

THE TAILORED WEB: Effectively Honoring Visual Preferences

@soMelanieSaid at View Source 2019

[← Settings](#)

High contrast

Make text and apps easier to see by using more distinct colors.

Use high contrast

Turn on high contrast

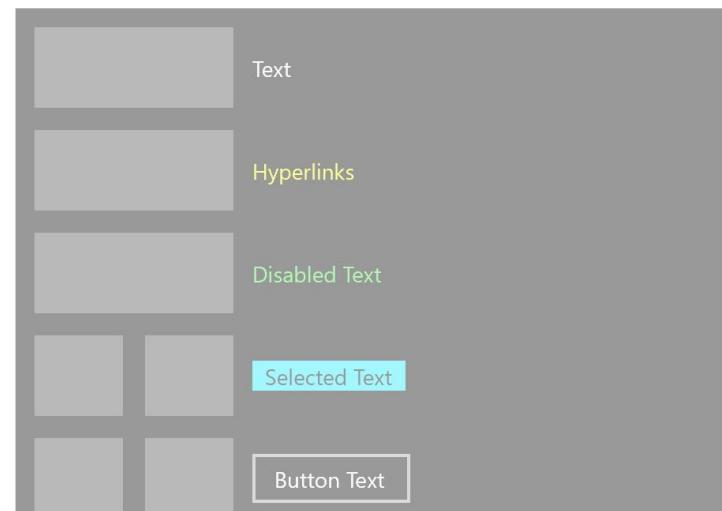


Press left Alt + left Shift + Print Screen to turn high contrast on and off.

Choose a theme

High Contrast Black

Select a colored rectangle to customize high contrast colors



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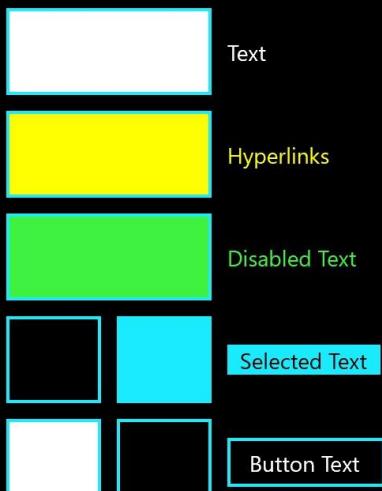
On

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“The text on the blue
background is kind
of hard to read”

“The text on the blue
background is kind
of hard to read”

Contrast ratio:
1.74:1

“The text on the blue
background is kind
of hard to read”

Contrast ratio:

21:1

“That’s much better!”

Contrast ratio:

21:1



@nkachanovskyyy on Unsplash



HOW IT WORKS

The style quiz

We want to make sure we send you only pieces you'll love. That's why we start with a style quiz to help you define your aesthetic. The quiz has a few sections:

Aesthetic preferences

We'll ask you what you think of some outfits and style elements, then generate a style profile that will guide how we curate your pieces:

EXAMPLE STYLE PROFILE

Your key aesthetic is **modern feminine**.

You appreciate flowing fabrics and soft details, but you're not afraid to mix in a clean line or a [vegan] leather jacket.



You gravitate towards these palettes:



You also enjoy:

- Classic prints, such as polka dots or florals
- Perfectly paired accessories
- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try mixing in a bolder heel or tailored blazer?



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You gravitate towards these palettes:

We can tailor our websites to
users' visual needs...

...while maintaining a
design point-of-view.

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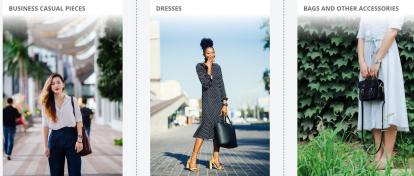
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Wardrobe gaps

Next we'll ask some questions to pinpoint what you need more of in your wardrobe, so we're not sending you pieces you already have enough of.

EXAMPLE WARDROBE GAPS

Based on what you told us your wardrobe needs, we'll focus on curating:



More about you

And of course, a few more logistical questions to make sure we get it right:

Sizing information

Brands you prefer

How much you prefer to spend on a piece

Set up your service

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Define your aesthetic
with our style quiz!

YOUR NAME

EMAIL ADDRESS

COUNTRY
Please select your country

I agree to such and such terms

[Sign up to start quiz](#)



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SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

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BUSINESS CASUAL PIECES



DRESSES



BAGS AND OTHER ACCESSORIES



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...

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A FEW RELATED
MEDIA QUERIES

`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

Hint to provide a particular color scheme (e.g. dark)

