

# Graphics for Content Usable

Please add your examples of good and bad related to an objective from the [Content Usable](#) document. Include:

- Objective number and name
- URL
- 1 or 2 sentences about the specific thing you like about this (good examples) or why you find it to fail the objective (bad example).
- Your name - in case we have questions.

These examples will not be used in the final document. They will be used to help us create information to share with graphic designers that can help create free use examples to include in a future version of Content Usable.

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For objective 8. <https://www.02ws.co.il/?&lang=0> Pass

Lots of different ways of letting people know what the weather will be like, including cute symbols on what to wear with text like “hot though for a t shirt” or Neither hot nor cold or laundry 23°

Or under the action icon

Run and walk

- 22.9 at hill 24.2 at valley
- **High Humidity, Light wind**
- Humidity gives warmer feeling, sweating more

Great fun!



(from Lisa)

## Objective 1 and 2

<https://www.gov.uk/>

Google search

The VA.gov (remove the covid thing)

The screenshot shows the top navigation bar of the VA website with the VA logo, U.S. Department of Veterans Affairs, and links for Search, Contact us, and Sign in. Below the navigation bar are three menu items: VA Benefits and Health Care, About VA, and Find a VA Location. A COVID-19 vaccine information section follows, containing a heading, a link to vaccine information, and a link to coronavirus FAQs. The main content area is titled "Access and manage your VA benefits and health care" and features a grid of four service categories: Health care, Disability, Education, and Records. Each category lists several specific services available to users.

**VA** U.S. Department of Veterans Affairs

Search Contact us Sign in

VA Benefits and Health Care About VA Find a VA Location

**COVID-19 vaccine and general information**

To sign up to get a COVID-19 vaccine from VA, visit our [vaccine information page](#).

For questions about how COVID-19 may affect your VA health care and benefit services, [visit our coronavirus FAQs](#) or [read VA's public health response](#).

## Access and manage your VA benefits and health care

- Health care**
  - [Refill and track your prescriptions](#)
  - [Send a secure message to your health care team](#)
  - [Schedule and manage health appointments](#)
  - [View your lab and test results](#)
  - [Apply now for VA health care](#)
- Disability**
  - [Check your claim or appeal status](#)
  - [View your payment history](#)
  - [Upload evidence to support your claim](#)
  - [File for a VA disability increase](#)
  - [File a claim for compensation](#)
- Education**
  - [View your payment history](#)
  - [Change your current education benefits](#)
- Records**
  - [Get Veteran ID cards](#)
  - [Get your VA medical records](#)

Headings that let you know what you are doing and where you are

(fael) Note I made the html page, so we are not shaming any site)

# Session error

**Warning:** You have been logged off in due to inactivity.

**Your session has expired due to inactivity.**

## Know where you are in a task (cross objectives)

TD Ameritrade Secured

Contact Information Personal Information Financial Information Review Agreements User ID and Security

Welcome! Let's open a Roth IRA.  
[Change account type](#)

What you need:

- Social Security Number or ITIN
- Foreign tax ID, passport, or visa number (if you're not a U.S. citizen or permanent resident)
- Your employer's name, address, and phone number

Save time – autofill your application

Use my existing account info

Prefix (optional)  
Select

First name

## Objective 2

URL: <http://arngren.net/>

Bad example:

- Difficult to find most important things to do on the page
  - Hard to distinguish between what you need and what you don't
- Difficult to navigate the page, because there is so much on it, everything is so close together
- There are so many graphics, including an animation of a helicopter that does not stop moving, it is difficult to tell where to look - the graphics make it more difficult instead of helping me find what I need

Submitted by: Jennie

## Objective 3: Use Clear and Understandable Content

Bad example

URL: <https://safeguarding.chichester.anglican.org/whatdoidoif/>

- The upper case (capitals) text to the most important part of the website did not help the reader to realise that these were links
- Lack of images did not help.

