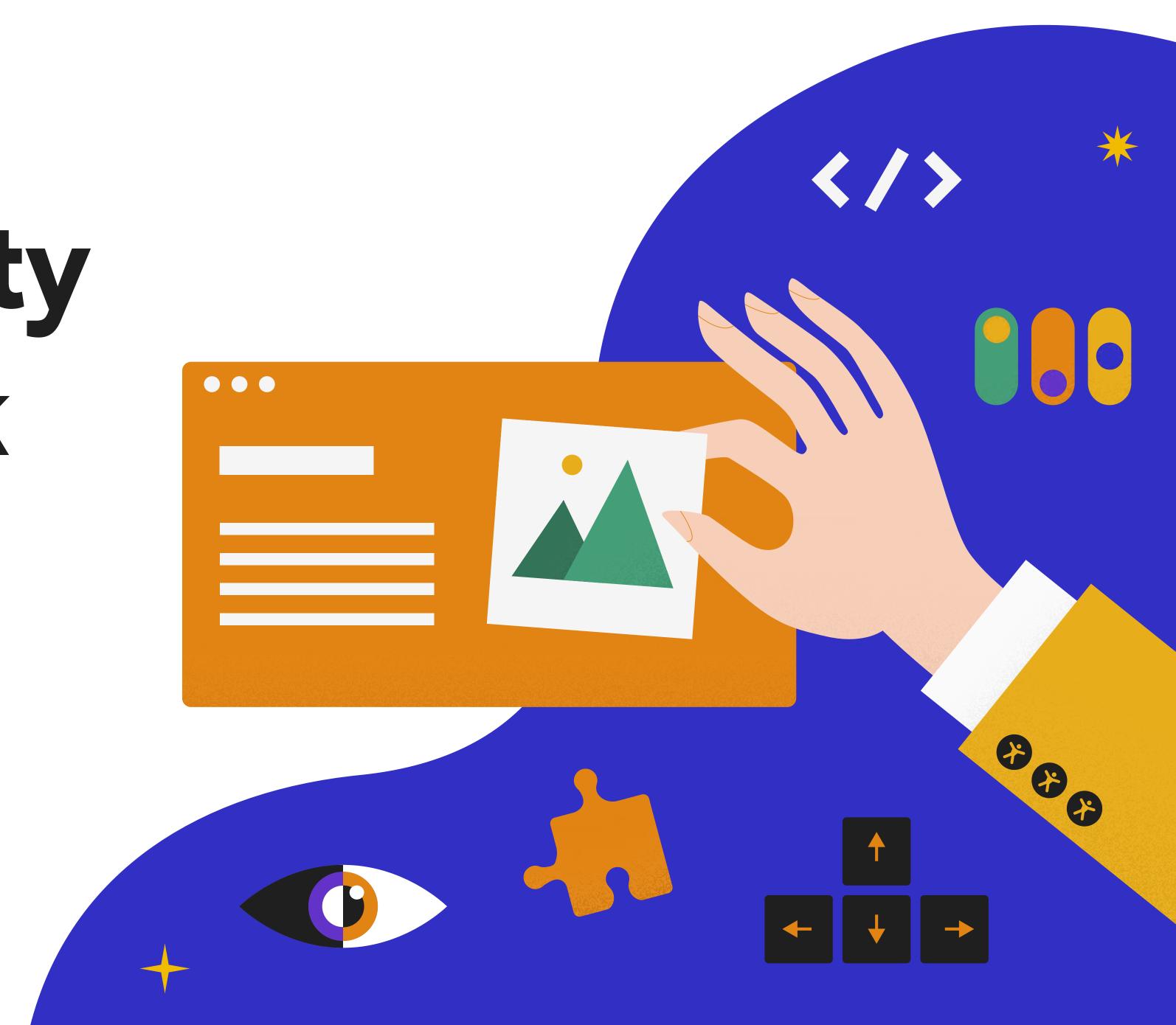
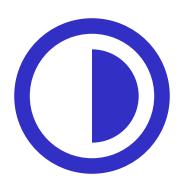
LEARN WCAG THE EASY WAY

# Accessibility Guidebook





### Table of Contents







Contrast

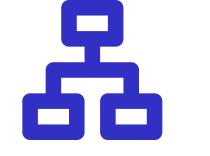
Buttons, Controls & Labels Content Design

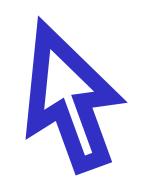
05

10

21









Graphic Elements & Media

32

Content Structure

41

Interaction Design Navigation

### Introduction

The purpose of this guide is to bridge the gap between design and accessibility, providing a clear and comprehensive resource for designers. We aim to illustrate how accessibility can be seamlessly integrated into your design process, enhancing the user experience for everyone.

In this guide, we will explore various categories of design elements, demonstrating how they can be transformed when accessibility (A11y) is factored into the design process. We will provide examples of designs both with and without A11y considerations, highlighting the impact of incorporating accessibility.

To assist you in your design journey, we have compiled a list of useful plugins and tools that can aid in evaluating Ally features. For a more in-depth understanding of each WCAG rule, we have included links to the official W3C Web Content Accessibility Guidelines document.





## How to Navigate?

This document is organized into seven sections, each focusing on a specific type of user interface element. Each section provides key insights and examples to illustrate the subject matter. To navigate between sections, use the breadcrumbs to return to the table of contents or the beginning of each chapter.

In the top right corner of each page, you'll find a symbol indicating the current chapter. Additionally, we've included handy links to useful tools and the corresponding guideline in the official WCAG document.

We hope this guide will inspire you and to create designs that are not only visually appealing but also accessible to everyone regardless of their diverse abilities.

#### Navigation Chapter Symbol **(** ♠ ● CHAPTER ● GUIDELINE TITLE **Guideline Title GUIDELINES IN WCAG** Here will be a description of the WCAG guideline presented in a way that is understandable to the user. The text will be concise and as short as possible **Guideline ID** - Guideline name and link in order to facilitate work with the guideline. Below will be specific and - 7 Guideline ID - Guideline name and link memorable information presented in bullet points so that it is easy to read. Important information USEFUL TOOLS • Explanation text; Link to helpful tool • Explanation text. ← **7** Link to helpful tool Important information • Explanation text; • Explanation text. Links to original guidelines

Links to helpful tools –







### Text contrast

Depending on the size, text have to pass different contrast ratio in order to achieve maximum readability. Text that is part of a logo or brand name or is a part of an inactive UI component has no contrast requirement.

### Normal Text (<24 px or<19 px bold text)

- AA 4.5:1 contrast ratio
- AAA— 7:1 contrast ratio

### Large text ( $\geq$ 24 px or $\geq$ 19 px bold text)

- AA 3:1 contrast ratio
- AAA 4.5:1 contrast ratio

**GUIDELINES IN WCAG** 

- 1.4.3/AA Contrast (Minimum)
- **1.4.6/AAA** Contrast Enhanced

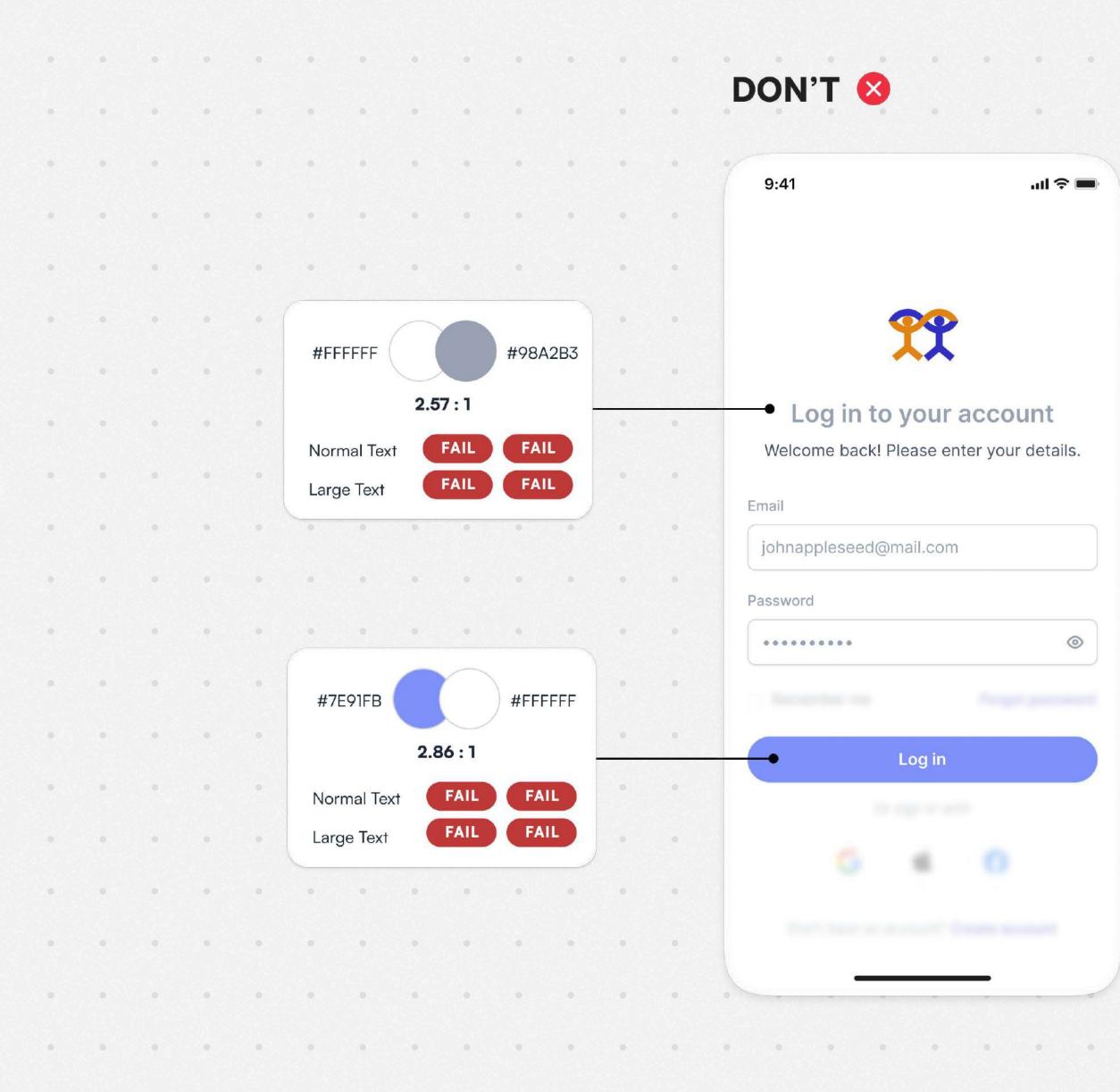
**USEFUL TOOLS** 

- ↗ Contrast (Figma Plugin)
- ↗ Ally Color Contrast (Figma Plugin)
- ↗ Stark (Adobe Xd Plugin)





#### • CONTRAST • TEXT CONTRAST



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### Non-text contrast

For every actionable or critical element, you need to make sure there is enough contrast for it to be easily distinguishable. This includes buttons with hover and disabled state.

