

Technical specification for the feature: Text alternative

This is the technical specification for the Text alternative feature. The feature was created as part of an EU-funded project called We4Authors Cluster. All features, their technical specification and their video documentation are published on www.accessibilitycluster.com.

If you have any questions or comments, please do not hesitate to reach out to research@funka.com.

The technical specification contains several perspectives:

- the web interface of the feature, based on the experience of the end user or, when it comes to the testing-features, the web author;
- the code of the feature ensuring accessibility by default;
- a description highlighting the key elements of the code;
- reference to a video documentation;
- recommendations for implementation.

Specifications of the feature: Text alternative

Accessibility by default or built-in support for accessible content creation.

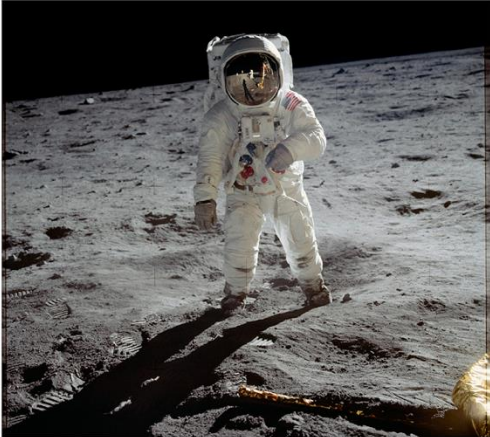
Alternative text (ALT-text) means a description of a visual element in text. ALT-texts are important for visually impaired users with screen readers, who can only understand the purpose of the image when it is described in text that the assistive technology can convert into read out wording or braille.

Web interface: the end user view

Photos that changed the world

A man on the moon

Somewhere in the Sea of Tranquility, the little depression in which Buzz Aldrin stood on the evening of July 20, 1969, is still there—one of billions of pits and craters and pockmarks on the moon's ancient surface. But it may not be the astronaut's most indelible mark.



Michael Jordan

It may be the most famous silhouette ever photographed. Shooting Michael Jordan for LIFE in 1984, Jacobus "Co" Rentmeester captured the basketball star soaring through the air for a dunk, legs split like a ballet dancer's and left arm stretched to the stars.



Figure 1: End user view

Code of the end user view

```
<h1>Photos that changed the world</h1>

<h2>A man on the moon</h2>

<p>
  Somewhere in the Sea of Tranquility, the little depression in which Buzz Aldrin
  stood on the evening of July 20, 1969, is still there—one of billions of pits and
  craters and pockmarks on the moon's ancient surface.
  But it may not be the astronaut's most indelible mark.
</p>



<h2>Michael Jordan</h2>

<p>
  It may be the most famous silhouette ever photographed.
  Shooting Michael Jordan for LIFE in 1984, Jacobus "Co" Rentmeester captured the basketball
  star soaring through the air for a dunk, legs split like a ballet dancer's and left arm stretched to the
```

```
stars. </p>


```

Figure 2: Code example

Explanation of the code example

```
<h1>Photos that changed the world</h1>

<h2>A man on the moon</h2>

<p>
  Somewhere in the Sea of Tranquillity, the little depression in which Buzz Aldrin
  stood on the evening of July 20, 1969, is still there—one of billions of pits and
  craters and pockmarks on the moon's ancient surface.
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  star soaring through the air for a dunk,
  legs split like a ballet dancer's and left arm stretched to the stars. </p>


```

Figure 3: Code example with highlighted elements

1. The required alt attribute for the tag specifies an alternate text for an image, if the image for some reason cannot be displayed. This can be due to slow connection, or an error in the src attribute, or if the user uses a screen reader.
2. An empty alt attribute will make screen readers ignore the picture.
3. Setting the role attribute to the value presentation will remove the image from the page content structure.

Video documentation

This technical specification has been developed in the We4Author Cluster project to reflect recommendations for accessibility features that can be implemented in any authoring tool. The specifications are complemented by a video documentation, covering a live description of:

- end user problems,
- web author challenges,
- feature solutions, and

- resulting accessibility for end users when the features are correctly used.

Recommendations for implementation

To make sure the implementation of the features is not causing accessibility problems for web authors with disabilities:

- avoid drag-and-drop for choosing template, and/or always have a keyboard alternative;
- always provide one pointer alternative without specific gestures;
- always support keyboard navigation;
- consider keyboard shortcuts;
- do not rely on sensory characteristics as the sole indicator for understanding and operating content;
- do not indicate important information using colour alone;
- make sure there is enough contrast between text objects and its background colour.