Good examples

URL: <https://www.gov.uk/coronavirus>

Possibly a good example if you can read above 12 year level

- Clearly written

URL: <https://www.bdadyslexia.org.uk/>

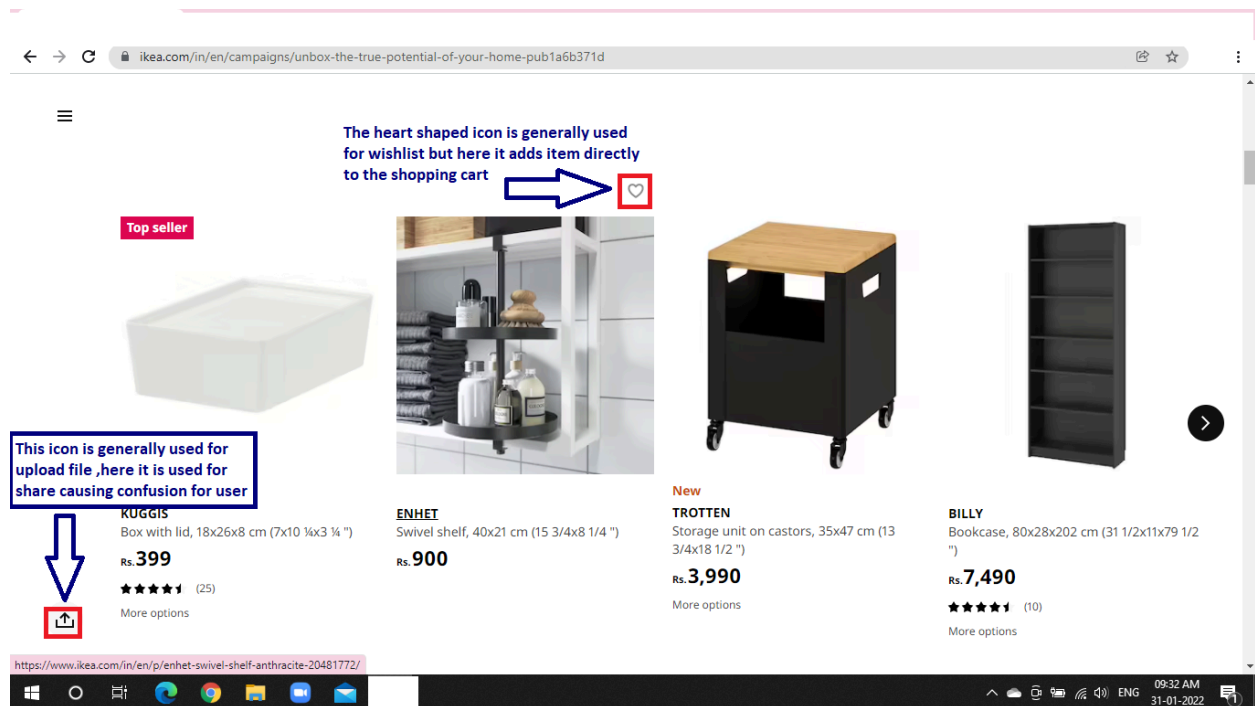
- Content easy to distinguish from the background distractions.

Submitted by: E.A.

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Bad Example

URL: [IKEA Site](#)