#### **Element Size:**

- $\leq$ 16 px 4.5:1 contrast ratio
- $\geq$ 16 px 3:1 contrast ratio

**GUIDELINE IN WCAG** 

▶ 7 1.4.11/AA - Non-text Contrast

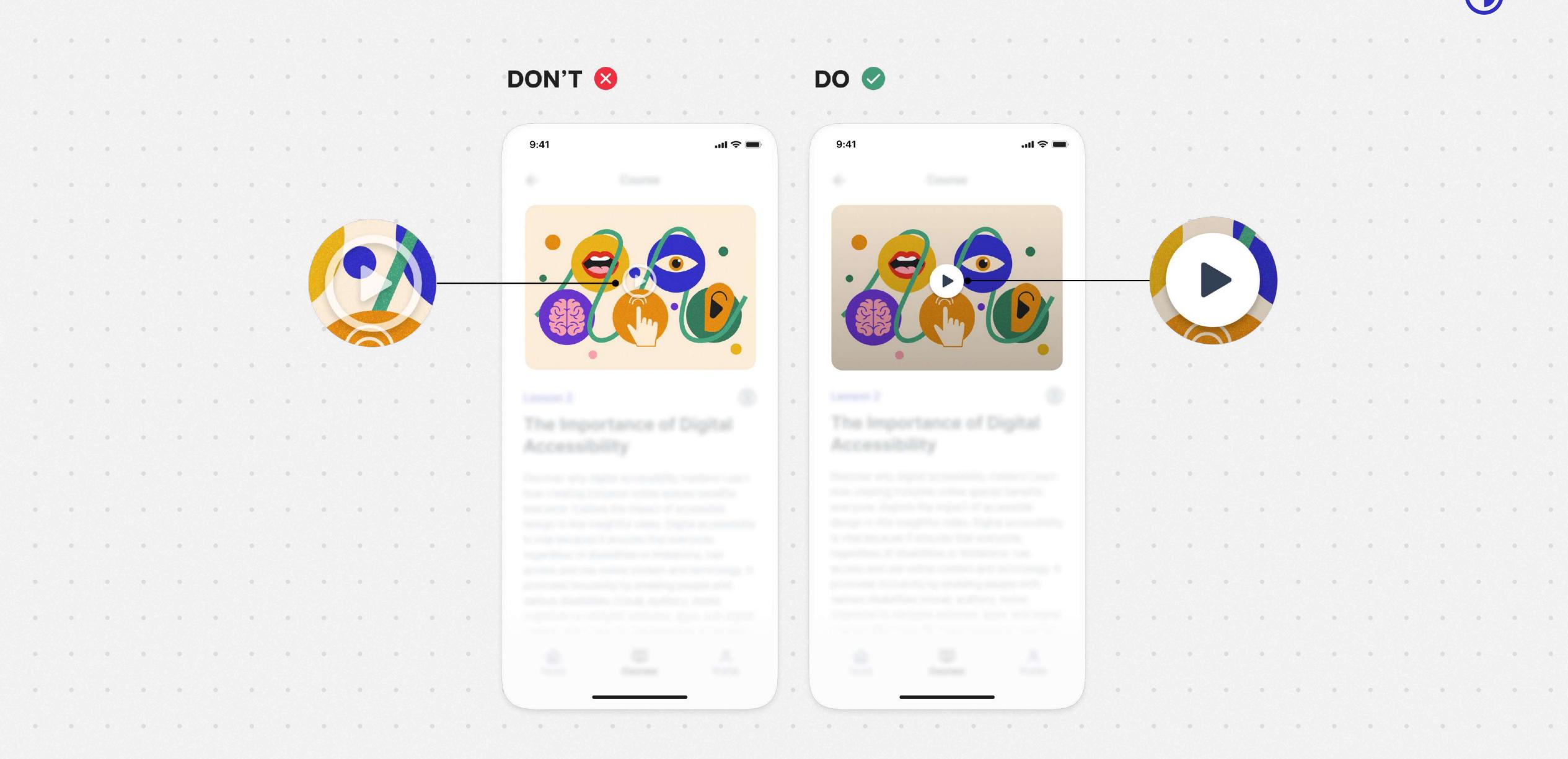
**USEFUL TOOLS** 

- Contrast (Figma Plugin)
- ↗ Ally Color Contrast (Figma Plugin)
- ↗ Stark (Adobe Xd Plugin)





#### • CONTRAST • TEXT CONTRAST





9:41



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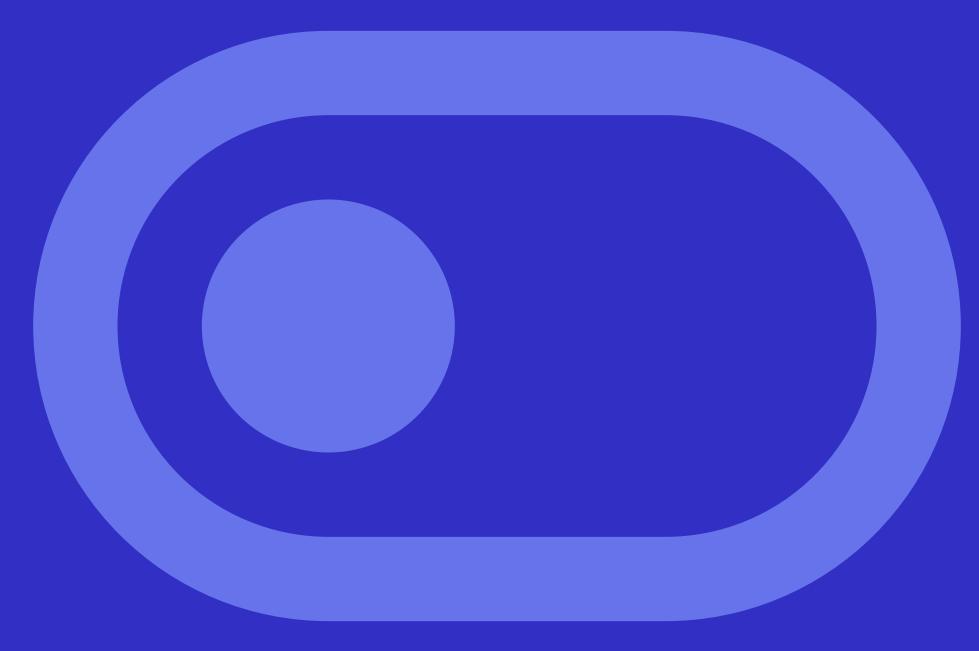








# Buttons, Controls & Labels



## Ensure that the touch-target area is big enough

When creating buttons or anything that can be clicked on a screen, make sure users can easily see where to click.

Size (doesn't include controls within a sentence or paragraph)

Min. 24/24px - must have (AA) Min. 44/44px - nice to have (AAA)

Spacing between elements

Min. 8px



**GUIDELINES IN WCAG** 

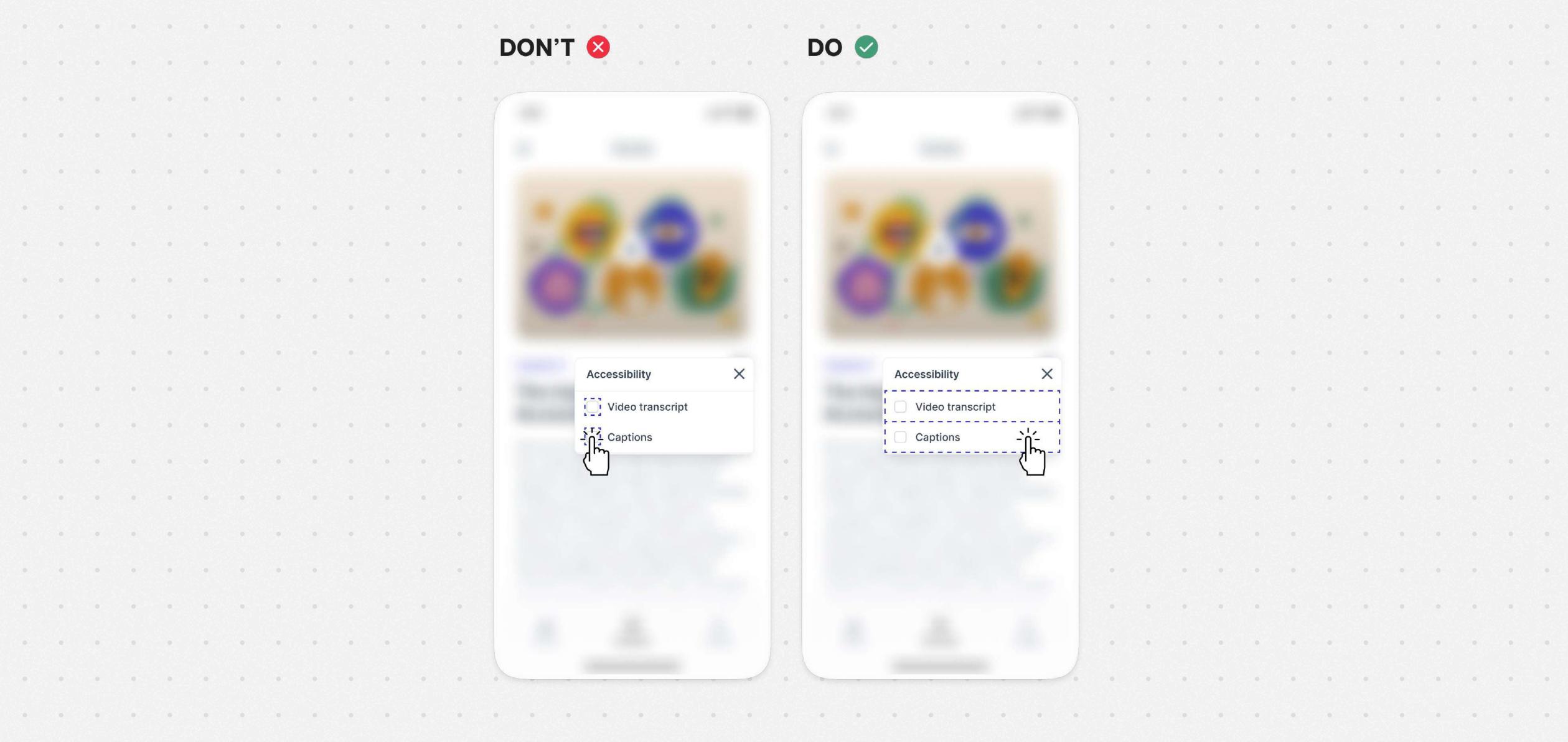
- **2.5.5/AAA** Target size (Enhanced)
- 7 **2.5.8/AA** - Target size (Minimum)

**USEFUL TOOLS** 

- ↗ Adee (Figma Plugin)
- ↗ AXE for Designers (Figma Plugin)



#### • BUTTONS, CONTROLS & LABELS • ENSURE THAT THE TOUCH-TARGET AREA IS BIG ENOUGH







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### Add controls to auto-updating or animated content

#### Add option to stop, pause or hide to any content that:

- moves, blinks or scrolls automatically;
- lasts more than 5 seconds:
- is presented in parallel with other content;
- is auto-updating add option to control update frequency.

#### Moving content includes:

- animated content (e.g. moving images and gifs);
- carousel (which is a slideshow of moving images);
- automatically playing videos (e.g. ads);
- scroll animation (e.g. parallax scrolling, content appearing and disappearing on scroll);
- automatically updating content (e.g. changing stock numbers).

#### Exceptions include blinking or auto-updates that:

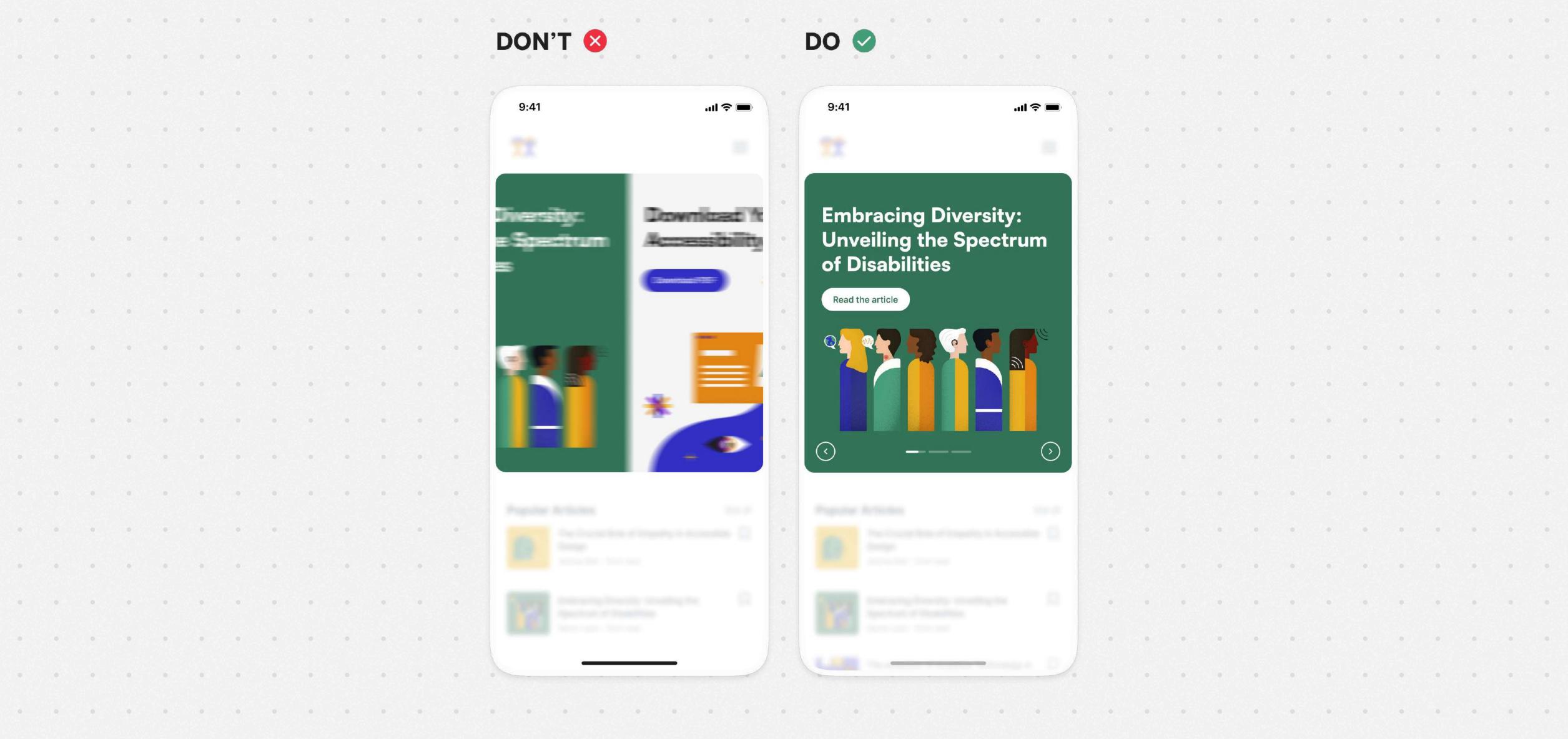
- are part of an activity where it is essential (e.g. loading animation);
- start only by user request.

