

Accessibility annotation for designers

projekt202

Leader in Experience-Driven Transformation

Experience-Driven Consulting services focusing on helping large scale organizations with: Strategy, Customer Insights, UX Design, Development, Innovation, Brand and Marketing.

WHY ARE WE HERE?

“As designers, we have the power and responsibility to make sure that everyone has access to what we create regardless of ability, context, or situation.”

PABLO STANLEY

WHO ARE YOU?



Maggie O'Connor

Senior Experience Designer at projekt202

WHAT WILL WE COVER TODAY?

- What is accessibility annotation?
- Why should we bother?
- Accessibility Annotation Crash Course
- Q&A
- Resources

WHAT IS ACCESSIBILITY ANNOTATION?

Accessible Design

Digital accessibility means designing and building your product, website, or app in an inclusive way – one that can be accessed by an audience that includes users who may have visual, motor, auditory, speech, or cognitive impairments.

You should think of your product as a virtual public space. There are regulatory mandates (ADA) that say you must make it as easy as possible for everyone needing access to any public space. There are guidelines that you can follow that make it easier to understand what is and is not accessible. These guidelines can be found in the Web Content Accessibility Guidelines ([WCAG 2.1](#)).



WHAT IS ACCESSIBILITY ANNOTATION?

Accessibility annotation is a communication tool.

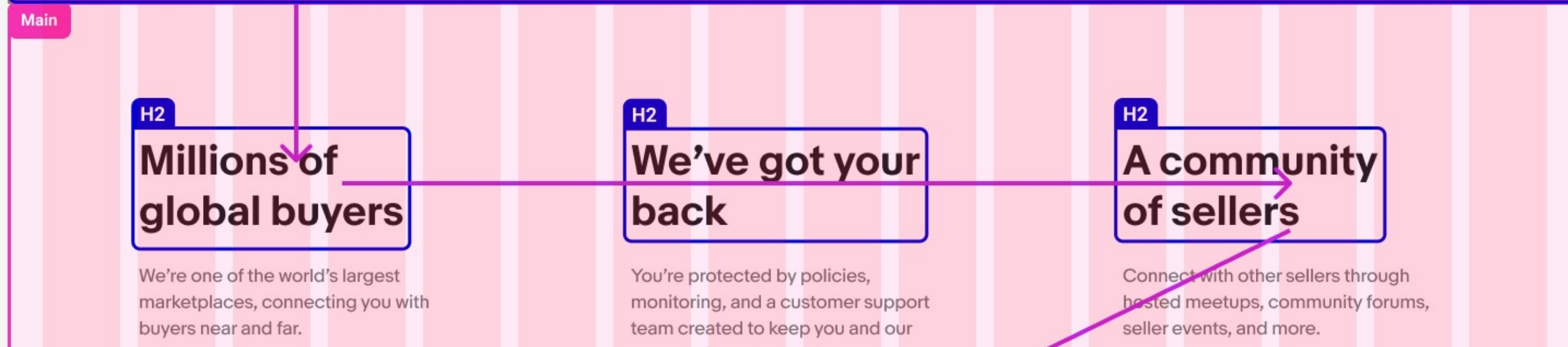
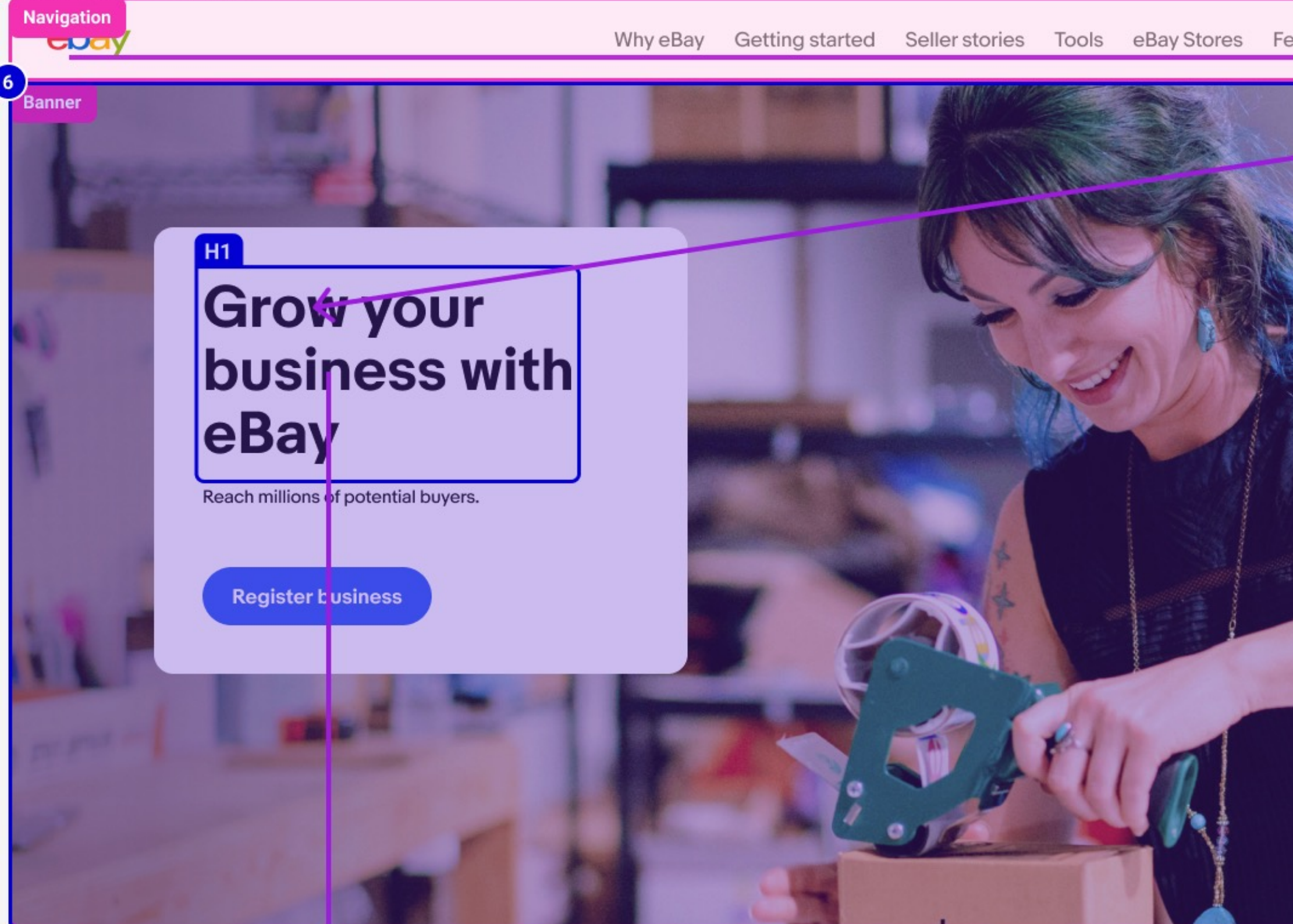
Like “redlining” for sizing and spacing specs, accessibility annotation is a method of documenting accessibility decisions that need to be communicated from design to developers and testers that aren’t explicit in the visual design.