`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

Hint to increase or
decrease contrast

`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

Hint that content is
rendered in user's
system colors

`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

Expectation:
the website will
fully manage its
own color scheme
and contrast

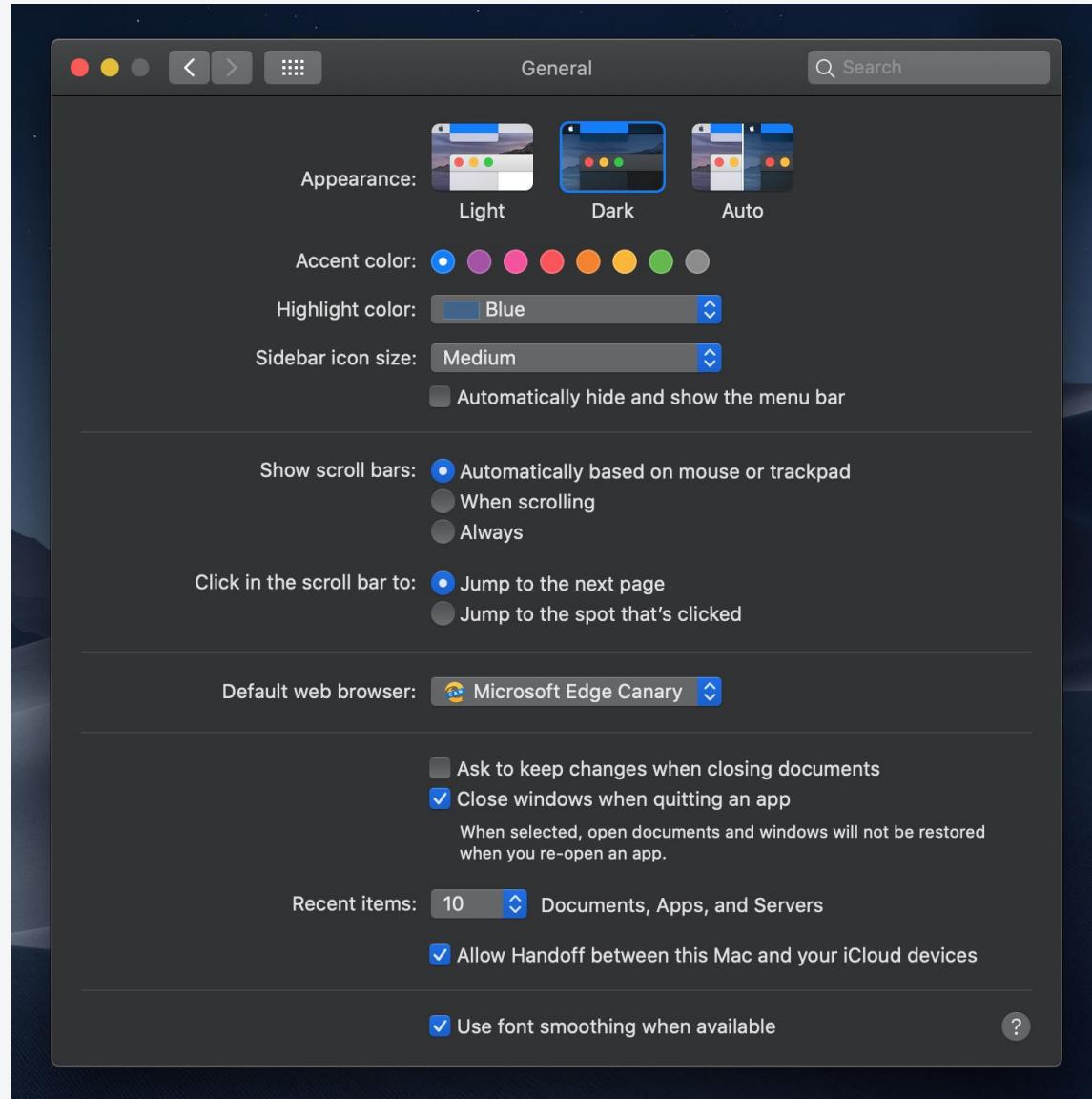
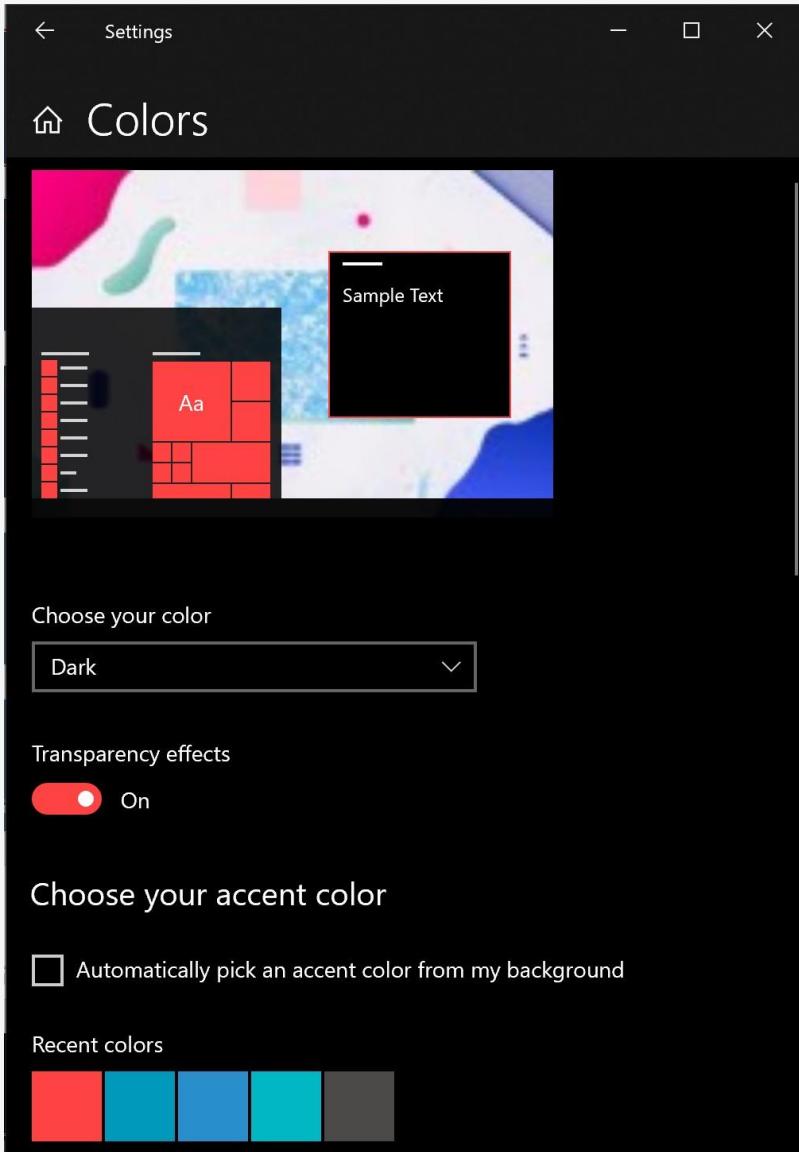
`prefers-color-scheme`

`prefers-contrast`

`forced-colors`

Expectation:
colors are applied
by the browser; the
website may want
to optimize
its design

COLOR SCHEMES



Custom properties

```
/* In base theme */  
  
:root {  
    --bg-color-main: #fff;  
    --bg-color-subtle: #F3F5F6;  
    --color-brand: #426680;  
  
    ...  
}
```

Custom properties

```
body {  
  background-color: var(--bg-color-main);  
}  
  
...
```

Media query syntax

```
@media (prefers-color-scheme: dark) {}
```

Values:

no-preference | light | dark

Update custom property values

```
@media (prefers-color-scheme: dark) {  
  :root {  
    --bg-color-main: #293742;  
    --bg-color-subtle: #1b252c;  
    --color-brand: #cedbe3;  
    ...  
  }  
}
```



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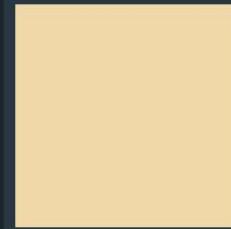
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More about you

And of course, a few more logistical questions to make sure we get it right:

Sizing information

Set up your service

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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currentColor

```
/* In base theme */

.header__brand-icon * {
  stroke:
    currentColor;
}

.header__c-glyph {
  fill: currentColor;
}
```



Contoso Closet

HOW IT

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srcset media conditions

```
<picture>
  <source srcset="dark.jpg"
media="(prefers-color-scheme: dark)">
  
</picture>
```

Filters

```
@media (prefers-color-scheme: dark) {
```

```
...
```

```
img {  
  filter:  
    brightness(.8)  
    contrast(1.2);  
}
```

```
...
```

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BUSINESS CASUAL PIECES



DRESSES

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color-scheme

```
/* In base theme */
```

```
:root {  
  color-scheme:  
    light dark;  
}
```

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a. Ut enim ad minim veniam, quis
t aliquip ex ea commodo consequat.

