

# Mega-Accessible Mega Menus

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# Hi! I'm Stephanie (she/her)

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# Agenda

- 1 What is the Mega Menu?
- 2 Menu Design Patterns
- 3 Building the Mega Menu

# What is the Mega Menu?

A **website menu** is a list of linked elements that help a user **navigate** the website

EXAMPLE:

# Site Navigation Menu

The image shows a website navigation menu with the following items: Checking & Savings, Credit Cards (underlined), Home Loans, Auto, Investing, and Education & Goals. A dropdown menu is open under 'Credit Cards', listing: Explore credit cards, Personal credit cards, Business credit cards, and Sign in for offers. Below the navigation is a blue hero section with the text: 'We have the right card for you' and 'Cash back, savings on interest, or travel rewards — we have the right card to fit your needs.' A small 'SA' logo is in the bottom right corner.

Checking & Savings   Credit Cards   Home Loans   Auto   Investing   Education & Goals

- Explore credit cards
- 
- Personal credit cards
- Business credit cards
- Sign in for offers

## We have the right card for you

Cash back, savings on interest, or travel rewards — we have the right card to fit your needs.

SA

A website **Mega Menu** is a large list of linked elements that help a user **navigate** the website

# Mega Menus can be...Mega

Often include multiple categories, links, submenus and even nested submenus!

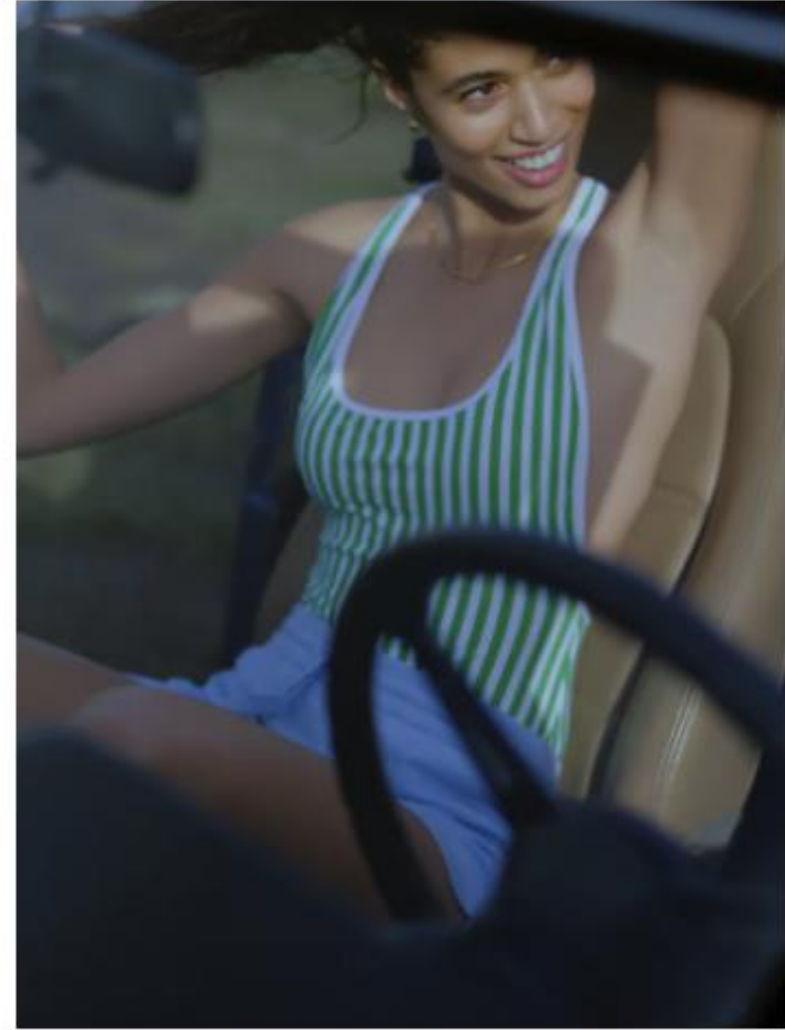
New Women Men Kids Swim Cashmere Home Stories Sale Resale

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## Swim

<b>Women's swim</b>	<b>Men's swim</b>	<b>Kid's swim</b>
<b>Shop all women's swim</b>	<b>Shop all men's swim</b>	<b>Shop all girls' swim</b>
Tops	6" trunks	Girls' one-pieces
Bottoms	7" board shorts	Girls' two-pieces
One-pieces	8" trunks	Girls' rash guards
Rash guards		Girls' cover-ups
Cover-ups		
<b>Featured</b>		<b>Shop all boys' swim</b>
Long-torso swim		Boys' trunks
Ruched swim		Boys' rash guards
Cute cover-ups		

### Featured this month



The Sun Shop, for her



# Why are Mega Menus so Mega?

## Common Ecommerce Implementation

- Users can quickly view categories and sub-categories of products
- Show a large amount of content to the user without taking up “too much” space
- Search Engine Optimization (SEO) - can improve findability and crawlability of the ecommerce taxonomy

The screenshot displays a mega menu for the 'WOMEN' category. The navigation bar includes 'SALE', 'WOMEN' (underlined), 'MEN', 'KIDS', 'GENDER INCLUSIVE', 'EXPLORE', and 'BOOT FINDER', with a search box on the right. The mega menu is organized into five columns:

- SHOES:** Sport, Boots, Boat Shoes, Sneakers, Rain & Duck Boots, Flats & Loafers, Wedges & Heels, Platforms, Sandals, Slippers, Sale, View All
- NEW & TRENDING:** Sperry x Rowing Blazers, Sperry x Pleasures, New Arrivals, Resort, Oprah's Favorite Things, Best Sellers
- COLLECTIONS:** Authentic Original, SeaCycled, Seaport, Moc-Sider, Float, Cloud, Saltwater
- APPAREL & ACCESSORIES:** Apparel, Socks & Liners, Hats, Shoe Care & Laces, Bags, Bracelets, View All
- TRENDING NOW:** Three featured items with images: 'Women's Boots' (green boots), 'Women's Boat Shoes' (tan boat shoes), and 'Women's Sneakers' (dark blue sneakers).

Ecommerce Mega Menu Example

## TAKEAWAY #1

1. The Mega Menu is a larger-scale version of a website menu and is typically found on ecommerce sites.
2. The purpose of website menus, including the Mega Menu, is **site navigation**

# Menu Design Patterns

# Developing a Mega Menu

How would you develop this menu (navigation)?

	Hockey	<u>Soccer</u>	Football	Running	Track
Cleats		<b>Field Type</b>	<b>Brand</b>		
Shorts		Indoor	Adidas		
Shirts		Outdoor	Nike		
Socks		Turf	Puma		
Accessories		Grass	Umbro		

\*Hint: start with the ARIA Authoring Practices Guide (APG)

# Menu Design Patterns

Three key patterns – not visually distinguishable

1

**Disclosure Navigation Bar**

2

**Disclosure Navigation Bar (links)**

3

**Menu (App) Navigation Bar**

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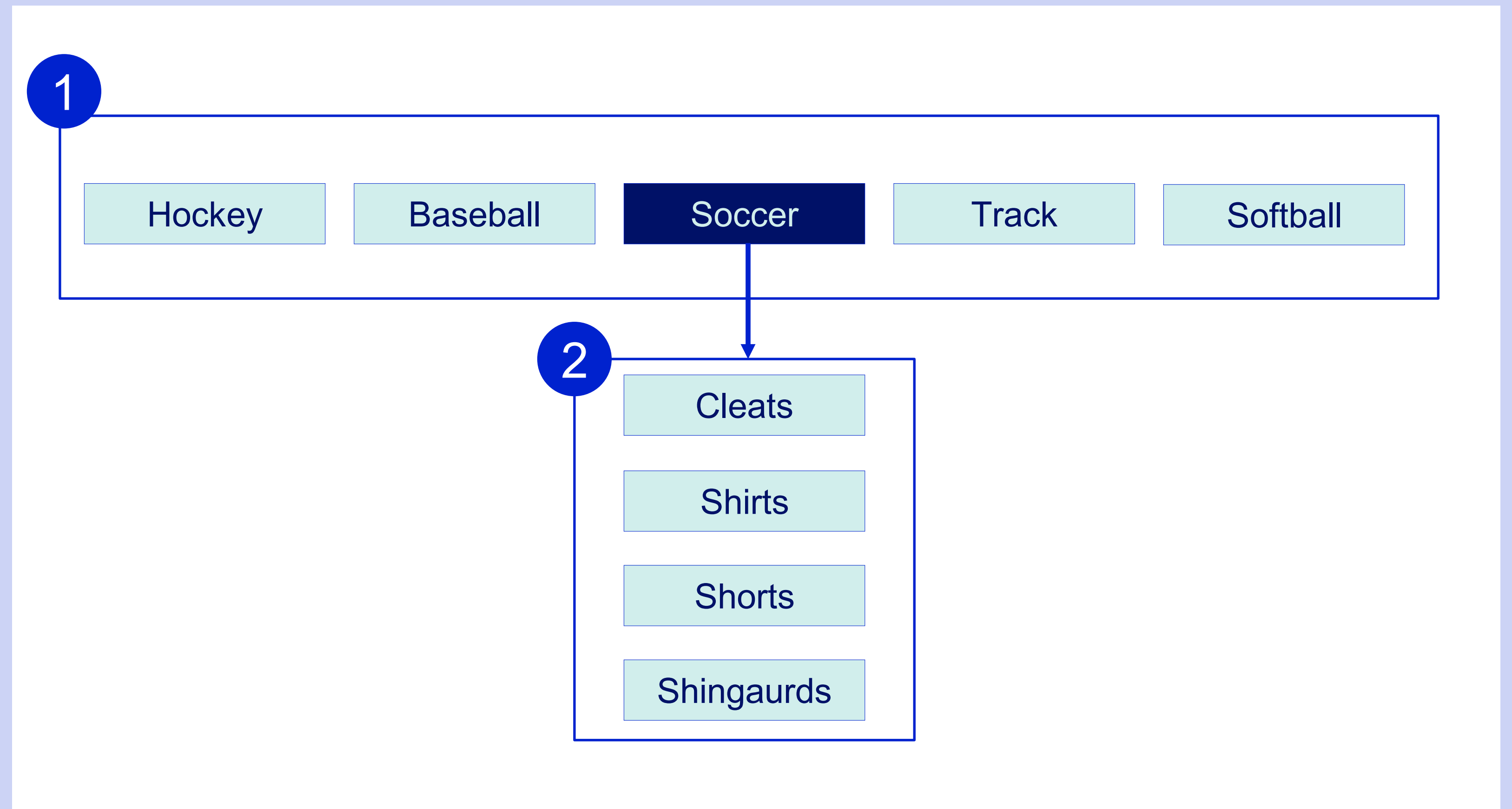
*More suited for typical site navigation*

# Site Navigation

## Example Layout

1 Top level navigation bar (menubar)

2 Secondary navigation (submenu)



# Definitions

**Button:** an interactive element that should be used for actions such as submitting a form, opening a dialog or displaying information

**Link:** an interactive element that should be used for actions that take the user to other locations

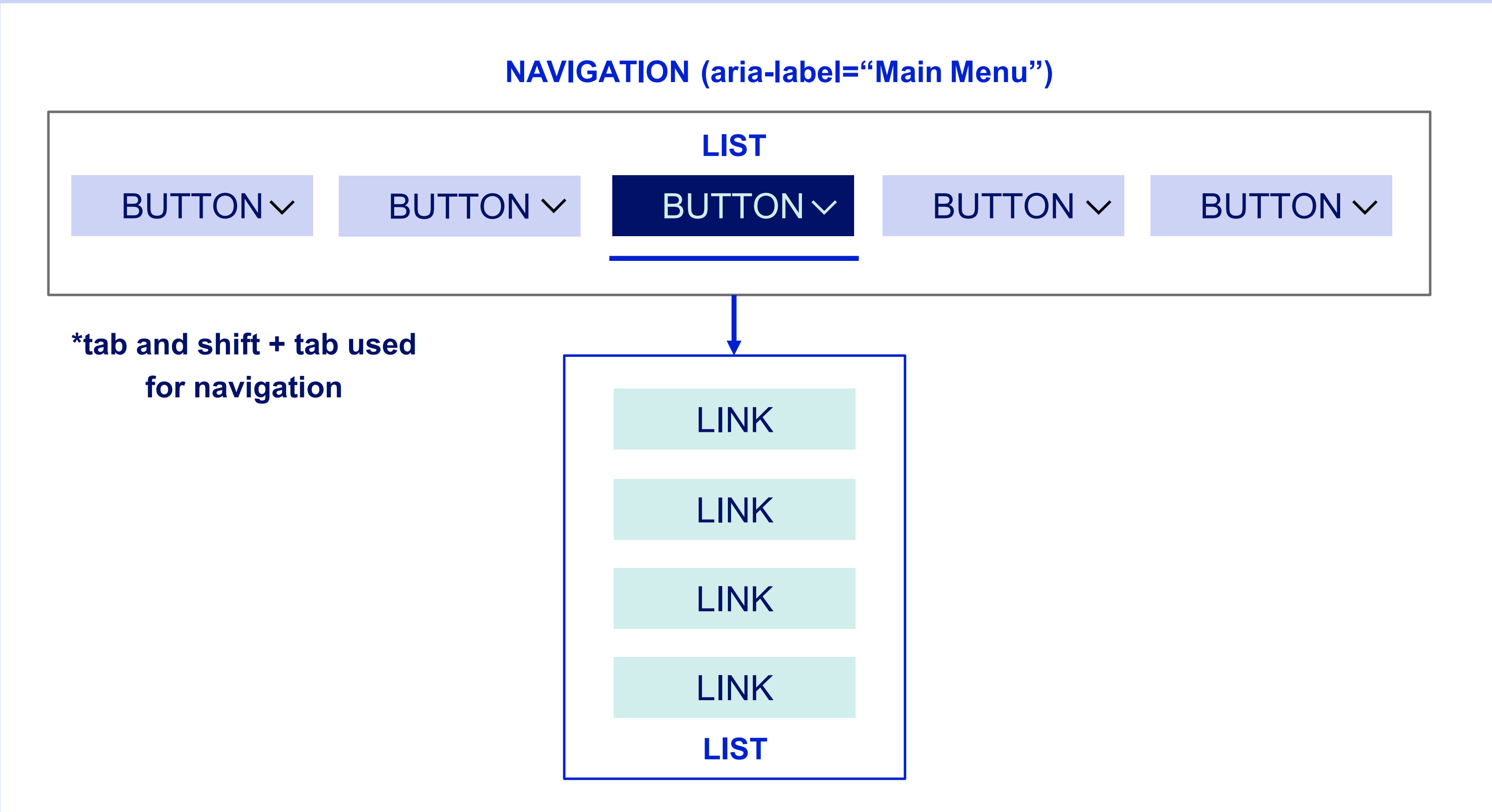
**ARIA:** Accessible Rich Internet Applications - a set of roles and attributes that can be used to communicate with assistive technology

# Pattern 1: Disclosure

## Top Level Buttons

- 1 ARIA:**
  - **aria-expanded (button)** – expanded/collapsed state
  - **aria-controls (button)** – identifies element it controls
  - **aria-current (link)** – current item

- 2 Keyboard Support:**
  - TAB
  - SHIFT + TAB
  - ENTER   SPACE   ESC
  - Optional: ARROW (D/R) (U/L)
  - HOME   END





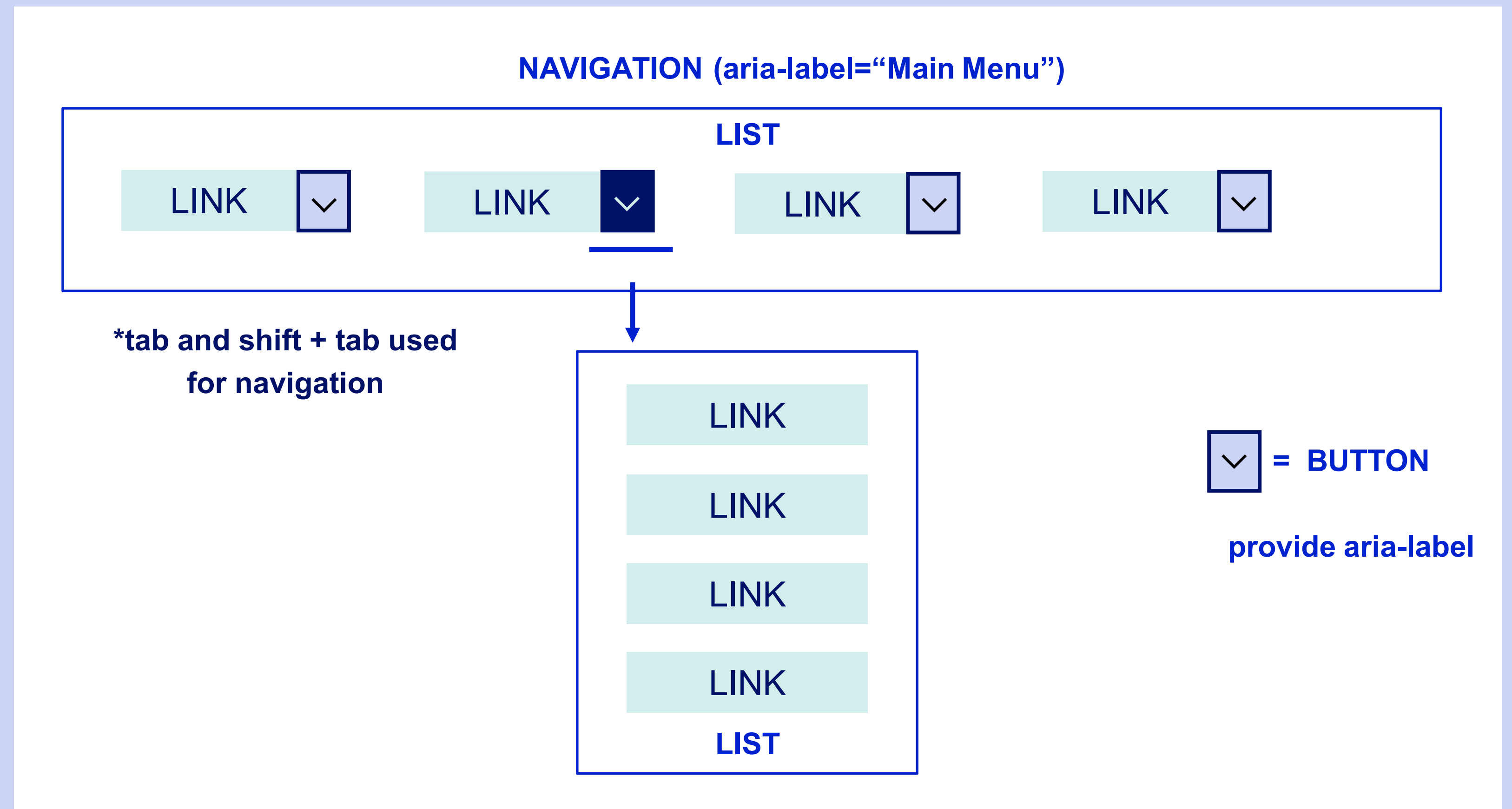
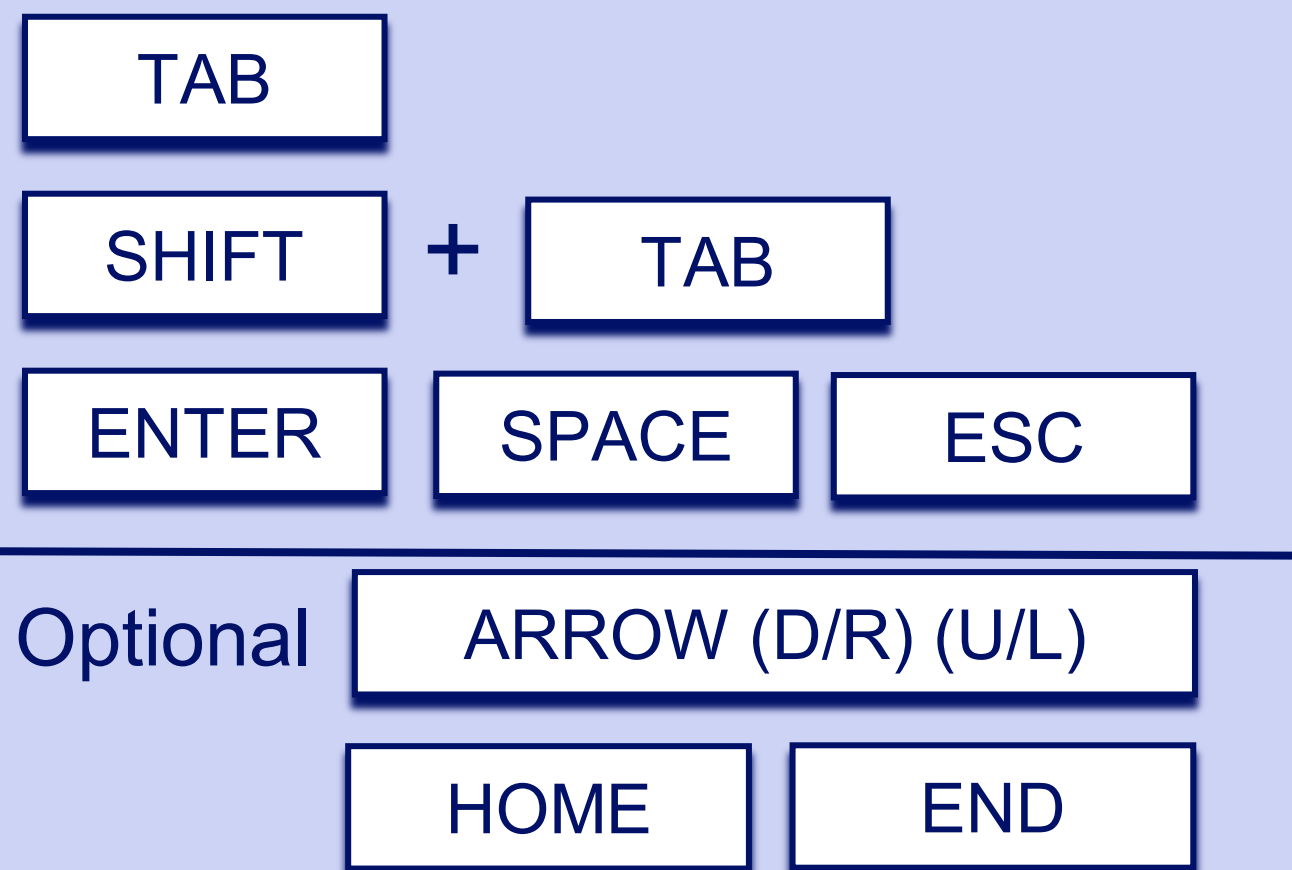
# Pattern 2: Disclosure + Link

## Top Level Buttons + Links

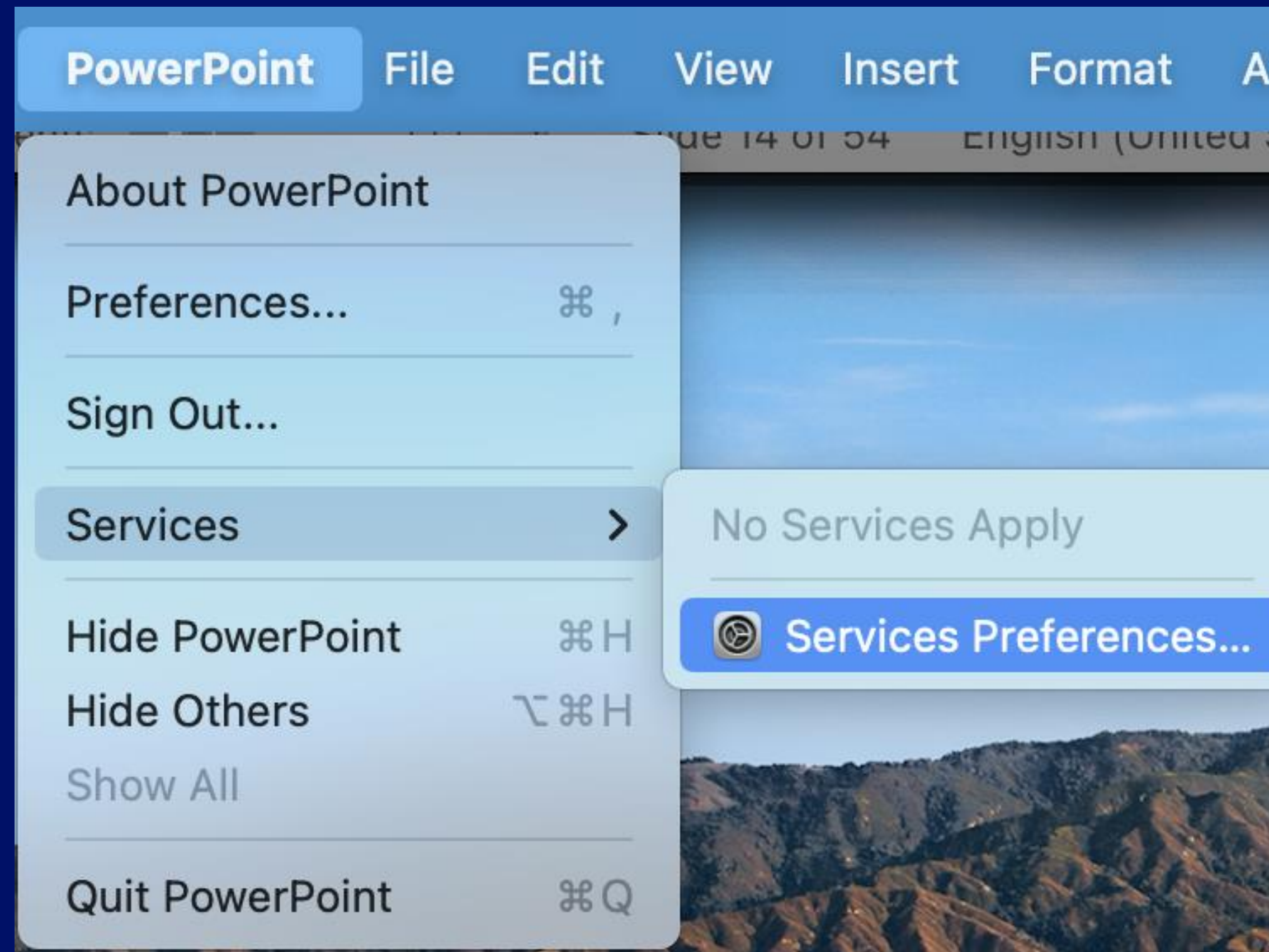
### 1 ARIA:

- **aria-expanded (button)** – expanded/collapsed state
- **aria-controls (button)** – identifies element it controls
- **aria-current (link)** – current item

### 2 Keyboard Support:



# Native Operating System Menu



# Pattern 3: Navigation Menubar

Behaves like a Native Operating System Menu

## 1 ARIA

- role="none"
- role="menubar"
- role="menuitem"
- aria-expanded
- aria-controls
- aria-haspopup
- aria-current

## 2 Keyboard Support (required)

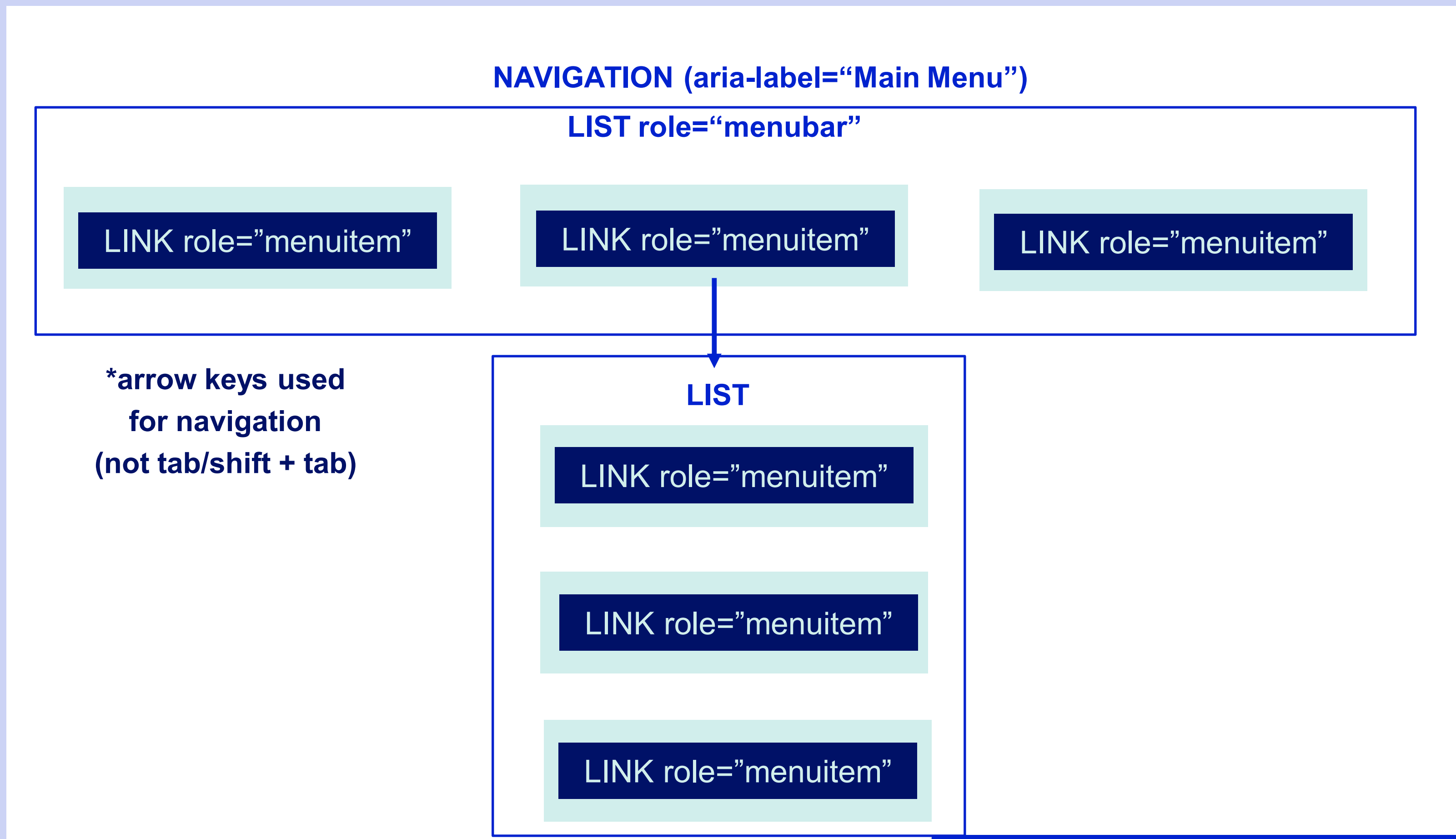
TAB/(SHIFT + TAB)

ENTER    SPACE

ARROW (D/R) (U/L)

HOME    END

ESC    CHARACTER



# Menu Design Patterns Review

Three key patterns – not visually distinguishable

*More suited for typical site navigation*

1

## Disclosure Navigation Bar

- “Menu” in the informal sense – this pattern does not use the WAI-ARIA menu role
- Top-level menu items are buttons

2

## Disclosure Navigation Bar (links)

- “ menu” in the informal sense – this pattern does not use the WAI-ARIA menu role
- Top level menu items are links with an activating adjacent buttons to show the submenu

3

## Menu (App) Navigation Bar

- Uses **WAI-ARIA role=“menu”** and **role=“menuitem”**
- Behaves like a native operating system menu (think a menubar commonly found at the top of a desktop application windows)
- The menubar pattern **requires complex functionality that is unnecessary for typical site navigation**

## **TAKEAWAY #2**

1. Disclosure and Disclosure (link) - most suited for typical site navigation
2. The menubar pattern requires complex functionality that is unnecessary for typical site navigation

# Building the Mega Menu

# Mega Menu - Click Menu

## Keyboard Navigation

**ENTER** **SPACE**

activates the button

1

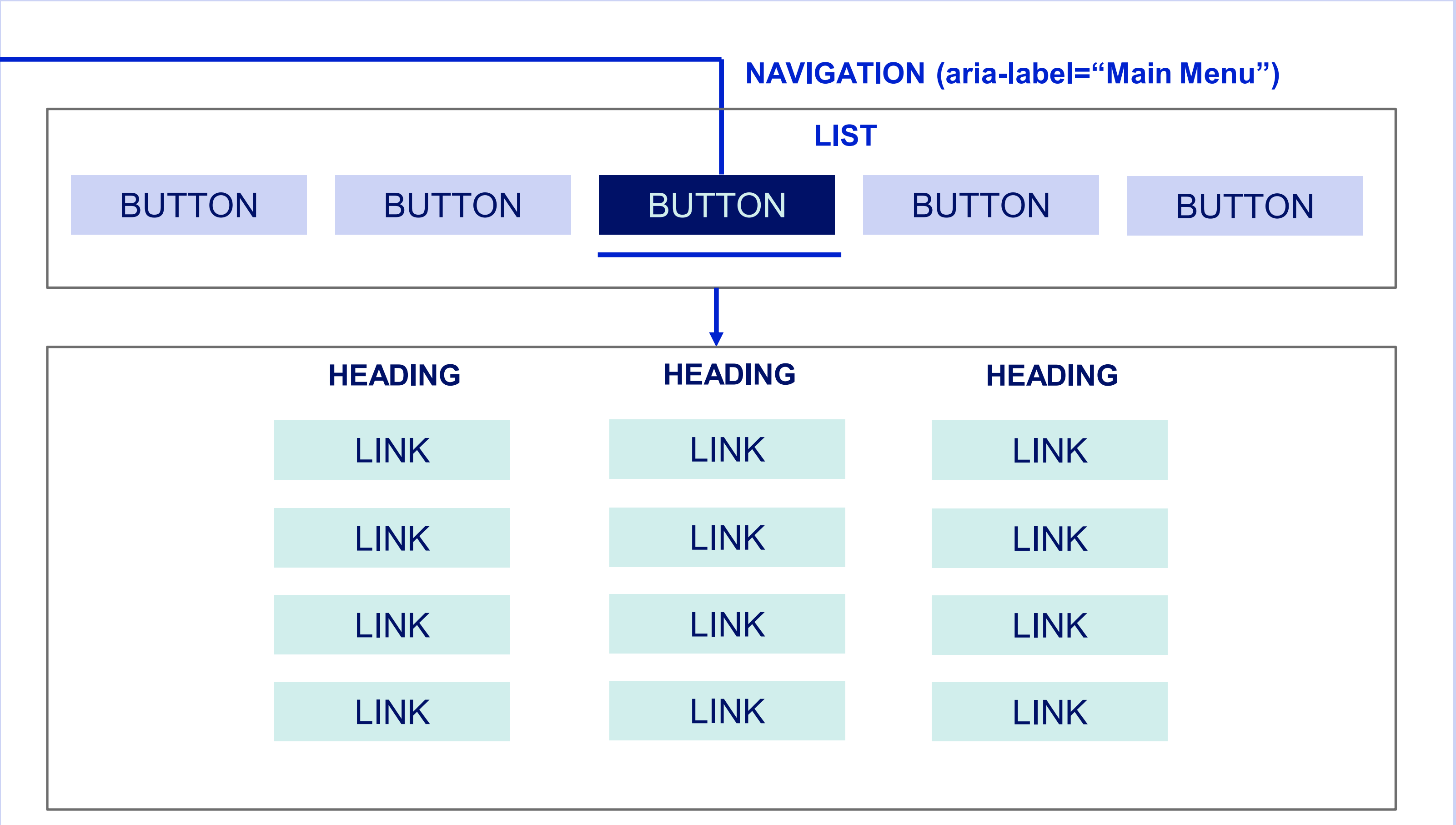
**TAB**

**SHIFT** + **TAB**

Traverse the interactive elements

**ESC**

Sends you back to 1



# Mega Menu - Click Menu

## Accessibility

Provide a visual indicator for the activated element and use a `<ul>` with buttons wrapped in `<li>`

**Consider** providing a unique id to the heading - set `aria-labelledby` to the heading id within the `<ul>`

Use a `<ul>` with links wrapped within `<li>` items

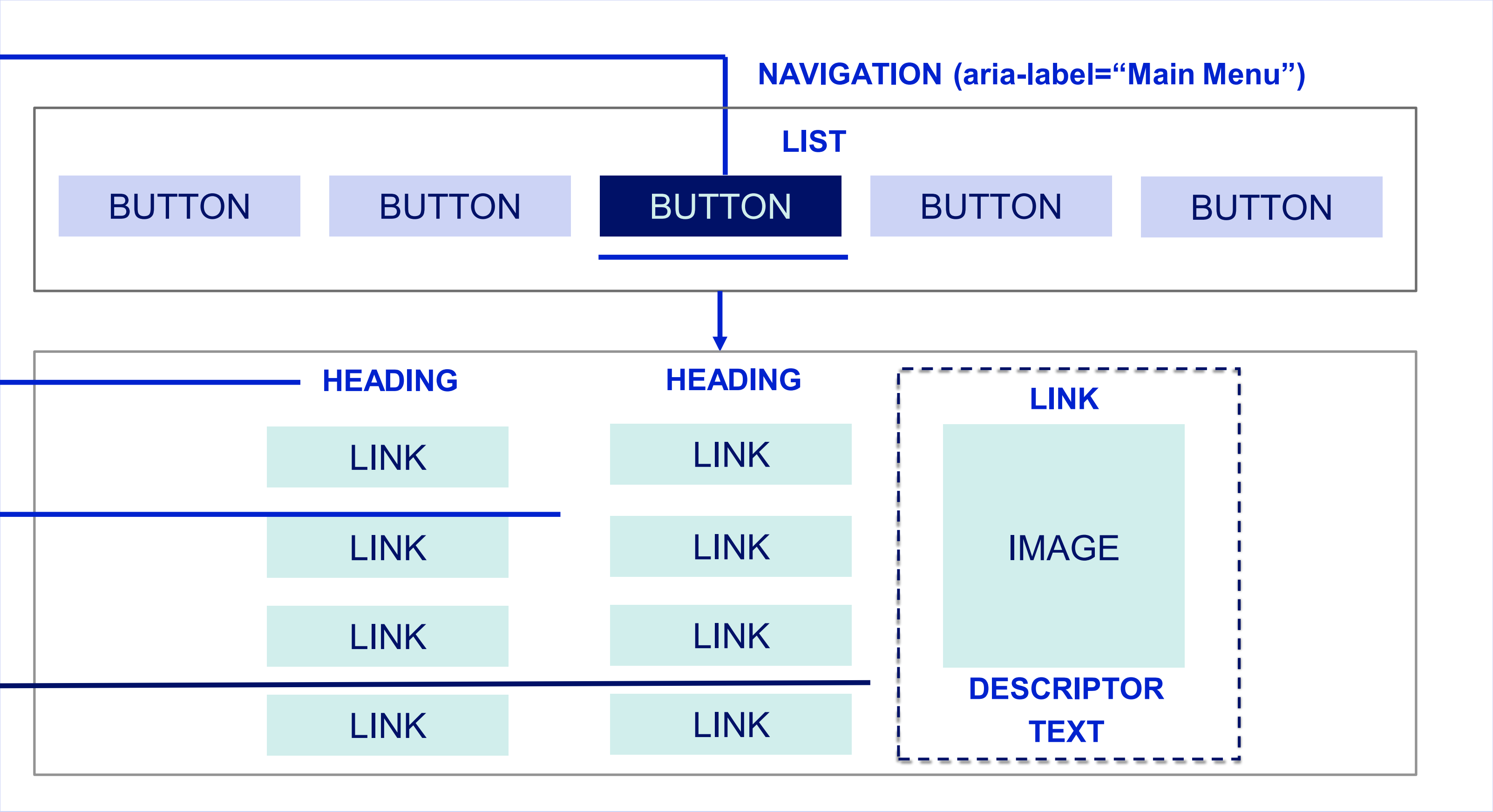
Wrap image and descriptor text in `<a>` and use `alt=""`

1

2

3

4






\*Use the same ARIA as provided in the disclosure pattern



# Let's talk about hover menus...

New Women Men **Kids** Swim Cashmere Home Stories Sale Resale

Kids	Girls	Boys	Shops, stories & more
<b>Girls' New Arrivals</b>	All Clothing	All Clothing	
<b>Girls' Best Sellers</b>	Tops & Tees	T-Shirts & Polos	denim days
<b>Girls' Top Rated</b>	Graphics Shop	Graphics Shop	
<b>Girls' Brands We Love</b>	Dresses & Jumpsuits	Shirts	the mini-me shop
<b>Girls' Re-Imagined Shop</b>	Sweaters	Sweatshirts & Sweatpants	
<b>Shop All Girls</b>	Sweatshirts & Sweatpants	Sweaters	the valent shop
<b>Girls' Sale</b>	Denim	Denim	
<b>Boys' New Arrivals</b>	Shorts	Chinos & Pants	
<b>Boys' Best Sellers</b>	Leggings & Pants	Shorts	
<b>Boys' Top Rated</b>	Skirts	Suiting	
<b>Boys' Brands We Love</b>	Swim & Rash Guards	Coats & Jackets	
<b>Boys' Re-Imagined Shop</b>	Pajamas	Swim & Rash Guards	
<b>Shop All Boys</b>	Coats & Jackets	Pajamas & Boxers	
<b>Boys' Sale</b>	Baby	Baby	
	All Accessories	All Accessories	
<b>What to Shop Now</b>	All Shoes & Sneakers	All Shoes & Sneakers	
Mini-Me Moments			
Julia Chiang X J.Crew			
The Valentine's Day Shop			

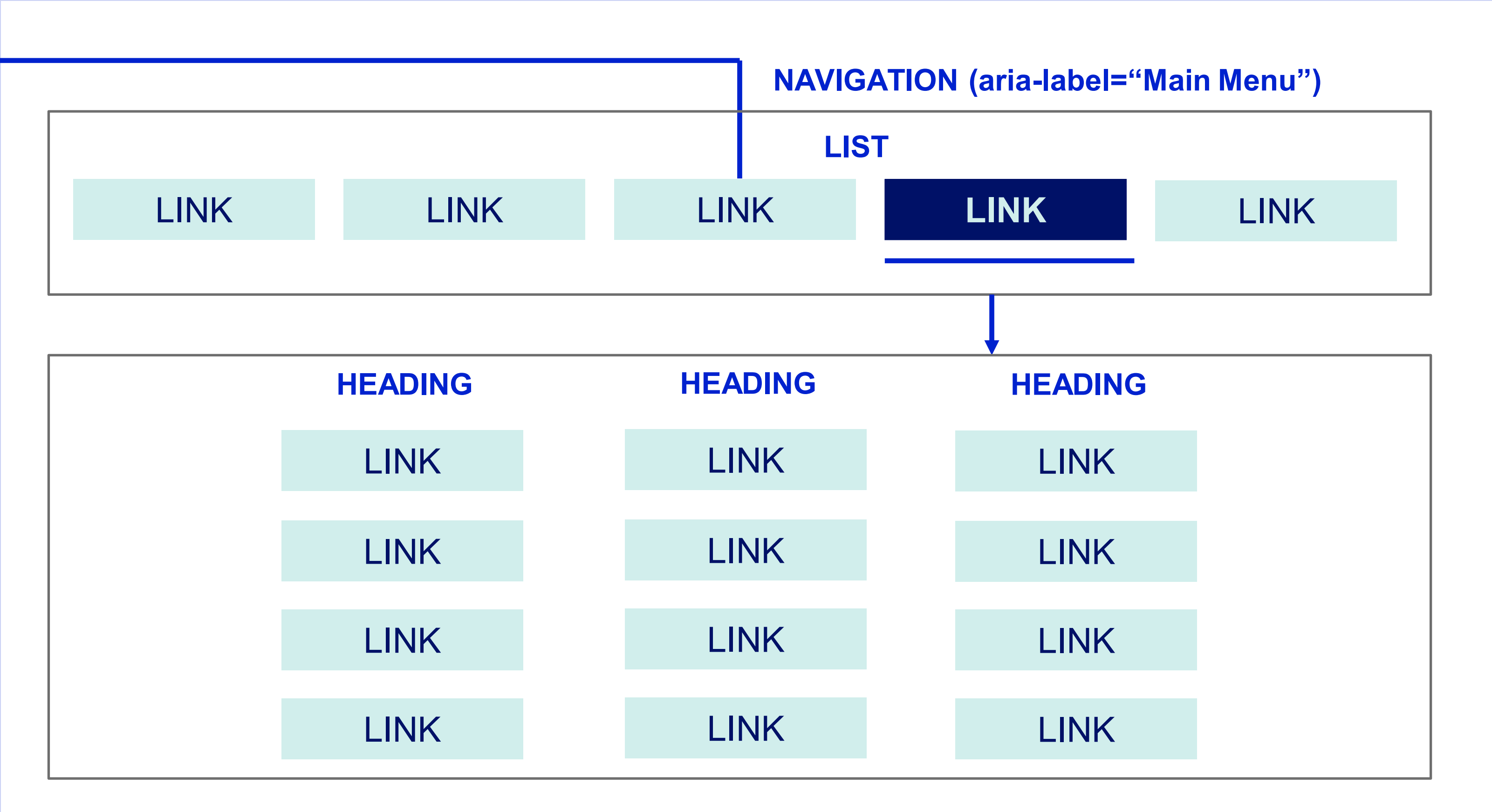
Hover Menu Example

# Hover Menu

## Example

Submenu displays when the user hovers over the top-level link

1



### Accessibility Challenges:

- Lack of certainty/control for how the menu will open
- Hover tunnels
- Does not work on touch screens
- Top navigation bar keyboard support
- Providing expanded/collapsed info for assistive tech users

# Double Disclosure Menu

## Keyboard Support

ENTER SPACE

activates the button

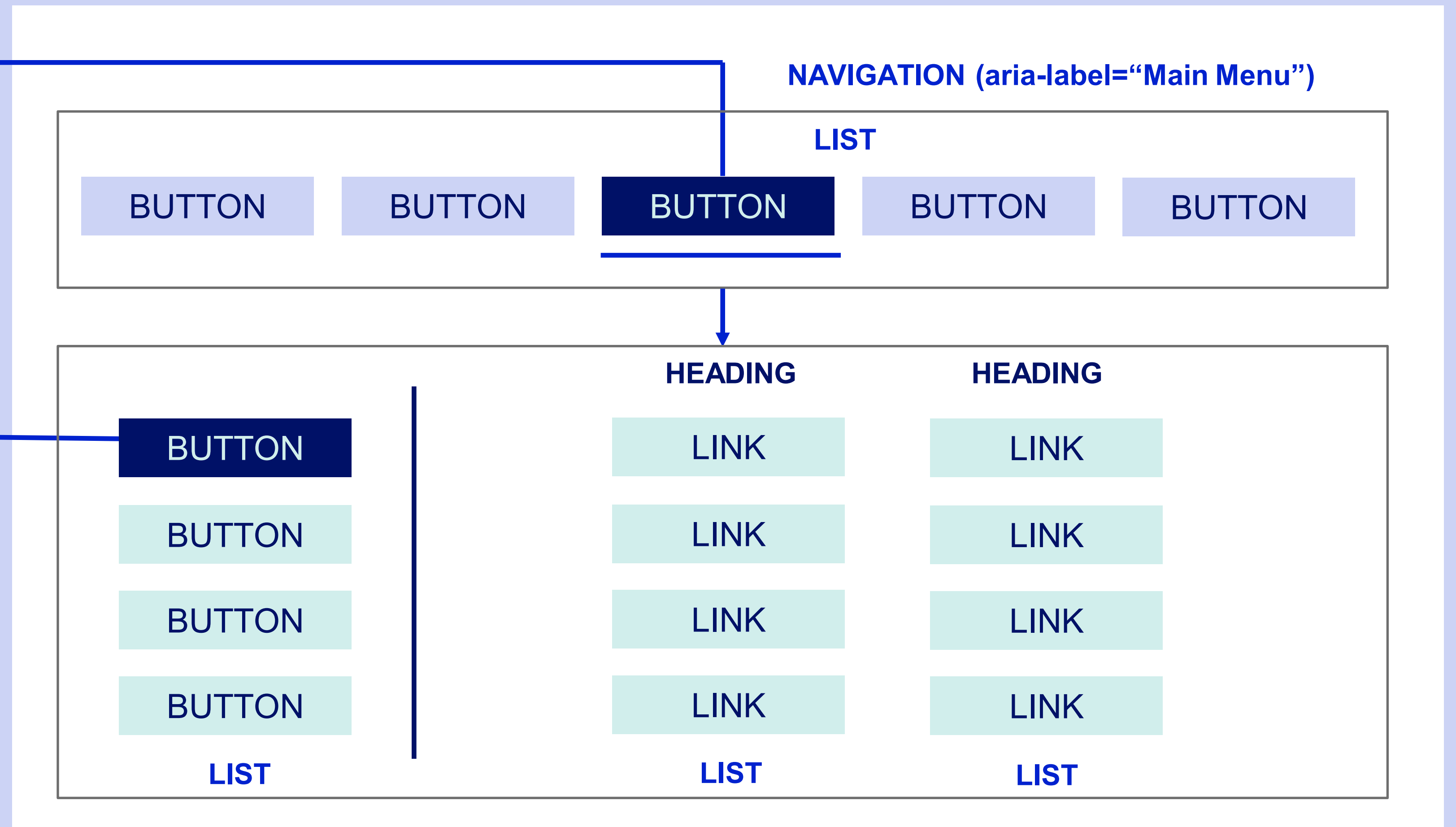
1

2

ESC

Sends you back to

1



# Double Disclosure Menu

## Keyboard Support 2

TAB

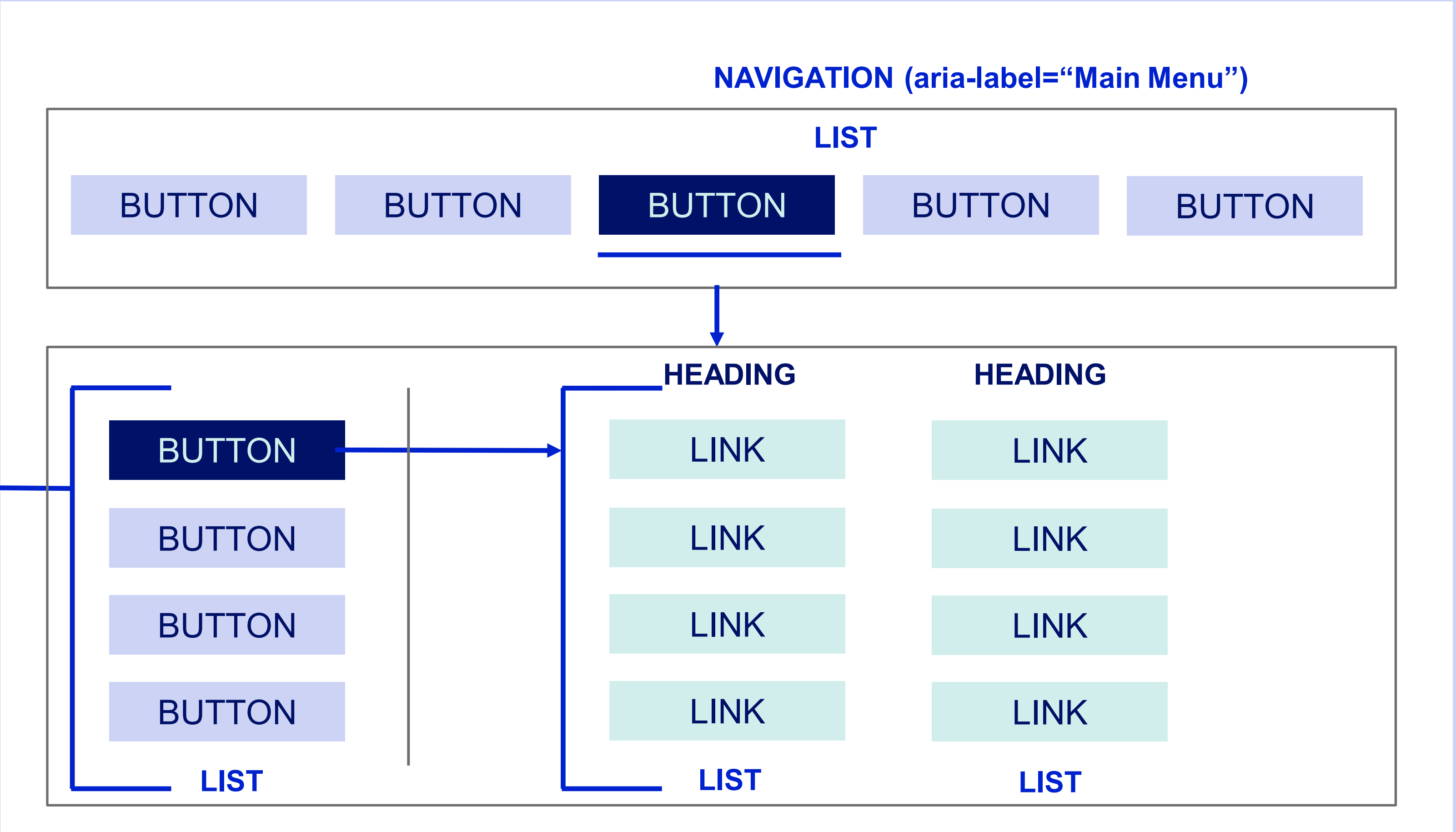
SHIFT + TAB

Traverse the interactive elements

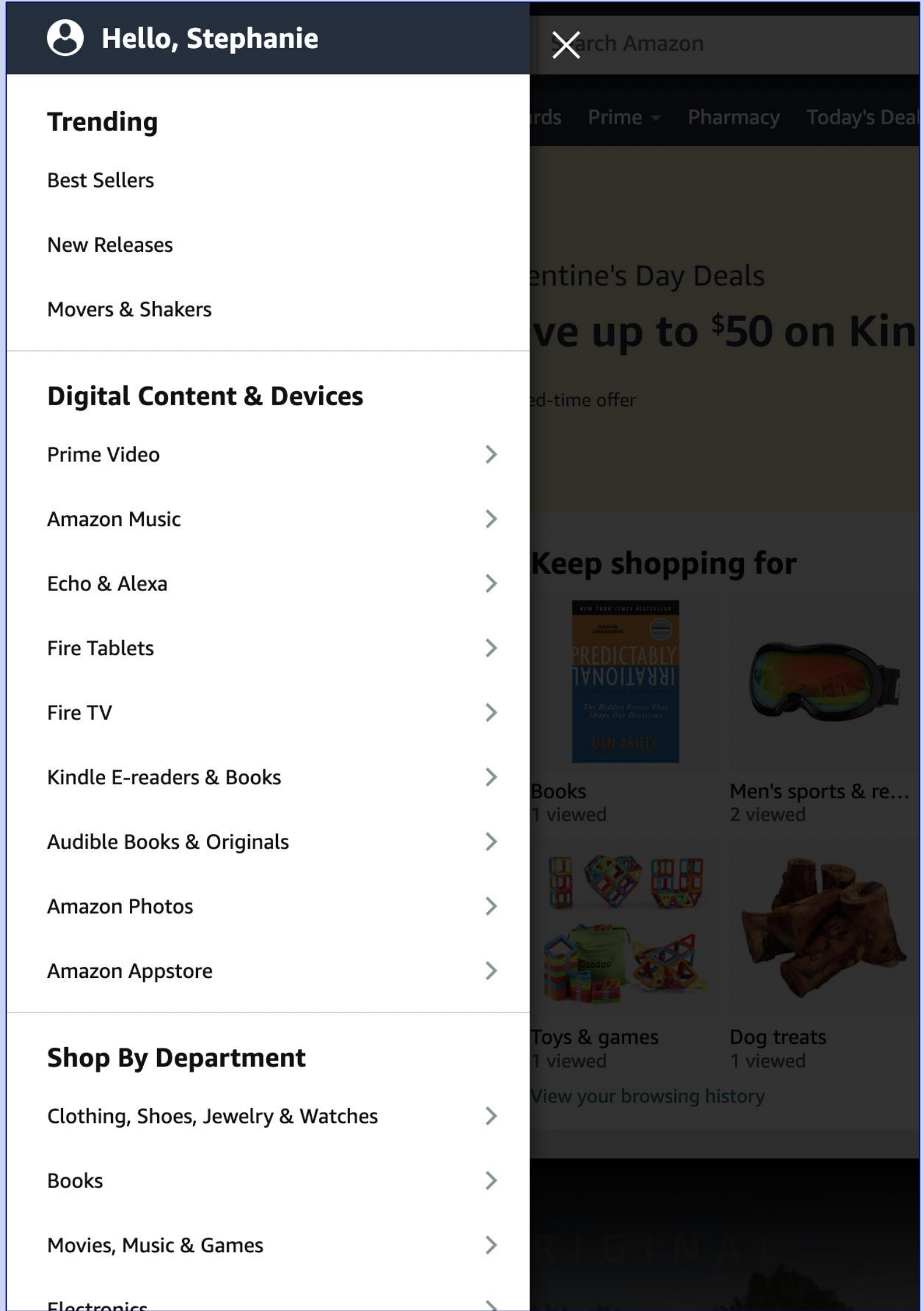
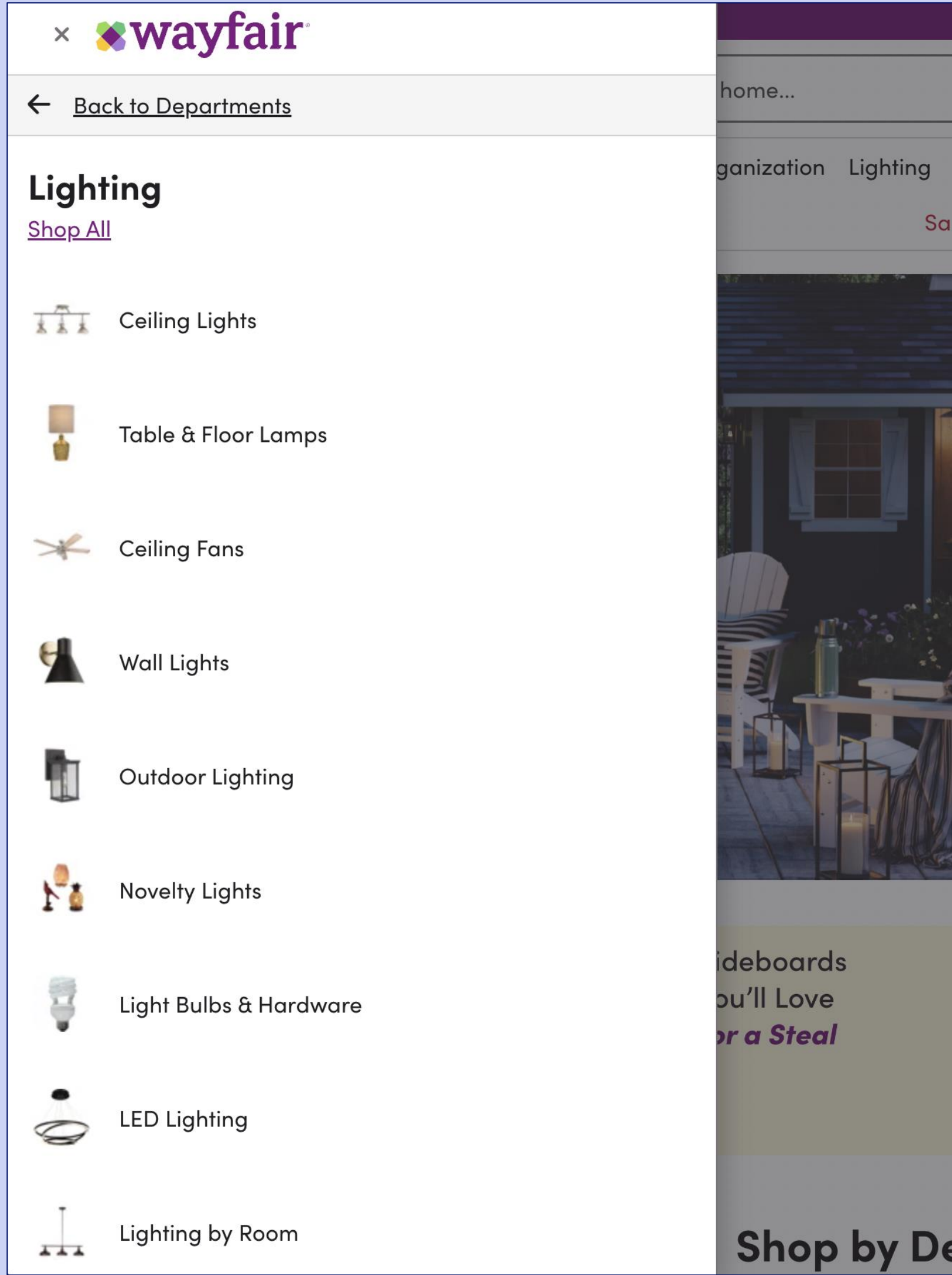
3

ARROW (D/R) (U/L)

(Optional) Traverse top level menu/submenus



# New Mega Menu Pattern The Drawer



Drawer Menu Examples



## **TAKEAWAY #3**

1. Utilize the documentation from the APG menu design patterns
2. Follow element semantics: links take users to a destination and buttons open/close content
3. Test with users with disabilities to inform your implementation

# Questions