**GUIDELINE IN WCAG** 

**2.2.2/A** - Pause, stop, hide



#### • BUTTONS, CONTROLS & LABELS • ADD CONTROLS TO AUTO-UPDATING OR ANIMATED CONTENT





# Make sure the purpose of the link or button is easy to understand

Use clear and descriptive text for links and buttons to avoid confusion about their purpose.

#### Link purpose must be determined:

- from the surrounding context must have (A);
- from the text of the link itself nice to have (AAA).

**GUIDELINES IN WCAG** 

- **2.4.4/A** Link Purpose (In Context)
- **2.4.9/AAA** Link Purpose (Link Only)

**USEFUL TOOLS** 

- ↗ Readable app
- ↗ Hemingway Editor
- ↗ Jasnopis (for polish language)

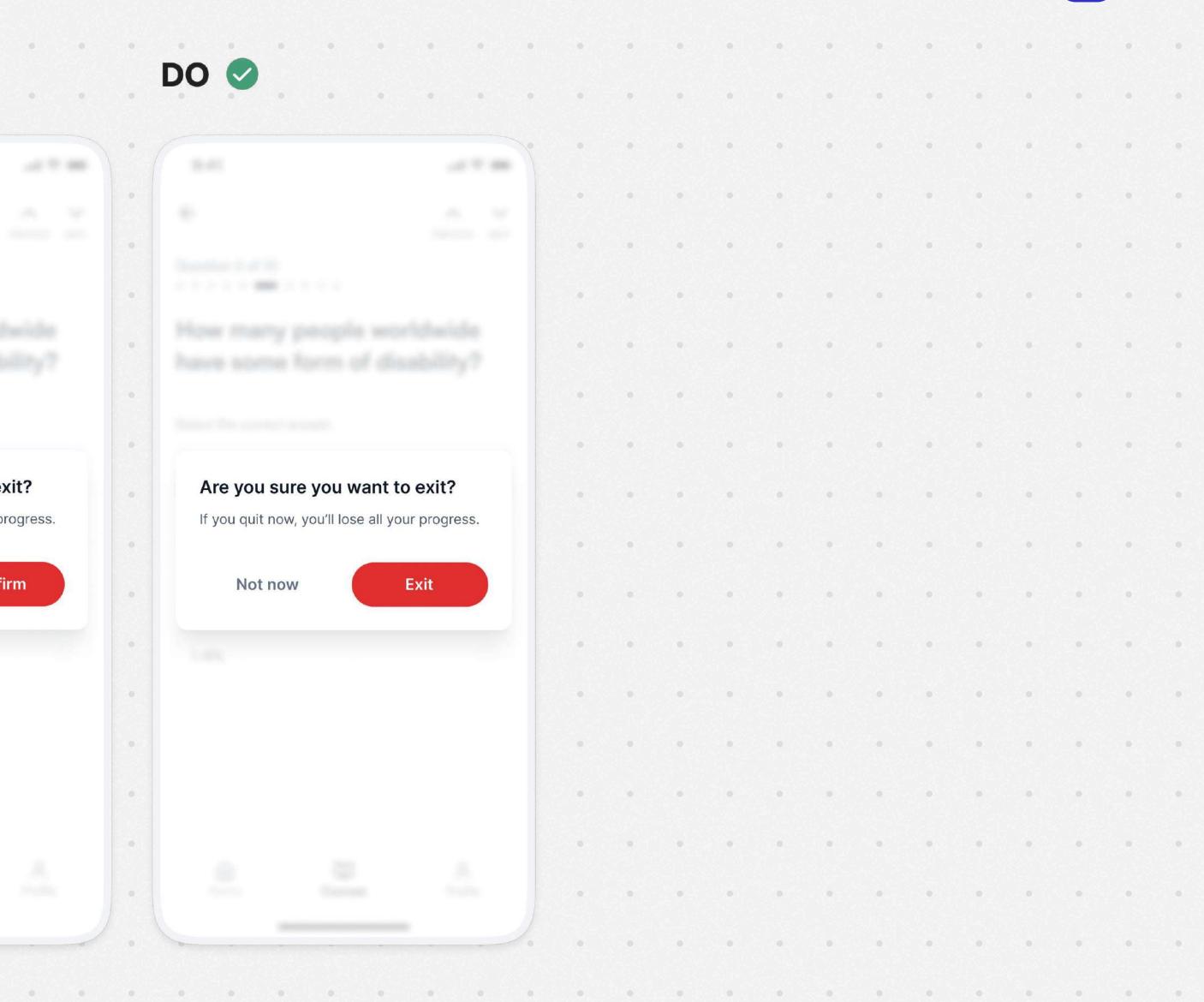






#### • BUTTONS, CONTROLS & LABELS • MAKE SURE THE PURPOSE OF THE LINK OR BUTTON IS EASY TO UNDERSTAND

	DON'T 🔇							
you want to exit?								
Confirm	Cancel							





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# Include option to control audio

### Avoid:

• using automatic audio playing as it can disturb users who use screen readers.

#### **Provide:**

• simple way to pause, mute, or adjust the volume separately from system volume level.

### Align with developer:

- not everything has to be a separate button. Interactions of one button can be enough to change sound volume;
- web content developers should avoid using the HTML autoplay attribute.

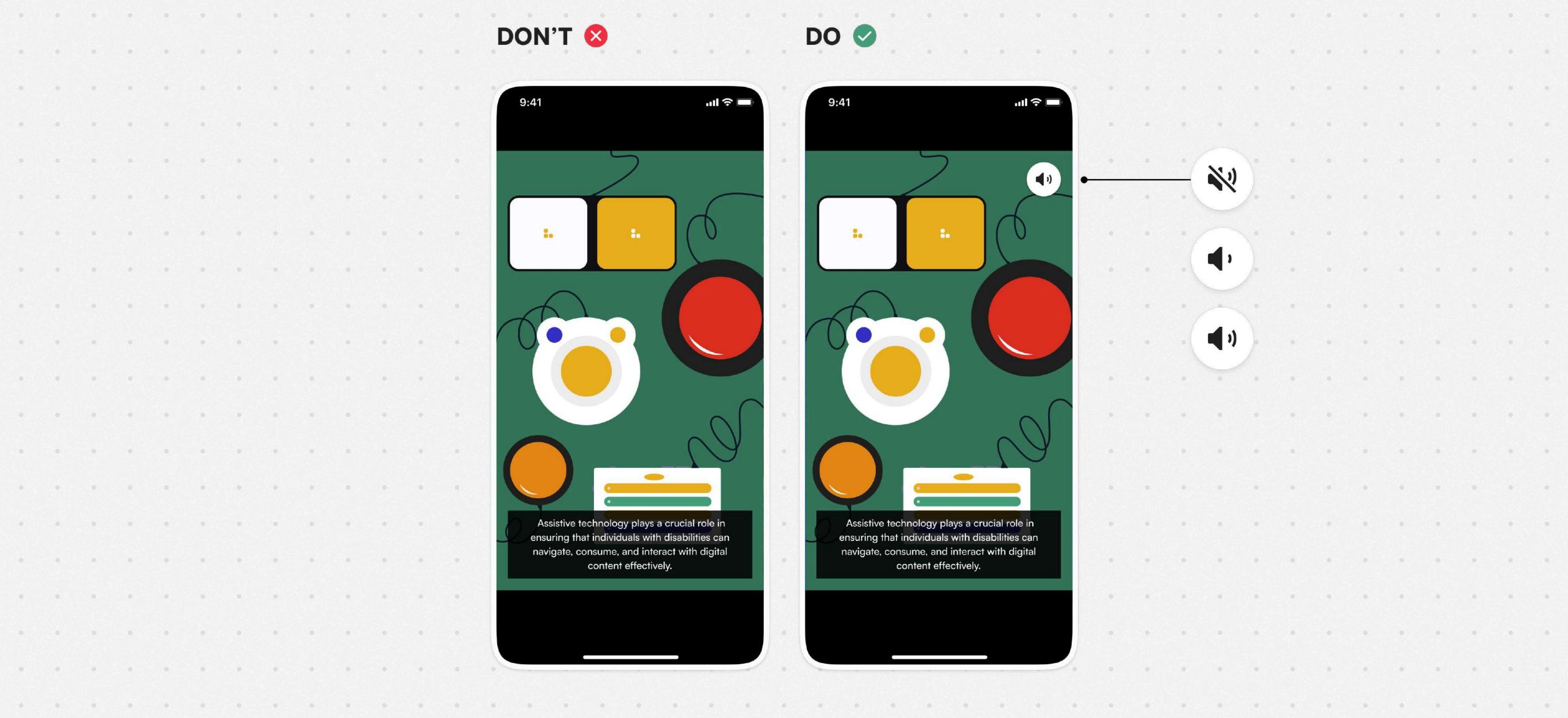


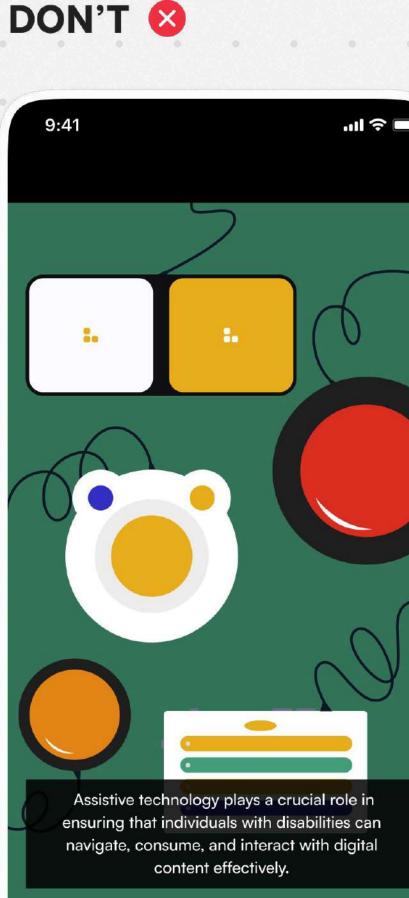
**GUIDELINE IN WCAG** 

**1.4.2/A** - Audio Control



#### • BUTTONS, CONTROLS & LABELS • INCLUDE OPTION TO CONTROL AUDIO



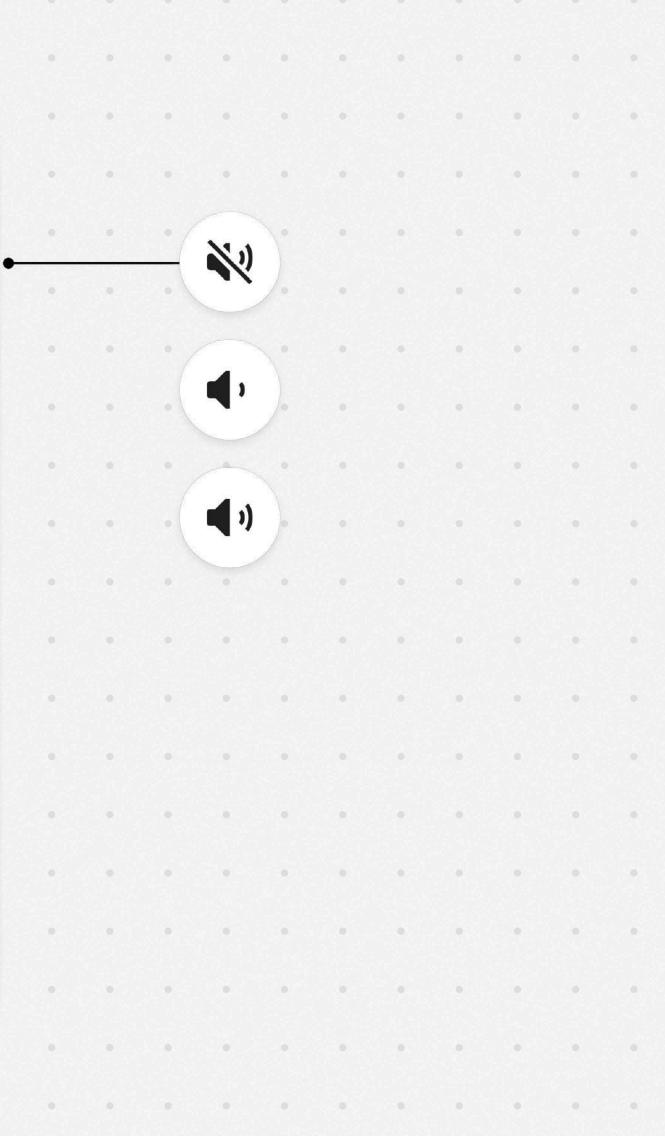




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# Avoid being platform-specific

Users who use assistive technologies may not be able to tap or use a mouse to perform a function. Communicate your action in a way it can cover a wider range of input methods. Don't rely only on dragging for user actions. Components such as sliders or carousels should be operated using simpler interactions like clicks, taps or keyboard inputs.

### **Provide:**

- instructions that are platform-agnostic (e.g.: "Select" instead of "Tap" or "Click");
- alternative for any action that involves dragging.



**GUIDELINES IN WCAG** 

- **2.5.6/AAA** Concurrent Input Mechanisms
- **2.5.7/AA** Dragging Movements 7



#### • BUTTONS, CONTROLS & LABELS • AVOID BEING PLATFORM-SPECIFIC

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or

**Browse Files** 

SVG, PNG, JPG or GIF (max. 20 MB)

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# Content Design



# Use simple language

Write content that is easy to read so that people can find what they need, understand it, and use it without feeling too overwhelmed. By using simple sentence formulation, content is understood faster and more easily.