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Let's get <meta>

Hints to the rendering engine how a document can be rendered, before any CSS loads:

```
<meta name="color-scheme"  
      value="light dark">
```

aka.ms/color-scheme-meta

Our base theme



[HOW IT WORKS](#) [PRICING](#) [BLOG](#) [LOG IN](#) [SIGN UP](#)

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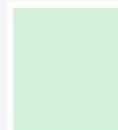
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Dark mode: +20 lines of code (including selectors)



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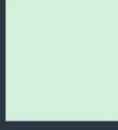
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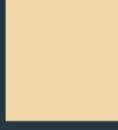
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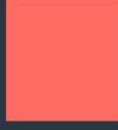
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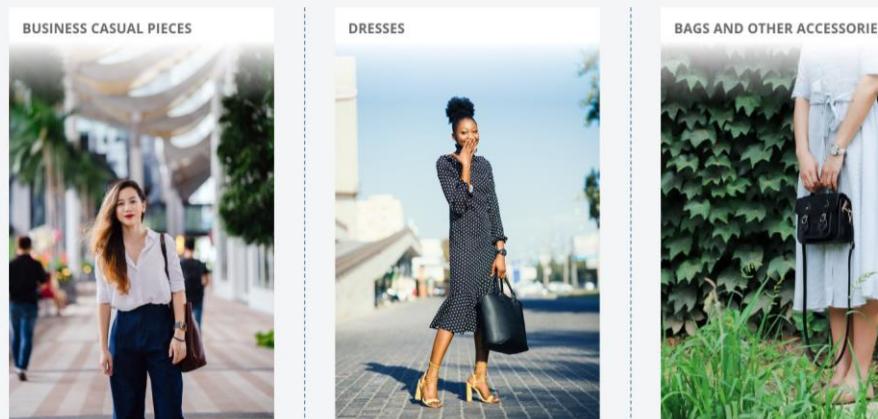
Our base theme

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Brands you prefer

How much you prefer to spend on a piece

Set up your service

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

...

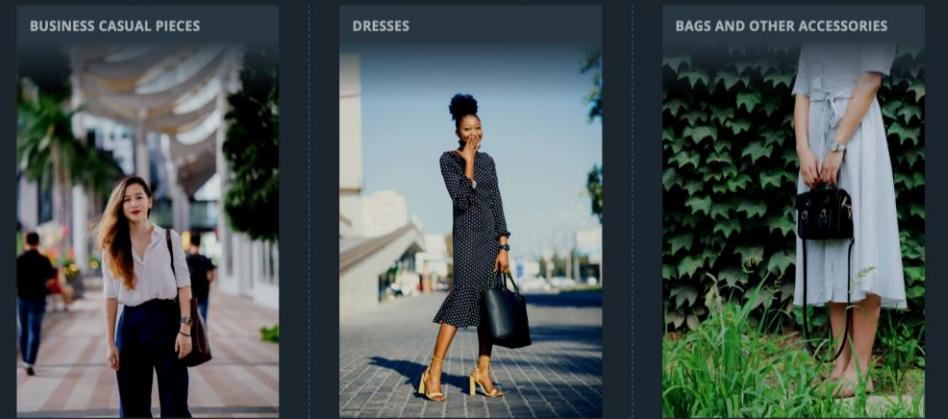
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incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Additional considerations: a site-level user override?

```
@media (prefers-color-scheme: dark) {  
  :root:not(.user-theme--light) {  
    /* Your dark theme */  
  }  
}
```

Browser support for color schemes (desktop)

`prefers-color-scheme` MQ



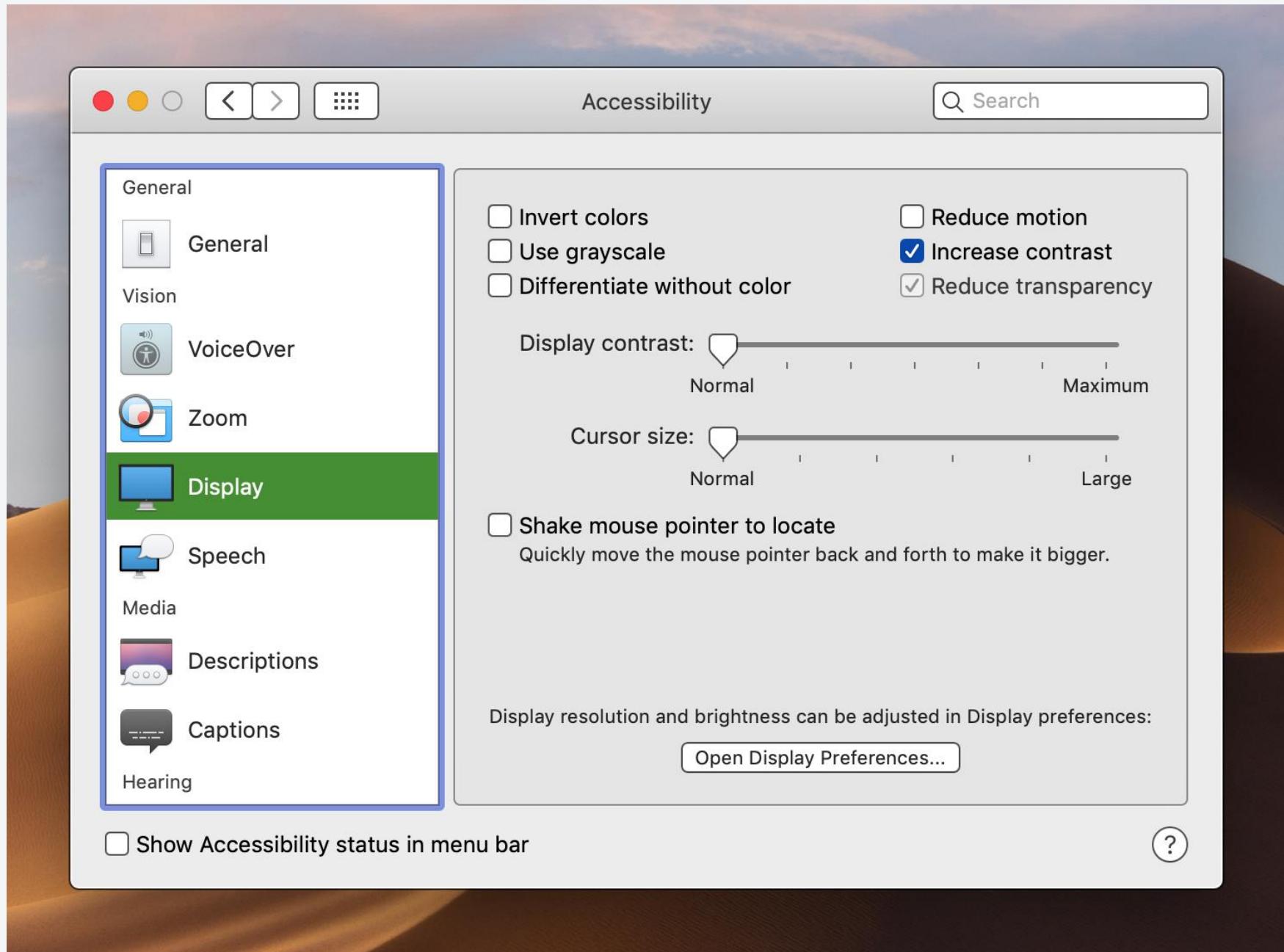
`color-scheme` property



`color-scheme <meta>` tag
name and values (initial syntax)



CONTRAST



Current (proposed) syntax

```
@media (prefers-contrast: high) {}
```

Values:

no-preference | high | low

Do those values align with reality?

reduce | no-preference | increase | high ?