Images

- 1 Alt text: ""
Purpose: Decorative
- 2 Alt text: ""
Purpose: Decorative
- 3 Alt text: ""
Purpose: Decorative
- 4 Alt text: ""
Purpose: Decorative
- 5 Alt text: ""
Purpose: Decorative
- 6 Alt text: ""
Purpose: Decorative

Designer checks

- ✓ Landmarks
- ✓ Headings
- ✓ Reading order
- ✓ Alternative text
- ✓ Sufficient text color contrast
- ✓ Sufficient click target sizes
- ✓ Text resizing documented
- ✓ Responsive reflow documented



Why should we bother? When is it most useful?
Isn't this just another thing to do??

WHY BOTHER WITH ACCESSIBILITY ANNOTATION?

Shifting Left

- Accessibility is everyone's responsibility
- Builds accessibility into the process from the beginning
- Sparks team discussions
- Surfaces accessibility to stakeholders
- Have your design built in the way you envisioned



Clear Communication

Accessibility annotation is just one tool in your toolbox. Clear communication with the dev team, with the testers, and with other designers is the goal.

If we communicate successfully, we can push accessibility forward together for everyone, and make it part of the projects from the start.



Accessibility Annotation Crash Course

Component-Level Annotation

Accessibility documentation on core components within the design system. Most of your documentation can live at this level. Once you've made a component accessible, many aspects of it don't have to be re-defined or re-articulated every single time you use that component in your designs.

Component

Page

Page-Level Annotation

Annotation on a wireframe, a comped page, or a complete workflow.

Types of Annotations

	Page	Component / Design System
Page Regions	✓	✓
Headings	✓	
Informative Images	✓	
Reading and Tab Order	✓	✓
Semantics		✓
Color Contrast		✓
Component States		✓
Component Functionality		✓

Grow your business with eBay

Reach millions of potential buyers.

Register business



Millions of global buyers

We've got your back

A community of sellers

Page Regions

Page

Component

Page regions group content into easily-navigable zones. Your annotation can define those regions, and specify the labels as needed.

Some common regions: header, navigation, main, complementary, and footer.

A UX writer might determine what the accessible label for the region is, if it's needed.

For elements repeated on every page (like navigation), it can be helpful to document the page regions within the design system.

H1

Grow your business with eBay

Reach millions of potential buyers.

Register business



H2

Millions of global buyers

We're one of the world's largest marketplaces, connecting you with buyers near and far.

H2

We've got your back

You're protected by policies, monitoring, and a customer support team created to keep you and our

H2

A community of sellers

Connect with other sellers through hosted meetups, community forums, seller events, and more.

H2

Everything you need to run your business

From inventory to fulfillment, we've got the tools you need and can connect to anything you already use.

H3

Inventory management

You'll gain access to a variety of tools that help you list, bulk upload, and integrate with APIs. You can also use third-party tools.

H3

Manage orders

Our sellers receive discounted shipping labels from major carriers. We also offer international fulfillment with intermediated shipping options.

H3

Research & Insights

Terapeak, an exclusive eBay insights tool, is an effective way to research what your competitors are doing, how they're doing it, and how you can improve your own listings on eBay.

H3

Marketing tools

Use our robust suite of marketing tools to create promotions to grow your sales. Increase your visibility of your listings using Promoted Listings and only pay when you sell.

H3

Brand building tools

Get an eBay Store subscription to unlock a customizable storefront where you can showcase your brand and inventory to buyers.