### Do:

- use simple sentences and communicate in a conversational tone, friendly and polite;
- if using slang, jargon, metaphors and idioms, provide explanation or translation (like a glossary).

#### **Provide:**

• easy access to real meaning of abbreviations or acronyms.

#### Don't:

• confuse users with too much information and complex words or descriptions.



**GUIDELINE IN WCAG** 

**3.1** - Readable

#### **USEFUL TOOLS**

- ↗ Linguix
- Hemingway Editor 7
- Jasnopis (for polish language) 7



#### • CONTENT DESIGN • USE SIMPLE LANGUAGE

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#### Success Criterion 1.4.1 Level A

#### Use of Color

#### NOTE:

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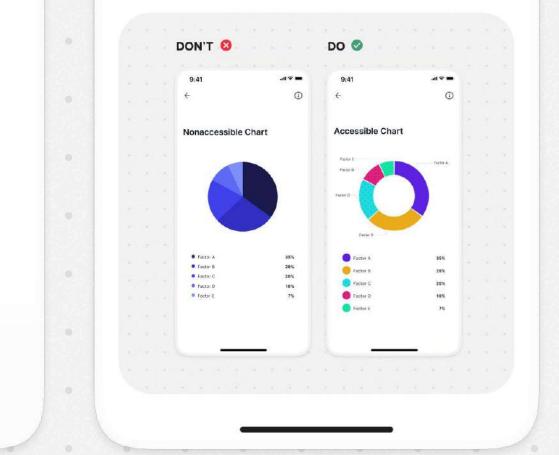
#### 9:41

#### **Content Design**

#### Avoid color dependency

#### Do:

- provide visual cues to help distinguish the difference between different elements;
- apply greyscale and other colorblind simulation colors to your design to make sure that the content is legible to everyone.



						9:41 Juli 🗢 🔳		9:41						
						Success Criterion 1.4.1 Level A		Content Design						
						Use of Color		Avoid color dependency						
						Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual	•	Don't rely solely on color to convey information. Poor lighting or color-blindness can make it hard to distinguish colors on screen.						
						element.	•	Do:						
						<b>NOTE:</b> This success criterion addresses color perception specifically. Other forms of	•	<ul> <li>provide visual cues to help distinguish the difference between different elements;</li> </ul>						
						perception are covered in <u>Guideline 1.3</u> including programmatic access to color and other visual presentation coding.	•	<ul> <li>apply greyscale and other colorblind simulation colors to your design to make sure that the content is legible to everyone.</li> </ul>						
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# Avoid color dependency

Don't rely solely on color to convey information. Poor lighting or color-blindness can make it hard to distinguish colors on screen.

### Do:

- provide visual cues to help distinguish the difference between different elements;
- apply greyscale and other colorblind simulation colors to your design to make sure that the content is legible to everyone.



**GUIDELINE IN WCAG** 

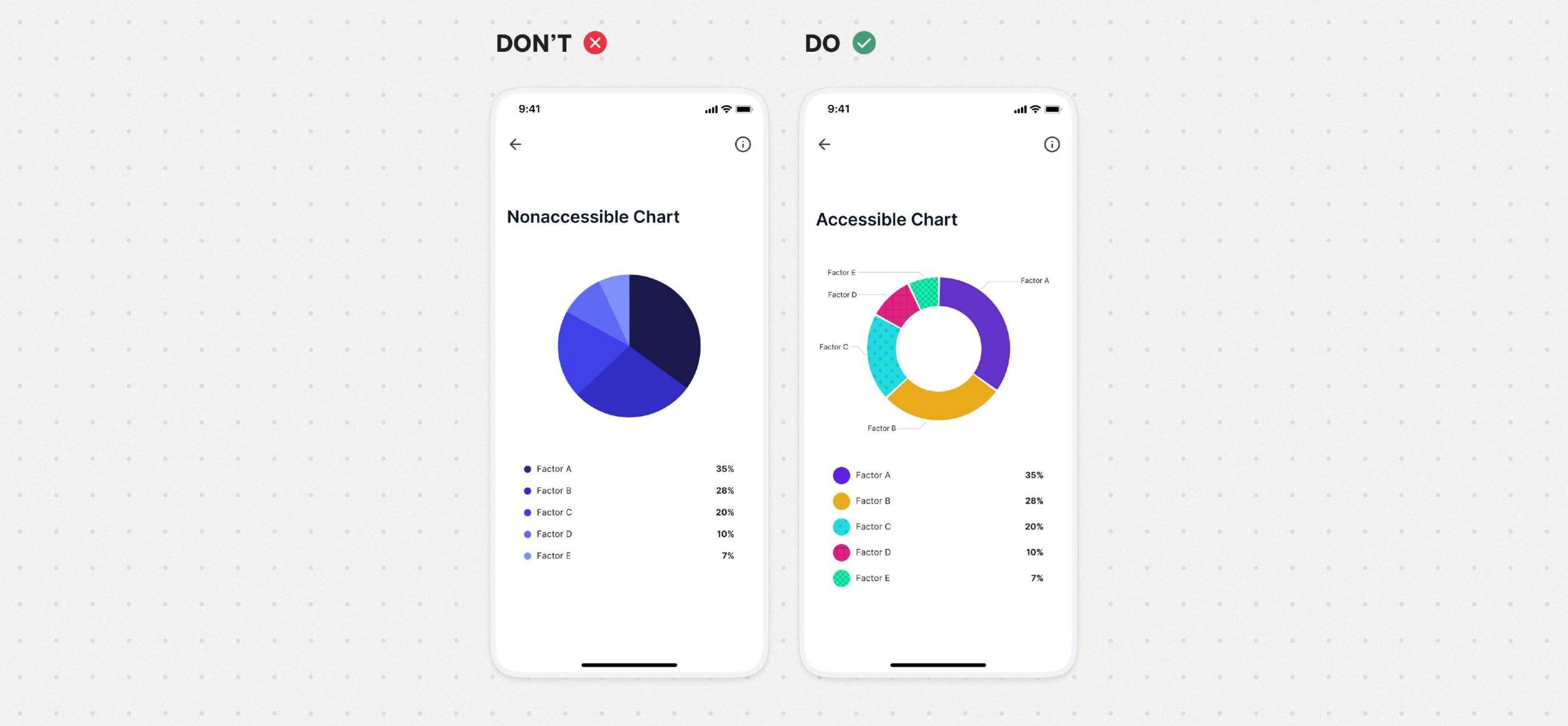
**1.4.1/A** - Use of color

**USEFUL TOOLS** 

- ↗ WebAIM Contrast Checker
- ↗ Color Blind (Figma Plugin)
- ✓ Stark (Adobe Xd Plugin)



#### • CONTENT DESIGN • AVOID COLOR DEPENDENCY







## Use visual support for complex information

Use images, colors and shapes as a support to visually help users digest complex graphs or blocks of information. But do not rely solely on it.

#### **Provide:**

- visual supporters to make it easier for users to understand information when you are presenting facts, statistics or any large group of data;
- any kind of visual system that clearly shows the correlation between the observed information.



**GUIDELINE IN WCAG** 

**3.1.5/AAA** - Reading Level





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#### Persons with disabilities in the labour market

In Poland, the vast majority of people with disabilities remain outside the labor market, and this has been a phenomenon for years. The number of people with disabilities in the so-called economic working age (18-59 for women and 18-64 for men) in 2017 was 1,680 thousand, which accounted for 7.1% of all people of working age. Among these people, according to the severity of their disabilities, 48.4% of people had disabilities of moderate severity, 28.4 had disabilities of mild severity, and 23.2% had disabilities of severe severity.

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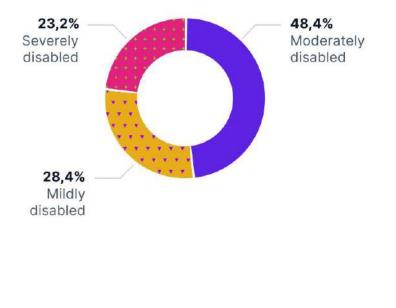
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#### Persons with disabilities in the labour market

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### Don't rely solely on sensory characteristics

Any type of instruction or direction should not depend on a specific format, spatial location, sound, or any other sensory characteristic.

#### **Provide:**

• clear instructions or labels that provide meaning to users.



**GUIDELINE IN WCAG** 

**1.3.3/A** - Sensory Characteristics





#### • CONTENT DESIGN • DON'T RELY SOLELY ON SENSORY CHARACTERISTICS

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						How many people worldwide
						have some form of disability?
						Select the correct answer.
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						5-10%
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# Text spacing

When people change the size of text on their own, the information should still be easy to read and understand.

### Keep the following fixed:

- line height (line spacing) min. 1.5x the font size;
- spacing following paragraphs min. 2x the font size;
- letter spacing (tracking) min. 0.12x the font size;
- word spacing min. 0.16x the font size;
- text is not justified (aligned to both the left and the right margins).

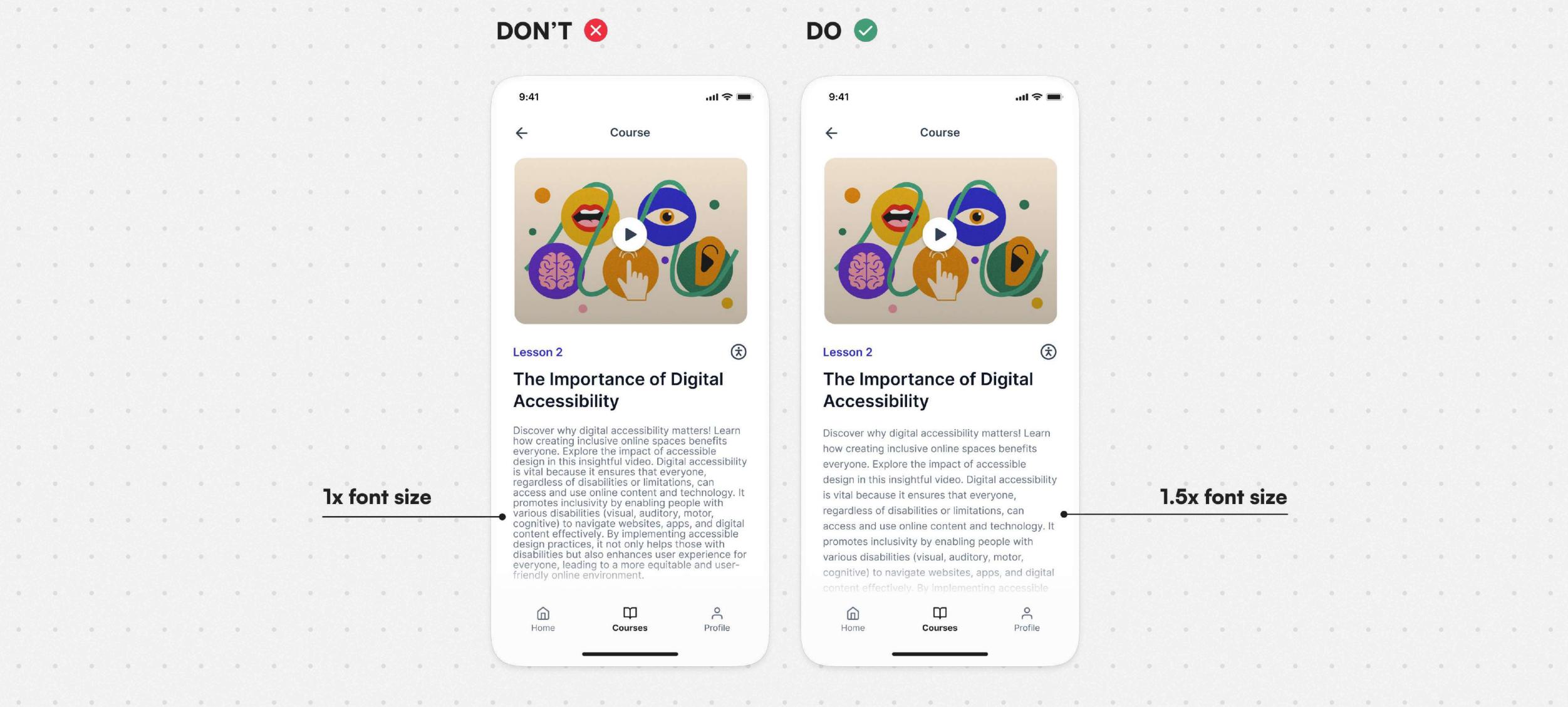


**GUIDELINE IN WCAG** 

▶ 1.4.12/AA - Text spacing



#### • CONTENT DESIGN • TEXT SPACING





#### DO

9:41 .... 🗢 🔳 Course ŧ Lesson 2 The Importance of Digital Accessibility

Discover why digital accessibility matters! Learn how creating inclusive online spaces benefits everyone. Explore the impact of accessible design in this insightful video. Digital accessibility is vital because it ensures that everyone, regardless of disabilities or limitations, can access and use online content and technology. It promotes inclusivity by enabling people with various disabilities (visual, auditory, motor, cognitive) to navigate websites, apps, and digital







### 1.5x font size



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# **Graphic Elements & Media**



## Include audio & video captions and transcripts

If you have audio or video content, you need to provide access to transcripts or captions. This helps people with hearing or vision problems to understand the content.

