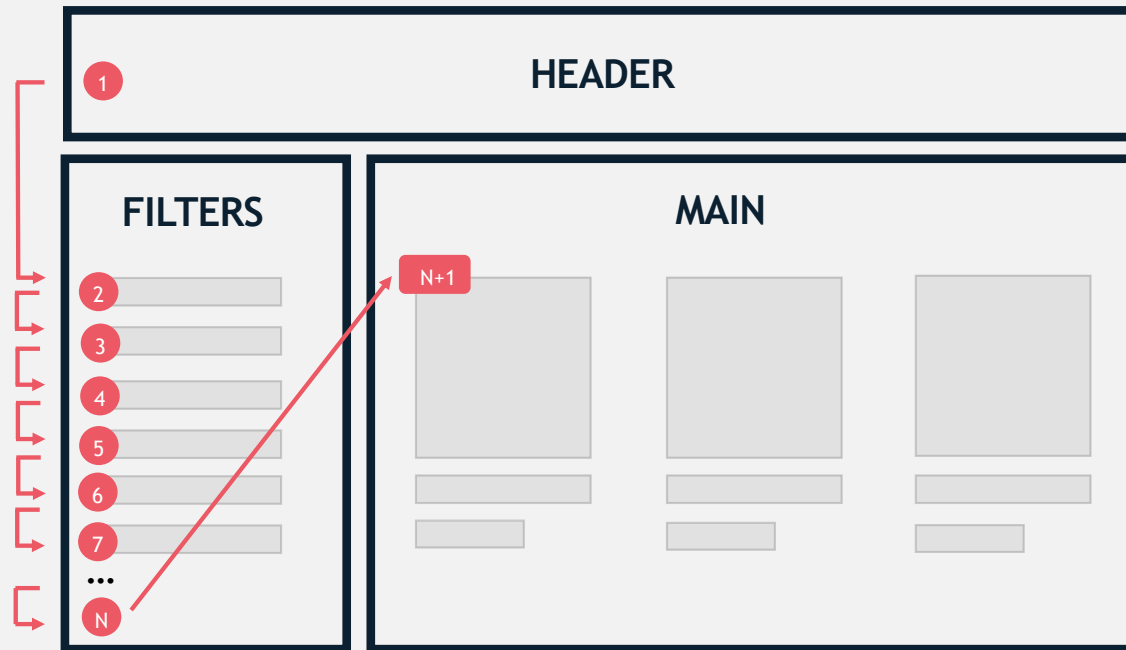
Short
\$150.00

[See more results](#)