H3

The eBay app

Manage your business on the go with our app. Control listings, fulfill orders, respond to buyers, and more whenever you need to from anywhere.

Headings

Page

Use heading annotations to identify section headings and their level.

Developers sometimes need help interpreting the intended semantic heading levels, especially if size and style differ a bit throughout the page.



Grow your business with eBay
Reach millions of potential buyers.

Register business


Images

- 1 Alt text: " " Purpose: Decorative
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- 5 Alt text: " " Purpose: Decorative
- 6 Alt text: " " Purpose: Decorative

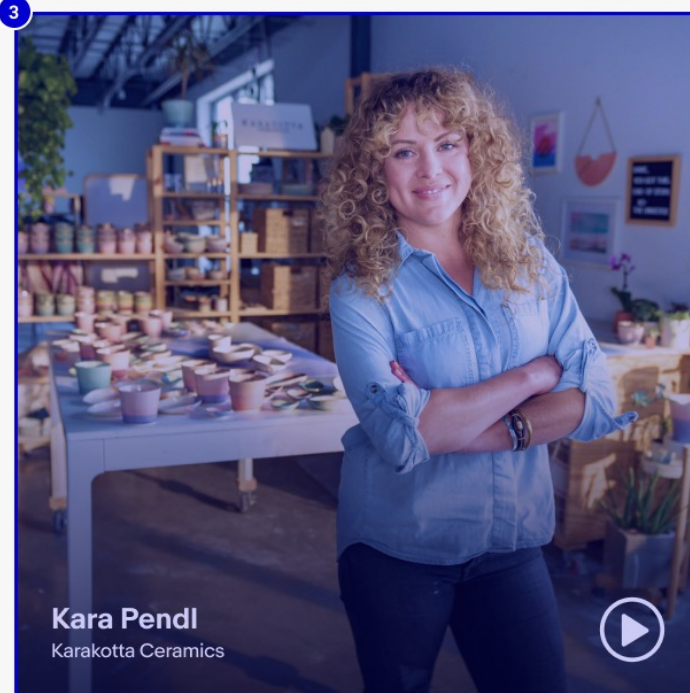


- 1 Create a business selling account**
This step requires you have your bank account or card information, tax information, and government ID.
- 2 Set up your account policies**
Pick your shipping, return, and payment policy preferences that will then be used for your listing.
- 3 Upload your inventory**
Choose from our suite of tools to onboard your inventory and start selling!

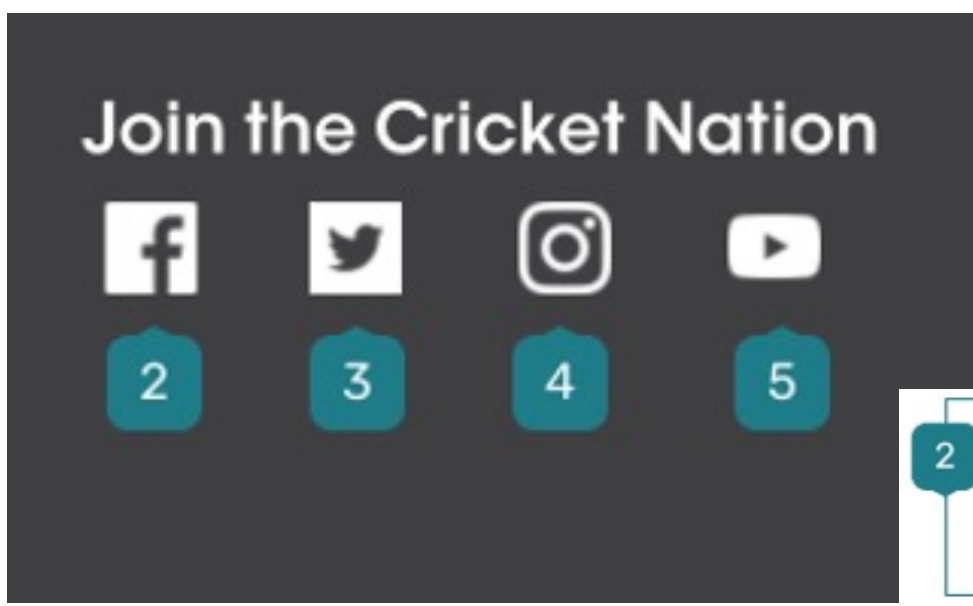
Seller stories
Inspiration from other sellers. Here are some of our favorites.



Yinka O
Fashionably Legal



Kara Pendl
Karakotta Ceramics



- 2 Image
Alternative text: Cricket on Facebook
- 3 Image
Alternative text: Cricket on Twitter
- 4 Image
Alternative text: Cricket on Instagram
- 5 Image
Alternative text: Cricket on Youtube