### Audio-only:

- provide descriptive text transcription must have (A);
- provide captions must have (A/AA);
- provide descriptive text transcription (live content) nice to have (AAA).

#### Video-only:

• provide descriptive text transcription and/or an audio description strip that can be enabled - must have (A/AAA).

### Synchronized:

- always provide captions- must have (A/AA);
- provide extended audio description for all video nice to have (AAA);
- provide descriptive text transcription nice to have (AAA);
- provide sign language translation nice to have (AAA).

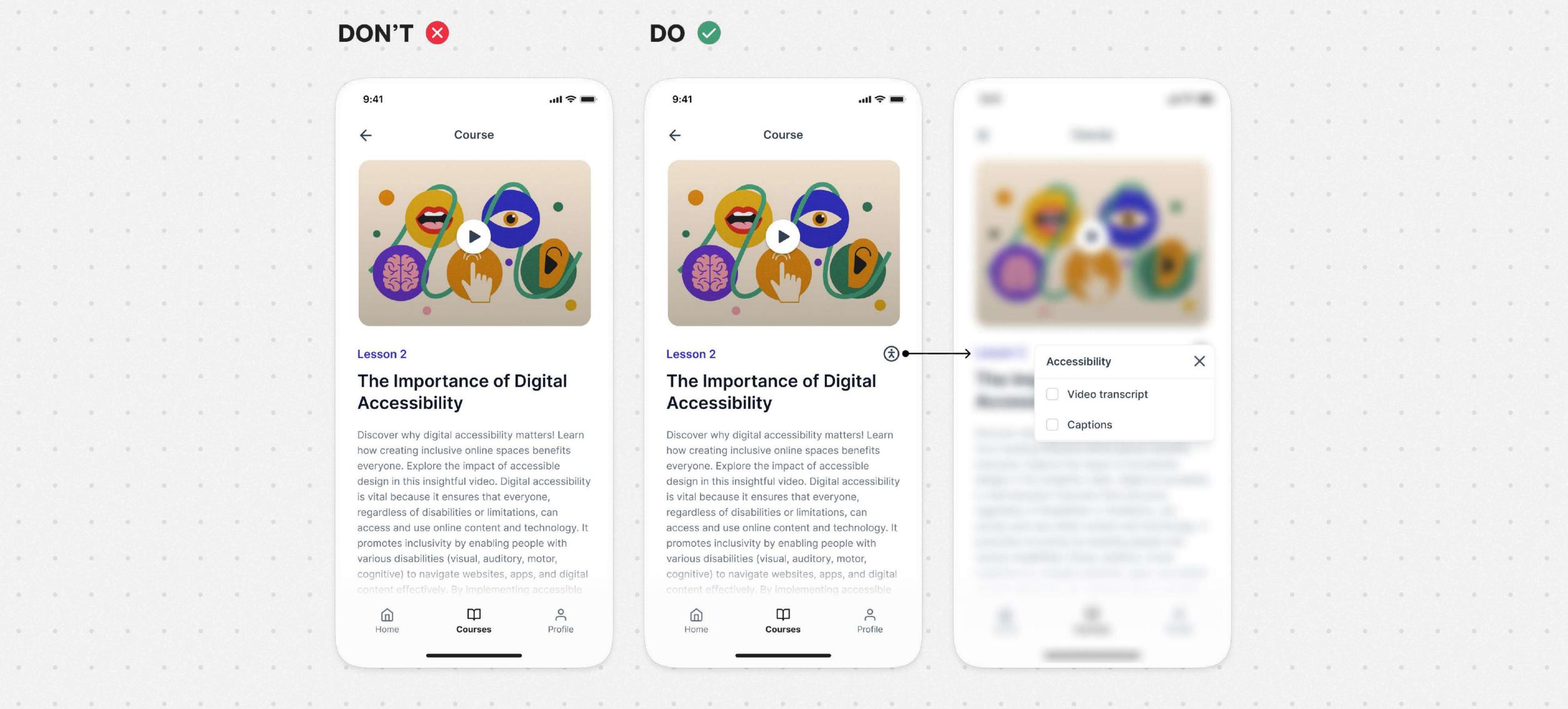


**GUIDELINE IN WCAG** 

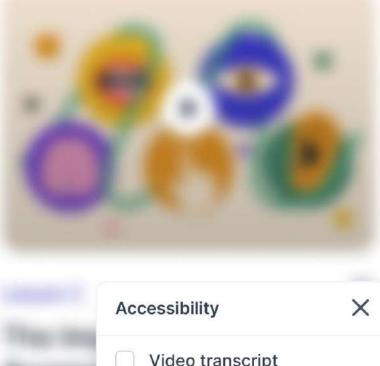
**7 1.2** - Time-based Media



#### GRAPHIC ELEMENTS & MEDIA INCLUDE AUDIO & VIDEO CAPTIONS AND TRANSCRIPTS







video transc
Captions



## **Reduce blinking and flashing** elements

Don't use flashing elements that could cause seizures or physical reactions. Try to use still images instead of moving or blinking ones. If you do use moving or blinking content, make sure there's a way to stop or pause it.

### If you do use flashing elements:

- warn users in advance about photo-sensitive content;
- flash rate can be higher than 3/s if flashes are in low contrast/have little red must have (AA);
- flash rate is always below 3/s nice to have (AAA).



**GUIDELINE IN WCAG** 

**2.3** - Seizures and Physical Reactions

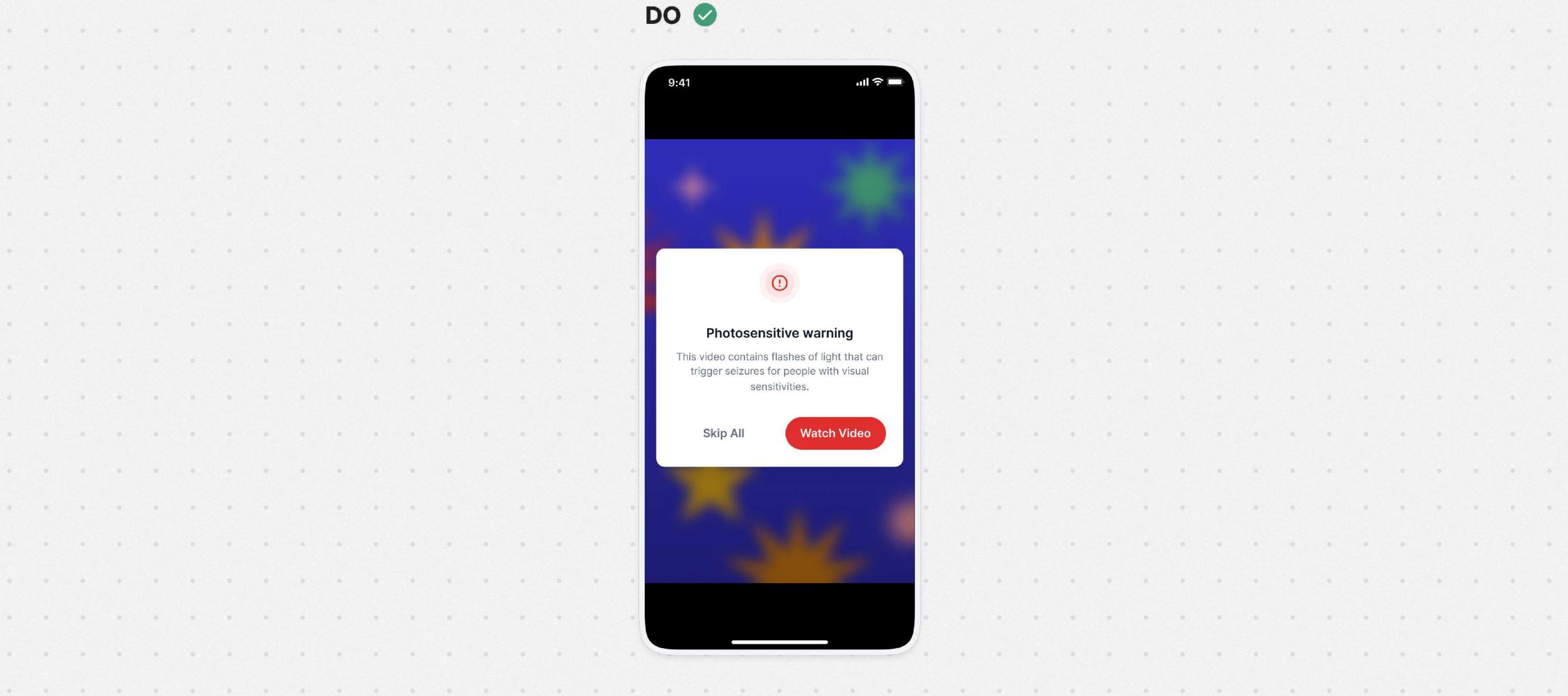




#### • GRAPHIC ELEMENTS & MEDIA • REDUCE BLINKING AND FLASHING ELEMENTS

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## Don't put important information inside an image

Images can stretch, have poor color contrast, or become blurry, making it hard for users to see the information.

#### Do:

- create images without embedded text for developers;
- put all the text outside of the images.

#### Align with developer:

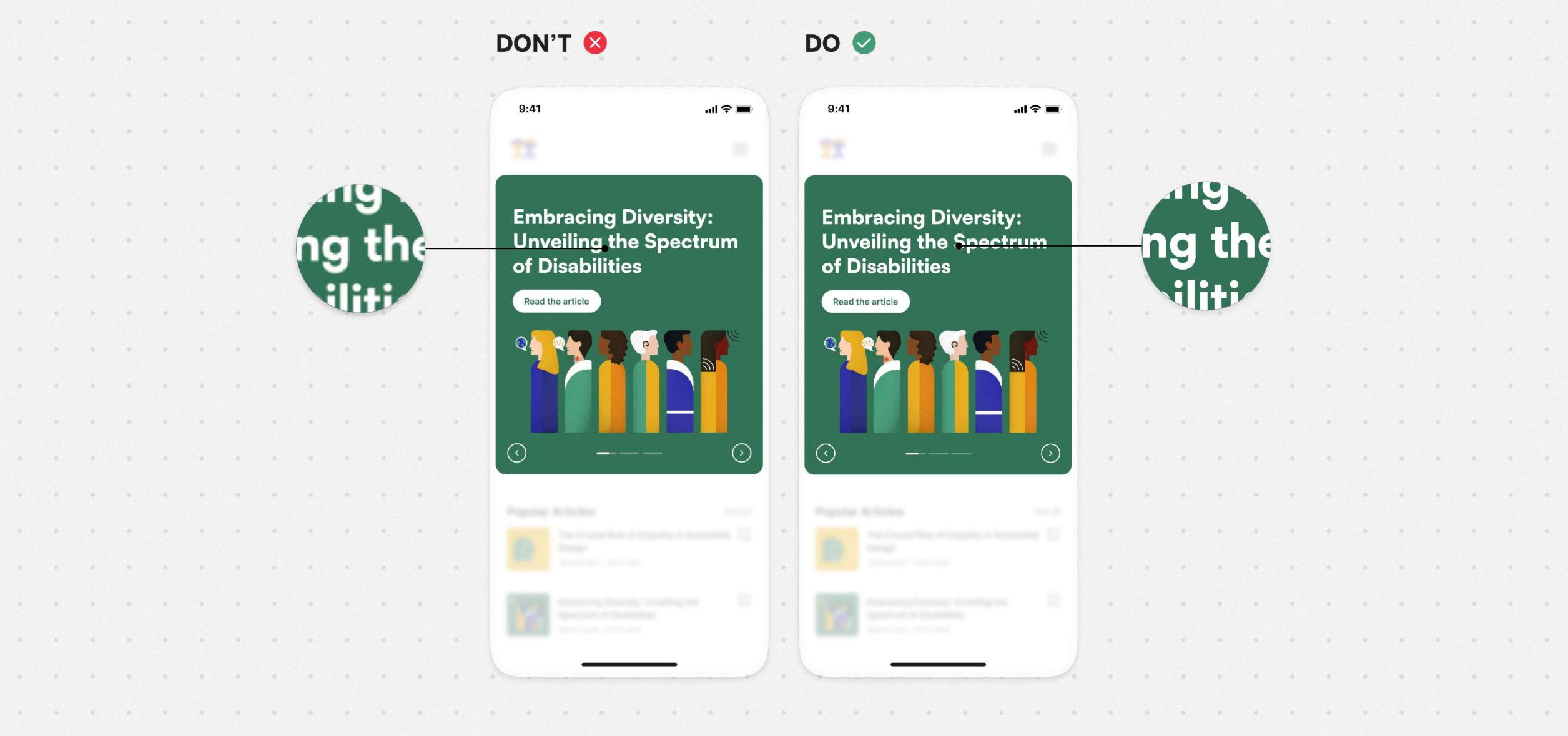
• prepare images as separate assets for developers. All text needs to be implemented independently of images.

**GUIDELINE IN WCAG** 

**1.4.5/AA** - Images of Text



#### GRAPHIC ELEMENTS & MEDIA DON'T PUT IMPORTANT INFORMATION INSIDE AN IMAGE









## Separate speech from background sound

Make sure non-speech sounds are quiet enough for people with hearing difficulties to distinguish speech from background noise.

