

Not-visual Alternatives Guideline Scratchpad

Meeting logistics

- Meeting zoom information
- [IRC: #wcag3-non-visual](#)
- [Github page](#)
- [Subgroup participation handbook](#)
- Members: [List current Subgroup members]
- Previous Members: [List previous subgroup members]
- Participants: AGWG Breakout session, October 23, 2023
 - Chuck Adams
 - Francis Storr
 - Giacomo Petri
 - Laura Carlson
 - Makoto Ueki
 - Tzviya Siegman
 - Wendy Reid

Resources

- Writing for WCAG3
 -  [Guideline Writing Process by Maturity Levels – Q1 2023](#) (Start Here)
 -  [Process for Writing Guidelines using Maturity Levels](#) (For more details)
 - [Functional needs document \(FAST\) editor's draft](#)
 - Prior work
 - Research
 - The [Text Alternatives Subgroup](#) of the Silver Task Force wrote a guideline and [Methods](#) for the [First Public Working Draft of WCAG3](#) to demonstrate a guideline that is substantially similar to WCAG2.
- Method documents:

- [Method: Images of text \(updated\)](#)
- [Method: Functional Images \(updated\)](#)
- [Method: Decorative Images \(updated\)](#)
- [Method: Informative Images \(updated\)](#)
- [Method: Complex Images \(new\)](#)
- [Method: Groups of Images \(new\)](#)
- [Method: Image Maps \(new\)](#)
- [Public Comments for FPWD \(GitHub\)](#)



- Categorization exercise that may apply to your guideline
 - Table summarizing the categorization results for this guideline

WCAG2 Analysis Doc	SC Name
1.1.1	Non-text Content
1.1.1a	- Has text alternative
1.1.1b	- Conveys appropriate meaning
1.1.1b.2	Has text equivalent alternative
1.1.1c	- Complex (non-text) material
1.3.1f	- Custom elements (e.g. role="img" for font icons)
1.4.5	Images of Text
1.4.9	Images of Text (No Exception)
1.4.9a	Using text
1.4.9b	Customizable

- [Folder of documents from the Categorization Exercise](#)

- X Categorization exercise 2 Aug.xlsx – extract of the database from the categorization exercise used to analyze information. It includes all the success criteria, even the ones that do not have an individual document.
 - [Links to relevant content from Making Content Usable](#)
- Other potentially useful research and documents (external to w3c work)
 - [Veronica Four Eyes Alternative Text Archives](#) – articles on image description from a low vision perspective
 - [How To Create Image Descriptions For Red Carpet Looks](#) (some good user needs for low vision)
 - It may be helpful to look at [issues that came in from the FPWD](#)
- [Text descriptions and emotion rich images - Tink - Léonie Watson](#)

Week 1: Review all research

Instructions

- Group introductions
- Decided on how minutes will be kept (IRC, running google doc, etc)
- Divide up research locations among team. Completing relevant research list is homework.
- Note: Do not cite WCAG 2.x directly in research. Instead trace guidelines back to the research or guidance that led to the SC.

Relevant Research

- [Article title] [author(s)][URL] [A few words about what is relevant in the article]

Week 2-3: User Needs

Instructions

Make a list of the user needs from research. Clearly reference the research. It does not have to be peer-reviewed papers, but should have credibility within the accessibility community. The list needs to include:

- The barriers encountered by people with disabilities

- The common user needs that apply to all the disability groups
- The unique needs (if any) that only apply to a specific group of functional needs.

When a user need is related but not necessarily within scope, note it anyway and add a note, “may be out of scope”

Capture user needs, even when they are not definitely testable. Assertions (using a process to improve accessibility instead of testing a result) are an option.

User Needs with Referenced Research or Gaps in Research

User Need	Research
As a user without vision, I need to know if an image is decorative or informative, so I can decide whether or not I want to interact with it.	
As a user with limited vision, I would like to know if an image is decorative or informative, so I can decide whether or not I want to interact with it.	
As a content author, I want to know when a tool I am using has inserted automatically-generated alternative text for an image in my content.	
As a user with a cognitive or memory disability, I would like to know whether an image is decorative or informative, so I can decide whether or not I want to interact with it.	
As a user without vision, I need access to the complex information contained visually in an image.	
As a user, I need an understandable description of the information or functionality contained within an image.	
As a user, I need to be able to access the non-visual content of an image. Examples include alt text, meta-data, time photograph taken, etc.	