Informative Images

Page

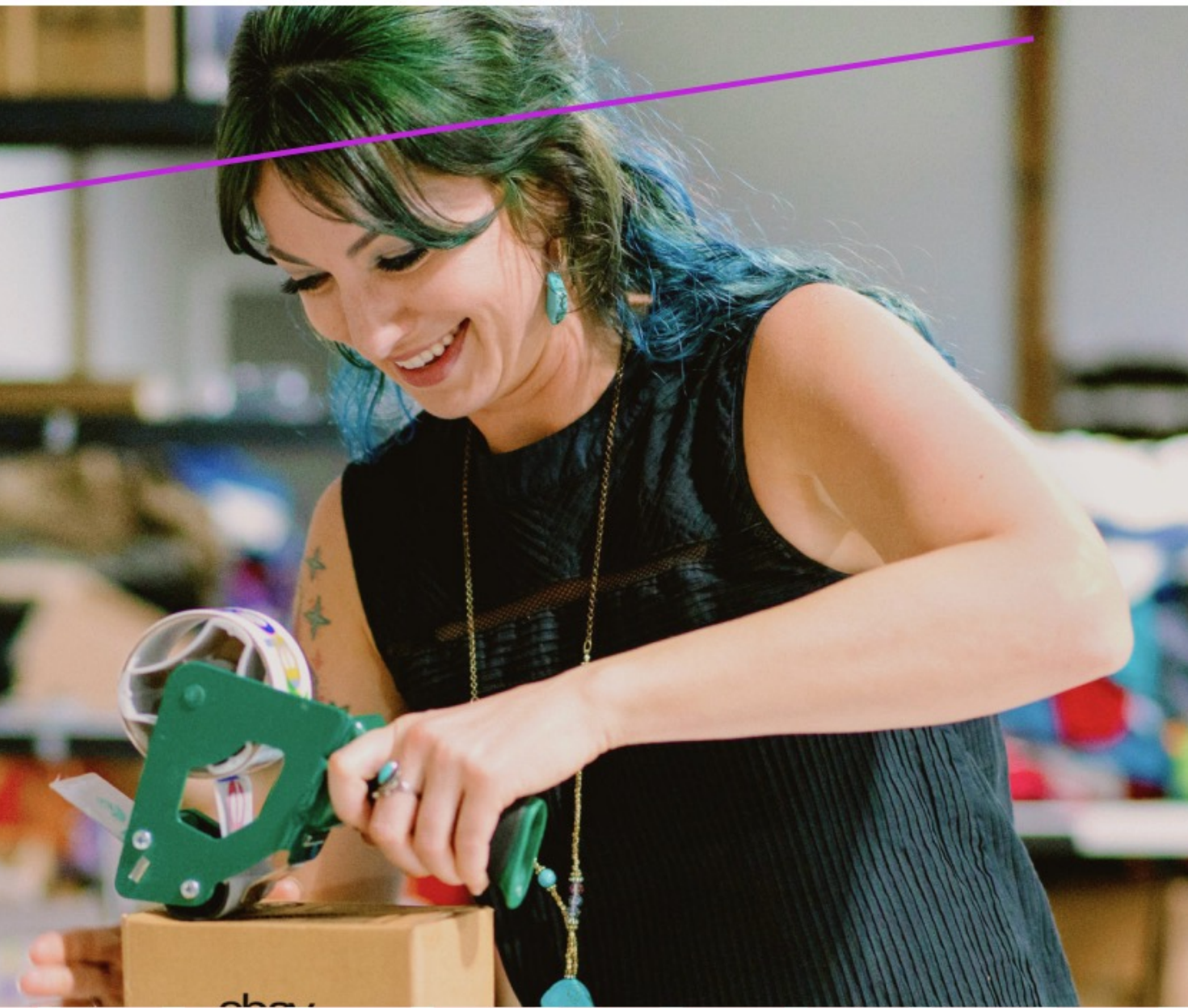
If the images in your design are informative, document their text alternative in your annotation. UX writers can help with the text. If they are decorative images, it can be helpful to document that, too, to increase clarity.

Don't know whether the image in question is an informative image? Follow the [alt-text decision tree](#) to find out!

Grow your business with eBay

Reach millions of potential buyers.

Register business



Millions of global buyers

We're one of the world's largest marketplaces, connecting you with buyers near and far.

We've got your back

You're monitored by our team of community

A community of sellers

1 Fast & Secure Online Ordering

2 Buying online has never been easier. [See how it works >](#)

4 **Free Next Business Day Shipping**

5 Online orders get free, next business day shipping. Orders placed before 2 pm ET Monday-Friday will ship the same day.

6 [See Shipping Details](#)

7 **No Overages**

8 At Cricket, there are no overage charges for calls, texts, or data. After you use your high-speed data allowance, speeds will be reduced, but you won't be charged extra.

9 [Important Data Speed, Usage and Plan Pricing Info and Terms](#)

10 **Everything's Better with Friends!**

11 If you get \$25 in credits, they get \$25 in credits. Refer a friend and everyone wins.

12 [Learn More >](#)

Reading and Tab Order

Page

Component

Use content and focus order annotations to show the order that content should be presented to assistive technologies. Your reading and tab order should be predictable, logical, and intuitive.

For text content such as headings, paragraphs or lists, use a reading order annotation.

For interactive control such as links and form controls, use the tab order annotation. A control identified using the tab order annotation is assumed to be focusable using a keyboard.

Add additional notes for developers if something in your design should read in a different order than it is visually displayed.