#### Do:

- mix audio files so that non-speech sounds are at least 20 decibels lower than the speech audio content;
- allow users to turn off the background sounds.



**GUIDELINE IN WCAG** 

**1.4.7/AAA** - Low or no background audio

**USEFUL TOOLS** 

Adobe Podcast - Enhance Speech





#### • GRAPHIC ELEMENTS & MEDIA • SEPARATE SPEECH FROM BACKGROUND SOUND

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# Content Structure



# Adapt UI to changing font sizes

Users can change the font size on their device or browser. Test your design to make sure it works well with both the largest and smallest font sizes.

#### **Ensure that:**

- text can be scaled up to 200% successfully, without disruption in the way information is presented, while still maintaining readability and legibility;
- UI elements are still usable once users increase their font sizes.

#### Align with developer and QA tester:

- check how the implemented design scales if you increase the font size;
- cover the component adaptations in your design.



**GUIDELINE IN WCAG** 

**1.4.4/AA** - Resize Text

**USEFUL TOOLS** 

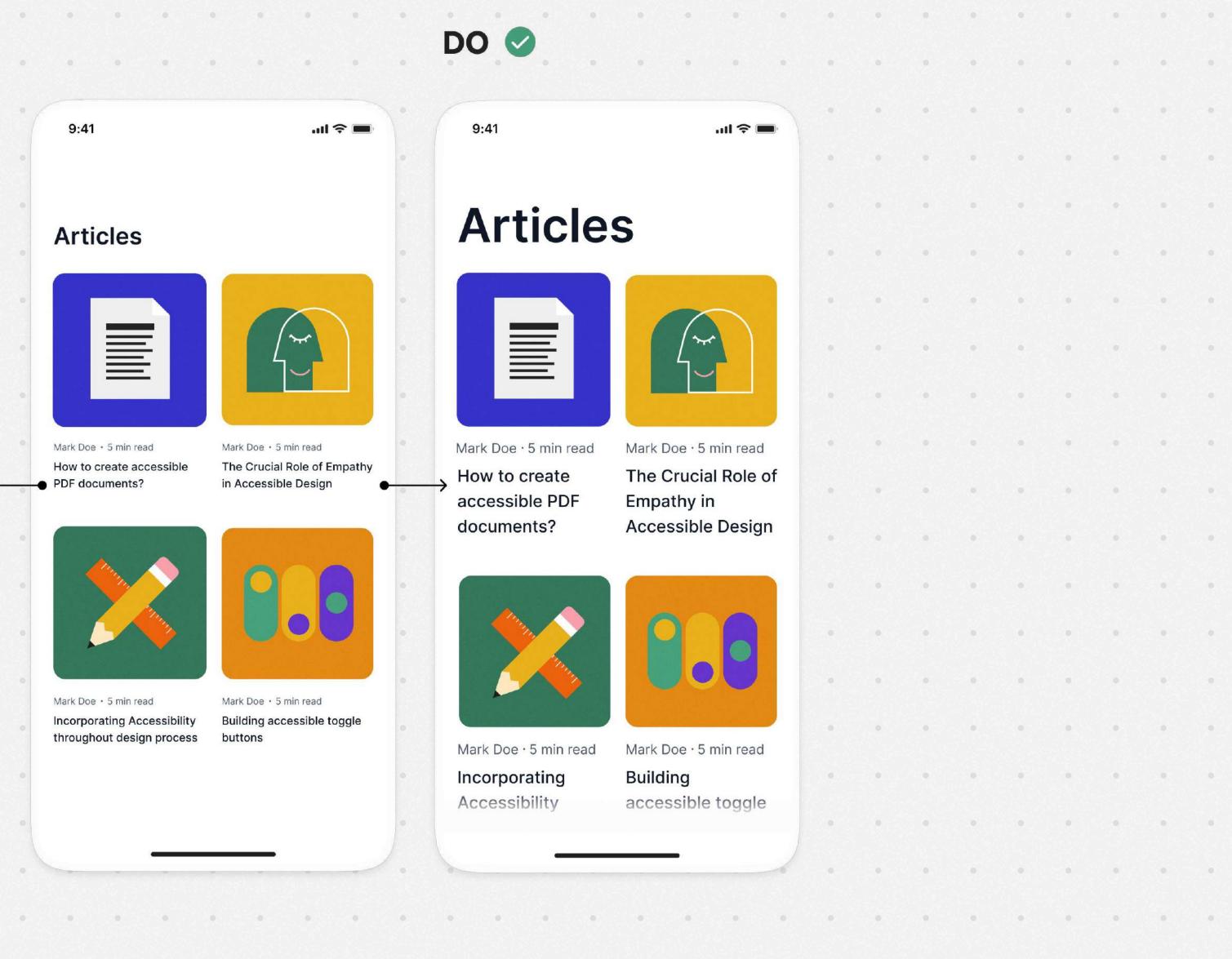
Text Resizer (Figma Plugin) 7



#### • CONTENT STRUCTURE • ADAPT UI TO CHANGING FONT SIZES

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# Include a page title

Don't remove titles and headers from a screen/page you are designing. By doing so you make it harder for users to scan and analyze the context and purpose of the page. It takes longer to connect meanings behind and involves more of user's effort. For users who use assistive technologies it may become even harder to understand.

#### **Provide:**

- clear headings to make the content more readable, understandable and easier for users to scan through;
- title that describes topic or purpose of the website.

#### Align with developer:

- each page and screen has a unique title that accurately represents its content;
- webpage title length is between 50-75 characters;
- title of the page is the heading level H1 on the page.



**GUIDELINE IN WCAG** 

**2.4.2/A** - Page titled



#### • CONTENT STRUCTURE • INCLUDE A PAGE TITLE

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☐ Resources >	> Blog		

#### Published 10 Jan 2024

In accessible design, empathy acts as the guiding force, driving designers to understand, connect, and craft solutions that empower users across the spectrum of abilities



Designing with empathy means actively engaging with the diverse spectrum of human experiences. It requires a departure from the one-size-fits-all approach and instead invites designers to immerse themselves in the lives of others. For instance, when crafting a public space, an empathetic designer will consider the needs of wheelchair users, individuals with visual or auditory impairments, or those with neurodiverse conditions. Empathy forms the bedrock of accessible design, fostering an



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H2

Published 10 Jan 2024

#### The Crucial Role of Empathy in Accessible Design

In accessible design, empathy acts as the guiding force, driving designers to understand, connect, and craft solutions that empower users across the spectrum of abilities



#### Understanding Diverse Needs

Designing with empathy means actively engaging with the diverse spectrum of human experiences. It requires a departure from the one-size-fits-all approach and instead invites designers to immerse themselves in the lives of others. For instance, when



# Language selection

If the application supports multiple languages, ensure that the language selector is presented upfront.

#### Do:

• place language and country switchers in visible and prominent position.

#### Align with developer:

- always declare the language of the screen or site;
- see if it is possible to fetch language based on user's device language. If not, then make sure language selection is visible upfront to avoid users getting lost (in translation).



**GUIDELINE IN WCAG** 

**→ 3.1.1/A** - Language of Page





#### • CONTENT STRUCTURE • LANGUAGE SELECTION

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## Include text alternatives

Non-text content need to be provided with brief description, so that it can be converted into other forms such as braille or speech.

#### **Provide:**

• names for your components that clearly describe their purpose.

#### Align with developer:

- create brief description for non-text content (excluding decorative elements), so that it can be converted into other forms such as braille or speech;
- provide alternative forms of CAPTCHA.