Numeric values?

Focus on adjusting

- Text
- Non-decorative icons / imagery
- Backgrounds and decorations
on interactive elements
- Other design elements important to
understanding relationships

FORCED COLORS

← Settings

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Turn on high contrast

On

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| | |
|---|---------------|
|  | Text |
|  | Hyperlinks |
|  | Disabled Text |
|  | Selected Text |
|  | Button Text |

Slide 1 of 55 Accessibility: Investigate

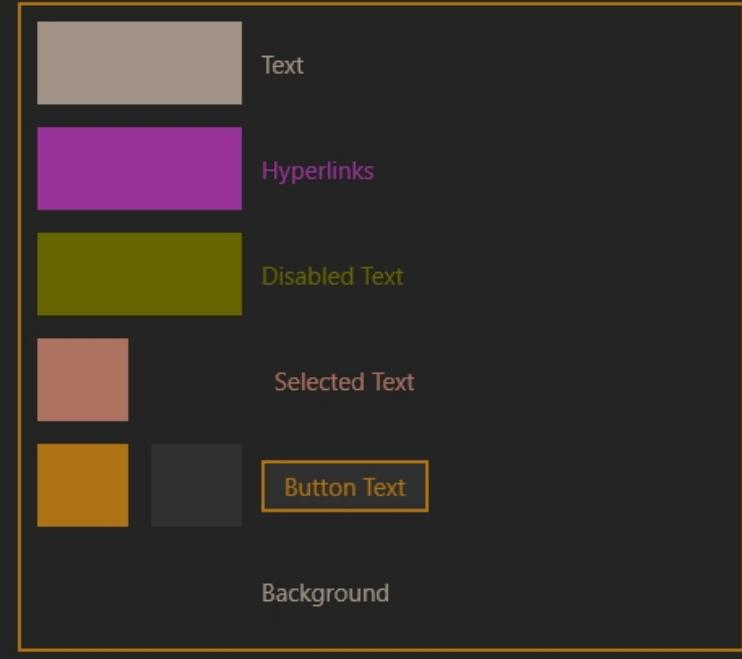
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Colour & high contrast

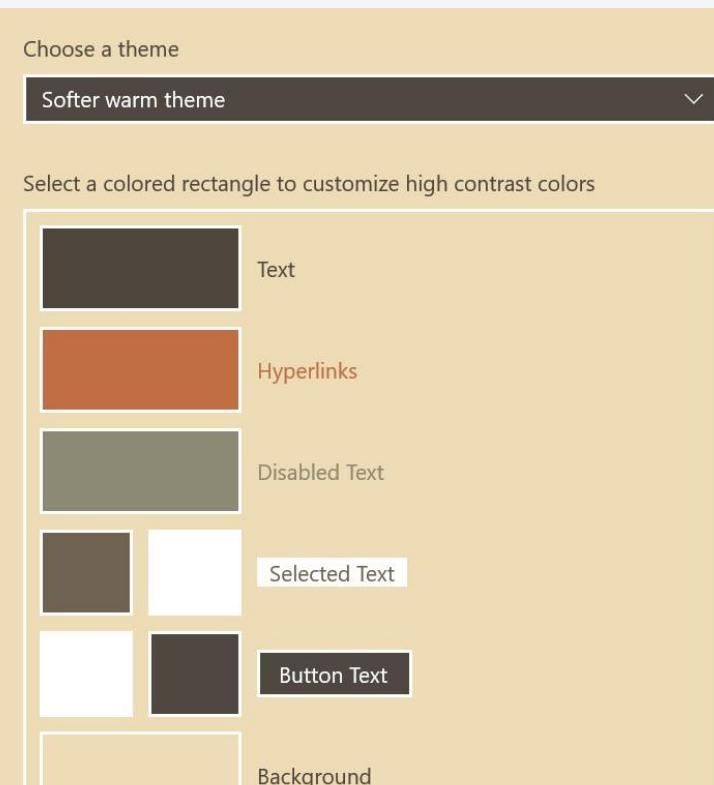
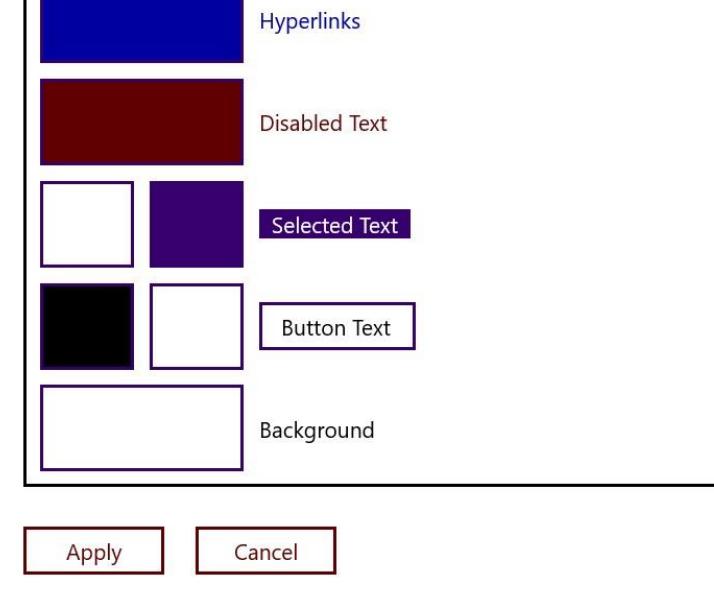
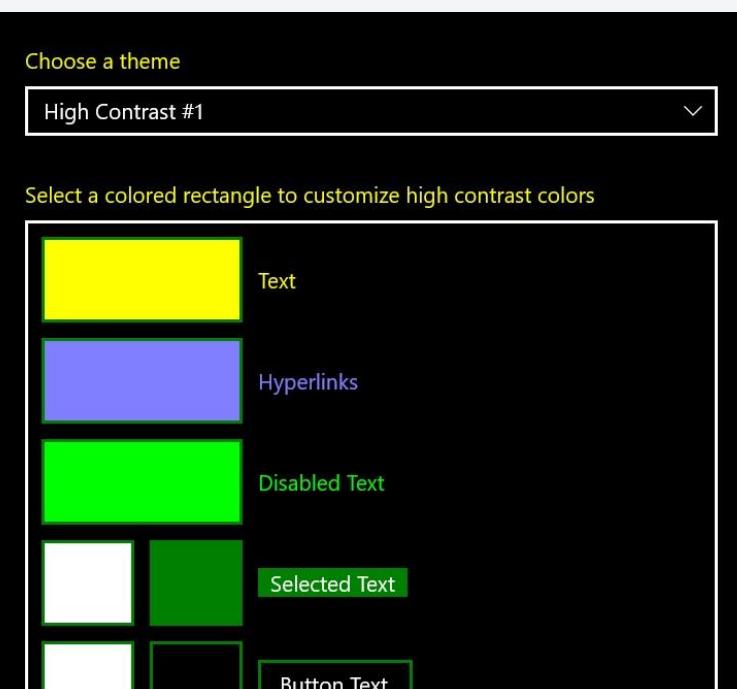
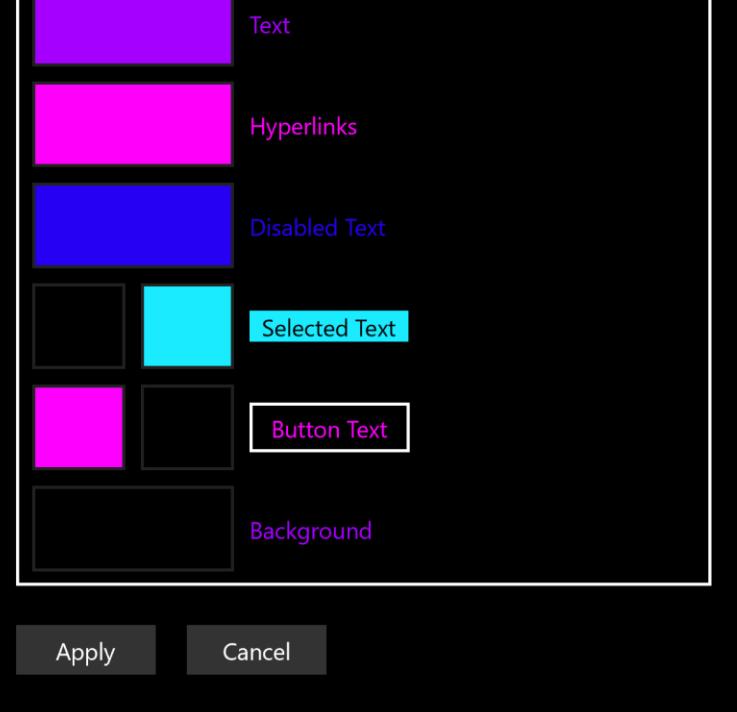
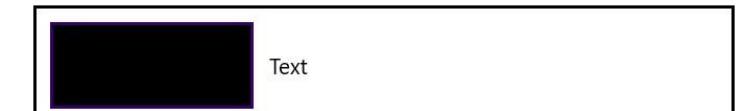
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How browsers apply forced colors to web content