Semantics

Component / Design System

1

Features +

Specs X



3.11"

.37"

6.70"

OS

- Android 11

Dimensions

- 6.70" x 3.11" x .37"

Display Type and Size

- 6.8" Max Vision FHD+ display

Memory

- Up to 128 GB Internal Storage

Connectivity

- 802.11 a/b/g/n/ac
- Mobile Hotspot
- Wi-Fi Calling
- USB Type C
- BT 5.0

Camera

- Rear: 50 + 8 + 2 MP
- Front: 16 MP

Processor

- Octa-core, 2 at 2.0GHz and 6 at 1.8GHz

Battery

- 5,000 mAh Li-Ion

Hearing Aid Compatibility

- M4/T3

Q & A +

Reviews +

Accessories +

1

Accordion

Role: **Button**

State: **Expanded/Collapsed**

Screen reader output: heading level, role, **name, state**

Voice input: **name, role**

For custom components and controls that aren't native HTML, you will need to identify the name, state, and properties so that assistive technologies can operate them.

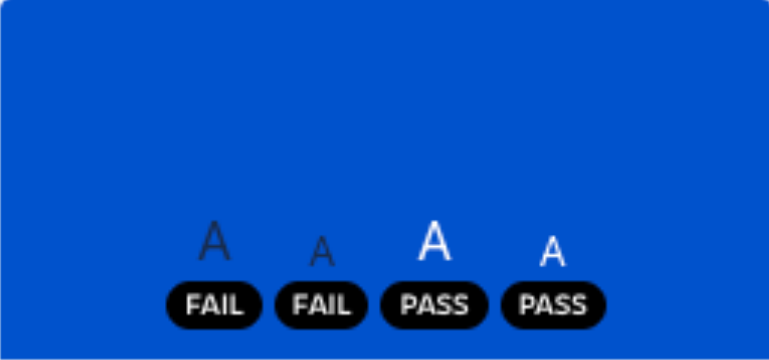


Since semantics are more technical, they may require collaboration between designers and developers.

This type of annotation can be used to build test cases, since the testers will know to look out for this information.

Our primary palette is comprised of neutrals, white, and blue to bring boldness to our brand and is used in logical ways throughout product and marketing to guide the eye and highlight the important bits. We pepper warmer, secondary palette colors throughout to soften the experience and to impart confidence and optimism.

We use blue (B400) for primary actions, buttons, text links, for indicating progress and representing authentication. Neutral (N800) is used primarily for body text and headings, and white (N0) is used for page backgrounds.


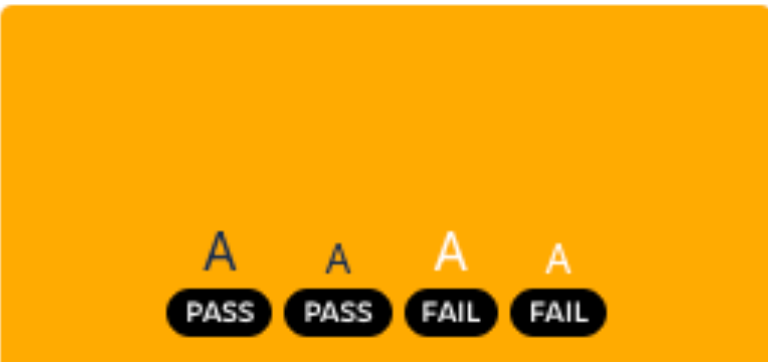

Download our [color palettes](#).

 <p>A A A A FAIL FAIL PASS PASS</p>	 <p>A A FAIL FAIL PASS PASS</p>	 <p>A A PASS PASS FAIL FAIL</p>
<p>NAME B400 - Pacific bridge</p> <p>HEX RGB #0052CC 0, 82, 204</p>	<p>NAME N800 - Squid ink</p> <p>HEX RGB #172B4D 23, 43, 77</p>	<p>NAME N0 - Doctor</p> <p>HEX RGB #FFFFFF 255, 255, 255</p>

Secondary palette

Our secondary palette contains a variety of colors to keep things fresh and interesting. We lean on these colors more frequently when brand awareness is high, or on our own properties where we control the surrounding environment. When used in conjunction with our primary palette, these colors make every moment feel on-brand and every interaction informative.

Our secondary palette is made up of red (R300), yellow (Y300), green (G300), teal (T300), and purple (P300). Each color is selected intentionally to provide meaningful feedback within our products. See the semantic color guidelines below for more information.

 <p>A A A A PASS FAIL PASS FAIL</p>	 <p>A A A A PASS PASS FAIL FAIL</p>	 <p>A A A A PASS PASS FAIL FAIL</p>
<p>NAME R300 - Poppy surprise</p> <p>HEX RGB #FF5630 255, 86, 48</p>	<p>NAME Y300 - Golden state</p> <p>HEX RGB #FFAB00 255, 171, 0</p>	<p>NAME G300 - Fine pine</p> <p>HEX RGB #36B37E 54, 179, 126</p>

Color Contrast

Design System

Within your design system, document the colors being used across the experience. Clarify which rules you're following (WCAG 2.1 AA vs WCAG 2.1 AAA).

Which color combinations can be used with all text?
Which colors can be used for large text or graphical information only?

Text Input Overview

Definition
Text input is an interactive field that allows users to enter text and data. It's commonly used in form patterns.