User Need	Research
As a user without vision, I need to know the content of the image. Example: If an image contains only text and no context, I need to understand the text contained within the image.	
As a person who cannot see an image containing text, I need to know what the text says.	
I need to know what the text says and if the styling contributes to the meaning.	
As a user, I need to know the context of the image within the content.	
As a user, I need to know the implied meaning of an image within the content should the image contain an implied meaning or purpose...	
As a user, I want image descriptions to match the surrounding content. NOTE: We are trying to convey that the descriptions are written consistently with the wider content.	NOTE: This intersects with clear language.
As a user, I want the image descriptions to match the tone and content architecture of the surrounding content. (i.e. brand consistency)	NOTE: This intersects with clear language.
As a user who uses image descriptions to aid in my comprehension of content, I need to have an equivalent experience of the content to other users.	
As a user, I need to personalize text description for example to alter content that may otherwise be disturbing, harmful or offensive. Summarizations. Translations. Simplification.	
As a user without vision, I need to know if the image content is a photograph so that I can ask somebody to see the same webpage and describe the photo for me if I want.	NOTE: Concerns with using "photograph" or also including other complex forms of images such as paintings. Or trying to create a taxonomy of types of images.

User Need	Research
Example: products on a shopping website, speakers on a conference website, offices/factories/people on a company's website.	

Week 4: Tests

Instructions

- Briefly describe or sketch out the test that would be needed to determine if the user need has been met. This can be a structured (traditional computational or guided) accessibility test, a group of tests, an evaluation (fail, good, excellent) or an assertion. An assertion is a declaration that a process was followed instead of a result was tested.
- Aim for covering the user need not for perfectly written tests
- See [Writing Process Tests](#) for Goals

List or Table of Tests

OUTCOME: A user is able to determine if an image is decorative or informative, and may choose to interact with the image. (Continuum of decorativity)

- As a user without vision, I need to know if an image is decorative or informative, so I can decide whether or not I want to interact with it.
 - Test: Does the image have a decorative/informative identifier?
 - Example: HTML ALT attribute
 - Test: Does the user have the ability to choose to interact with it?
 - Test: If the option to interact with one or both types of image is activated, only the images meeting that preference are interactive.

OUTCOME:

- As a user with a cognitive or memory disability, I would like to know whether an image is decorative or informative, so I can decide whether or not I want to interact with it.
 - Test: Does the image have an informative identifier?
 - Test: Does the user have the ability to choose to interact with it?

OUTCOME: A content author is informed of when and where content has been automatically generated for text descriptions.

NOTE: Are we tying this too closely to our concepts and experiences of current AI? Should this be reviewed and updated?

- As a content author, I want to know when a tool I am using has inserted automatically-generated alternative text for an image in my content.
 - Test: Does the image have an auto-generated description identifier that has not been edited by a human?

OUTCOME: A user without vision or with low vision is provided the information contained in a complex image.

- As a user without vision, I need access to the complex information contained visually in an image.
 - Test: Is there an available and accessible alternative containing equivalent information?

OUTCOME: A user is provided an understandable description of the information or functionality contained within an image.

- As a user, I need an understandable description of the information or functionality contained within an image.
 - Assertion: User review has determined that there is an accurate description of the information or functionality contained within an image.
 - Example: Role/type of image is identified.
- As a user, I need to know the context of the image within the content.
 - Assertion: The context of the image relative to the overall content is accurately conveyed.
- As a user, I need to know the implied meaning of an image within the content should the image contain an implied meaning or purpose.
 - Assertion: TBD...
- As a user, I want image descriptions to match the surrounding content.
 - Test: Is there a text description of the image?
 - Test: Does the text description accurately describe the image content? (including context, information, implied meaning, and is appropriate to the intended audience)
- As a user without vision, I need to know if the image content is a photograph so that I can ask somebody to see the photograph for me if I want.
 - Example: products on a shopping website, speakers on a conference website, offices/factories/people on a company's website, photographs contained within a book.
 - NOTE: Additional exploration required (confer with Makoto).
 - Assertion: [TBD]

OUTCOME: A user without vision or who is neurodiverse, is provided an equivalent text alternative for images of text.