← Settings

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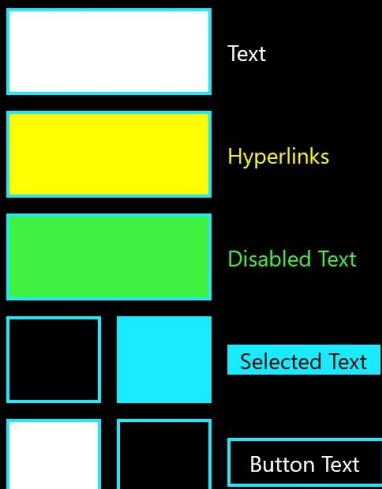
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exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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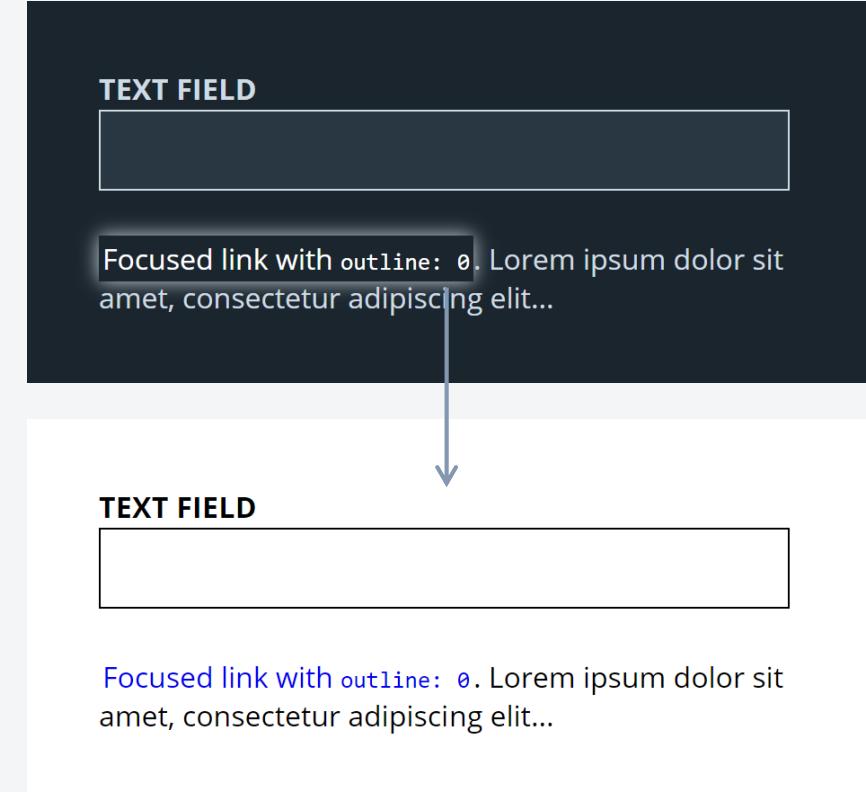
How this works under the hood

The rendering engine reverts some properties:

Various properties related to
color (border-color,
background-color, etc.)

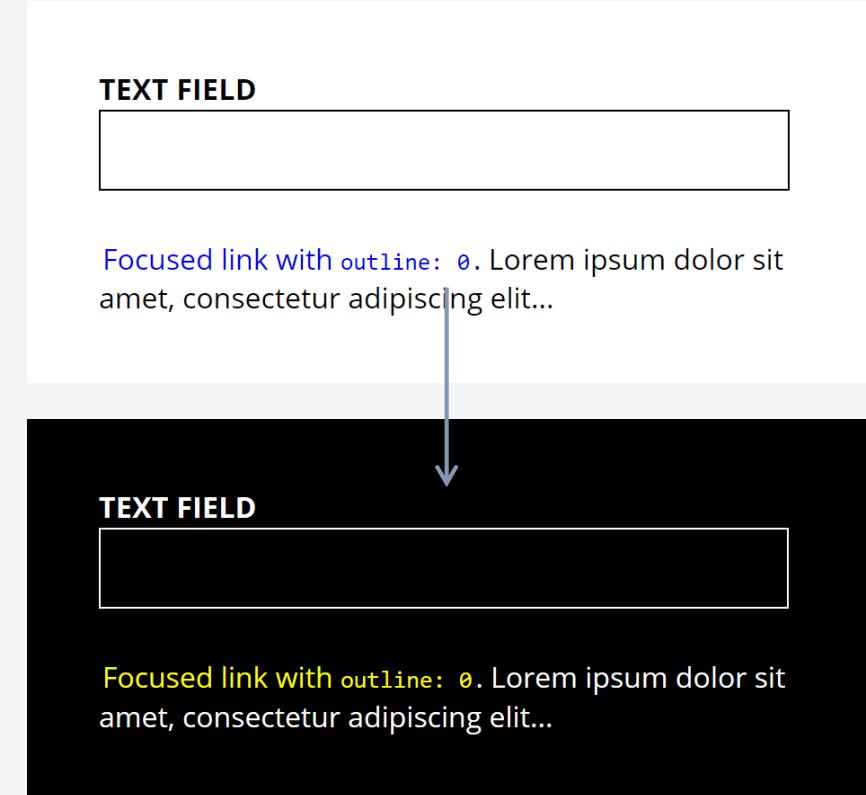
box-shadow, text-shadow

background-image (only on
user interactive controls,
excluding buttons)