States

DEFAULT

- Input default: Placeholder
- Input Filled: Filled Text
- Input Focused: Placeholder with blue border and cursor
- Input Selected: Text filling
- Input Error: Filled Text with red border and error message "Error message goes here"
- Input default with helper text: Placeholder with "Helper text goes here" below
- Input Error: Filled Text with red border, error message, and helper text

Size Variations

LARGE

- Input default: Placeholder
- Input default: Placeholder with search icon
- Input default: Placeholder with search icon

DEFAULT

- Input default: Placeholder
- Input default: Placeholder with search icon
- Input default: Placeholder with search icon

SMALL

- Input default: Placeholder
- Input default: Placeholder with search icon
- Input default: Placeholder with search icon

Variations

ICON ON RIGHT

- Input default: Placeholder with search icon
- Input Filled: Filled Text with search icon
- Input Focused: Placeholder with search icon and blue border
- Input Selected: Text filling with search icon
- Input Error: Filled Text with search icon, red border, and error message
- Input Default with Helper Text: Placeholder with search icon and "Helper text goes here"

ICON ON LEFT

- Input default: Placeholder with search icon
- Input Filled: Filled Text with search icon
- Input Focused: Placeholder with search icon and blue border
- Input Selected: Text filling with search icon
- Input Error: Filled Text with search icon, red border, and error message
- Input Default with Helper Text: Placeholder with search icon and "Helper text goes here"

Colors Used

- Mid Blue 100
- Primary Blue 120
- Light Grey 60
- Light Grey 140
- Semantic Error Dark
- Mid Blue 60
- Light Grey 120

Component States

Component / Design System

It's important to document all states for both native components and custom components.

Some states you should identify, depending on component: static, focused, hovered, selected, and error.

You should also make sure to demonstrate what multiple states look like when they are combined together. For example, what does an error look like on a text field that has a hint?

Button Documentation

Buttons come in 3 sizes



Buttons can be shown before or after the text

Buttons can show icons on both sides, and icon size is related to button size (sm 16px, md 20px, lg 24px).

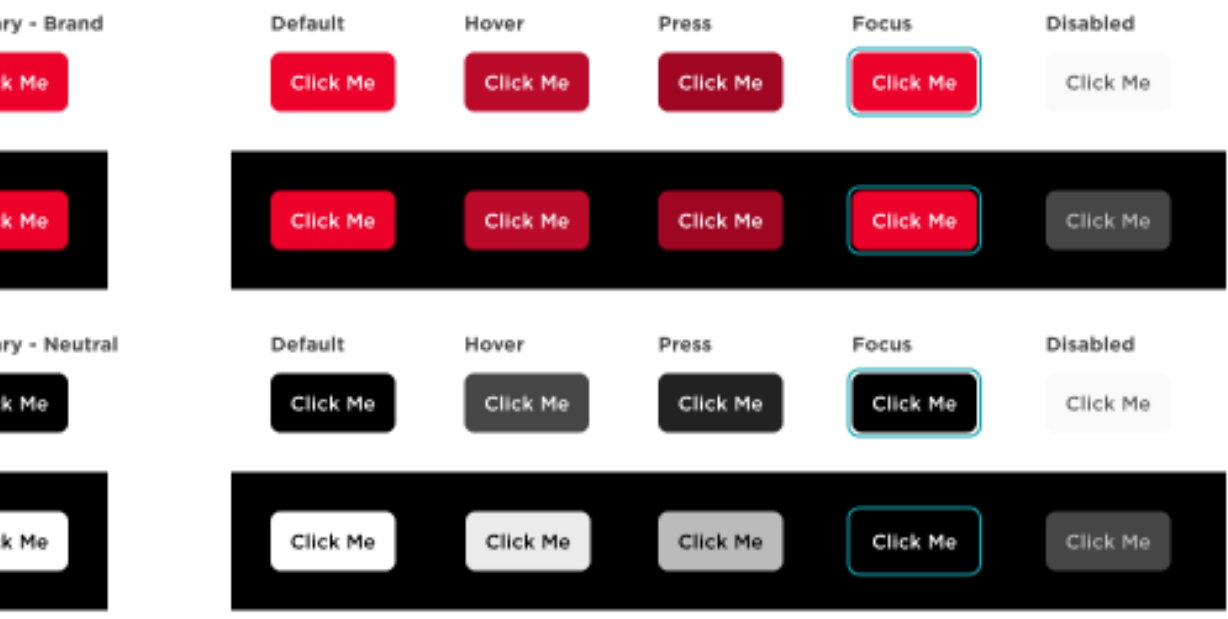


Each button size has 4 types

Each type has a variation for both light and dark backgrounds, and each type has 5 states.

Primary buttons

Primary buttons are solid. They can either be the brand color or neutral. They can be used on both dark and light backgrounds. They should be used for the principal call to action on the page.



Secondary buttons

Button Accessibility

Do not mix the usage of buttons and links

Remember: buttons are for triggering actions, such as showing content on the page that was previously hidden, playing a video, or submitting a form, not for navigating to a new page. Misuse causes confusion for keyboard and screen reader users, who may hear them announced by the wrong role.

Users expect to be able to trigger buttons with the keyboard

Whenever possible, use the correct semantic tag so that browser functionality does not need to be reinvented with custom JS. https://developer.mozilla.org/en-US/docs/Web/Accessibility/ARIA/Roles/button_role

Make sure button labels are unique and descriptive

Labels like "Click Here" and "Read More" don't provide context. In addition, some screen reader users also navigate via a list of all the buttons on a page or screen. Therefore, all button labels should provide an indication of what will happen if activated. If the visible text on the button is not unique, ensure that a programmatically-associated semantic label (such as an aria-label attribute) is added so it can be clarified to screen readers. Ref - WCAG 2.1: 1.3.1 Info and Relationships

If the button includes text and an icon,

the icon can be aria-hidden="true" so that it is not redundant to assistive technologies.