- As a user without vision or who is neurodiverse, I need to know the content of an image of text. Example: If an image contains only text and no context, I need to understand the text contained within the image.
- I need to know what the text says and if the styling contributes to the meaning.
- As a person who cannot see an image containing text, I need to know what the text says.
 - NOTE: We are trying to convey that the descriptions are written consistently with the wider content.
 - Test: Is there an image that contains text?
 - Test: Is text the only content of the image?
 - Test: Does the text have a style that imports meaning?

- Test: Does the text description contain the text of the image and any other information that is essential to understanding the purpose of the image.
- As a user, I want image descriptions to match the tone and content architecture of the surrounding content. (i.e. brand consistency)
 - Assertion: Are the image descriptions suitable for the intended audience?
 - Assertion: Does the text description serve the same purpose and present the same information as the original non-text content?
- As a user who uses image descriptions to aid in my comprehension of content, I need to have an equivalent experience of the content to other users. NOTE: Subgroup would like to revisit how this is worded to ensure that this user need is not interpreted to be just for a small set of users.
 - NOTE: Agreed to review this later.

Week 5: Outcomes

Instructions

- Using the tests list, write plain language outcomes for the user needs. This may mean reworking user needs.

Outcomes

1. **Outcome: Provide decorative/informative label & user interaction preference.** (Short name: Image label & preference)
 - 1.1. **User Need:** As a user without vision, I need to know if an image is decorative or informative, so I can decide whether or not I want to interact with it.
 - 1.1.1. **Test:** Does the image have a decorative/informative identifier? AND
 - 1.1.2. **Test:** Does the user have the ability to choose to interact with it?
 - If the option to interact with one or both types of image is activated, only the images meeting that preference are interactive.
2. **Outcome: Provide a text alternative for decorative and informative images.** (Short name: Decorative/informative equivalent)
 - 2.1. **User Need:** As a user with a cognitive or memory disability, I would like to know whether an image is decorative or informative, so I can decide whether or not I want to interact with it even if it is decorative.
 - 2.1.1. **Test:** Is there an available and accessible alternative containing equivalent information for decorative as well as informative images?
3. **Outcome: Identify auto generated text descriptions.** (Short name: Identify AI)
 - 3.1. ○ **User Need:** As a content author, I want to know when a tool I am using has inserted automatically generated alternative text for an image in my content.
 - 3.1.1. **Test:** Does the image have an auto-generated description identifier that has not been edited by a human?
4. **Outcome: Auto generated text descriptions are editable.** (Short name: AI editable)