Search results page

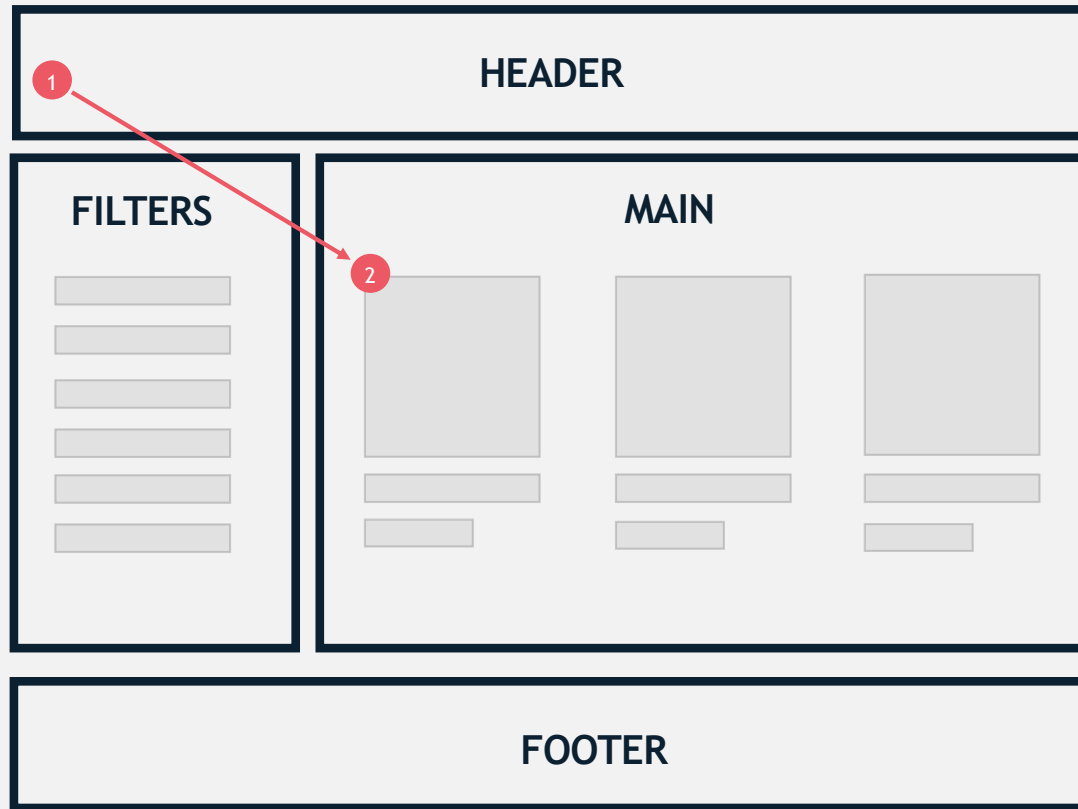


Keyboard navigation

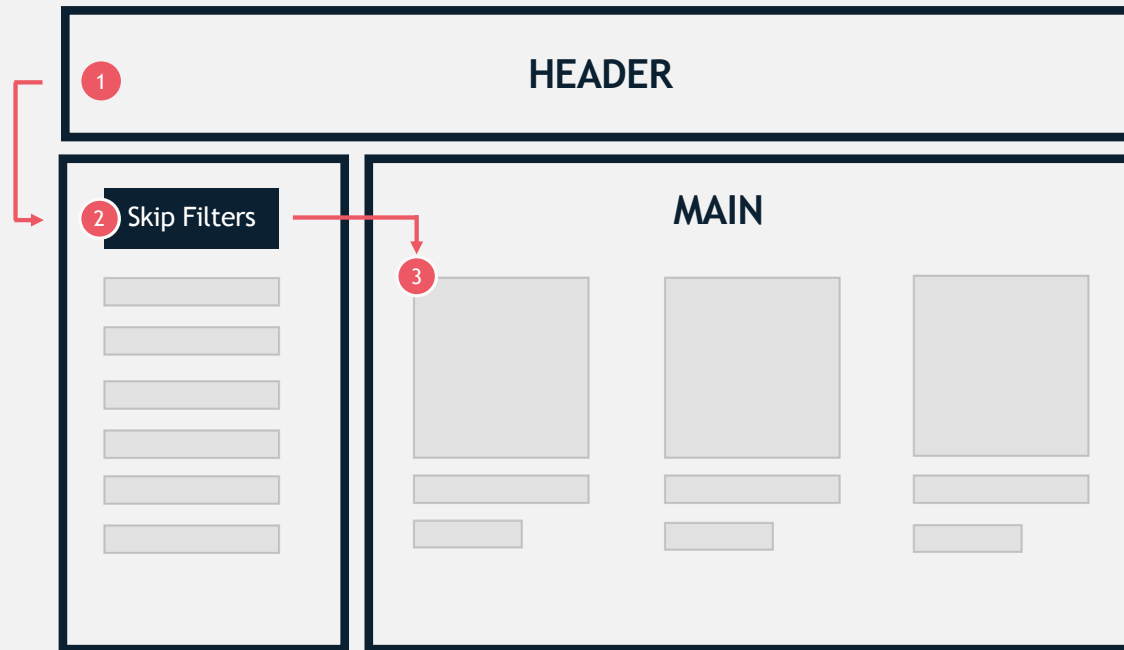


Navigating through filters requires **multiple** interactions

Keyboard navigation



Keyboard navigation