Icon-only buttons should be used carefully and only after checking for accessibility

The meaning of the icon must be visually self-evident (easily and universally understood). In addition, a programmatically-associated semantic label (such as an aria-label attribute) should be added so it can be read by screen readers. If you're in any doubt that an icon-only button will be understood, use accompanying text in your button label. Ref - WCAG 2.1: 1.3.1 Info and Relationships

Component Functionality

Component / Design System

When I'm working on a design system project, I really like to take some extra time and write out specific accessibility guidance for component functionality.

This is another case where collaborating with developers can help.

Really, it's all about taking every available opportunity to nudge accessibility into our process that we can.

Shoutout to Shae Allison and Catherine Shively, who modeled this practice for me on SNHU.

Even if you decide full annotation is overkill,
understanding what decisions benefit from annotation
and discussion can help you become a stronger
collaborator.

How can we implement accessibility annotation?

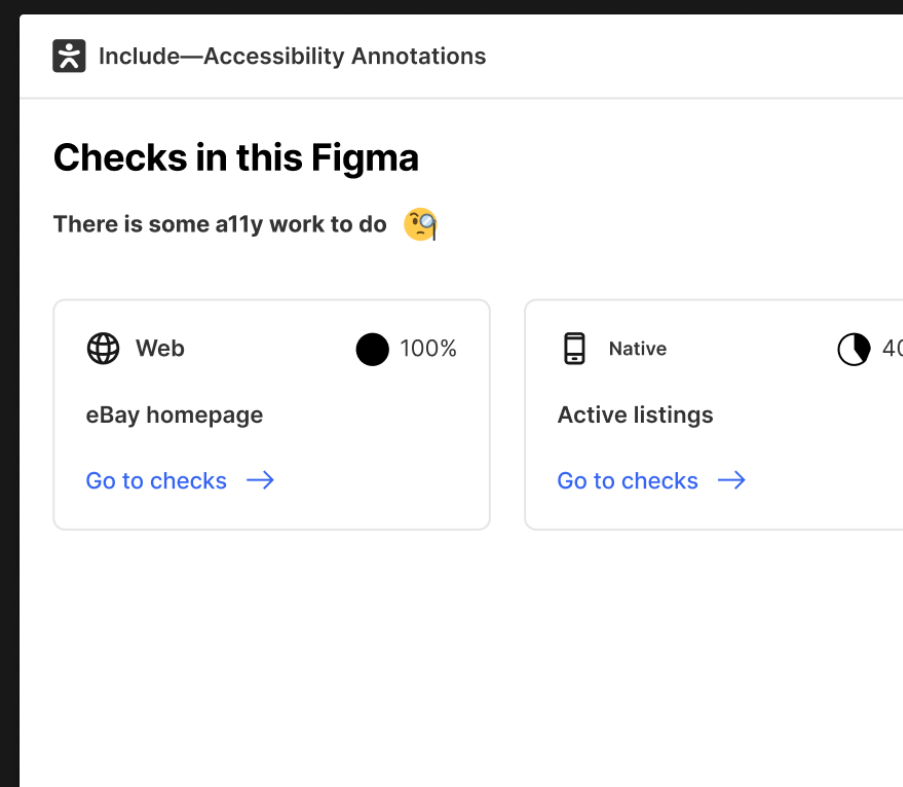
ebay's new Include plugin

It's a hybrid checklist, walkthrough, and annotation kit, all in one! I can do a demo if there's time.