The rendering engine applies the user's colors:

These styles are specified in one of the browser's "user agent" stylesheets

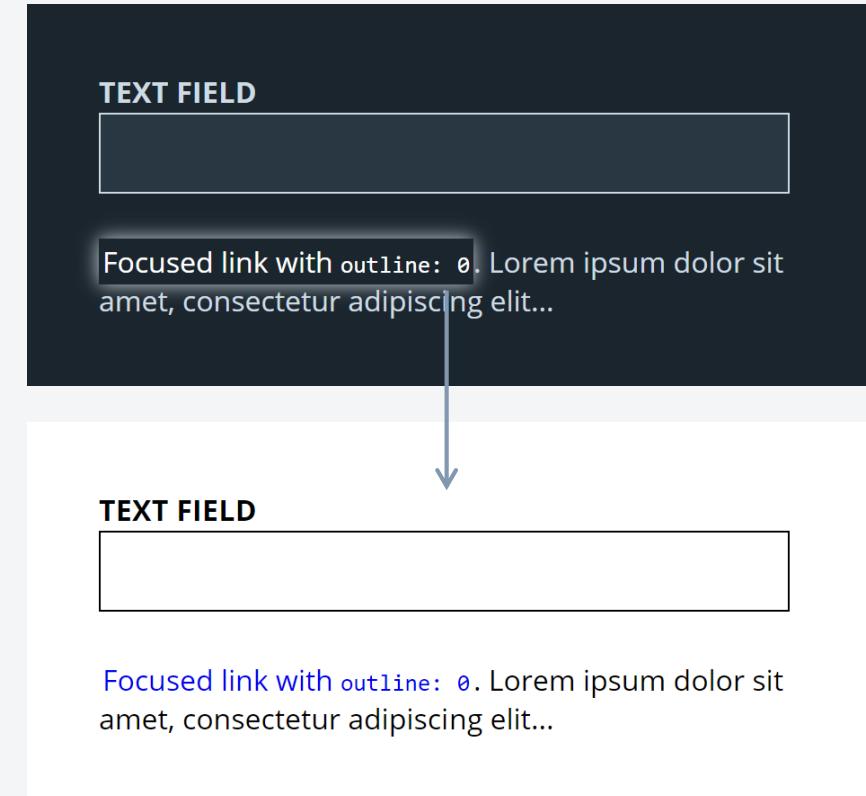


Notes on reverted property values

Various properties related to
color (border-color,
background-color, etc.)

box-shadow, text-shadow

background-image (only on
user interactive controls,
excluding buttons)



Notes on reverted property values

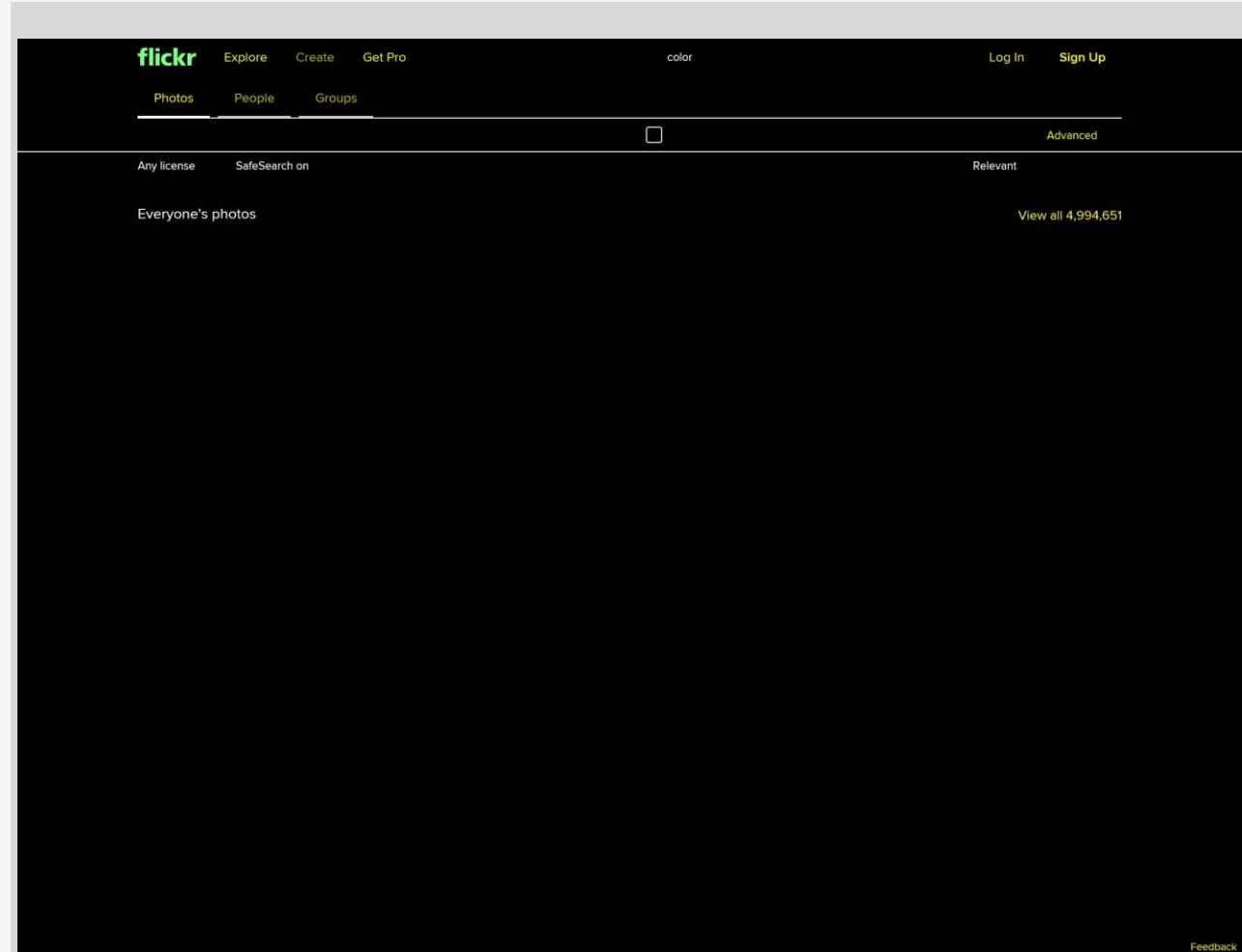
Various properties related to
color (border-color,
background-color, etc.)

box-shadow, text-shadow

background-image (only on
user interactive controls,
excluding buttons)

Why not globally revert background-image?

