

Is eCommerce intentionally inaccessible?

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Slides:
bit.ly/a11y-eCommerce

How do I wish to buy something online?



1

Search for a product

What we design



What we (might) need

Shorts

×

🔍

Shorts

Men shorts

Women shorts

Basketball shorts

Running shorts

What we didn't know we need

Shorts

Top Results

Shorts

Men shorts

Women shorts

Basketball shorts

Running shorts

Categories

Shorts

Women Clothing

Women

Evolution Short

\$200.00

Evolution Short

\$120.25

Rise Short

~~\$150.00~~ \$100.00

Short

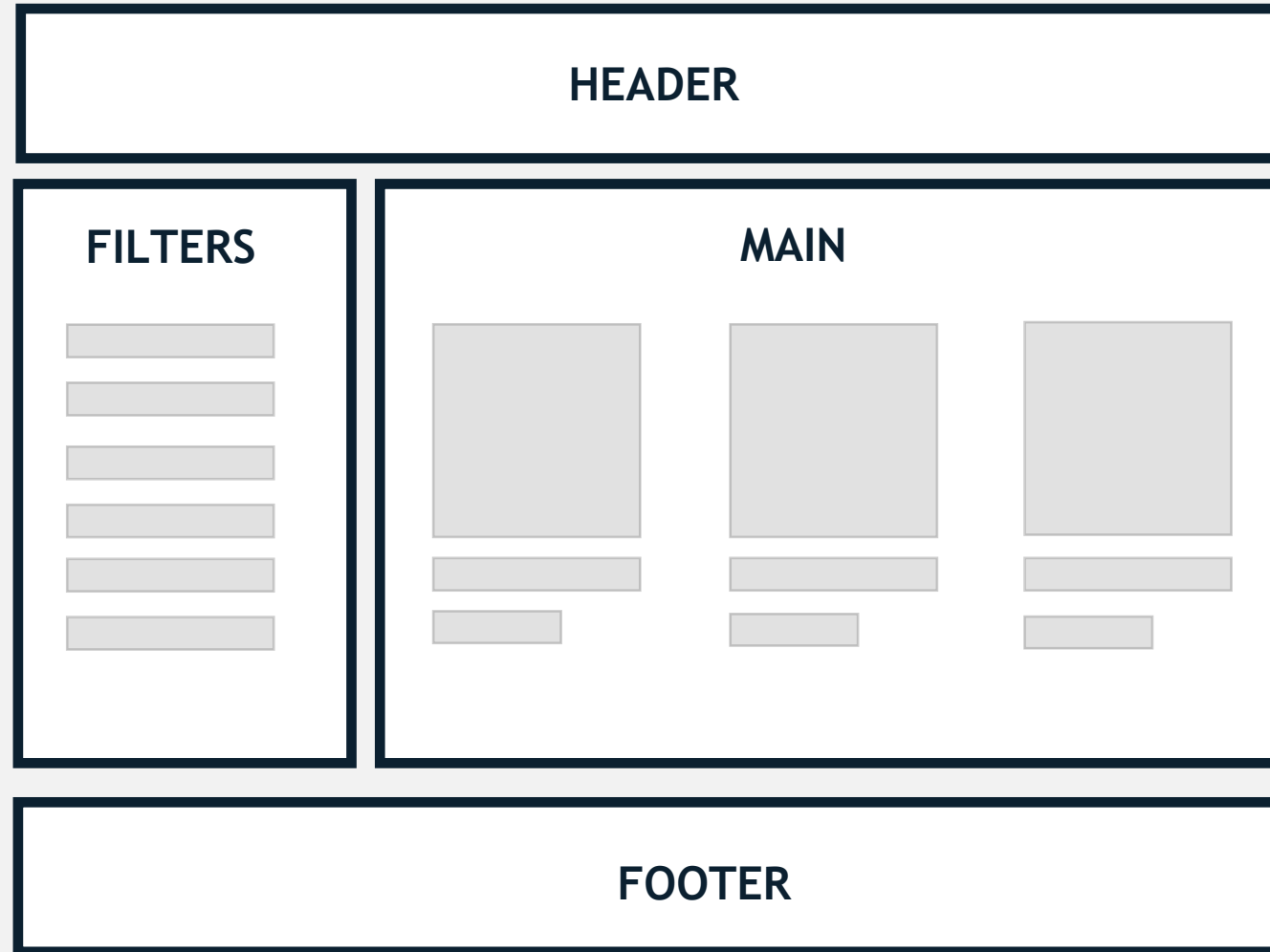
\$150.00

See more results

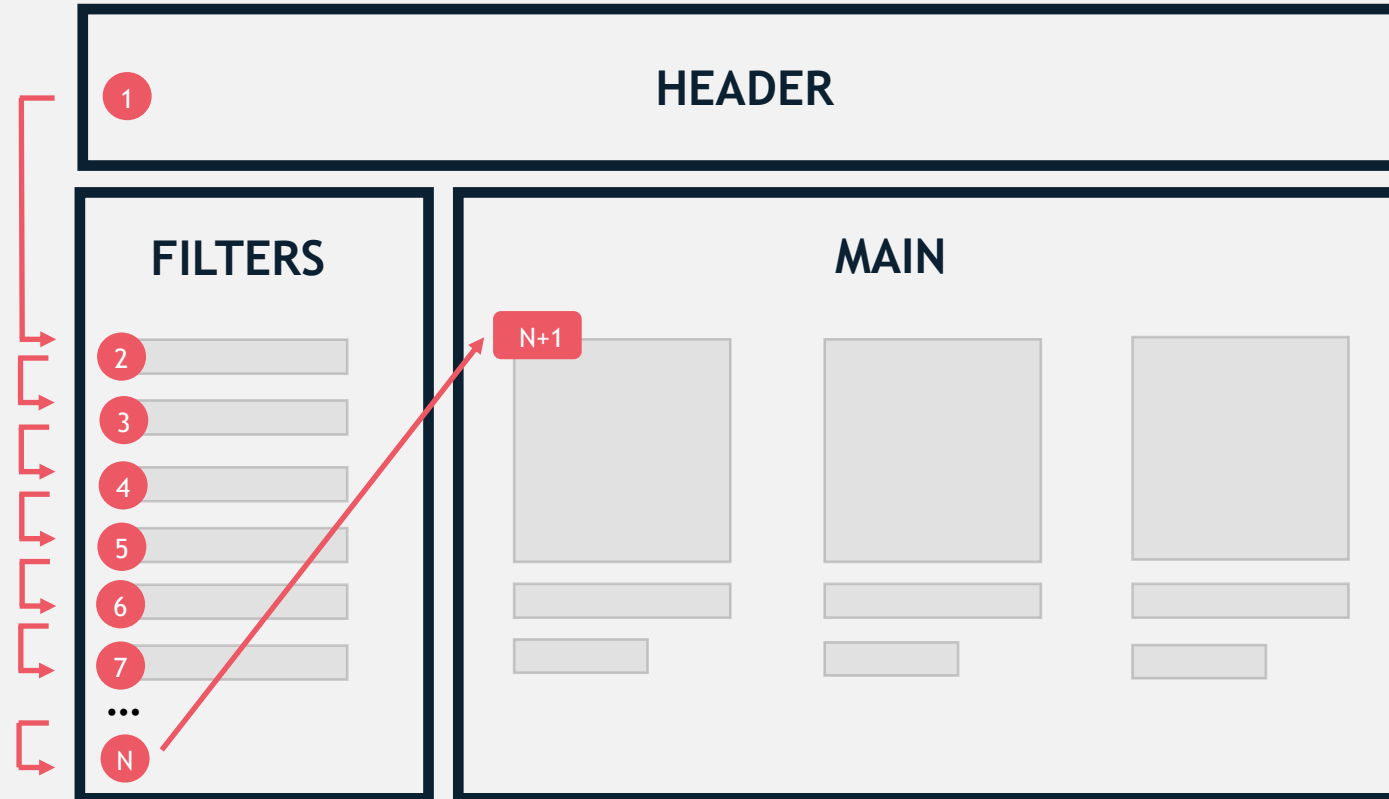
takeaway #1

Keep it simple

Search results page

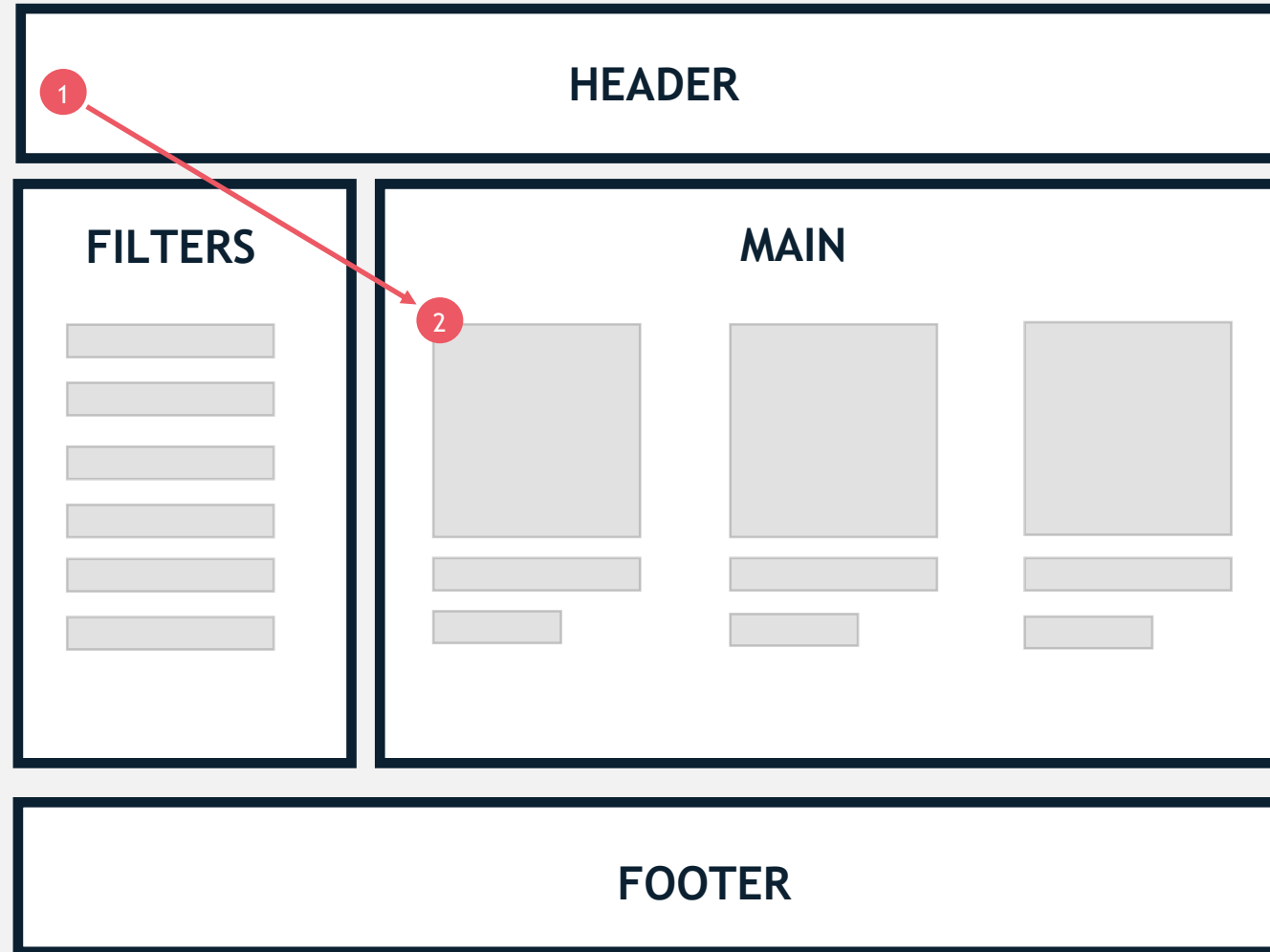


Keyboard navigation