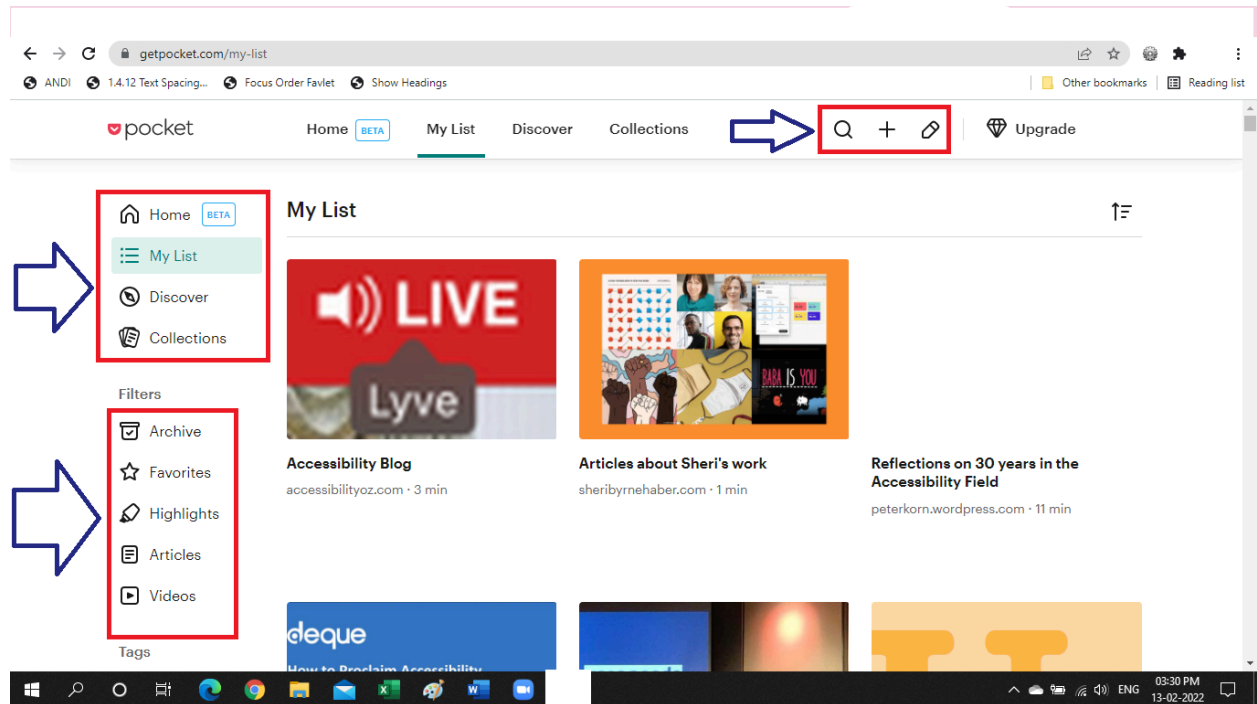


- The icon used for “share” function is not the symbol generally used for sharing on social media. It is used for upload files ,here causing users some confusion about its functionality.
- The heart shaped icon is generally used for adding to wishlist on e-commerce site but here it adds item directly to the shopping cart instead of adding to (wishlist/closet). Moreover, after clicking the heart shaped icon it floats a message “Item was added to your Wishlist” but actually it directly adds to the shopping cart. When user opens the shopping cart it creates some dilemma whether he has added item to the cart or wishlist.

Submitted By: Rashmi K

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Good Example:URL:<https://getpocket.com/my-list>



- The interface contains familiar icons for all menu items like home, my list , discover, collection, archive, favorite, highlight, article, video etc.
- Users can easily identify the functionality by seeing the icons besides text labels.

Submitted by :Rashmi K

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## Objective 4: Help Users Avoid Mistakes or Correct Them

Bad example:

URL: <https://www.justfabrics.co.uk/designer-fabrics/payment.php>

- When completing the payment and the address is not chosen or an initial is used there is no support when the submit button is used.
- User cannot see immediately where a mistake has been made.

Good examples

URL: <https://applications.nhsbsa.nhs.uk/LISWebAppStaticData/performAddressSearch.do>

- Form returns an easy to understand sentence to support a correction in the form when incorrectly completed.

Submitted by: E.A.

## Objective 5: Help Users to Maintain Focus

Bad example: URL: <https://www.lingscars.com/>

- Very distracting website with several items that flash, scroll and are animated that cannot be turned off. Only the video can be stopped
- Patterns and clutter do not help one focus on the purpose of the website.

Another Bad example

Target (2012) URL: <https://web.archive.org/web/20120807093133/http://www.target.com/>

- Confusing hierarchy, limited structure, navigation menu difficult to find, visual priority, overwhelming
- Very confusing structure website layout
- with several items unordered priorities, competing for visual attention
- large mix of typefaces..
- Small complex images.