Many developers use this property to display “content” images



Text backplates guarantee legibility

Wardrobe gaps

Next we'll ask some questions to pinpoint what you need more of in your wardrobe, so we're not sending you pieces you already have enough of:

WARDROBE GAPS

hat you told us your wardrobe needs, we'll focus on curating:

CASUAL PIECES



DRESSES



BAGS AND OTHER ACCESS



More about you

Color schemes in forced color modes

prefers-color-scheme
evaluates appropriately
based on canvas color
(page background)

Wardrobe gaps

Next we'll ask some questions to pinpoint what you need more of in your wardrobe, so we're not sending you pieces you already have enough of:

WARDROBE GAPS

What you told us your wardrobe needs, we'll focus on curating:



More about you

SVGs are not modified...mostly

Only SVG `<text>` and `<foreignObject>` have forced colors applied for legibility



Contoso Closet

Isn't modified for forced colors; inheriting link color via `currentColor`

The style quiz

We want to make sure we send you only p a style quiz to help you define your aesthe

Aesthetic preferences

We'll ask you what you think of some outfit style profile that will guide how we curate

EXAMPLE STYLE PROFILE

Your key aesthetic is **modern feminine**.

You appreciate flowing fabrics and soft details, but you're not

Web devs can apply content-specific knowledge to tailor the forced colors experience.

Aesthetic preferences

We'll ask you what you think of some outfits and style elements, then generate a style profile that will guide how we curate your pieces:

EXAMPLE STYLE PROFILE

Your key aesthetic is **modern feminine**.

You appreciate flowing fabrics and soft details, but you're not afraid to mix in a clean line or a [vegan] leather jacket.



You gravitate towards these palettes:



You also enjoy:

- Classic prints, such as polka dots or florals
- Perfectly paired accessories
- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try mixing in a bolder heel or tailored blazer?

Component requirements

1. Retain the color swatch
2. Prevent swatch rendering on top of any given background color (muddy?)
3. Preserve the user's color scheme for text legibility



Prior art: media query syntax

```
@media (-ms-high-contrast: active) {}
```

Values:

none (IE and early MS Edge) | active | black-on-white | white-on-black

Standard media query syntax

```
@media (-ms-high-contrast: active),  
       (forced-colors: active) {}
```

Values:

none | active

Prior art: opt out of forced colors

```
@media (-ms-high-contrast: active) {  
    .prefs__palette {  
        -ms-high-contrast-adjust: none;  
    }  
    ...  
}
```

Opt out of forced colors

```
@media (-ms-high-contrast: active),  
(forced-colors: active) {  
  
    .prefs__palette {  
        -ms-high-contrast-adjust: none;  
        forced-color-adjust: none;  
  
    }  
}
```

Aesthetic preferences

We'll ask you what you think of some outfits and style elements, then generate a style profile that will guide how we curate your pieces:

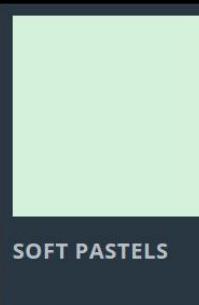
EXAMPLE STYLE PROFILE

Your key aesthetic is **modern feminine**.

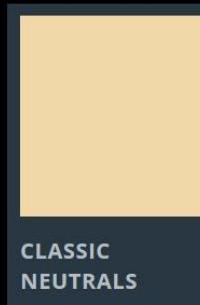
You appreciate flowing fabrics and soft details, but you're not afraid to mix in a clean line or a [vegan] leather jacket.



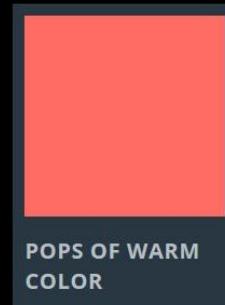
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

You also enjoy:

- Classic prints, such as polka dots or florals
- Perfectly paired accessories
- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try mixing in a bolder heel or tailored blazer?

Be careful with static colors

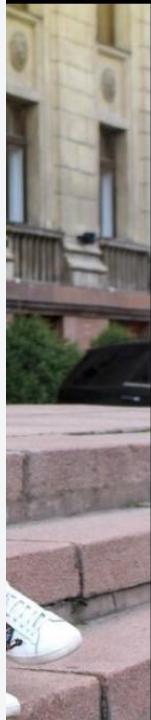
```
.prefs__palette {  
    forced-color-adjust: none;  
    background-color: #000;  
}
```

ces

ck of some outfits and style elements, then generate a
ow we curate your pieces:

nine.

t you're not
cket.



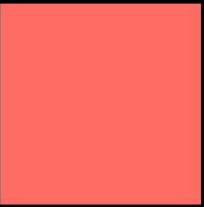
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

You also enjoy:

- Classic prints, such as polka dots or florals
- Perfectly paired accessories
- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try
mixing in a bolder heel or tailored blazer?

Static color values are unaware of the user scheme

ces

ck of some outfits and style elements, then generate a
ow we curate your pieces:

nine.

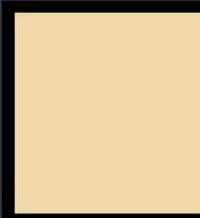
it you're not
cket.



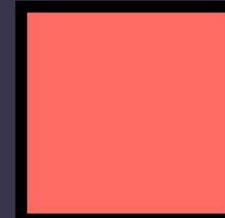
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

You also enjoy:

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- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try
mixing in a bolder heel or tailored blazer?

Use appropriate system colors

```
.c-label {  
  display: block;  
  padding: .25em;  
  background-color: Canvas;  
  color: Text;  
}
```

ces

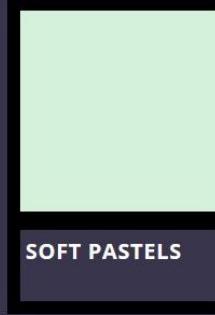
ck of some outfits and style elements, then generate a
ow we curate your pieces:

nine.

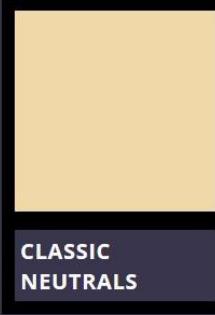
it you're not
cket.



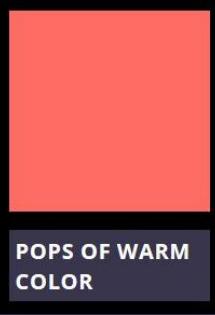
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

You also enjoy:

- Classic prints, such as polka dots or florals
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Your second-closest style is **chic sophisticate**, so why not try
mixing in a bolder heel or tailored blazer?

CSS system colors relevant to Windows High Contrast

| High Contrast Theme Color | CSS System Color |
|---------------------------|--|
| Text | Text |
| Hyperlinks | LinkText (replaces -ms-hotlight) |
| Disabled Text | GrayText |
| Selected Text | HighlightText (foreground), Highlight (background) |
| Button Text | ButtonText (foreground), ButtonFace (background) |
| Background | Canvas |

Full list of system colors on CSS Color Editor's Draft

aka.ms/
system-colors-draft

§ 6.2. CSS System Colors

In addition to being able to assign color keyword values to text, backgrounds, etc., CSS defines a set of '`<system-color>`' values, to allow authors to specify colors in a manner that integrate them into the user's graphic environment.