Adding “**skip filters**” potentially reduces multiple interactions

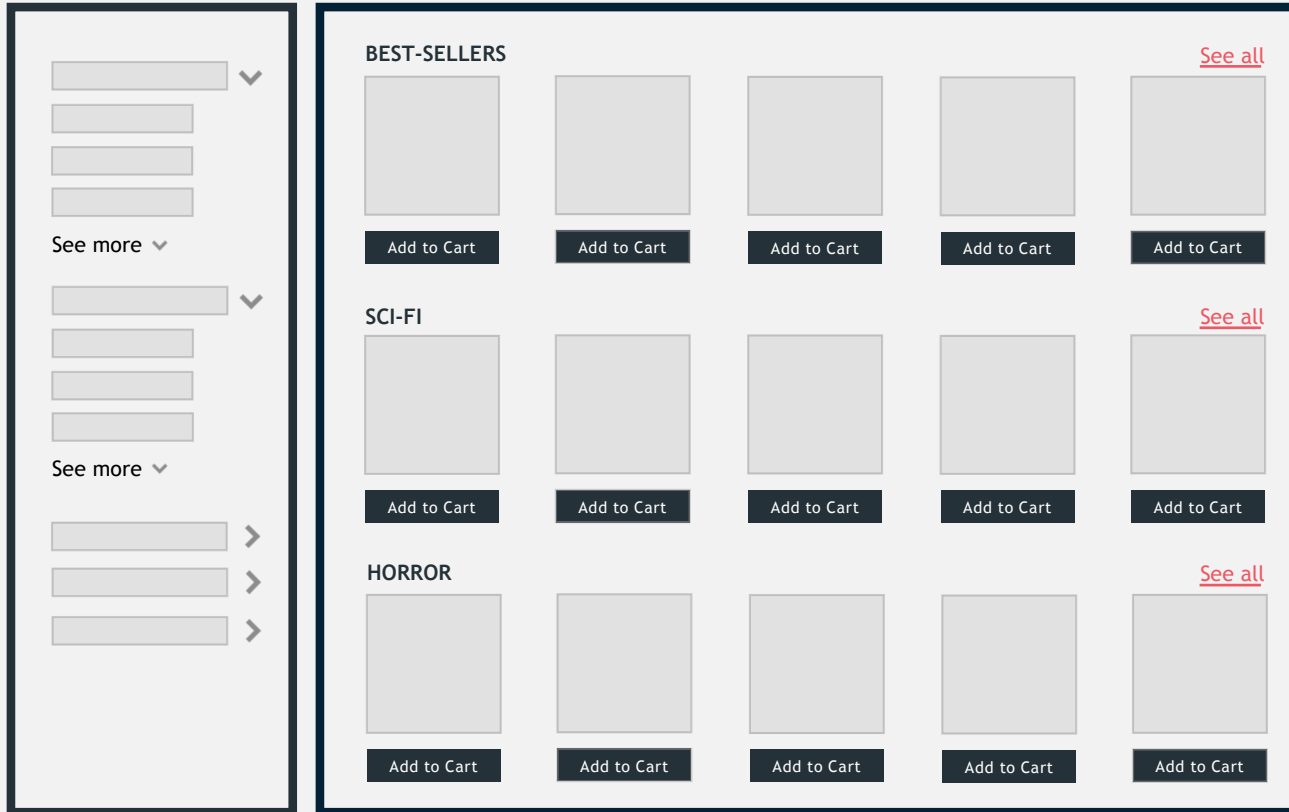
takeaway #1

Keep it simple

2

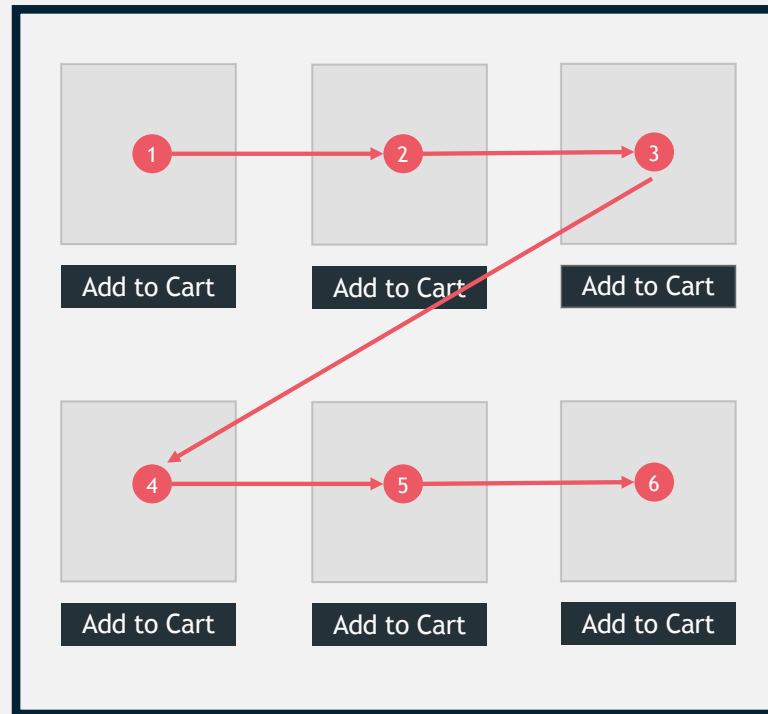
Add to Cart

Listing pages



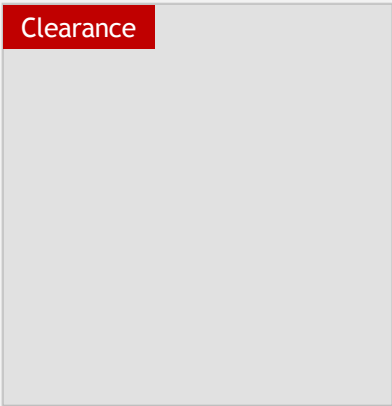