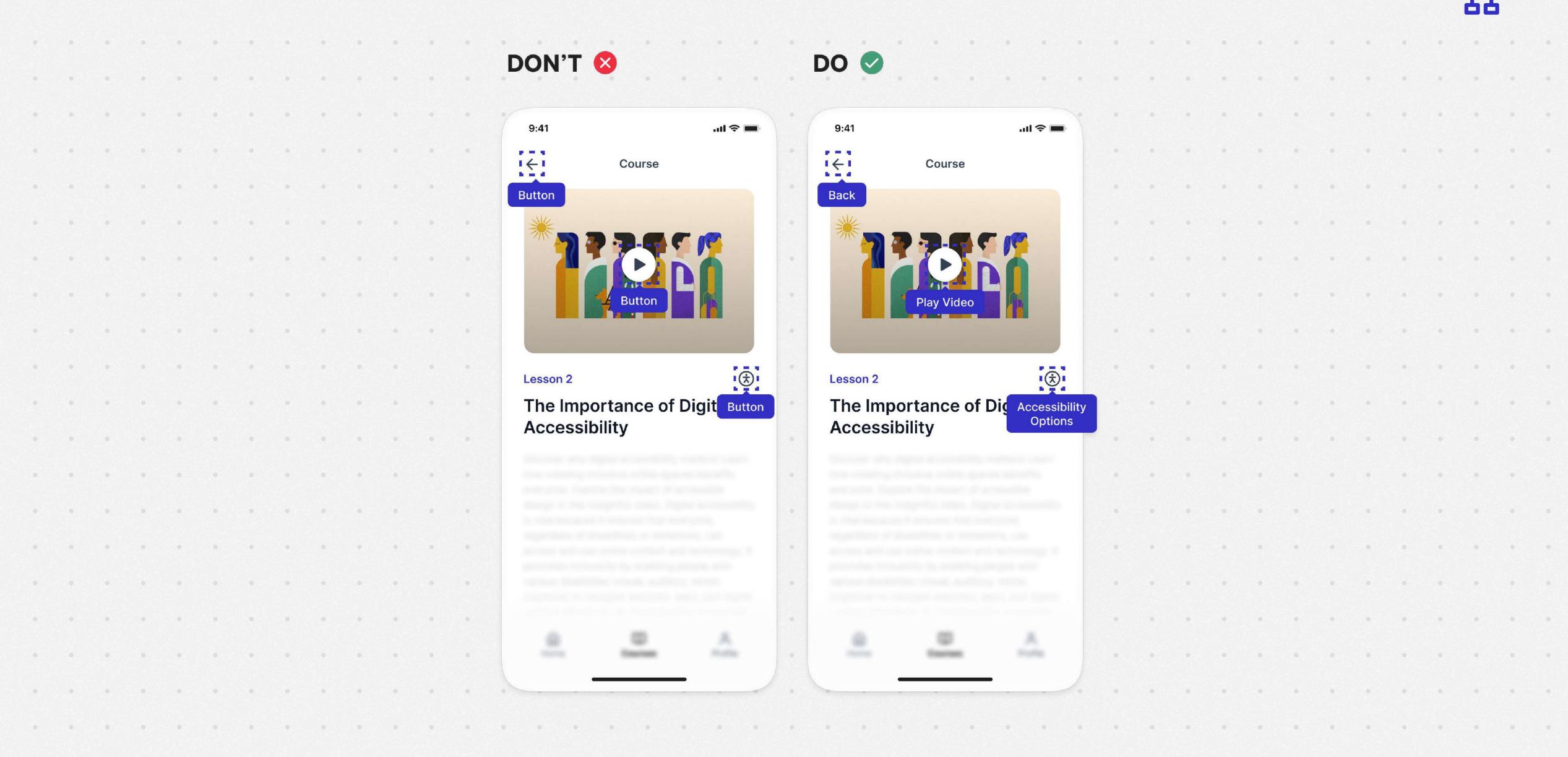
**GUIDELINE IN WCAG** 

**7 1.1/A** - Text Alternatives



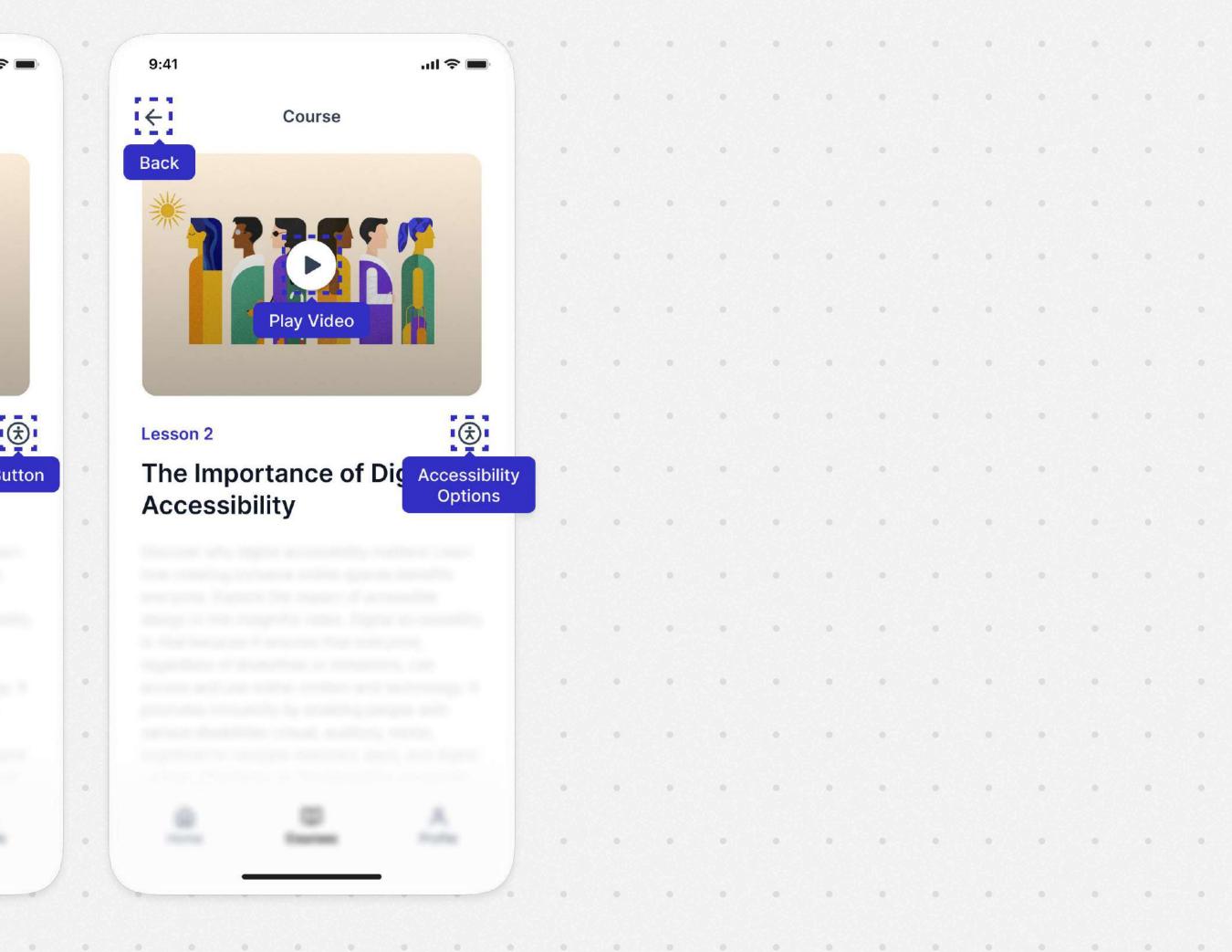


#### • CONTENT STRUCTURE • INCLUDE TEXT ALTERNATIVES











## Keep a clear content structure

Users who rely on screen readers should be able to understand easily the order of content, different groups and sections on the screen and decide which sections to skip if necessary.

#### Do:

- create distinctive groups of items with their own headings;
- think about the order of the content on the page, that is going to be intuitive;
- set heading for each group of items or make sure they are visually different from the rest of the content;
- provide option to skip sections if necessary.

#### Align with developer:

- if the group doesn't have a visual heading, discuss with developers what the different sections of your design are, or mark it in your design file;
- determine what should be the correct order of the items;
- provide option to skip sections for users using screen readers;
- align with devs on the correct order of how elements should be read.

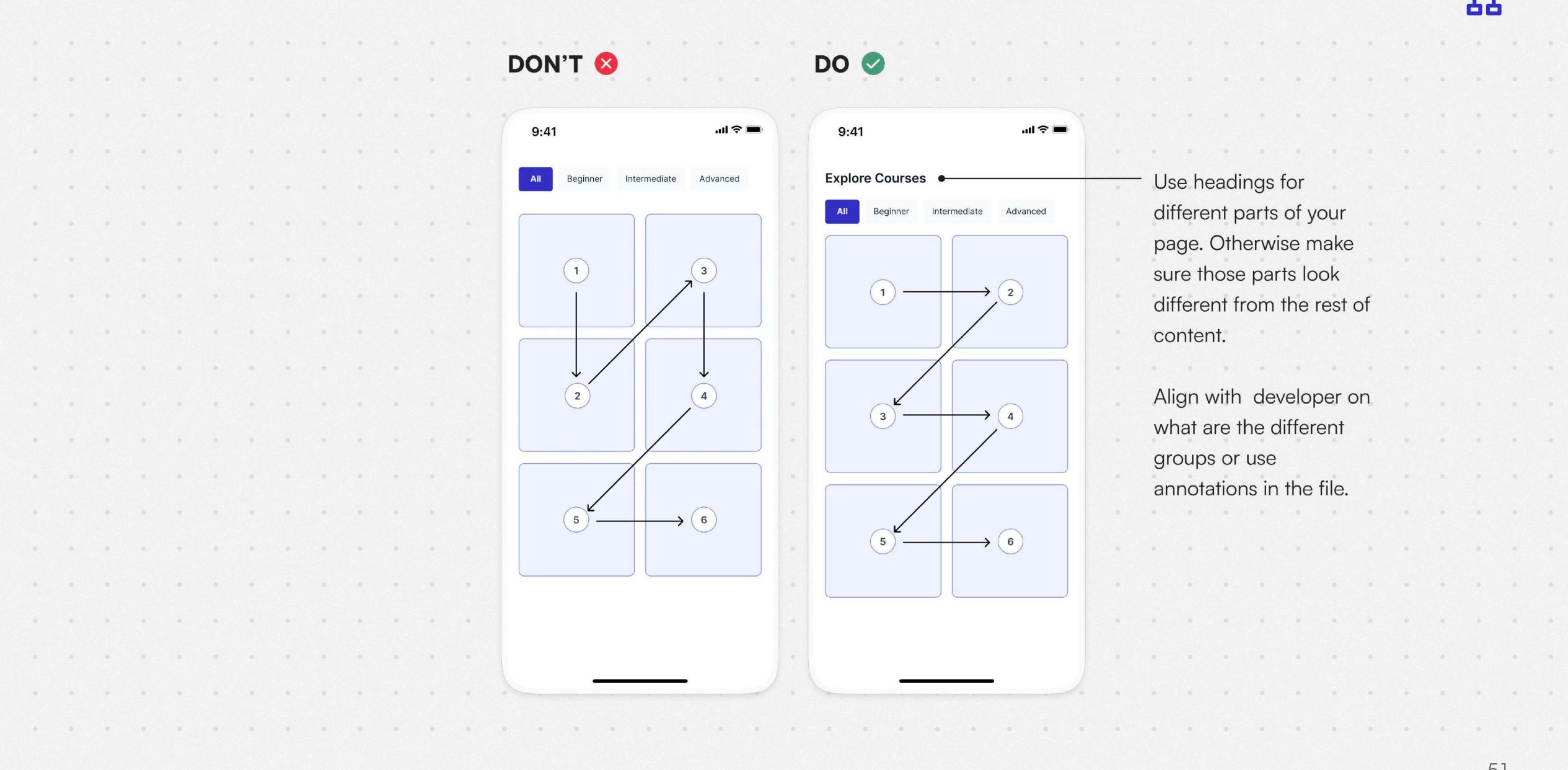


**GUIDELINES IN WCAG** 

- ▶ 7 1.3.2/A Meaningful Sequence
- 2.4.1/A Bypass Blocks 7
- **2.4.10/AAA** Section Headings 7

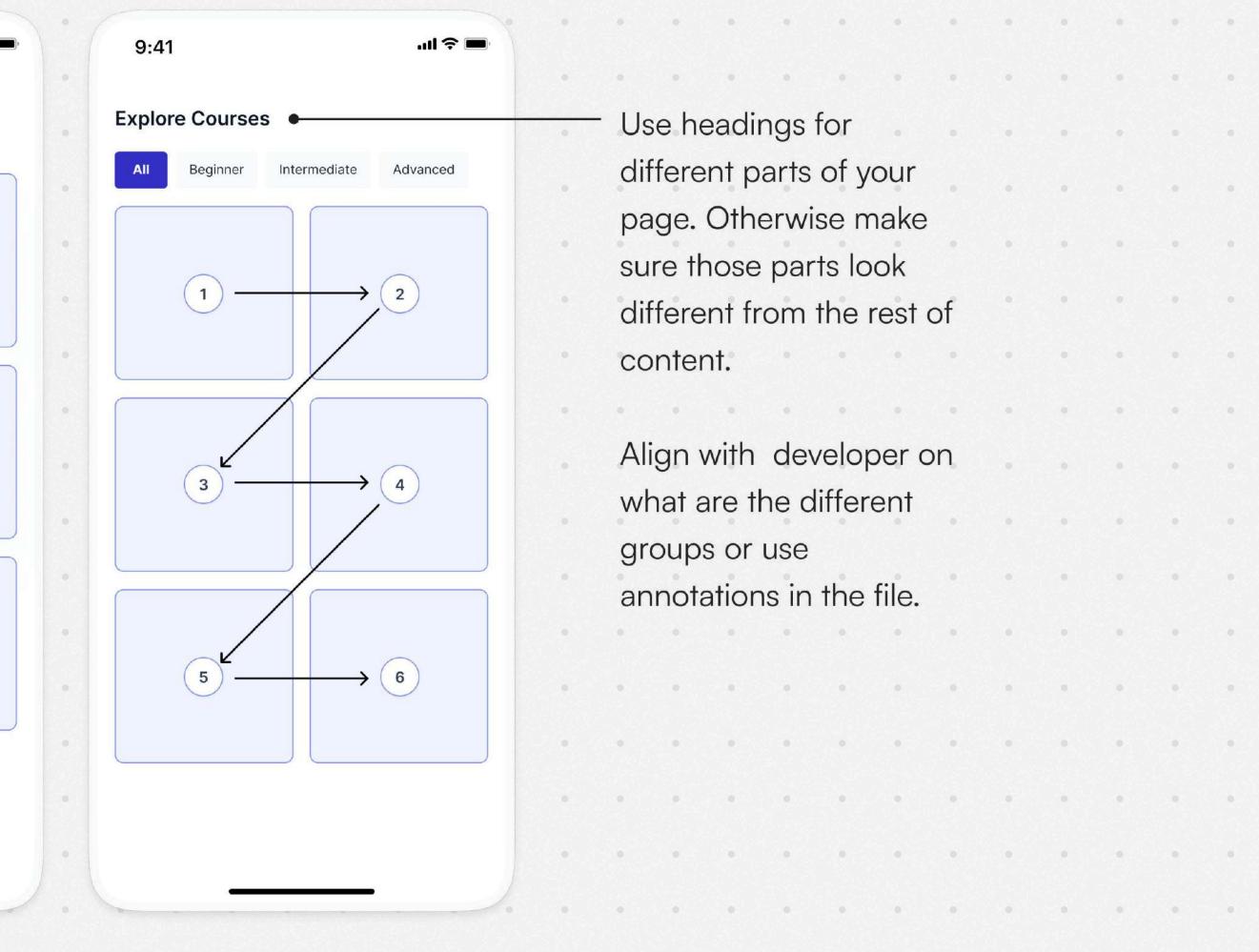


#### • CONTENT STRUCTURE • KEEP A CLEAR CONTENT STRUCTURE





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Use headings for different parts of your page. Otherwise make sure those parts look different from the rest of content.

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Align with developer on what are the different groups or use annotations in the file.



# Use responsive layouts

### Do:

• make sure the layout can respond to different screen sizes. Elements need to adapt to the screen to the point of avoiding vertical and horizontal scrolling.

#### Don't:

• restrict the layout to portrait or landscape, unless the function needs to be performed.



**GUIDELINES IN WCAG** 

- **1.3.4/AA** Orientation
- **1.4.10/AA** Reflow



#### • CONTENT STRUCTURE • USE RESPONSIVE LAYOUTS

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Interaction Design



## **Prevent errors**

Prevent user errors by providing simple instructions or cues to help them understand what to do. The system should also check for errors in the data users input. If an error message appears, it should clearly show which element caused the error, both visually and audibly.

### Do:

- use labels that clearly explain what each form field is for;
- provide option to confirm or cancel the submission;
- allow user to review forms and correct mistakes before submitting;
- if error occurs, indicate where and what type of error took place;
- exception: Indicating the source of an error could affect security.

#### Don't:

• convey error messaging through color alone. Use additional prompts to give context of what went wrong.

#### Align with developer:

- use appropriate field format depending on the context;
- input fields that expect numerical values should trigger numeric keypad on mobile devices.



