

CHECKLIST



**accessibility
project**

Designer's checklist

- : List of accessibility
- : elements to be considered
- : in eCommerce design

Perception



ALTERNATIVE TEXT - every piece of non-textual information (e.g. photos, graphical elements) should be provided with alternative text. The alternative text should contain information on what the graphic presents and what it is used for or where it redirects, if it is a link. If the graphics are purely decorative and do not serve any informative function, their attribute should be left empty – without description.



DESCRIPTIVE TRANSCRIPTION / SUBTITLES - used in multimedia materials (applies to audio and video files).



HEADINGS – marked in the code with h1 > h6 tags. They are to reflect the right hierarchy and information architecture.



TITLES – must be unique and provide information about the content of the website the user is visiting.



NAVIGATION - described within the code in the right order, in a logical and understandable manner.



COLOUR - the message conveyed by visual elements should have a colour-independent alternative, e.g. on product cards, icons presenting colours should also have a textual description, e.g. ASOS.

Perception



FORMS - indicate actions based on clear graphical elements rather than colour only, e.g. x – for closing, v – for confirmation (“OK”)



CONTRAST - the right contrast between the picture in the background and the colour and type of font used for the text in the picture. It must be friendly to all users (4.5 to 1 is the minimum recommended by WCAG 2.0, but 7 to 1 would be the best choice). Contrast Analyser can be used to check contrast.



CHANGE OF TEXT SIZE - it should be possible to make the website substantially larger (min. 200%) without losing clarity and any of its content.



FONT

- right size, cannot be too small (14-16 px)
- right contrast between the font colour and background (e.g. black font on white background)



PRESENTATION OF TEXT

- divided into short paragraphs (line length 85-100 characters),
- no alignment,
- headings / highlighting (boldface) used,
- short sentences,
- understandable (logios.pl can be used to check it),
- quotations should be distinguished visually – preferably with quotation marks.

02 : Functionality



KEYBOARD - every element of the website and its functionality should be available using the keyboard.



MULTIMEDIA - it should be possible to use the keyboard to navigate the audio / video players and they should be made available in an alternative form.



ANIMATION

- designed not to cause photosensitive epilepsy (flashing elements that occur more than 3x per second, with a high amount of red light),
- they should not be switched on by default when the website opens and the user should be able to switch them off.



TABLES - created in HTML code with headings marked and described to facilitate navigation.



SKIP LINKS - it should be possible to go to the website content, skipping the links in the main navigation.

03 : Understandability



VISIBLE FOCUS – makes it possible to use the website using the keyboard. All active elements should have a visual focus (usually shown as a frame next to the navigation when using the TAB key on the keyboard).



ENTERING DATA - clear form labels.



LINKS - clickable fields should be large enough and should be understandable in terms of the description of the function they represent. Links cannot open in a new window or a new tab without informing about it.

04 : Reliability



COMPATIBILITY WITH ASSISTIVE TECHNOLOGIES

e.g. supporting screen readers.



WEBSITE CODE - following the standards, tables should not be used as a structural element of a website.



CAPTCHA - its use should be avoided.