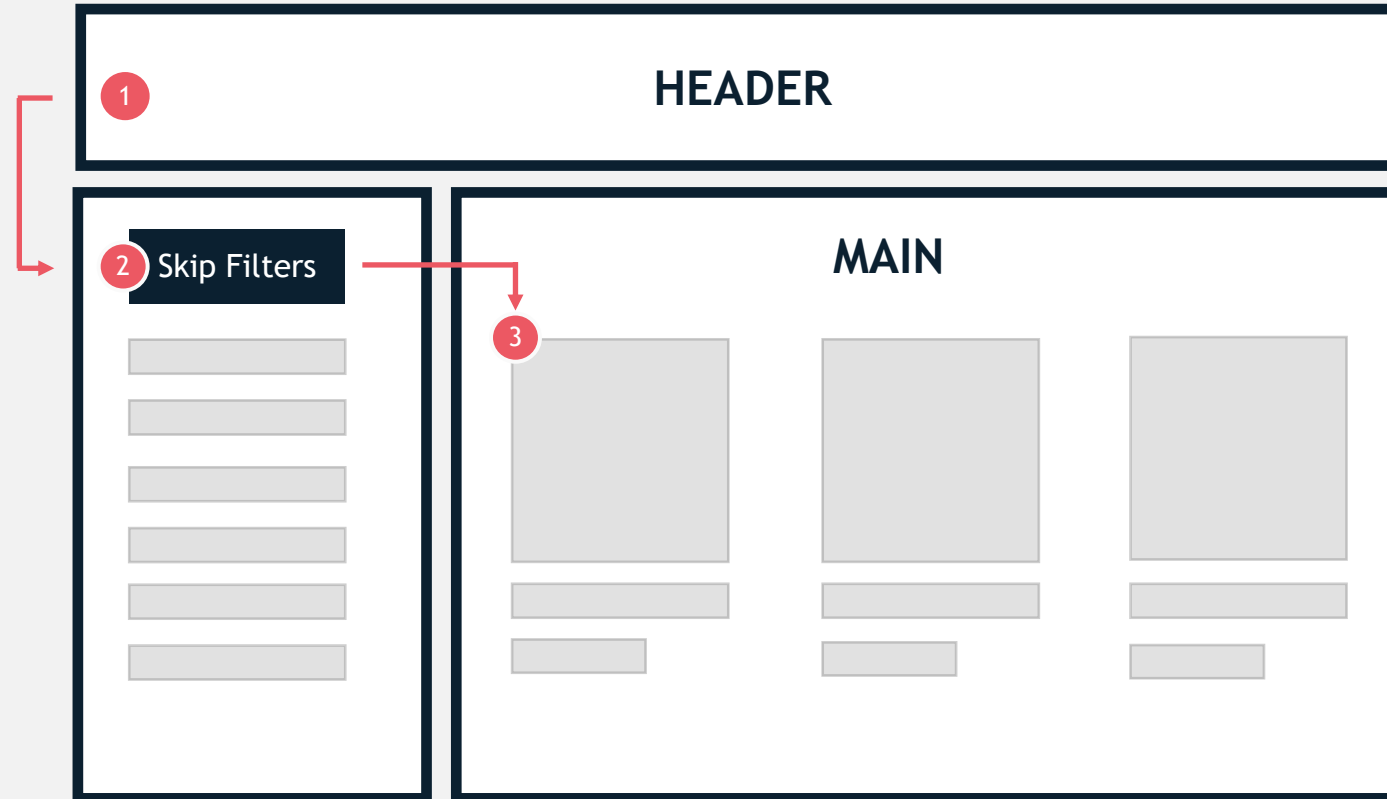


Navigating through filters requires **multiple** interactions

Keyboard navigation



Keyboard navigation



Adding “**skip filters**” potentially reduces multiple interactions

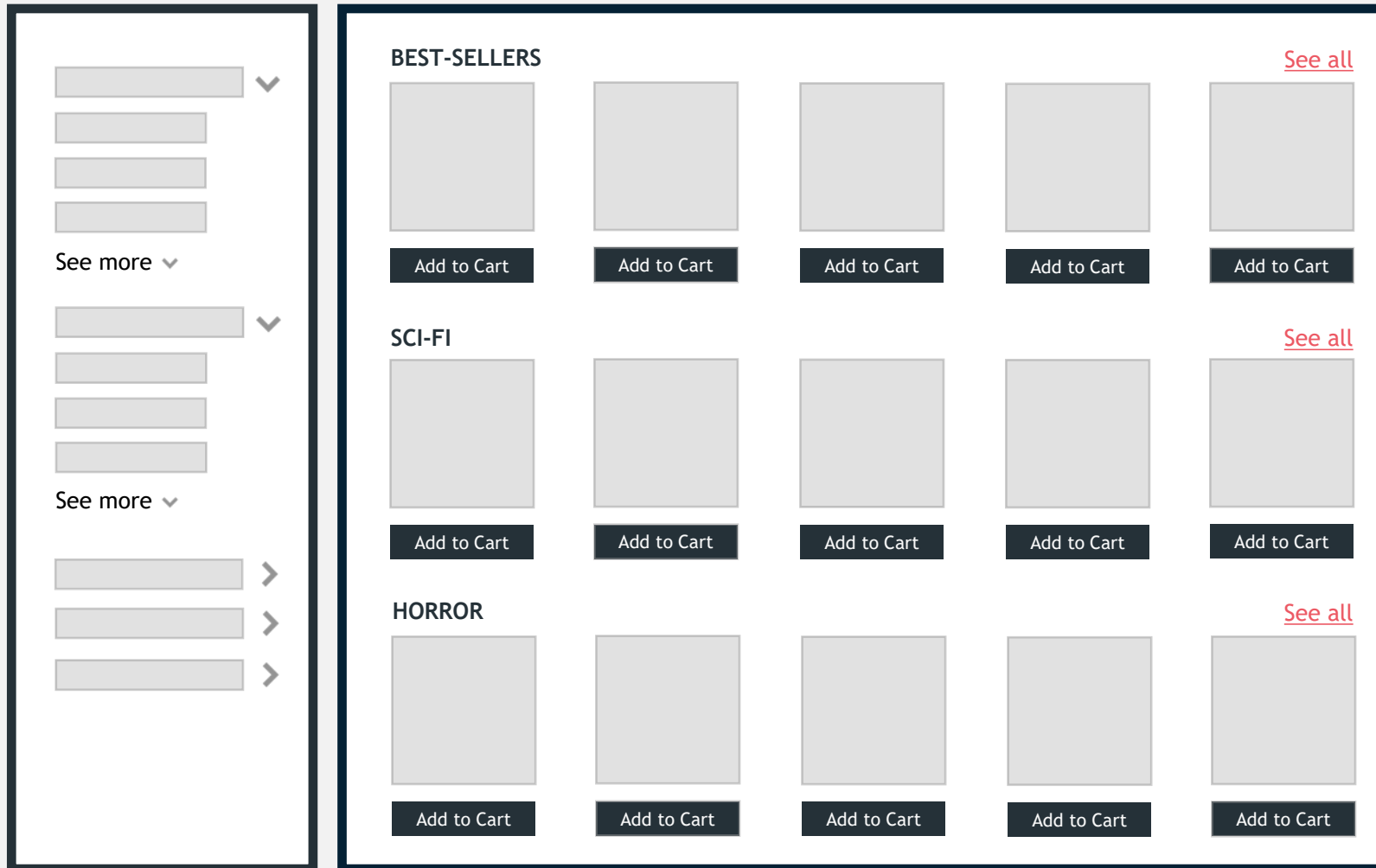
takeaway #2