Repeated elements are a sign of warning


Product Cards



Product Cards

Category Label ● **Clearance**



Colour variant ● 

Product name ● **Everywhere backpack**

Brand ● by Brand Name

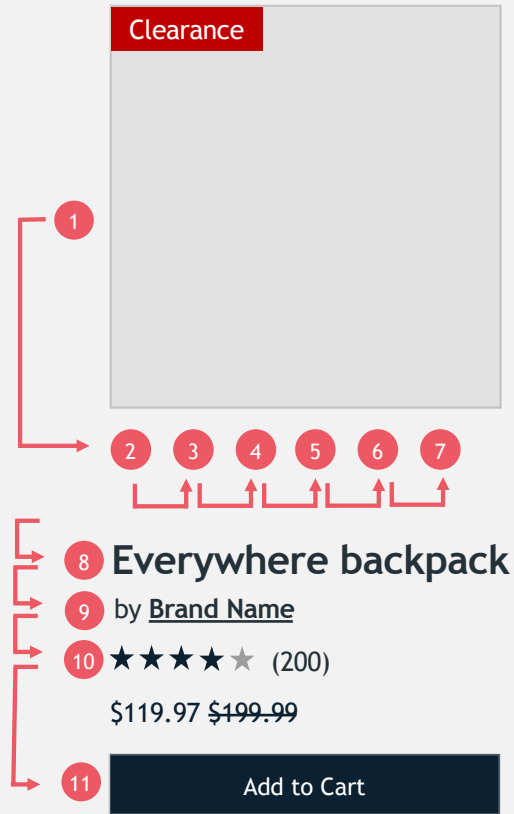
Rating ● ★★★★★ (200)