ebay

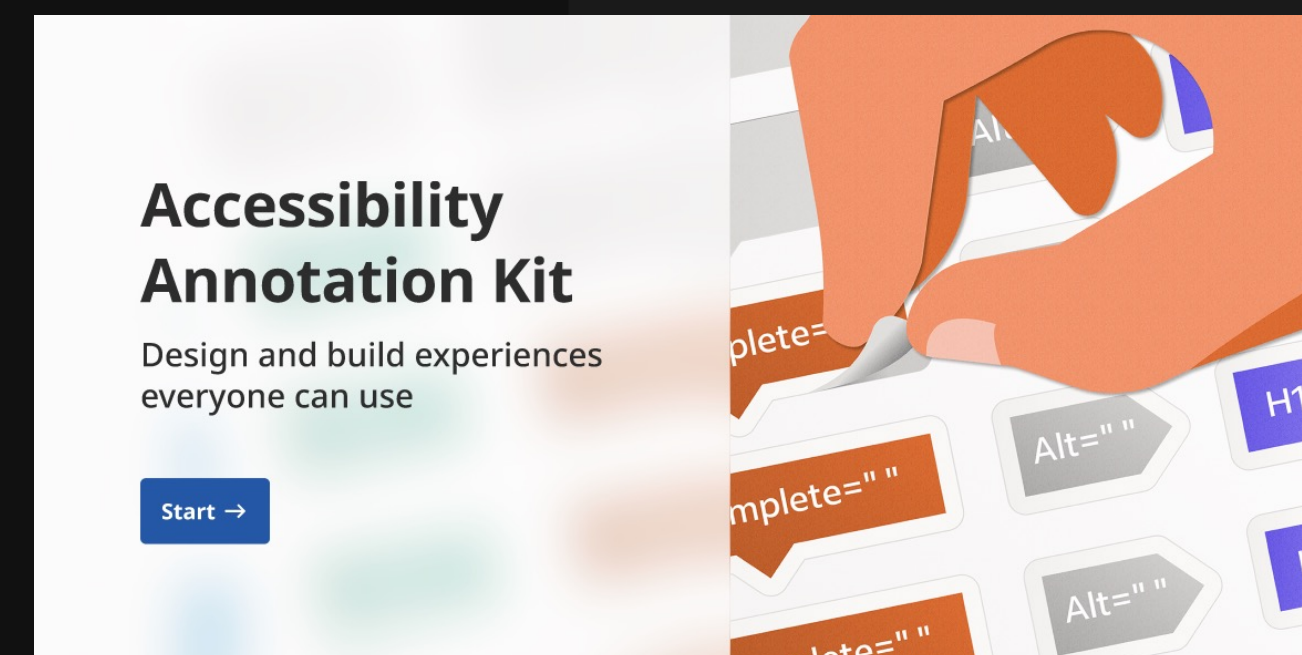
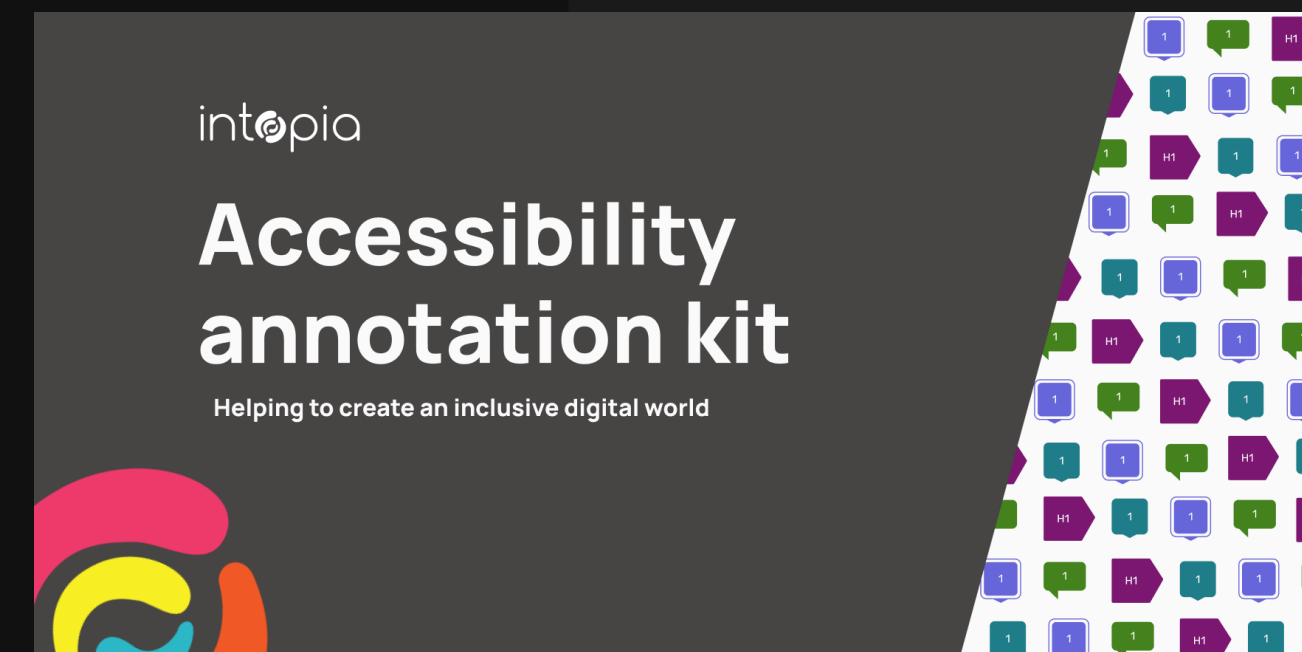
Include —Accessibility annotations

Landmarks · Focus grouping ·
Headings · Reading order · Touch
target · Alternative text · Color
contrast · Text resizing · Responsive
reflow · Complex gestures



Figma annotation libraries

More manual, but if you wanted to reskin them to align with a project's branding or incorporate them into a design system, you totally could.



Tutorials and Articles

- [Annotating Designs for Accessibility](#) - a 55min youtube tutorial from Intopia
- [A Designer's guide to Documenting Accessibility & User Interactions](#)
- [Top 5 Most Common Accessibility Annotations](#) from Deque
- [Accessibility Tools & Resources for Designers](#)

Annotation Plugins & UI Kits

- [Include - ebay's new Accessibility Annotation plugin](#) – used in some of the demo screenshots
- [Intopia's Figma UI Kit for Accessibility Annotation](#) – A kit used in some of the demo screenshots
- [Another Figma UI Kit for Accessibility Annotation](#) and [a Medium article about it](#)

Resource Hubs & Articles

- [a11yresources](#) - The Accessibility Resources is a growing list of more than 200+ hand-curated accessibility plugins, tools, articles, case studies, design patterns, assistive technologies, design resources and accessibility standards.
- [A recent spotify post](#) about color contrast, and changing button styles to accommodate more languages
- [Accessibility vs. Design Trends](#)
- [Designing for accessibility is not that hard](#) by Pablo Stanley
- [How to Write Good Alt Text](#)
- [Designing for Accessibility posters](#) by the UK home office

Q&A

projekt202

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