Simplify site navigation

2

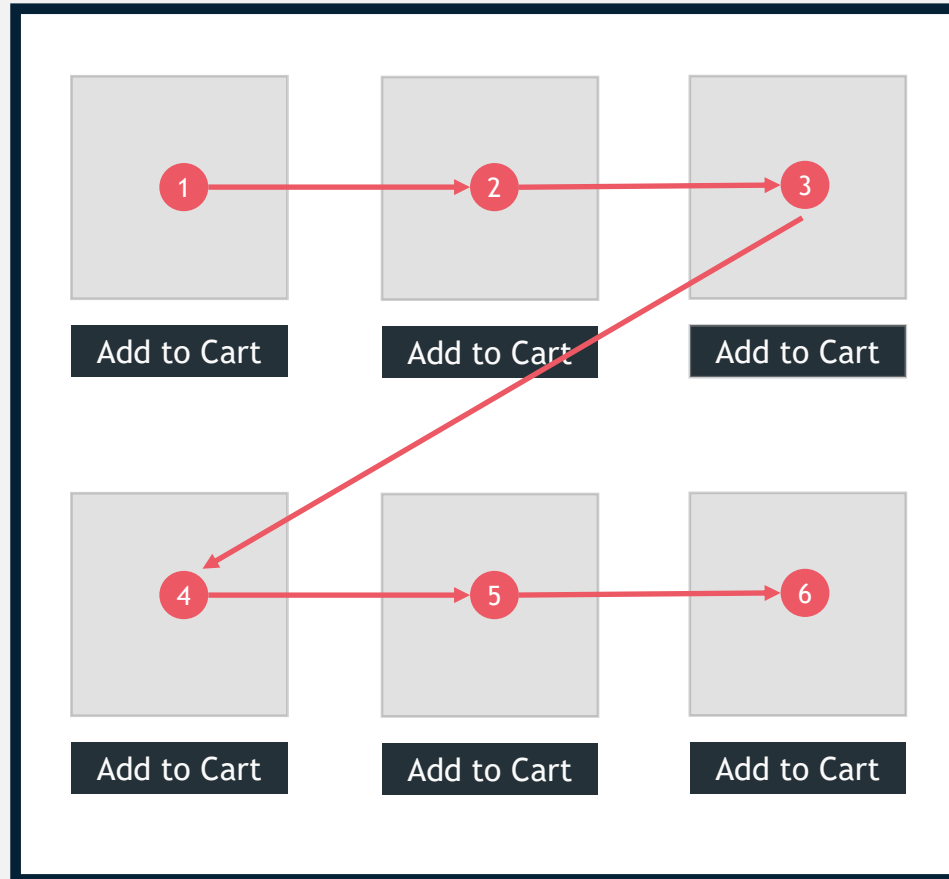
Add to Cart

Listing pages

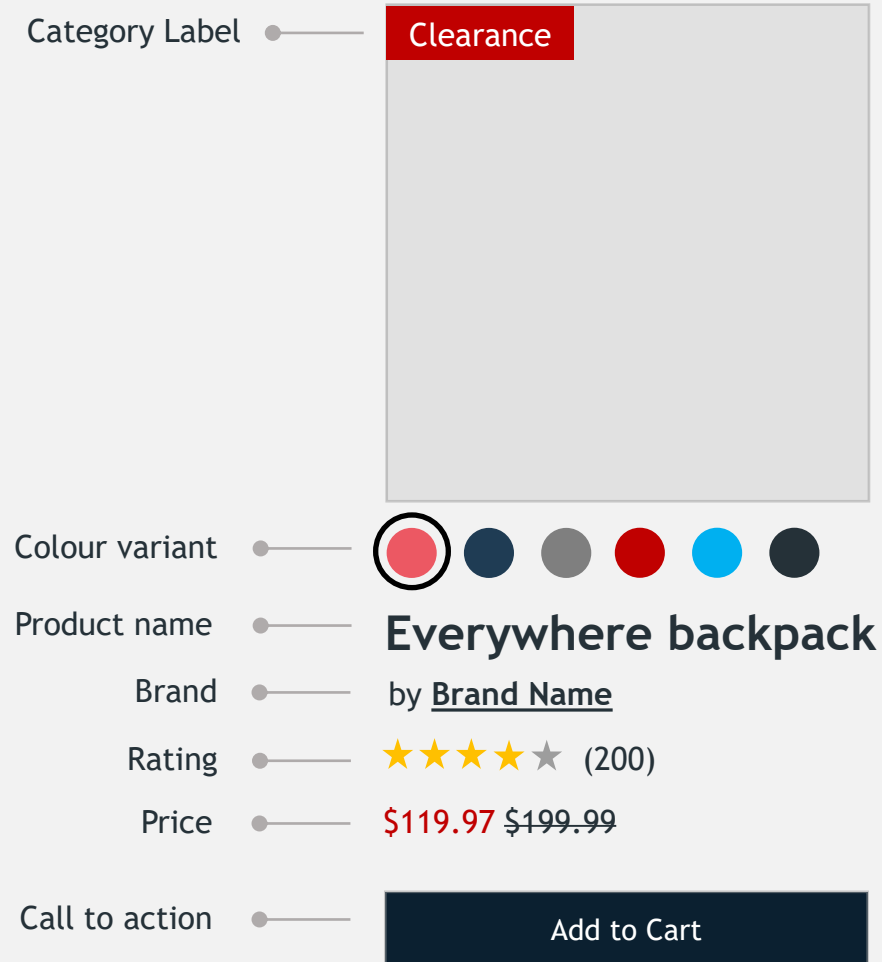


Repeated elements are a sign of warning

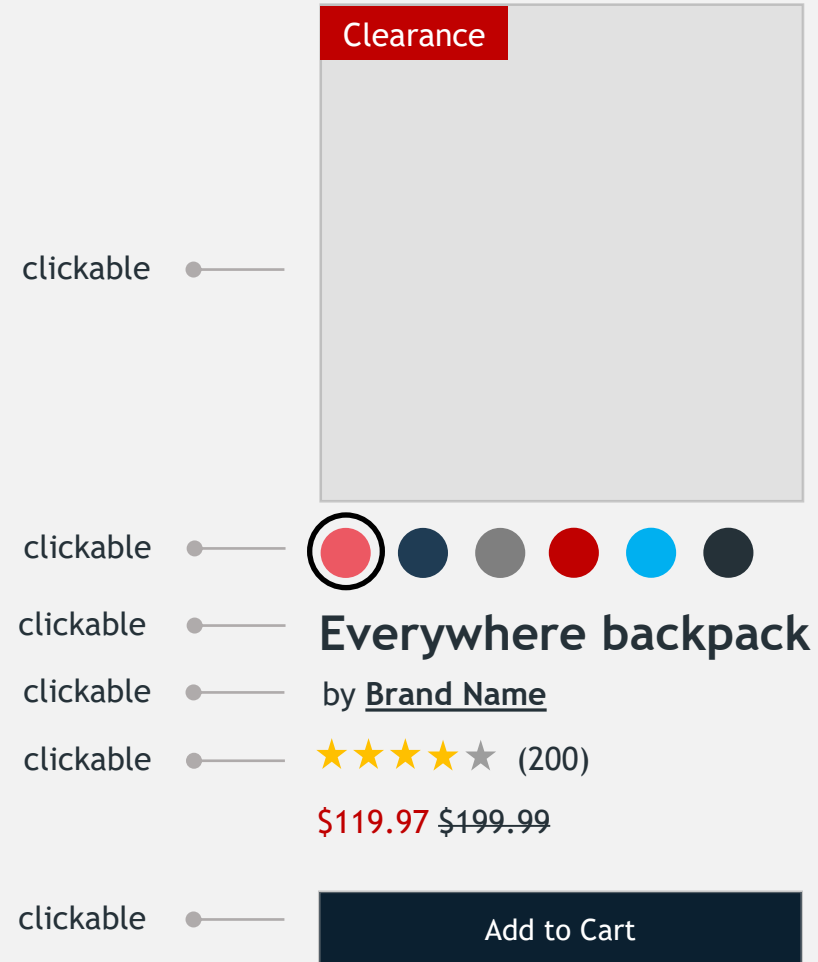
Product Cards



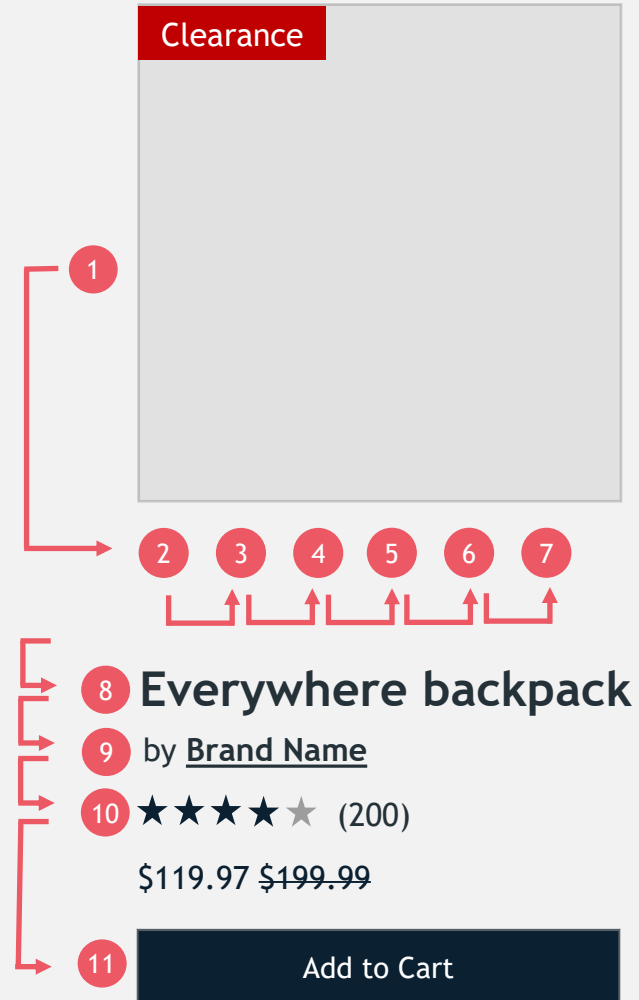
Product Cards



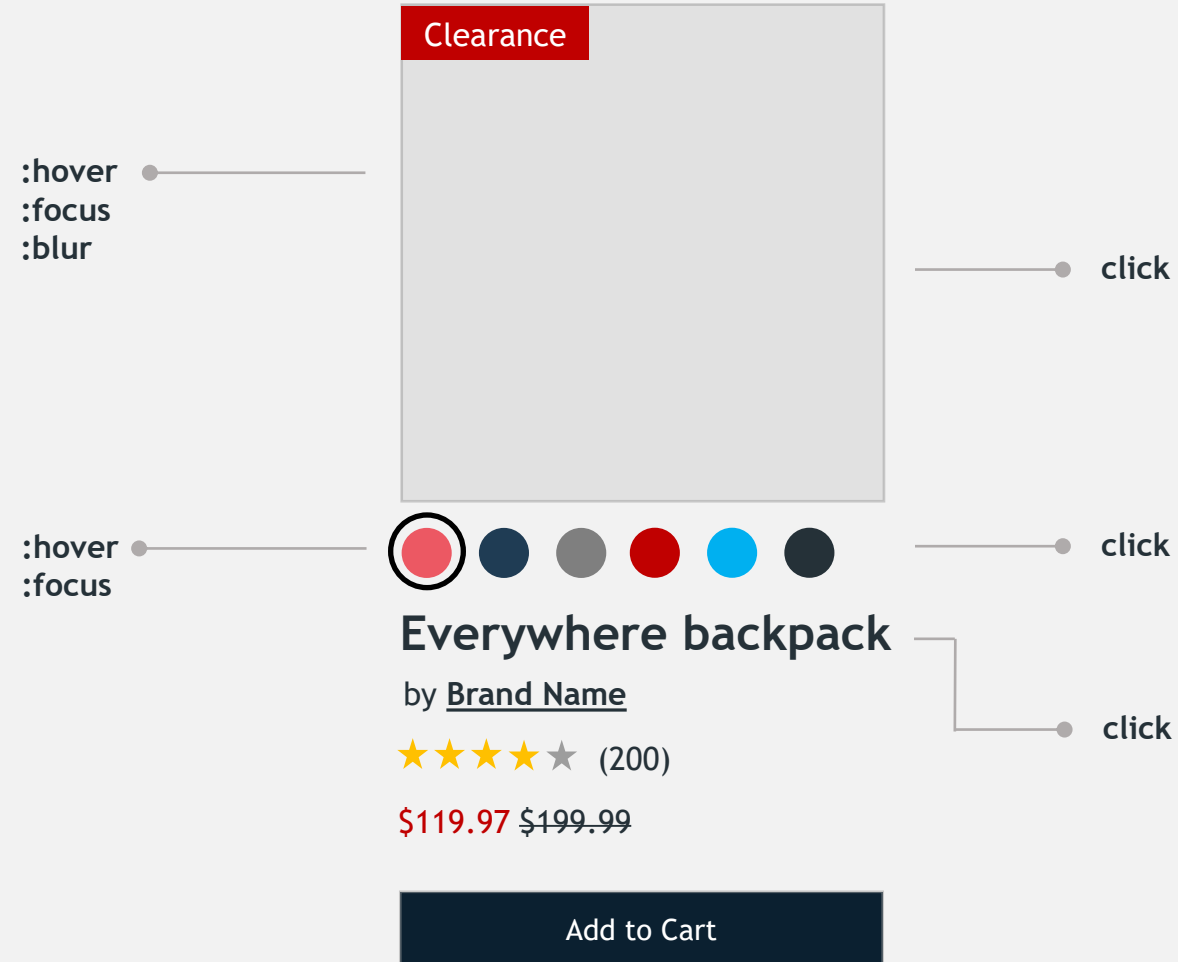
Product Cards



Product Cards



Product Cards



takeaway #3

Design for keyboard interaction

Alternative Add To Cart

Help us keep your account safe
by clicking on the checkbox below.

Press & Hold

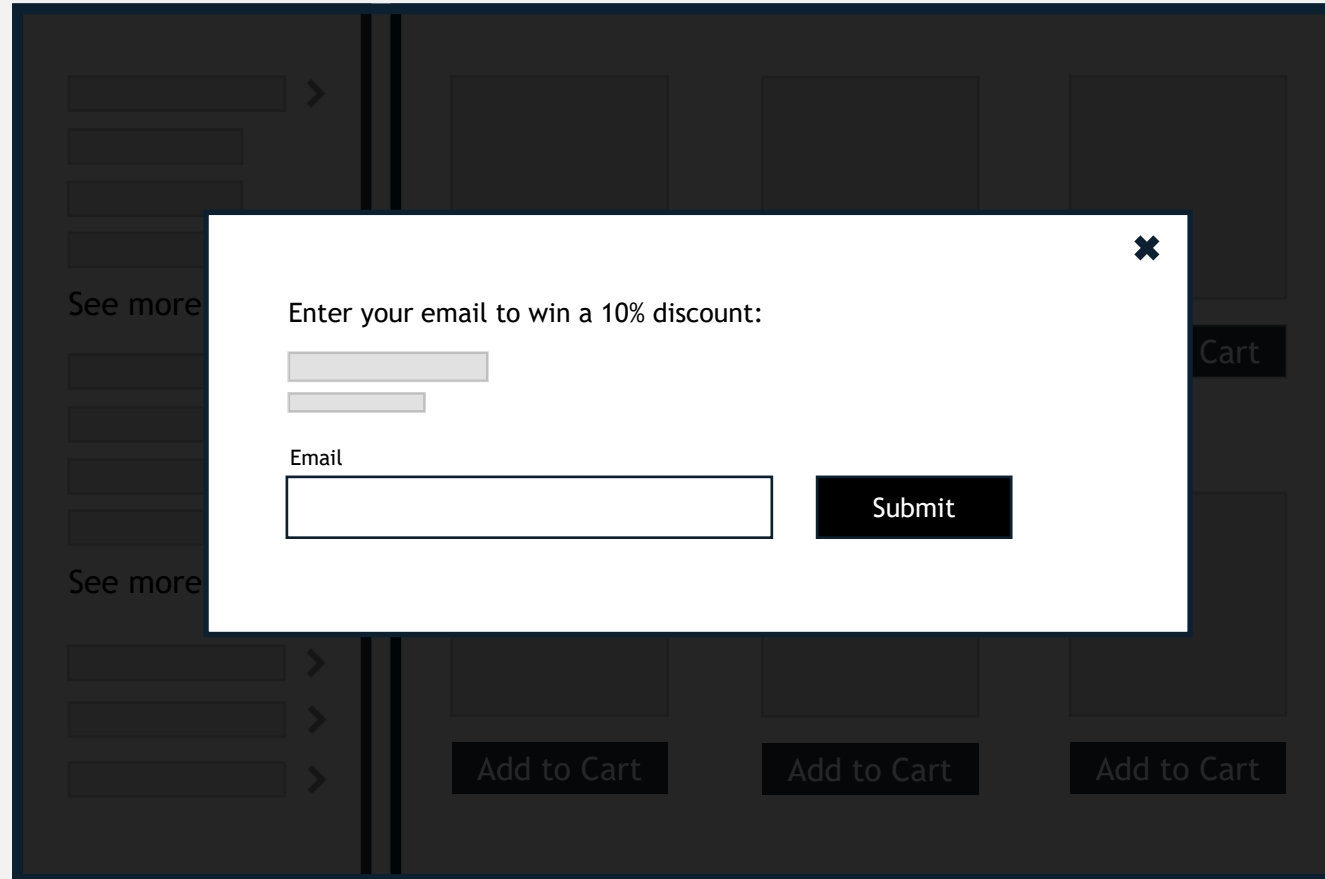
Please try again

Modals

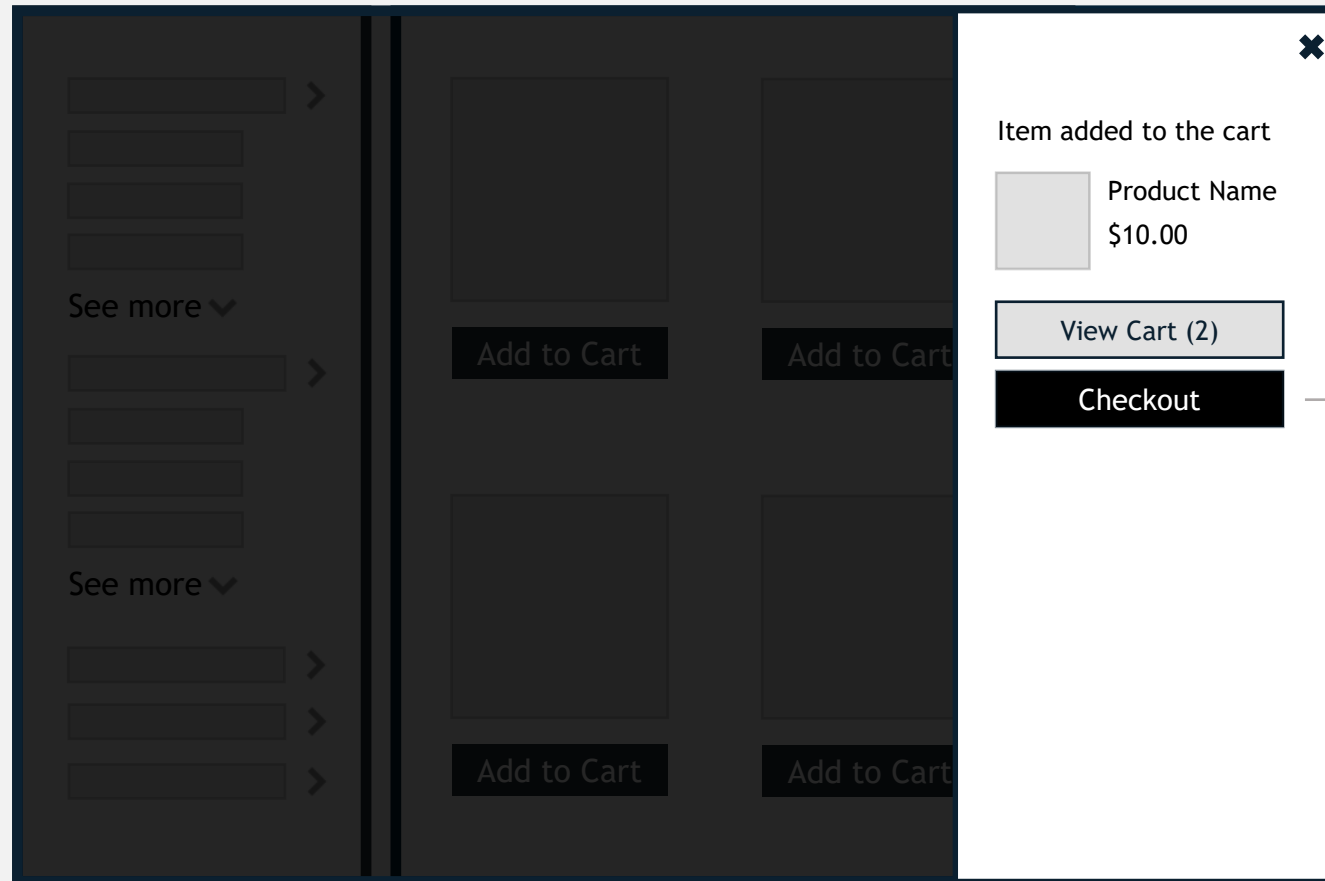
A modal window with a dark blue border and a white background. In the top right corner is a close button (X). The modal is divided into two main sections. The left section is titled "Choose a store" and contains three sets of placeholder text (two lines each) and a "Shop here" button. Below this is a section titled "Find store near you:" with a search input field and a magnifying glass icon. The right section contains a placeholder image, the text "Product Name" and "\$10.00", and a large placeholder image below.

Set **my store** before showing list of products

Modals



Modals



Sometimes:
Continue Shopping

Any “fly out” **must shift focus to or within itself**.
Esc returns focus to the launcher element.

takeaway #4

Avoid road blockers

3

Checkout

Secure Checkout

Guest Checkout

No account? No problem.

Create an account later to keep track of your orders.

[Continue as guest](#)

Sign In

Checkout faster and keep track of your orders by signing into your account.

Email address:

Password:

 Show

Sign In

[Forgot your password?](#)



Checkout