Submitted by J.K.

Good examples

URL: <https://www.gov.uk/coronavirus>

Possibly a good example if you can read above 12 year level

- Easy to see what this site is about and remain focussed.

URL: <https://www.bdadyslexia.org.uk/>

- Well laid out with images as guidance but not distracting

Submitted by: E.A.

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Bad Example :

URL: <https://www.shoppersstop.com/>

- The site is having blinking and scrolling content that can not be stopped.
- The user is unable to focus while finding items using the search box.

Submitted by:Rashmi K

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## Draft of Instructions for Volunteers

The [Cognitive and Learning Disabilities Accessibility Task Force](#) needs help creating images for an upcoming publication. The images will show readers how website designs can improve access to websites. We need two images for each design concept used in our document.

- Image 1: an example of a website that makes it difficult to use because it does not follow the design concept.
- Image 2: an example of a website that is easier to use because it follows the design concept.

In the [Making Content Usable document](#) design concepts are called Objectives. All images are to be original, and if selected, become property of the W3C. There will be no compensation provided. Selected artwork will credit the artist (this needs W3C specific legal language).

### Technical Information

File types:

File sizes:

Please create images with the understanding that some of our readers may:

- magnify the image to better view the details.
- have difficulty perceiving color. They will either view the images as published, or they may use software to change the color schemes. Understanding the images cannot depend on the perception of color.
- only use the alternative text for the image. Please design images that have a clear purpose. This will make it easier for authors to write the alternative text, and for individuals with cognitive disabilities to understand how it is related to its context.

## Ready to Help?

If you would like to submit an image for consideration:

1. Contact (name, email address) for more information.
2. We will send you the list of objectives, and links to examples of sites that meet or do not meet these objectives.
3. Select one or more objectives, and create your designs.

The deadline for submissions is (enter date).

A committee will review the submissions and select images for publication. The week of (enter date) the committee will send acceptance emails.

## Notes from meeting 3/24/21

**Attendees:** John Kirkwood, Jennie Delisi, Rain Michaels (notetaker)

Notes about what we are looking for in the sample image based on what has already been provided:

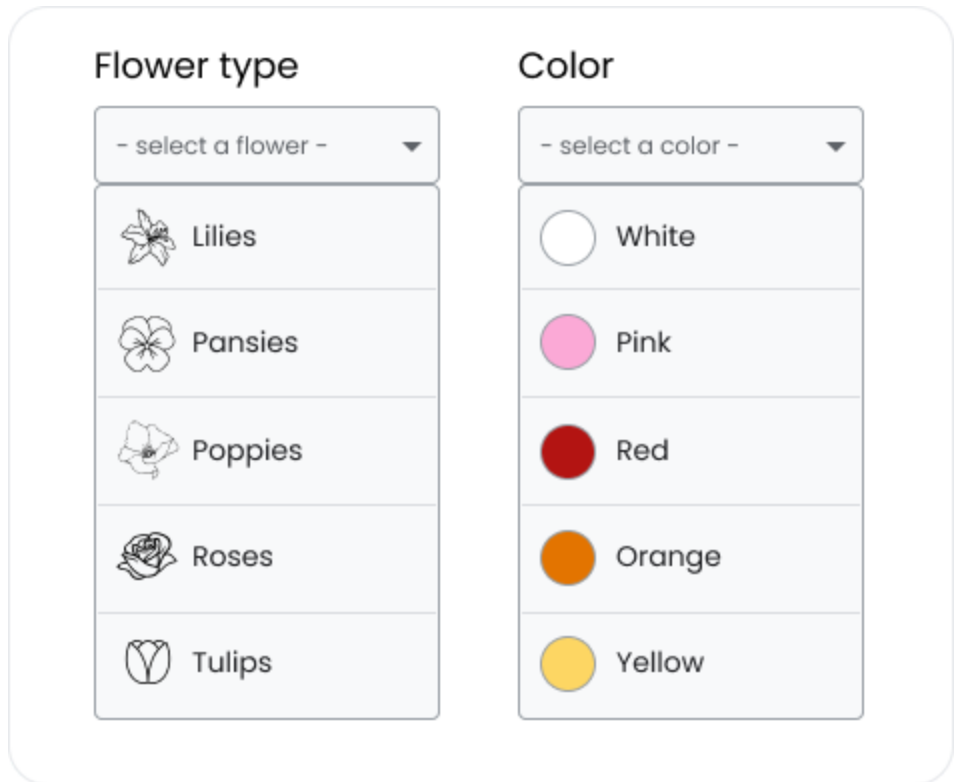
### **User story to frame all feedback around:**