- 4.1.
 - **User Need:** As a content author, I want to edit automatically generated alternative text.
 - 4.1.1. **Test:** Does auto-generated description allow editing?
- 5. **Outcome: Identify role or type of an image.**
 - 5.1. **User Need:** As a user without vision, I need to know the role/type of an image.
Example: Image on a shopping site is identified as a photograph so that I can ask somebody to see the photograph for me if I want.
 - 5.1.1. **Test:** The text alternative or role attribute provides the image's type.
Procedure:
 - 5.1.1.1. Remove, hide, or mask the image.
 - 5.1.1.2. Check that role/type is provided, e.g. photo, drawing, map, infographic, cartoon, screenshot, etc.
- 6. **Outcome: Provide text alternatives for images.** (Short name: Image alt text)
 - 6.1. **User Need:** As a user without vision or with low vision, I need to know the content of the image. Example: If an image contains only text and no context, I need to understand the text contained within the image.
 - 6.1.1. **Test:** A text alternative is provided that serves the same purpose and presents the same information as the non-text content. Procedure:
 - 6.1.1.1. Remove, hide, or mask the image.
 - 6.1.1.2. Replace it with the text alternative.
 - 6.1.1.3. Check that nothing is lost (the purpose of the non-text content is met by the text alternative).
 - 6.1.1.4. If the non-text content contains words that are important to understanding the content, the words are included in the text alternative.
- 7. **Outcome: Provide text alternatives for images of text.**
 - 7.1. **User Need:** As a user without vision or who is neurodiverse, I need to know the content of an image of text. Example: If an image contains only text and no context.
 - 7.2. **User Need:** I need to understand the text contained within the image.
 - 7.3. **User Need:** I need to know what the text says and if the styling contributes to the meaning.
 - 7.3.1. **Test:** Is there an image that contains text? Procedure:
 - 7.3.1.1. Remove, hide, or mask the image.
 - 7.3.1.2. Display the alternative.
 - 7.3.1.3. Check that it provides the same text as the image. AND
 - 7.3.2. **Test:** Does the text description contain other information that is essential to understanding the purpose of the image? Procedure:
 - 7.3.2.1. Remove, hide, or mask the image.
 - 7.3.2.2. Display the alternative.
 - 7.3.2.3. Check that it provides the essential information for understanding purpose. AND
 - 7.3.3. **Assertion:** Does the text have a style that imports meaning? Procedure:
 - 7.3.3.1. Remove, hide, or mask the image.

- 7.3.3.2. Display the alternative.
 - 7.3.3.3. Check that it conveys the same information conveyed by the image's style.
- 8. **Outcome: Provide text alternatives for complex images.** (Short name: Complex image alternative)
 - 8.1. **User Need:** As a user without vision, I need access to the complex information contained visually in an image.
 - 8.1.1. **Test:** Is there an available and accessible alternative containing equivalent information? Procedure:
 - 8.1.1.1. Remove, hide, or mask the image.
 - 8.1.1.2. Display the alternative.
 - 8.1.1.3. Check that it conveys the same information conveyed by the complex image.
- 9. **Outcome: Provide understandable alternatives for images.** (Short name: understandable alt text)
 - 9.1. **User Need:** As a user, I need an understandable description of the information or functionality contained within an image.
 - 9.1.1. **Assertion:** The alternative provides understandable information. Procedure:
 - 9.1.1.1. Remove, hide, or mask the image.
 - 9.1.1.2. Display the description.
 - 9.1.1.3. Check that it is understandable.
- 10. **Outcome: Provide context in image text alternatives.** (Short name: image context)
 - 10.1. **User Need:** As a user, I need to know the context of the image within the content.
 - 10.1.1.1. **Assertion:** The alternative accurately conveys the image's context. Procedure:
 - 10.1.1.1.1. Remove, hide, or mask the image within the content.
 - 10.1.1.1.2. Display the description.
 - 10.1.1.1.3. Check that context is conveyed.
 - 10.2. **User Need:** As a user, I want image description to match the surrounding content.
 - 10.2.1. **Assertion:** The description matches the surrounding content.
 - 10.2.1.1. Does the text description accurately describe the image content? (including context, information, implied meaning, and is appropriate to the intended audience)

Week 6-8 Iterate and Write Pull Request

Instructions

- Revisit research and revise the Guideline(s), User Needs, Outcomes and Tests until you are satisfied with them.

- Remember these are at the exploratory level. They do not need to be perfect, just get us going in the right direction.
- Clearly note where additional research is needed
- Call out which outcomes would be difficult to incorporate in WCAG 2.
- Create a pull request in <https://github.com/w3c/wcag3> with the new content

Questions

- Research Needs: Any research on what is effective, what is non-effective.
- How to handle alt text when the surrounding content is offensive?
- Better understand in what situations format (ex: photo) becomes useful

Definitions to develop

- Reframe “Visual Alternatives” that doesn’t place emphasis on the “visual”, i.e. “Text Description”
- Define “Interactive”
 - Mouse, Keyboard, Voice Recognition, etc.
- Define “photograph”

Who will work on the PR?

Name: