

#WWDC19

Writing Great Accessibility Labels

Jordyn Castor, Accessibility QA Engineer



What Is a Label?

Understanding Context

Best Practices

What Is a Label?

Understanding Context

Best Practices

“A localized string that succinctly identifies the accessibility element.”

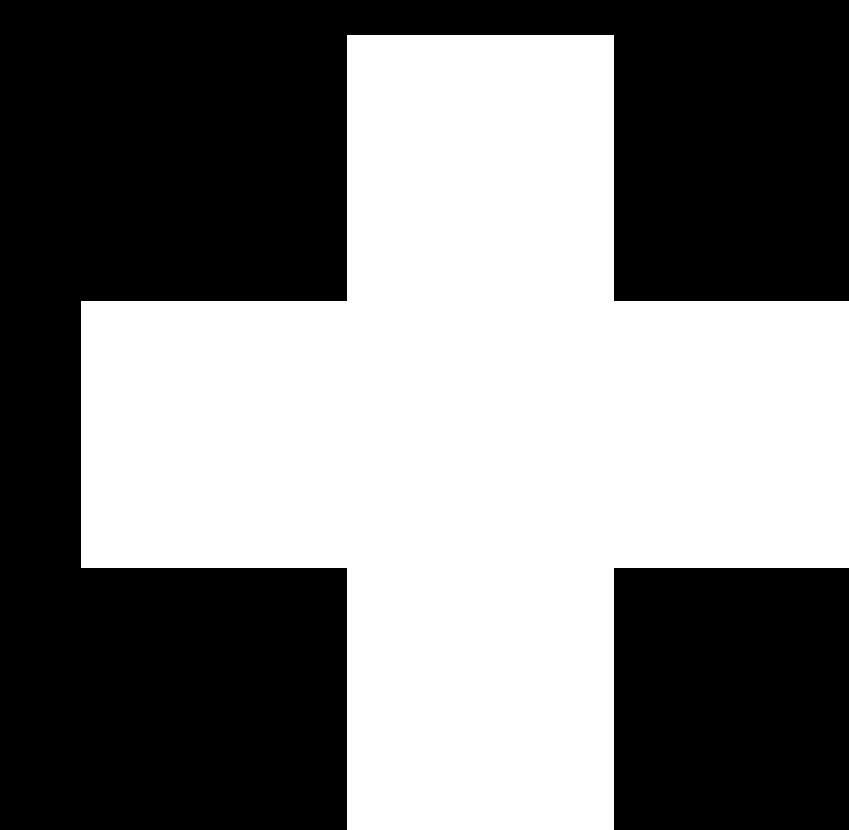
What Is a Label?

Understanding Context

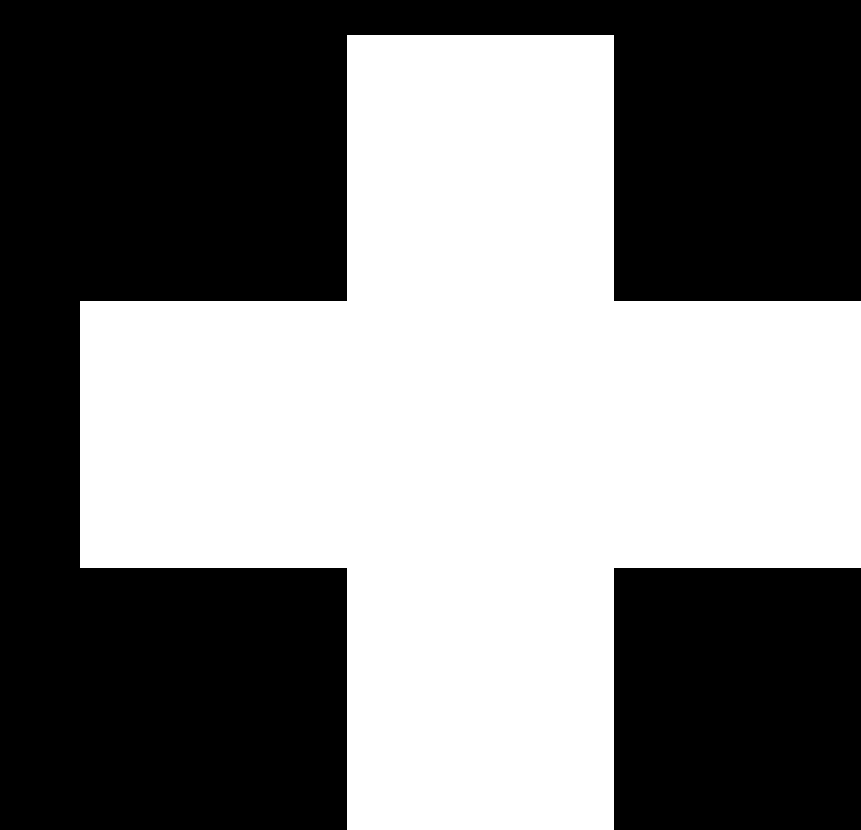
Best Practices



 **Back**



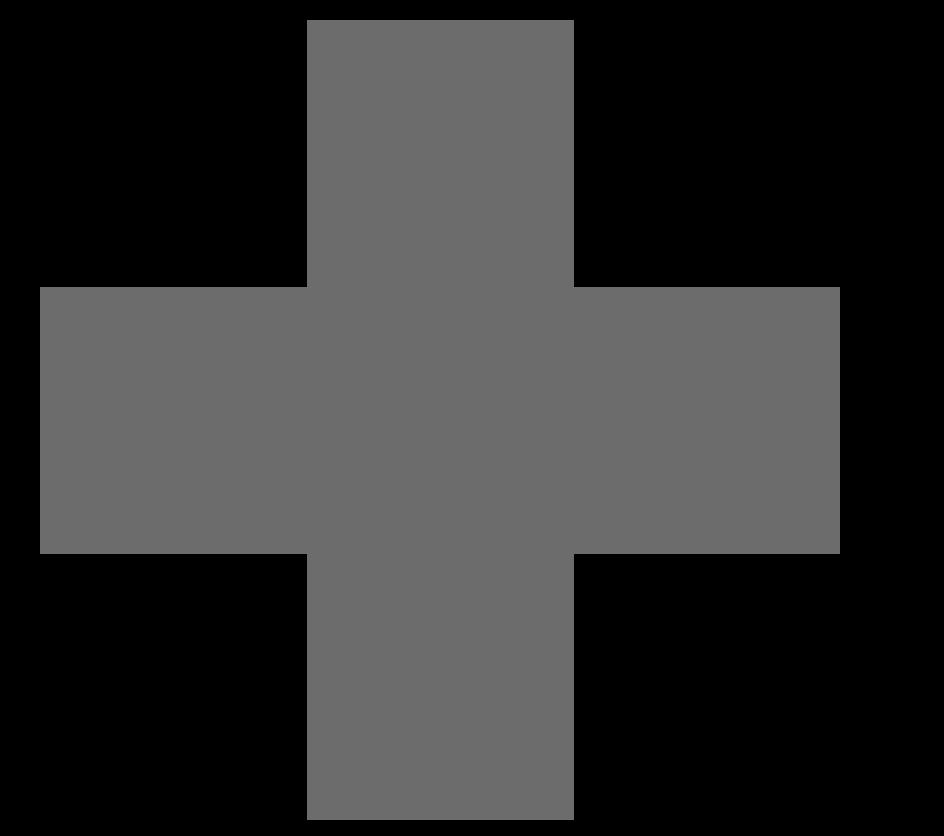
Peanut Butter



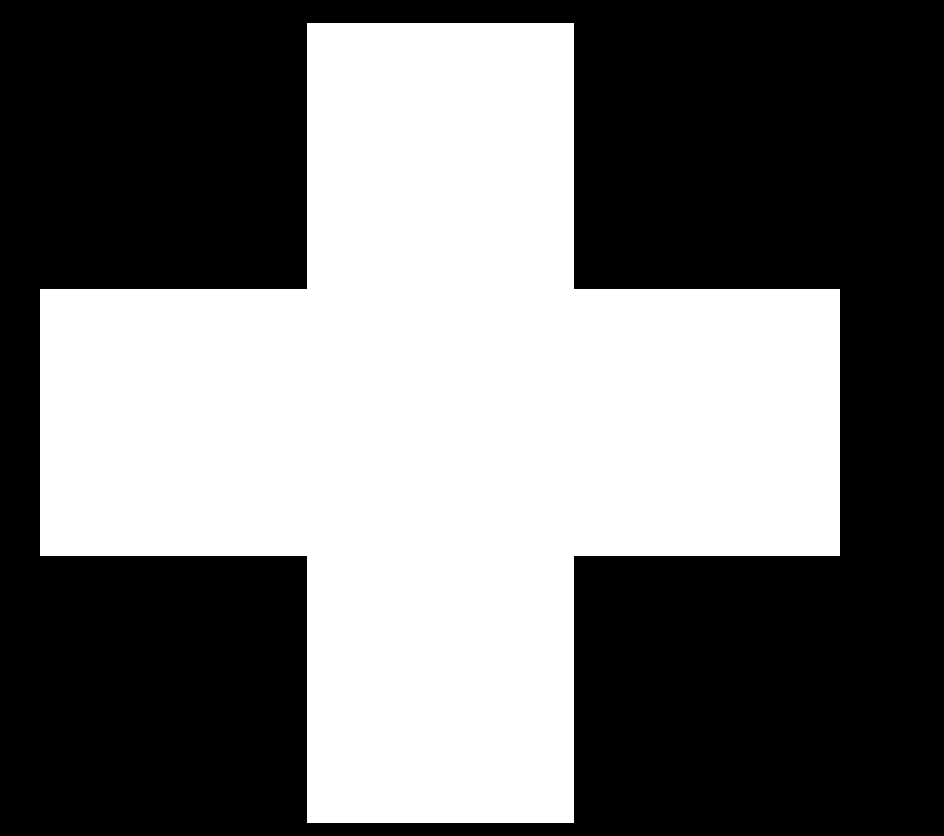
Apricots



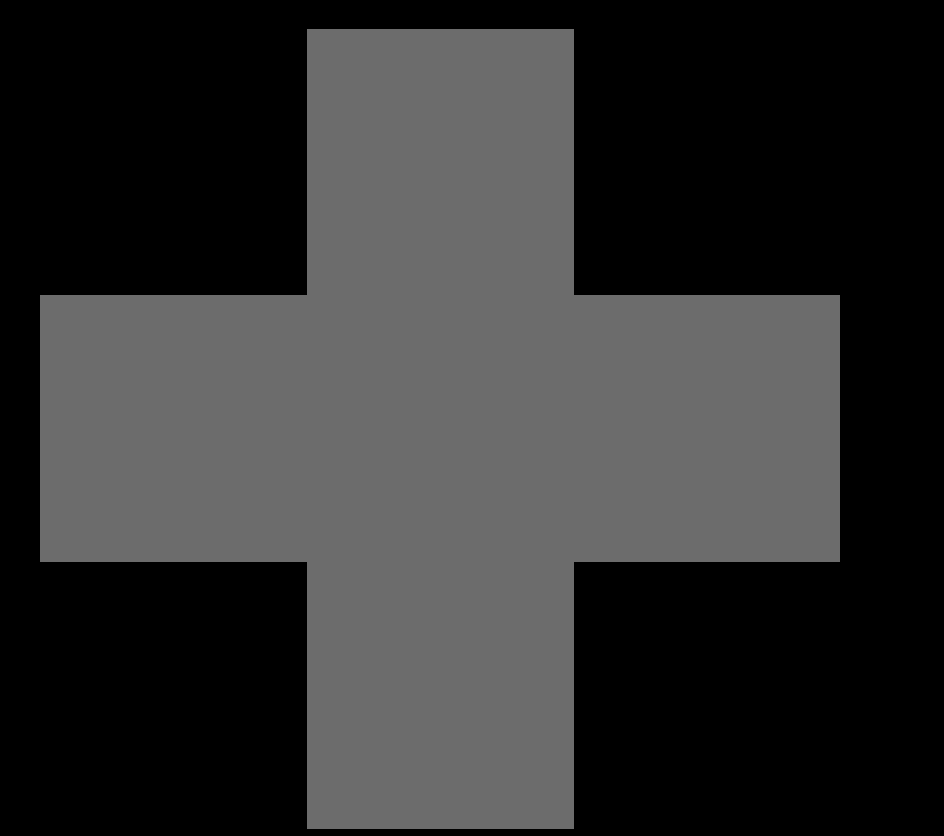
Bananas



Peanut Butter



Cookies



Cantaloupe



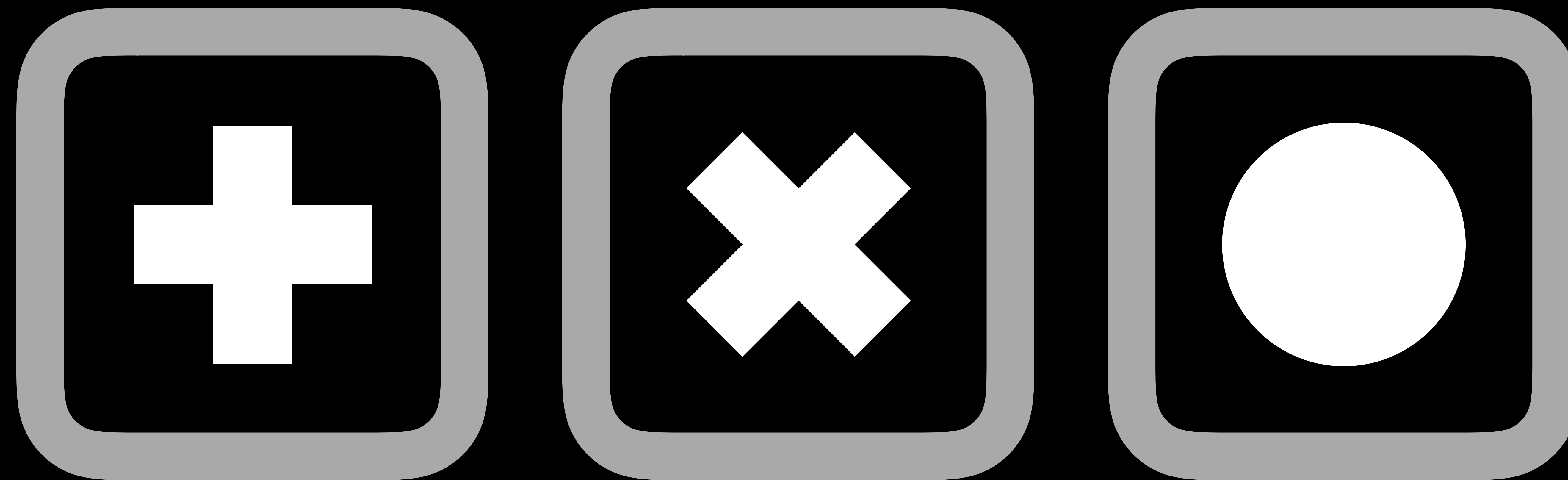


What Is a Label?

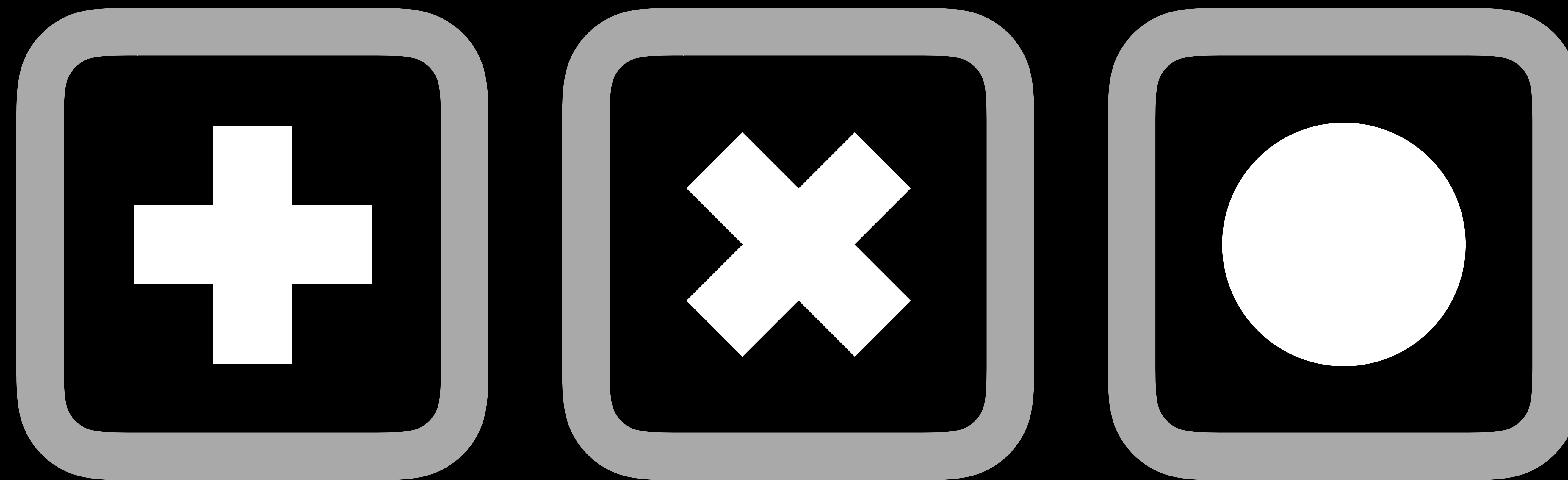
Understanding Context

Best Practices

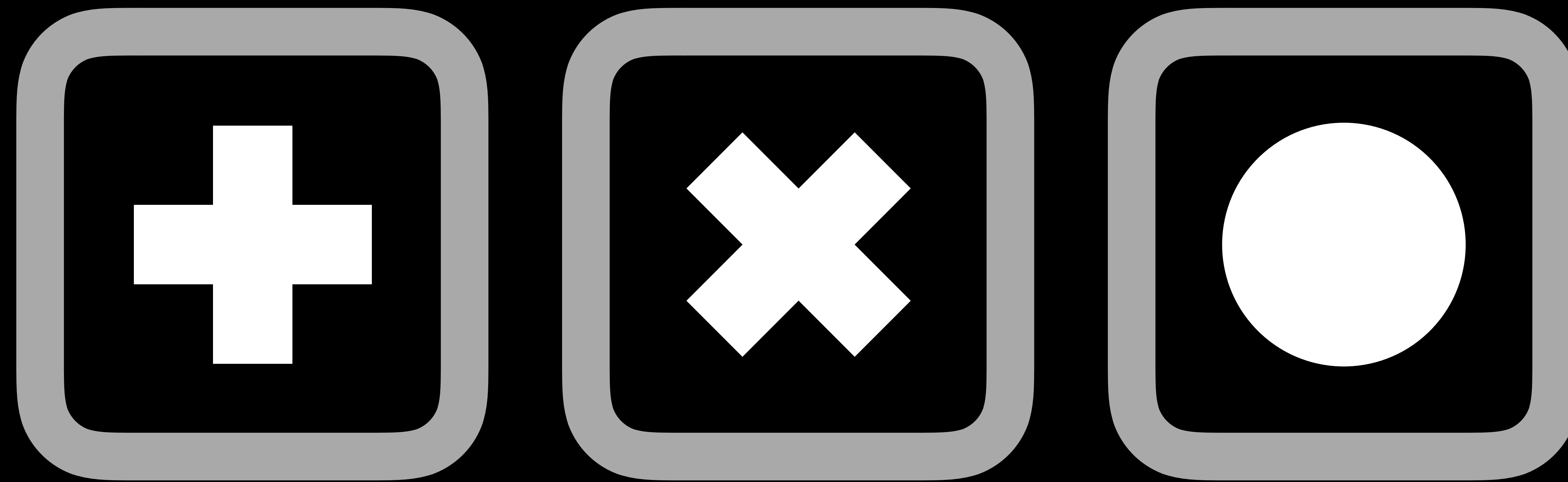
Remember to Add Labels



Remember to Add Labels



Remember to Add Labels



“plus_icon_outlined_#999999.png”

Don't Include the Element Type in the Label

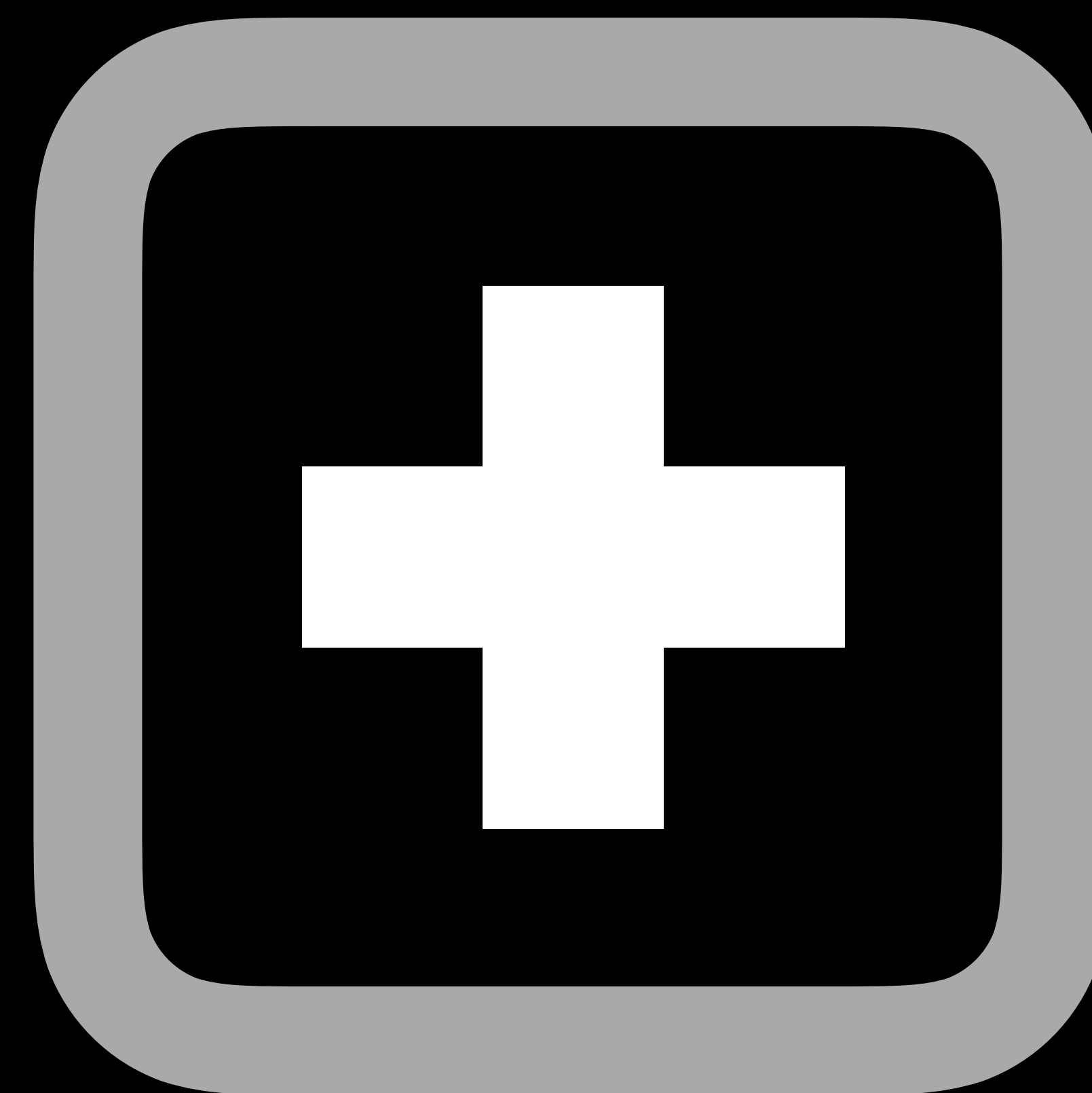
✘ `button.accessibilityLabel = "Add button"`



Don't Include the Element Type in the Label

✘ `button.accessibilityLabel = "Add button"`

✔ `button.accessibilityLabel = "Add"`



Don't Include the Element Type in the Label

✘ `button.accessibilityLabel = "Add button"`

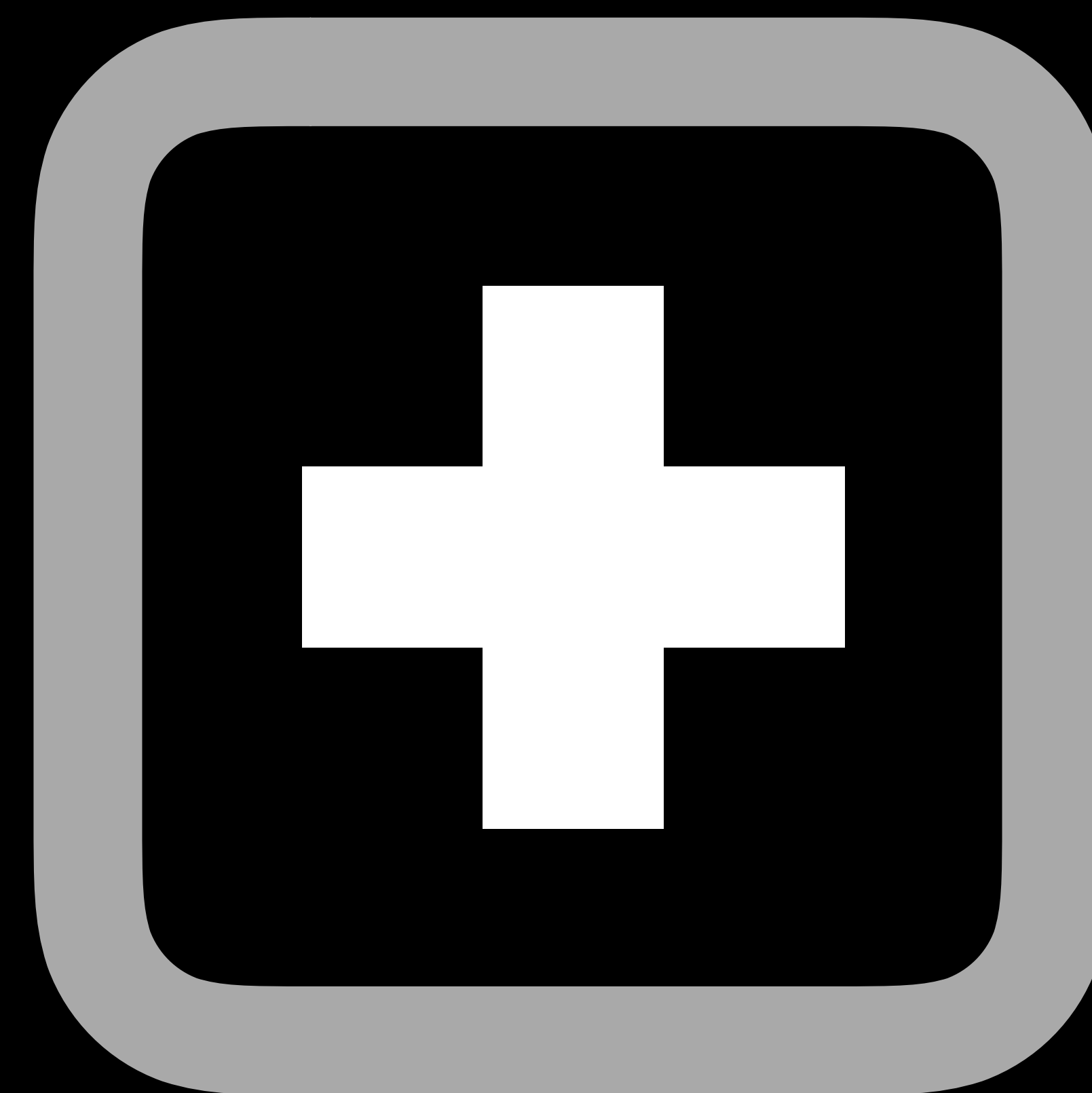
✔ `button.accessibilityLabel = "Add"`



Update Labels When UI Changes



```
addRemoveButton.accessibilityLabel = "Add"
```



Update Labels When UI Changes



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addRemoveButton.accessibilityLabel = "Add"
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Update Labels When UI Changes



```
addRemoveButton.accessibilityLabel = "Add"
```



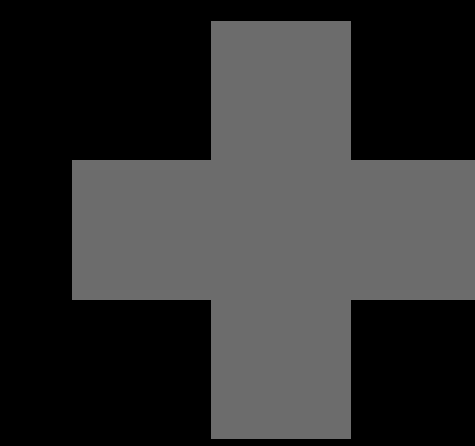
```
addRemoveButton.accessibilityLabel = "Delete"
```



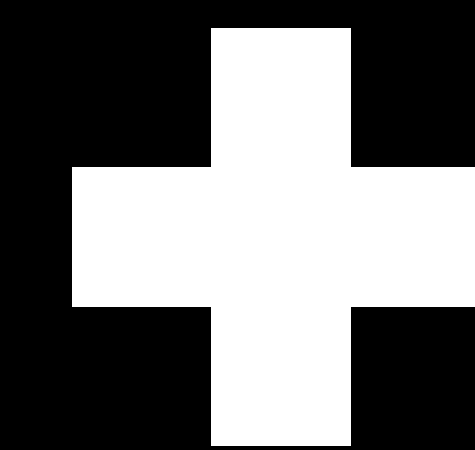
Provide Sufficient Context

✘ `button.accessibilityLabel = "Add"`

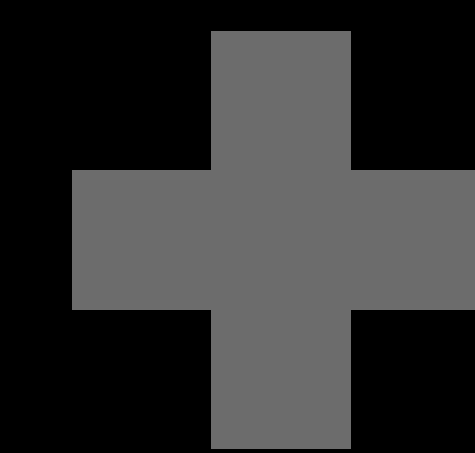
Bananas



Peanut Butter



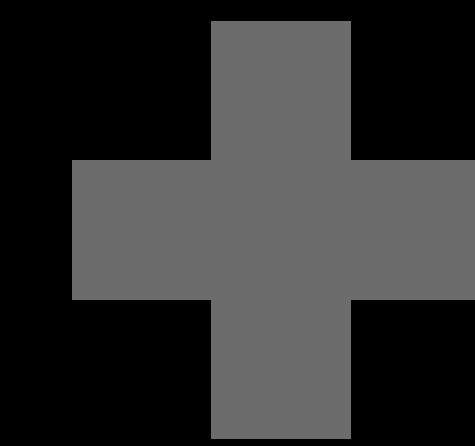
Cookies



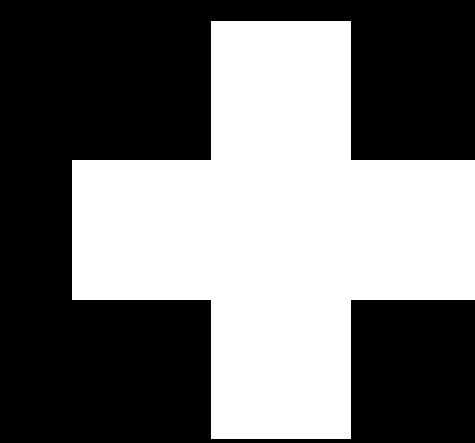
Provide Sufficient Context

- ✗ `button.accessibilityLabel = "Add"`
- ✓ `button.accessibilityLabel = "Add Peanut Butter"`

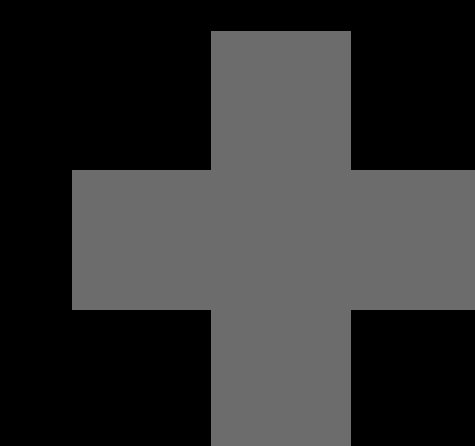
Bananas



Peanut Butter



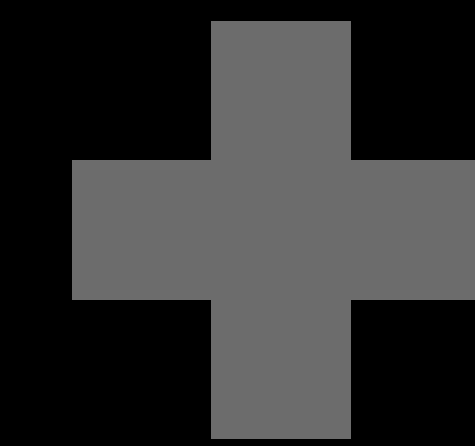
Cookies



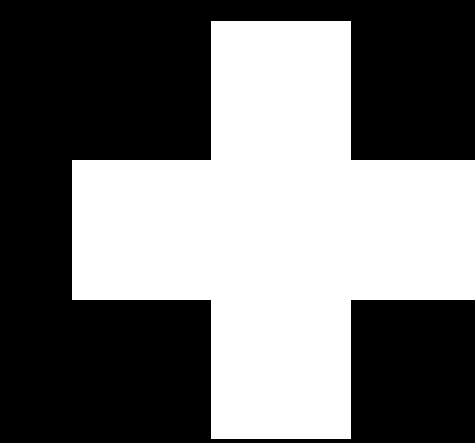
Provide Sufficient Context

- ✗ `button.accessibilityLabel = "Add"`
- ✓ `button.accessibilityLabel = "Add Peanut Butter"`

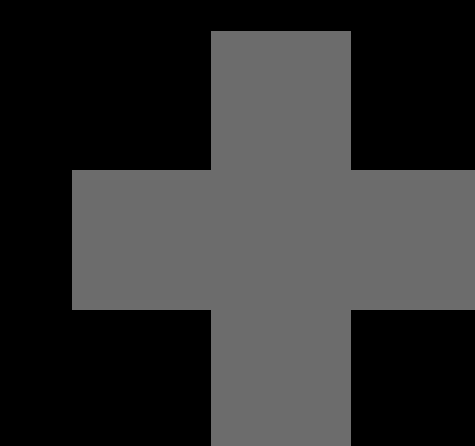
Bananas



Peanut Butter



Cookies



Avoid Redundancy



```
prevButton.accessibilityLabel = "Previous song"  
playButton.accessibilityLabel = "Play song"  
nextButton.accessibilityLabel = "Next song"
```