Price ● **\$119.97** ~~\$199.99~~

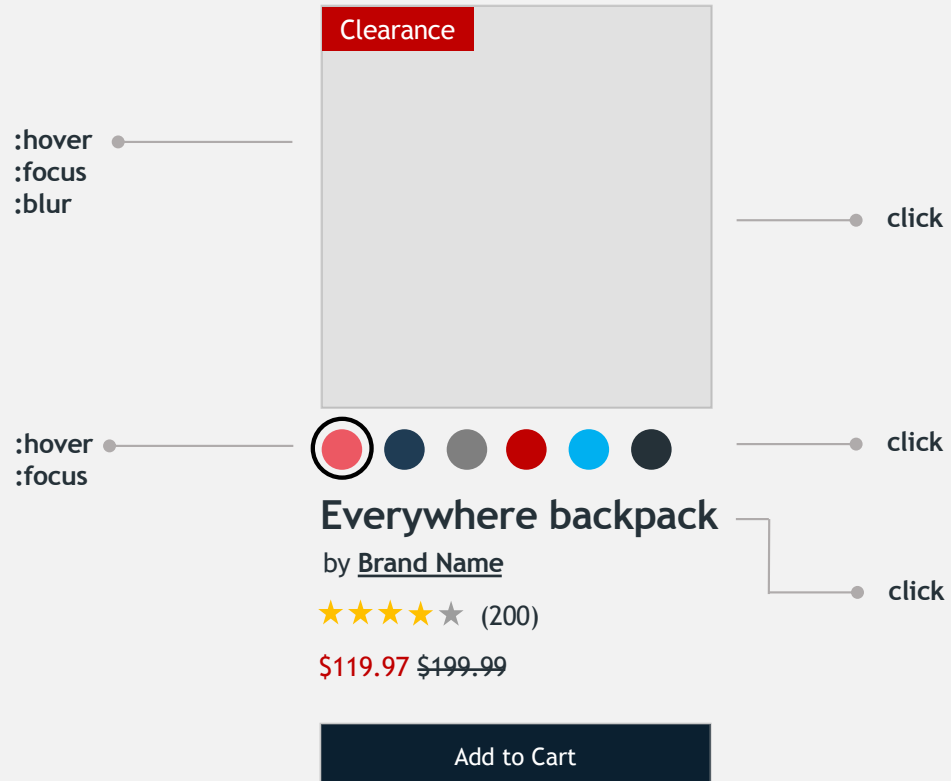
Call to action ● **Add to Cart**



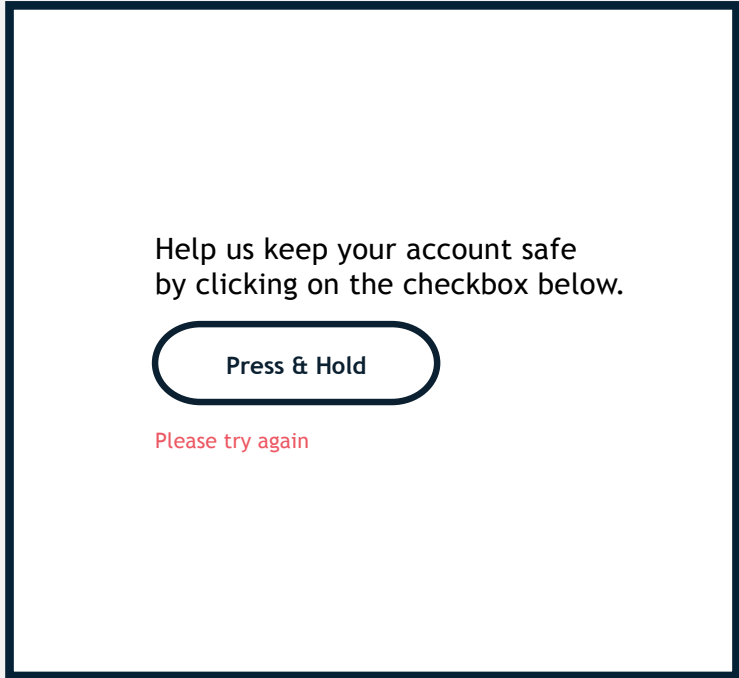
Product Cards



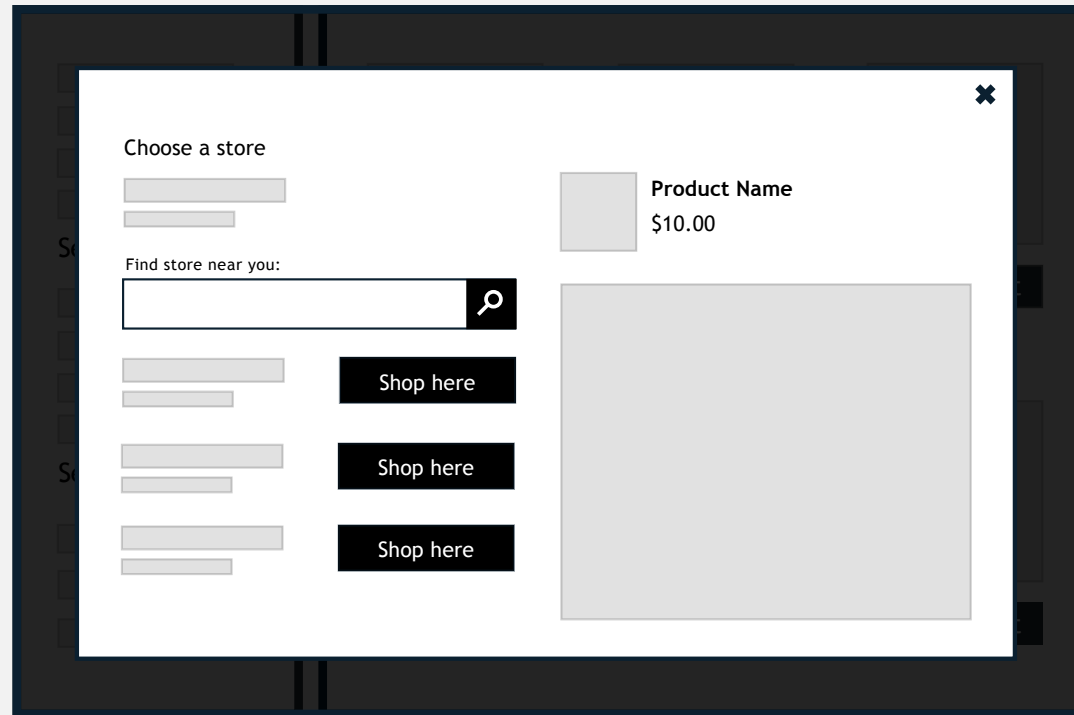
Product Cards



Alternative Add To Cart

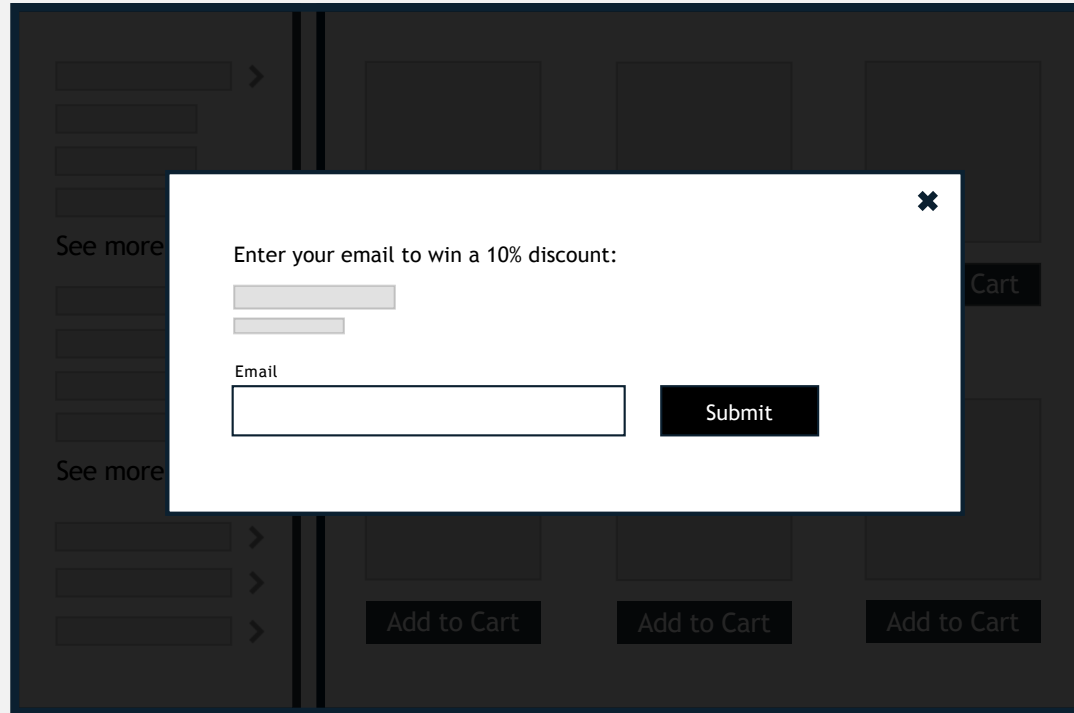


Modals

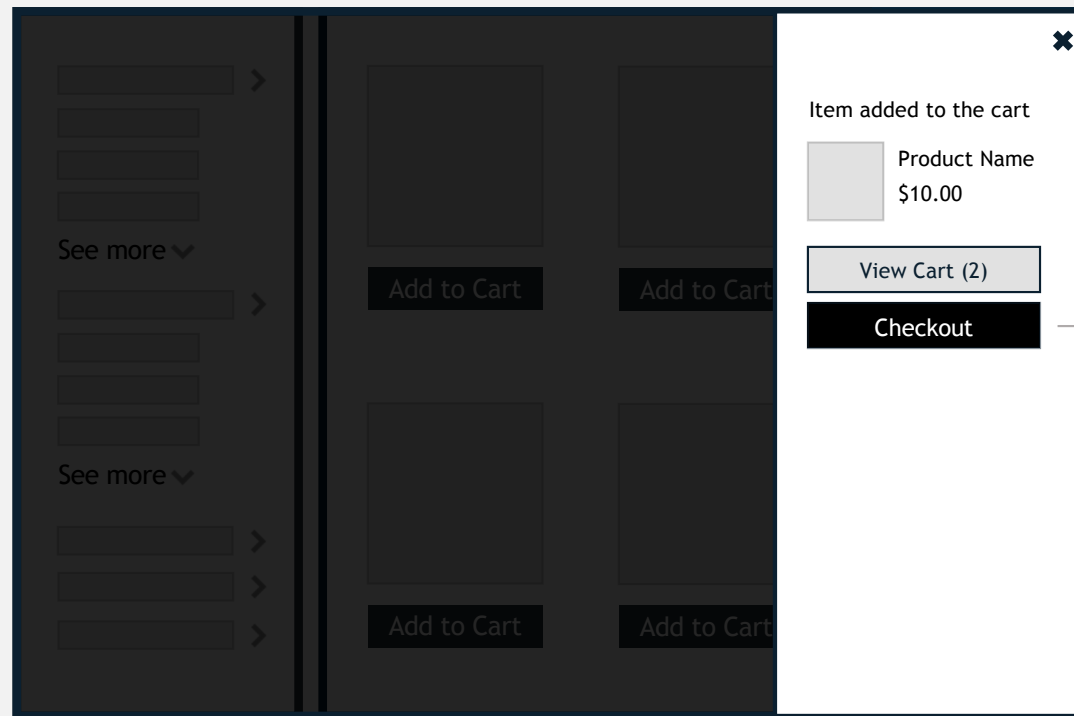


Set **my store** before showing list of products

Modals



Modals



Sometimes:
Continue Shopping

Any “fly out” **must shift focus to or within itself**.
Esc returns focus to the launcher element.

takeaway #2

Design with intent

3

Checkout

Secure Checkout

Guest Checkout

No account? No problem.
Create an account later to keep track of your orders.

[Continue as guest](#)