**GUIDELINES IN WCAG** 

- **3.3.2/A** Labels or Instructions
- **3.3.4/AA** Error Prevention
- **7 3.3.5/AAA** Help
- **3.3.6/AAA** Error Prevention (All)

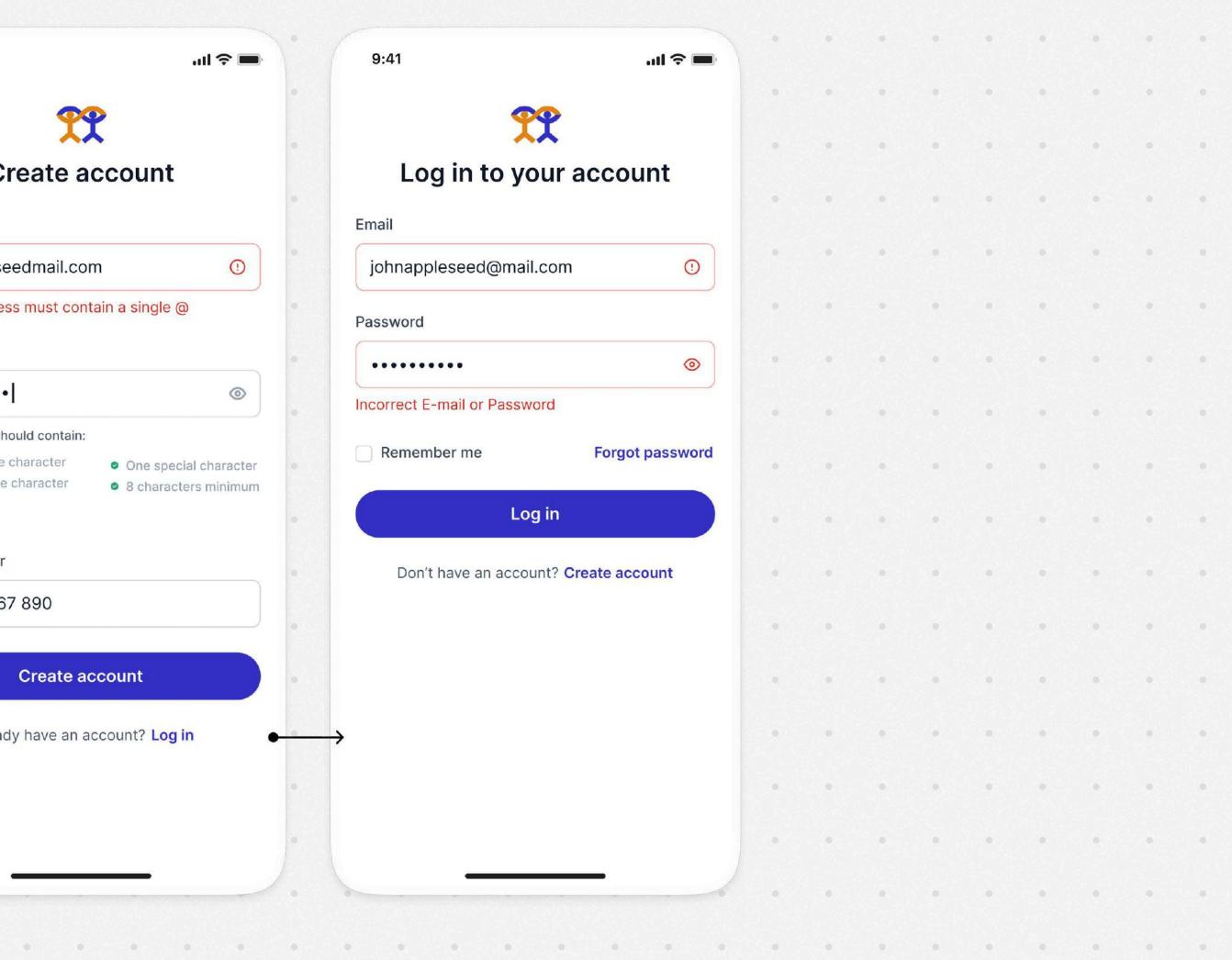




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# Extend time-dependent functionalities

Try to avoid content or actions that require time limits. It helps not only individuals who require more time to complete tasks, but also those who are multitasking or working in a distracting environment.

#### If a time limit is necessary ensure that:

- users can see the time remaining and have the option to extend it;
- controls to extend the time are accessible via keyboard.



GUIDELINE IN WCAG

↗ 2.2.1/A - Timing Adjustable

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## Security Token





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## Do not change context without user confirmation

Context of the page/screen should be changed only upon user's request or confirmation.

#### Avoid:

- unexpected changes disrupting the thought process;
- changes that don't occur by user request include content that was not initiated by the user.

#### **Provide:**

• clear question and an option user can choose from or confirmation action, before any context change.

**GUIDELINES IN WCAG** 

**3.2.1/A** - On Focus

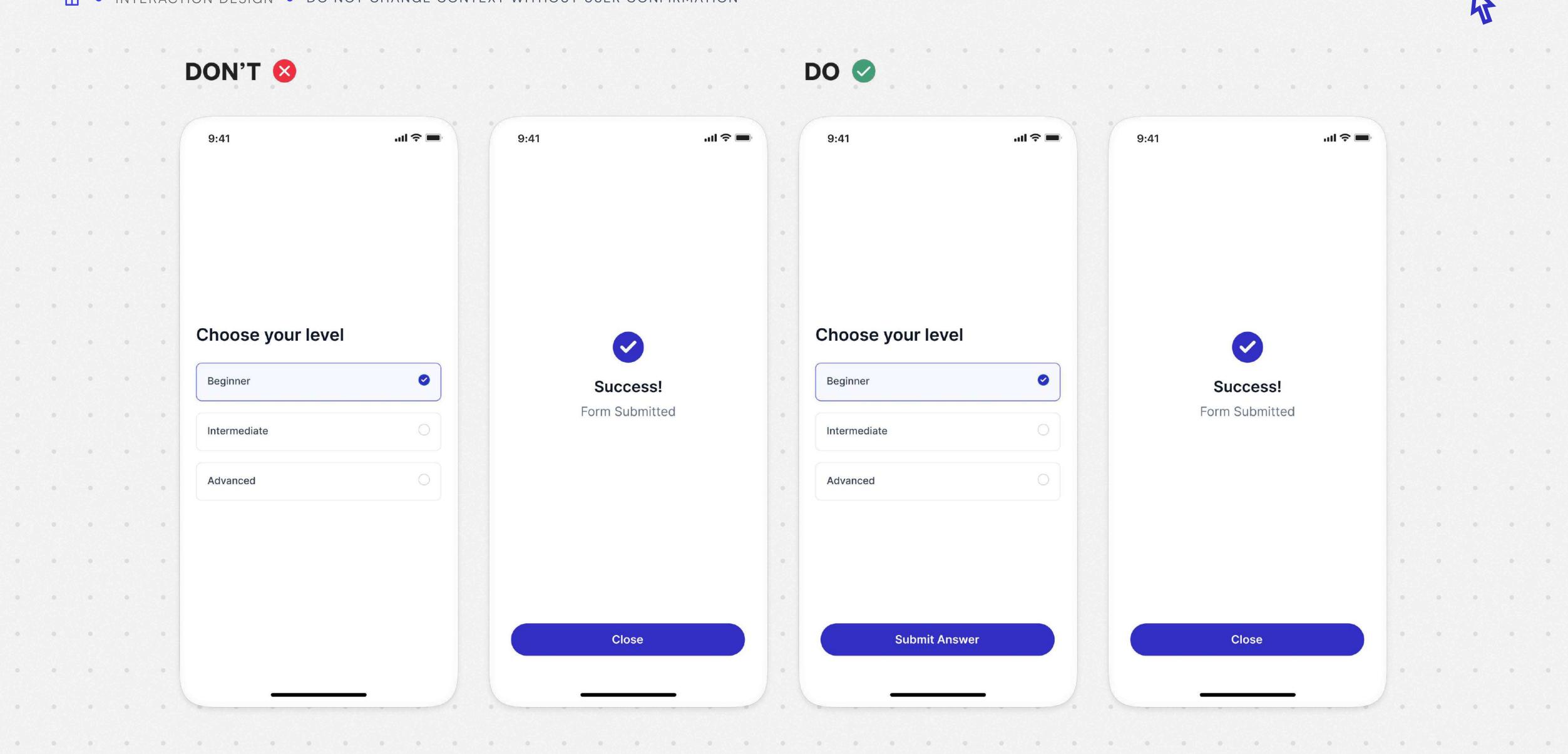
**3.2.2/A** - On Input





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## Use hover and focus best practices

When using hover functionality make sure that user can access it or dismiss it properly.

#### Do:

- make sure that the new content remains visible, whether the hover is over the trigger element or the new content;
- close the additional content when the hover or focus trigger is removed, user dismisses it or its information is no longer valid.

#### Align with developer:

• provide a way to dismiss the new content (e.g. tooltip/dropdown) without moving pointer hover or keyboard focus. For example, use the "escape" key control to dismiss the content.



**GUIDELINE IN WCAG** 

**1.4.13/AA** - Content in hover of focus

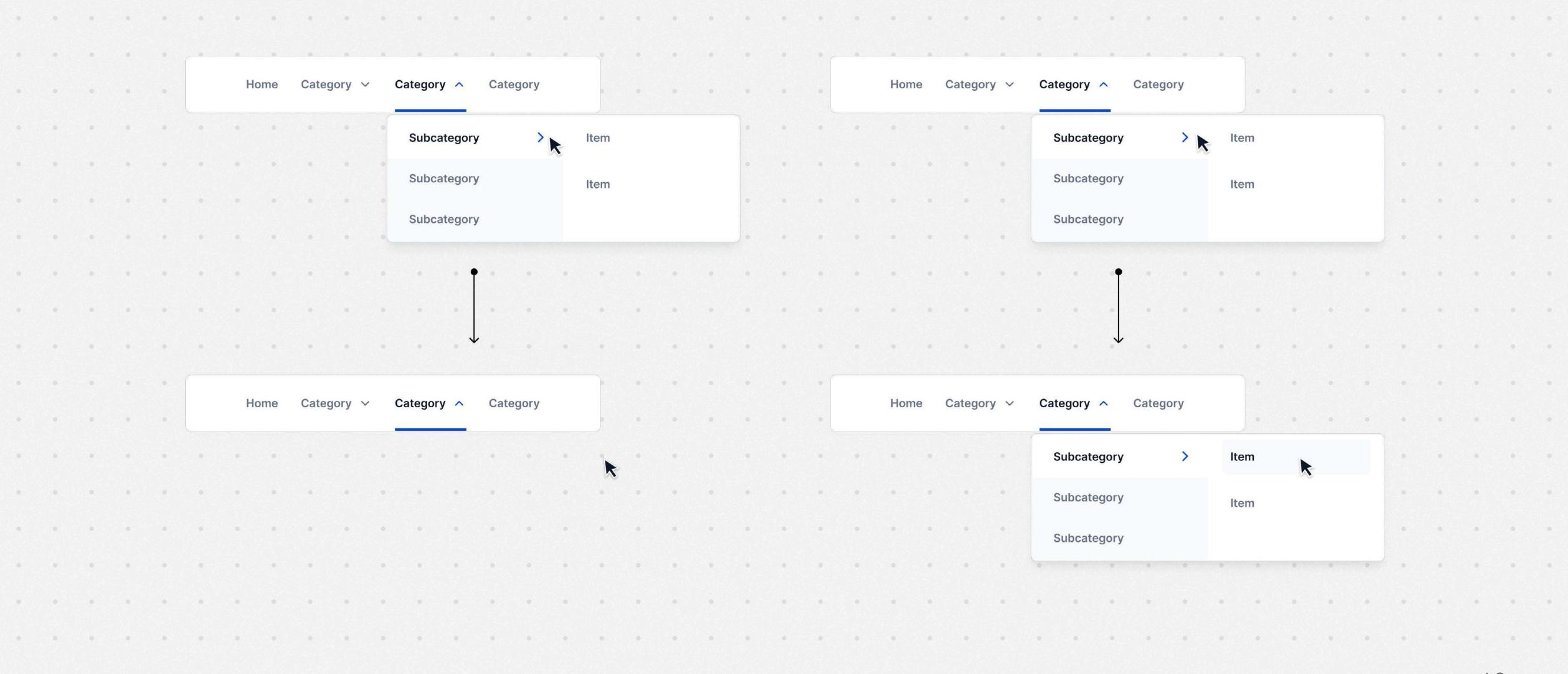


#### • INTERACTION DESIGN • USE HOVER AND FOCUS BEST PRACTICES

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# Navigation



## Focus state & order

Users who navigate with keyboards, voice-overs or any support assistive technology, need to have elements pointed out as it helps them understand where they are within the page/screen.

#### Do:

- define focus states for actionable elements;
- keep the focus order aligned with the reading order to maintain logical navigation of the content;
- check if default focused states provided by different browsers are functioning right.

#### Align with developer and QA tester:

- discuss with developers how users with assistive technologies can navigate through the app;
- make sure the QA tests it and the app is completely functional just by navigating it using an assistive technology.

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GUIDELINE IN WCAG
7 2.4.3/A - Focus order

vigation of the content; ing right.

#### **USEFUL TOOLS**

- ↗ Stark (Adobe Xd Plugin)
- ↗ Ally Focus Order (Figma Plugin)
- ↗ Adee (Figma Plugin)

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#### • NAVIGATION • FOCUS STATE & ORDER

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## Allow users to exit a situation

Enable users to easily get out of a situation (for example a window). Make sure that users can tab to & away from all parts of the site. By letting users to save added work as a draft, they are not being locked in the current flow. Otherwise they would have to either complete the current task or lose all progress.

#### **Provide:**

• clear closing option or instructions on how to escape situation.

**GUIDELINE IN WCAG** 

7 2.1.2/A - No Keyboard Trap





#### • NAVIGATION • ALLOW USERS TO EXIT A SITUATION

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#### Save progress

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## Inform users about their location

Anyone should be able to locate or orient themselves easily on any part of the screen or a set of screens.

#### Include:

- unique page title and consistent navigation;
- a link to the portal home page on each page;
- visual indication on currently selected page;
- solutions such as breadcrumbs trail, if the page is nested within 3 or more levels.

**GUIDELINE IN WCAG** 

**2.4.8/AAA** - Location





#### • NAVIGATION • INFORM USERS ABOUT THEIR LOCATION

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#### Diverse Needs

the bedrock of accessible design, vironment where designers not only ut also deeply understand the ed by individuals with varying needs.

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#### Unique page title / Heading



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