



**Guide for creating accessible content**

# Who needs What?

Accessibility (shorthand A11y) ensures people with disabilities can perceive, understand, navigate and interact with any website or app. Web Content Accessibility Guidelines (WCAG) is the foundation for web accessibility best practices. Although not “laws,” attorneys use these guidelines in court.

Accessibility is achieved by following WCAG and helps people who have conditions that limit a their movements, senses, or activities.

The four categories for disabilities are:  
Hearing, Vision, Motor and Neuro-Cognitive.



## Assistive Technologies

**Keyboard** (no mouse) is a wonderful tool many people with disabilities use to navigate websites or software. Some specialized keyboards: Orbi-Touch, X-Keys, large print, and color coded keyboards.

**Screen Readers** are software used by visually impaired to read content on a screen.

**Screen Magnification:** emulates a handheld magnifier over a screen.

**Text Readers:** Reads and may highlight words being spoken for people with learning disabilities.

**Speech Input Software:** Provides an alternate way to type text and control the computer with voice commands (currently can't be used to browse web).

**Head Pointers:** A stick or object mounted on user's head to push keys on the keyboard. Used by individuals who have no use of their hands.

**Eye Tracking** responds to users eye movement and interprets where to place the mouse pointer.

**Single Switch Entry** used with on-screen keyboards. Cursor moves across the keys – when the key the user wants is in focus, user clicks the switch.



Control moving content  
Avoid Flashes



Magnification or Zoom  
Color  
Color contrast  
Alt text  
H tags



Screen or text reader  
Instructions  
Forms (*labels & borders*)  
Announce status  
Consistent patterns



Keyboard (*no mouse*)  
Extend Time  
Alternatives for gestures



Closed Captions  
Transcripts



# A11y Vendor Checklist

(a-ccessibilit-y)

**WCAG (Web Content Accessibility Guidelines)** is an international standard digital content adheres to for assuring content is accessible to the widest audience, regardless of ability. Here are the top guidelines you must follow when submitting content to Walmart.com

## Interaction

- Don't auto-play audio. It interferes with screen readers.
- Don't fix orientation.
- Additional content (tooltips, toasts) remain visible until focus moves, dismissed, or no longer valid.
- Warn users of change of setting. e.g. "You will be redirected to our photo site...."
- Text fields have labels that are always visible and borders.
- Instructions, feedback, alerts must announce. (Use ARIA-alert)

## Language

- Language is simple and easy to understand.
- Link Purpose can be determined from the link text alone. If it can't, provide context by adding hidden text. "Learn more" isn't clear. Add context "Learn more about shipping options" 2.4.4
- Help users through tasks, avoid/correct errors.
- Provide page titles.
- Doesn't rely on audio or visual cues

## Images

- HTML text only. Do not embed text in an image (except logos or brand names) 1.4.5
- Minimum contrast ratio 4.5:1 for text and 3:1 for text 18px or larger and graphics. Logos don't require minimum contrast. 1.4.3
- Alt Text for images that are links or essential to understanding. Decorative images "null" 1.1.1

## Video & Audio Content *(see next page for details)*

- Play/Pause button. Avoid flashes or movement that can cause seizures 2.2.2
- Closed captions 1.2.2
- Audio Description 1.2.5



### **WCAG 2.2.2 Play/Pause Button**

Videos may auto-play, but include a play/pause button if the video is longer than 5 seconds (this includes playing on a loop). Content 5 seconds or less does not require a play/pause.

### **WCAG 1.2.2 Closed Captions**

Closed captions are written words that appear on screen for hard of hearing and deaf users. Your video and audio content must include a closed captions button or a link to transcripts. Closed captions cover all spoken words, sound effects and music. Although some video hosting services automate closed captions, it is recommended to hire a professional service to write closed captions.

### **WCAG 1.2.5 Audio Description**

Include audio descriptions in video content for low vision and blind users. Audio descriptions ONLY play for a person who has enabled “Play audio descriptions” in their accessibility settings. Including audio descriptions will not play for users who don’t have these settings turned on. Recommended to hire a professional service to write audio descriptions.

Example of video with audio descriptions: <https://www.youtube.com/watch?v=VdN0od26ddc>

**Read more at:** <http://www.acb.org/audio-description-project>

**AD writing services:** <https://www.vitac.com/services/audio-description/>

### **WCAG 1.1.1 Alt Text**

Alt text is a description of an image and should be included on all images that support understanding. When writing alt text, be concise (think Twitter). Do not use the same alt text for every image, such as “Home furnishings....” Use adjectives to distinguish images like “Rustic charm home furnishings,” “Outdoor entertaining home furnishings,” to help the user distinguish the difference. To determine if you need alt text, define the image’s purpose.

**Decorative Images** provide visual appeal but no useful information. The image has no useful purpose and should be coded as “null. The screen reader will skip over it.

**Informative Images** help the user understand content on the page. Images for news postings, entertainment, charts and graphs support understanding content and need alt text.

**Functional images** are links and therefore require alt text that clarifies where the link takes the user. IF adjacent text and links clearly states what the content is and where the user is taken, no alt text is needed. Group image with text and announce once.