Sign In

Checkout faster and keep track of your orders
by signing into your account.

Email address:

Password:

 Show

Sign In

[Forgot your password?](#)

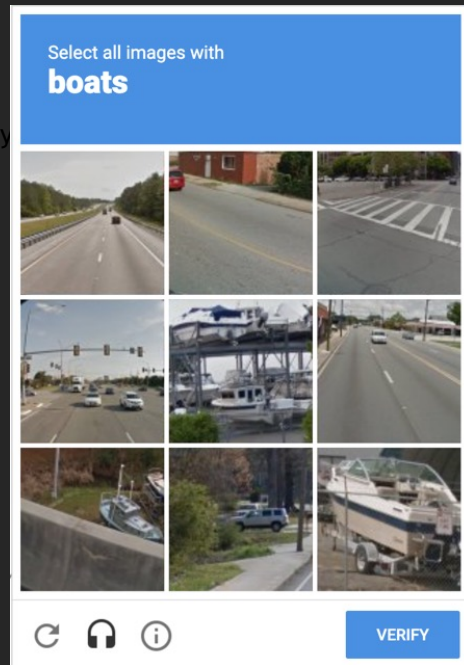
Secure Checkout

Guest Checkout

No account? No problem.

Create an account later to keep track of your orders.

[Continue as guest](#)



at faster and keep track of your orders
g into your account.

Address:

id:

Show

Sign In

[Forgot your password?](#)

Secure Checkout - autocomplete

Email address:

First Name: Last Name:

Company (optional):

Address:

City:

Country: Province: Zip Code:

Phone Number:




Secure Checkout - autocomplete

Is it really necessary?

Email address:		
<input type="text" value="hector.osborne.rodriguez@shopping.com"/>		
First Name:	<input type="text" value="Hector"/>	Last Name:
		<input type="text" value="Osborne Rodriguez"/>
Company (optional):		
<input type="text"/>		
Address:		
<input type="text" value="1 King St"/>		
City:		
<input type="text" value="Toronto"/>		
Country:	Province:	Zip Code:
<input type="text" value="Canada"/>	<input type="text" value="Ontario"/>	<input type="text" value="M5A 2A8"/>
Phone Number:		
<input type="text" value="(416) 555-5555"/>		

Secure Checkout - credit card information

We accept the following cards.

Card Number

Name on card:

Expiry Month

Expiry Year

CVV

takeaway #3

**Use accessible
form patterns**



Thank you

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