“I am looking for orange poppies for my loved one, to celebrate fifty years of friendship.”

- Example persona characteristics
  - My medications give me occasional tremors
  - I'm on an older laptop with a small display size (that more closely resembles a tablet than a newer computer)
    - Because my display is small, I often view webpages at 150%
  - I sometimes struggle with short term memory, or get distracted and need help relocating myself and remembering what I need to do next
  - I've only been using a computer for five years
  - Sometimes visual processing is a challenge, and everything looks blurred to me
    - I have my browser preferences set to use “Large” font instead of “Normal”
  - I've been colorblind since birth and do not see a difference between blue and green
  - I prefer to use text communication

### **Bigger picture changes:**

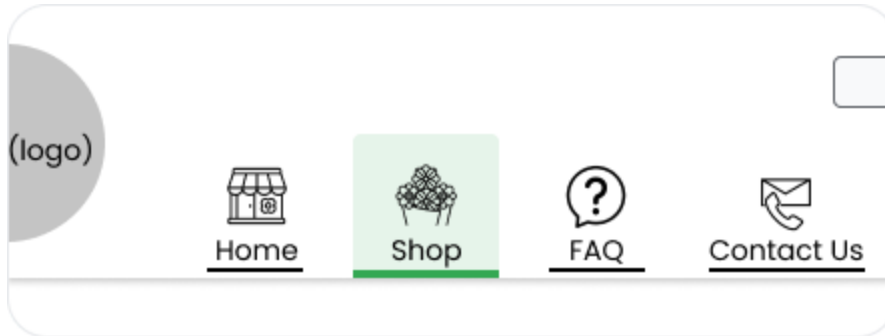
- Design
  - Please use a primarily green/blue color scheme instead of red/pink, because this will be easier to read for a larger population
  - Avoid patterns under text
  - Avoid having dramatic light to dark section shifts as this can be jarring to some
  - Ensure that there is sufficient whitespace between each element
  - Consider mobile first (remember that our persona is zoomed in, large font, etc.)
- Structure
  - Instead of using the home page, use the Shopping page
    - Opportunities
      - Finding the flower I want,
      - Finding the color I want,
      - Finding the theme I want,
      - Knowing how much it will cost, if it is in stock, and how long it will take to get it to the recipient
      - Understanding up front how long it will take me to check out, and what I need to have on hand (Easy shopping: here is what you will need, at the top of the page)
  - Banner area with navigation
  - Content area with a single focus and a clear action
    - Purchase the flower I want
    - Filters to help me find what I want: flower type, color, cost/price range
      - For these filters, design an approach that enables the user to both see an illustration and the text when selecting. One example approach:



- Also include a “guide me to the flower I want” -- help support decision making by asking the user about themselves and guiding them to the user
  - For a preliminary design, this could be solved by a simple section that is “our suggestion for you: [with an image]”
- These may require separate detail images to illustrate the interactions and may not belong in the preliminary image
  - Footer section
- Language
  - We will write the language, there may be some copy changes
  - For all icons, include labels as well, and support labels with illustrations or icons

**Banner specifics:**

- More illustrative primary navigation, with an image and the text together; example approach to this request, with the assumption that the user is on the Shop page:



- Larger primary navigation
- Include home link in primary navigation
- Ensure that the primary navigation looks clickable and that it is clear if they are dropdowns that there is a drop down
- Limit navigation to the following:
  - Home
  - Shop
  - Frequently asked questions (FAQ)
  - Contact us
- Search
- View cart

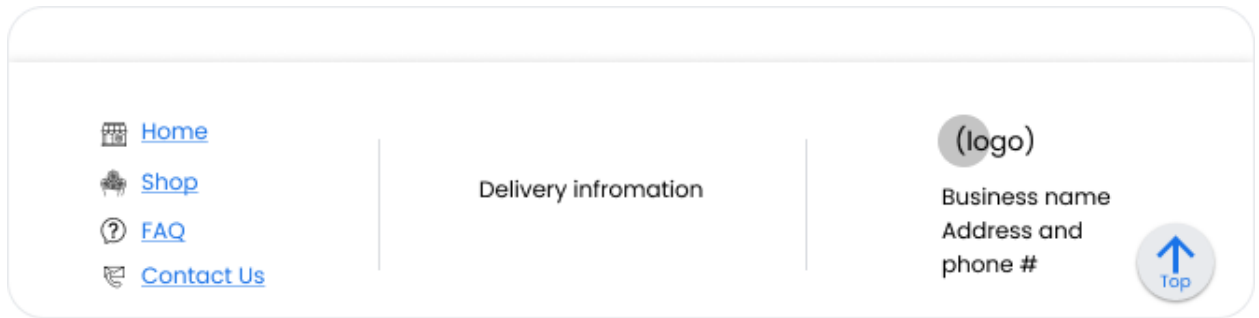
### **Main area**

- Filters
- Products
- Easy to look at and purchase
- “Suggestion for you”

### **Footer specifics:**

- Include “return to top” option
- Include a navigation structure at the bottom of the page that gets the user everywhere, including home. Everything needs to match at the top and bottom (naming wise)
- Icons used in the navigation in the banner region should be repeated in the footer (can have different graphic treatment, but needs to match)
- Delivery information at bottom, always available
- Include contact information in the footer, fully available (bottom right)

- Basic illustration of the elements (not designed! Just wireframe for explanation):



## Notes from 3/26/21

Jennie: thinking about how to guide the user, perhaps a page with all of the information, then ready to buy.

Steps for ordering:

1. Home page, show me all options, then help me choose
2. Walk me through: options to just see flowers and poke around
3. Once I make my selection, I see “ready to buy”
  - a. Example of handling I need to know right away on ready to buy:
    - <https://mn.gov/mnit/get-help/order/> -- what I need ready in order to continue (credit card)
      - i. Information about me
      - ii. Information about recipient
4. Ready to buy page starts with all of the information I need
  - a. Tax
  - b. Delivery cost
  - c. Time of delivery

Put one image forward that is the best, most complete image

Idea for future version of the document is to also include additional images:

1. Pages that show the flow
2. Detail images for the specific guidelines
3. Rain todo: create a wireframe illustration of what we are thinking, then we can get more thorough input (put into a Google Slides presentation so everyone can comment) -- include in slides the specific needs we are thinking about when putting this together
  - a. Thought: ready to buy as a tooltip for the single illustration?

Consider in the shop adding chips -- descriptive with images, well labeled (supporting memory)

1. Consistency between with the chip and icon in the selector, and same with the colors
2. Include a heading in the section to describe what it is, as well as information on how to remove the items

3. These support memory and act as a more dynamic breadcrumb style
4. "Help me remember" user stories (excerpt)

Our one image:

- Catalog page, with selections applied, as viewed by the selector
- Displaying 3 choices within group with another option that says "show me more"
- And the "ready to buy"

## Meeting Notes 3/29/21

- Discussed Rain's wireframe
  - Main image/Key Image
  - Supplemental images
- Help Me Pick is in a modal - to help focus the user
- Before you check out is also in a modal
  - Shows both what you need, what you have in your cart
- Designer uses Figma, so Rain can provide file to her
- Key Image:
  - Banner region links: home, shop, FAQ, Contact Us - ensured users knew which was active, and that they were link
    - Current "tab" or link that is active will be easy to determine for the user
    - Color will not be the only indicator
    - Behind the scenes: My Cart will be 2nd in the tab order, after the Skip Content link (which is hidden until keyboard is used)
      - Skip to content will show up, but all other information will remain stationary when it appears
    - Icons in the banner literally match the vocabulary
  - Business requirements - consider adding to appendix if helpful
  - Footer: added headings to the footer to aid navigation
    - Headings were adjusted to be larger than 12 pt (higher in visual appearance)
    - This would stack on mobile (header would be a bit different, product area would be 2 x 2, then 3 footer sections)
      - Rain will draft the mobile view into the slide deck
        - This will also help demonstrate why we need more images
        - Mobile first is a great way to explain how to present information
    - John and Jennie do plain language review
  - Main content:
    - Select border colors that pass 4.5:1
    - Items already in the cart have both an increase of width of border, and additional information to indicate they are already in the cart.

- Add to cart and details buttons need to look like buttons to support understanding that they operate separate from the graphics around it.
- Flower Type dropdown expanded
  - Images are CSS based
    - Screen reader would ignore this, so they would hear them as list items
  - Items already in the filter will appear with a check mark instead of the flower icon, to show they are already in the filter.
    - It will also have a different background behind it
  - Show 2 items selected to support understanding of those reviewing the image - should be non-adjacent
  - Changed dropdowns non-selection to be No preference, but when they have an option or options selected, the number will display
    - Match font size for collapsed and expanded text within the
- Help Me Pick: use font sizes that improve readability thinking of a limited/low vision user on a mobile device.
- Before You Check Out:
  - Changed checkboxes to the bullets
  - Added an indicator to show which information is grouped - your information vs the recipients'
- John and Jennie will receive the text/copy
- Group will meet on Wednesday - Rain will send meeting invite
- Jennie will regroup with Rachael and Lisa if no response re Thursday agenda

**Update on March 30:** the [slide deck with wireframes](#) has been revised with our changes

## Meeting Notes 3/31/21

Designer will not be able to make the April 8 meeting

Slide 5: discussed the point size of the dropdown outline

- Easy to distinguish what is in focus when the dropdown is expanded
- Ensure that the dropdown menu pops out, and is clearly in front of everything else

Shop for our flowers and other products:

- Ensure that this heading both helps the reader understand they are on the flowers page, and understand it is the H1/title of this page.

Business requirement: all interactive elements should be easily distinguishable as interactive elements. Example: Help Me Pick button.

Business requirement: skip to content is revealed once tab key is pressed the first time.



Instructions for Designer: illustrations, line weights and heading styles are included as illustrations of the goal of the visual relationship. The designer can select images, line weights or other visual designer patterns that will best represent a real site, as long as they are royalty-free. Fonts should be easy to read sans serif fonts. Use Google fonts - they are called from the Google Server. These examples use Poppins for font. Suggested fonts: Avenir, Calibri, Poppins.

Business requirements: one of the most important things for those with cognitive disabilities is to be able to identify where they are within a site.

Text - select link text color that passes color contrast requirement of 7:1 (AAA)

- Footer text:
  - Quick Links
  - Services
    - Delivery and Hours
    - Online Support Hours
    - Store Hours

Slide 7: slide font size should be a reasonable size.

- Visual targets
- Visual indication of target
- Label of target
- Amount needs to be visible
- Included range needs to be indicated by more than just color.
- Text on the target is not an image of text
- Usable by individuals with tremor
- If possible, indicate that when focused user could type in the amounts for each data point on the slider.
- This is just an example to demonstrate what information needs to be present.

Jennie to do: summarize business requirements, create a separate doc with these, then update based on feedback from COGA (this group can re-evaluate at that point).