`<system-color>`s incur some privacy and security risk, as detailed in § 17 Security and Privacy Considerations.

For systems that do not have a corresponding value, the specified value should be mapped to the nearest system color value, or to a default color. Note that some profiles of CSS may not support System Colors at all.

The following lists the additional values for color-related CSS values and their general meaning. Any color property can take one of the following names. These names are case-insensitive and shown here with mixed capitalization for legibility.

| | |
|-------------------------------------|--|
| <code>'ActiveText'</code> | Text in active links. |
| <code>'ButtonFace'</code> | The face background color for push buttons. |
| <code>'ButtonText'</code> | Text on push buttons. |
| <code>'Canvas'</code> | Background of application content or documents. |
| <code>'Field'</code> | Background of input fields. |
| <code>'FieldText'</code> | Text in input fields. |
| <code>'GrayText'</code> | Grayed (disabled) text. This color is set to #000 if the current display driver does not support a solid gray color. |
| <code>'Highlight'</code> | Background of item(s) selected in a control. |
| <code>'HighlightText'</code> | Text of item(s) selected in a control. |
| <code>'LinkText'</code> | Text in non-active, non-visited links. |
| <code>'Text'</code> | Text in application content or documents. |
| <code>'VisitedText'</code> | Text in visited links. |

Earlier versions of CSS defined additional `<system-color>`s, which have since been deprecated. These are documented in Appendix A: Deprecated CSS System Colors.

Optimize for dark / light forced colors

```
@media (forced-colors: active)  
and (prefers-color-scheme: light){  
    .prefs__palette {  
        background: #fff;  
    }  
}
```



ces

of some outfits and style elements, then generate a how we curate your pieces:

nine.

t you're not
cket.

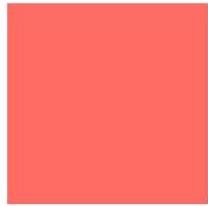
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC
NEUTRALS



POPS OF WARM
COLOR

You also enjoy:

- Classic prints, such as polka dots or florals
- Perfectly paired accessories
- Unique scarves for warm and cool weather

Your second-closest style is **chic sophisticate**, so why not try mixing in a bolder heel or tailored blazer?

Instead of removing styles...

```
/* In base theme */
```

```
button {  
    border: 0;  
}
```

dipiscing elit, sed do eiusmod tempor
a. Ut enim ad minim veniam, quis nostrud
ex ea commodo consequat.

YOUR NAME

EMAIL ADDRESS

COUNTRY

I agree to such and such terms

[Sign up to start quiz](#)

...consider transparency

```
/* In base theme */  
  
button {  
    border: 1px solid transparent;  
}
```

dipiscing elit, sed do eiusmod tempor
a. Ut enim ad minim veniam, quis nostrud
ex ea commodo consequat.

YOUR NAME

EMAIL ADDRESS

COUNTRY

I agree to such and such terms

Sign up to start quiz

Additional considerations: styling based on ARIA

```
[role="link"] {  
    color: LinkText;  
}
```

Forced colors, without our adjustments



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HOW IT WORKS

The style quiz

We want to make sure we send you only pieces you'll love. That's why we start with a style quiz to help you define your aesthetic. The quiz has a few sections:

Aesthetic preferences

We'll ask you what you think of some outfits and style elements, then generate a style profile that will guide how we curate your pieces:

EXAMPLE STYLE PROFILE

Your key aesthetic is **modern feminine**.

You appreciate flowing fabrics and soft details, but you're not afraid to mix in a clean line or a [vegan] leather jacket.



You gravitate towards these palettes:

SOFT PASTELS CLASSIC NEUTRALS POPS OF WARM COLOR

You also enjoy:

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Wardrobe gaps

Next we'll ask some questions to pinpoint what you need more of in your wardrobe, so we're not sending you pieces you already have enough of:

EXAMPLE WARDROBE GAPS

+12 lines (including selectors), 1 line changed



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EXAMPLE WARDROBE GAPS

Forced colors, without our adjustments



More about you

And of course, a few more logistical questions to make sure we get it right:

Sizing information

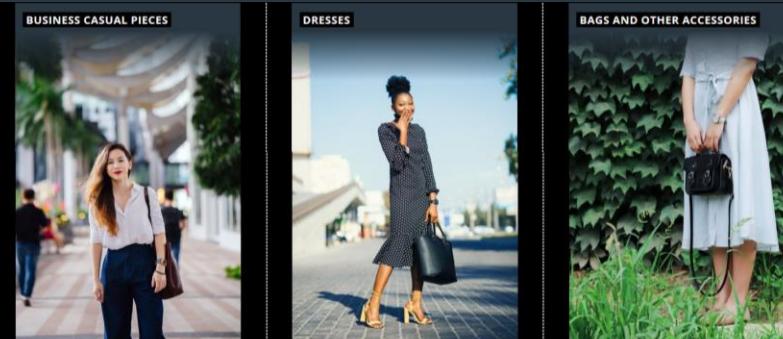
Brands you prefer

How much you prefer to spend on a piece

Set up your service

...
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

+12 lines (including selectors), 1 line changed



More about you

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Brands you prefer

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Set up your service

...
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Define your aesthetic with
our style quiz!

YOUR NAME

EMAIL ADDRESS

COUNTRY

Please select your country

I agree to such and such terms

[Sign up to start quiz](#)

Define your aesthetic with
our style quiz!

YOUR NAME

EMAIL ADDRESS

COUNTRY

Please select your country

I agree to such and such terms

[Sign up to start quiz](#)

Browser support for forced colors (desktop)

Vendor-prefixed styling



New standards
(designed in 2019)



In development behind a flag
in the Chromium project

Testing without a Windows machine?

Virtual Machines:
aka.ms/web-vms

Aesthetic preferences

We'll ask you what you think of some outfits and style elements, then generate a style profile that will guide how we curate your pieces:

EXAMPLE STYLE PROFILE

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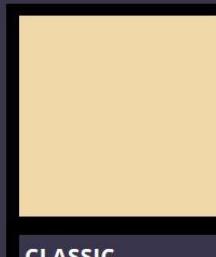
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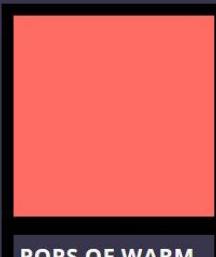
You gravitate towards these palettes:



SOFT PASTELS



CLASSIC NEUTRALS



POPS OF WARM COLOR

You also enjoy:

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Your second-closest style is **chic sophisticate**, so why not try mixing in a bolder heel or tailored blazer?



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You appreciate flowing fabrics and soft details, but you're not

You gravitate towards these palettes:

THANK YOU!

Slides, demo, and more:
aka.ms/viewsource-color