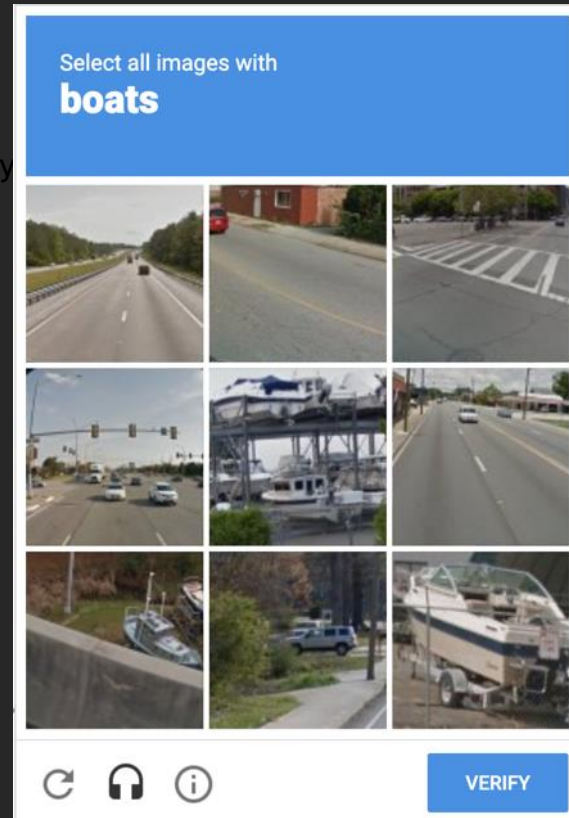
Secure Checkout

Guest Checkout

No account? No problem.

Create an account later to keep track of your orders.

[Continue as guest](#)



Sign in to checkout faster and keep track of your orders
by logging into your account.

Address:

City:

Show

Sign In

[Forgot your password?](#)



Checkout

Secure Checkout - autocomplete

Email address:

First Name:

Last Name:

Company (optional):

Address:

City:

Country:

Province:

Zip Code:

Phone Number:

Secure Checkout - autocomplete

Is it really necessary?

Email address:

hector.osborne.rodrriguez@shopping.com

First Name:

Hector

Last Name:

Osborne Rodriguez

Company (optional):

Address:

1 King St

City:

Toronto

Country:

Canada

Province:

Ontario

Zip Code:




M5A 2A8

Phone Number:

(416) 555-5555

Secure Checkout - credit card information

We accept the following cards.

Card Number

1234 5555 3333 0000

Name on card:

Hector Osborne Rodriguez

Expiry Month Expiry Year CVV

01 ▼ 01 ▼ ***

takeaway #3

**Use accessible
form patterns**

A large red circle is partially visible in the top-left corner of the slide.

Thank you

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