Avoid Redundancy



```
prevButton.accessibilityLabel = "Previous song"  
playButton.accessibilityLabel = "Play song"  
nextButton.accessibilityLabel = "Next song"
```



```
prevButton.accessibilityLabel = "Previous"  
playButton.accessibilityLabel = "Play"  
nextButton.accessibilityLabel = "Next"
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Avoid Redundancy



```
prevButton.accessibilityLabel = "Previous song"  
playButton.accessibilityLabel = "Play song"  
nextButton.accessibilityLabel = "Next song"
```



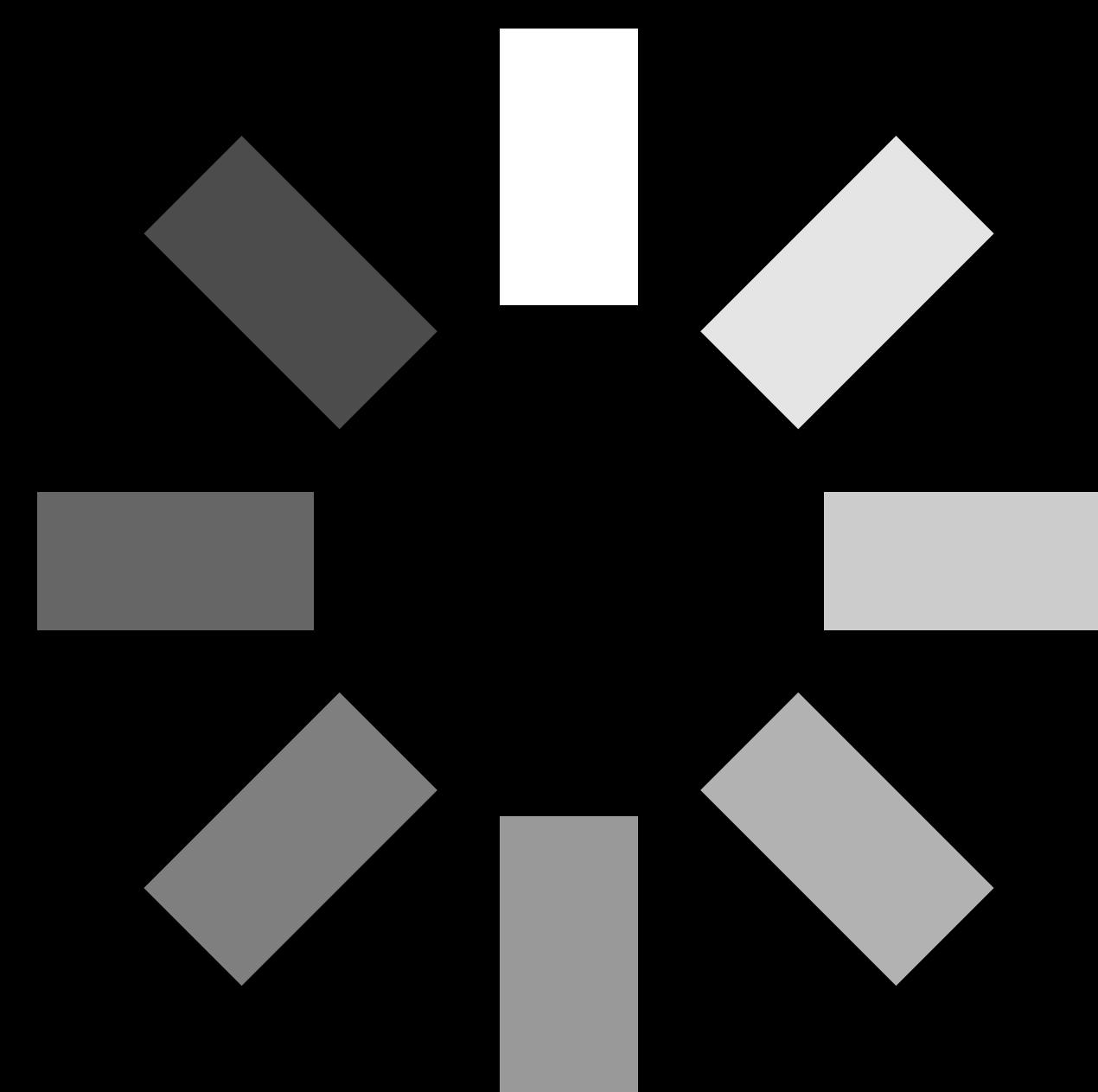
```
prevButton.accessibilityLabel = "Previous"  
playButton.accessibilityLabel = "Play"  
nextButton.accessibilityLabel = "Next"
```



Add Labels to Meaningful Animations



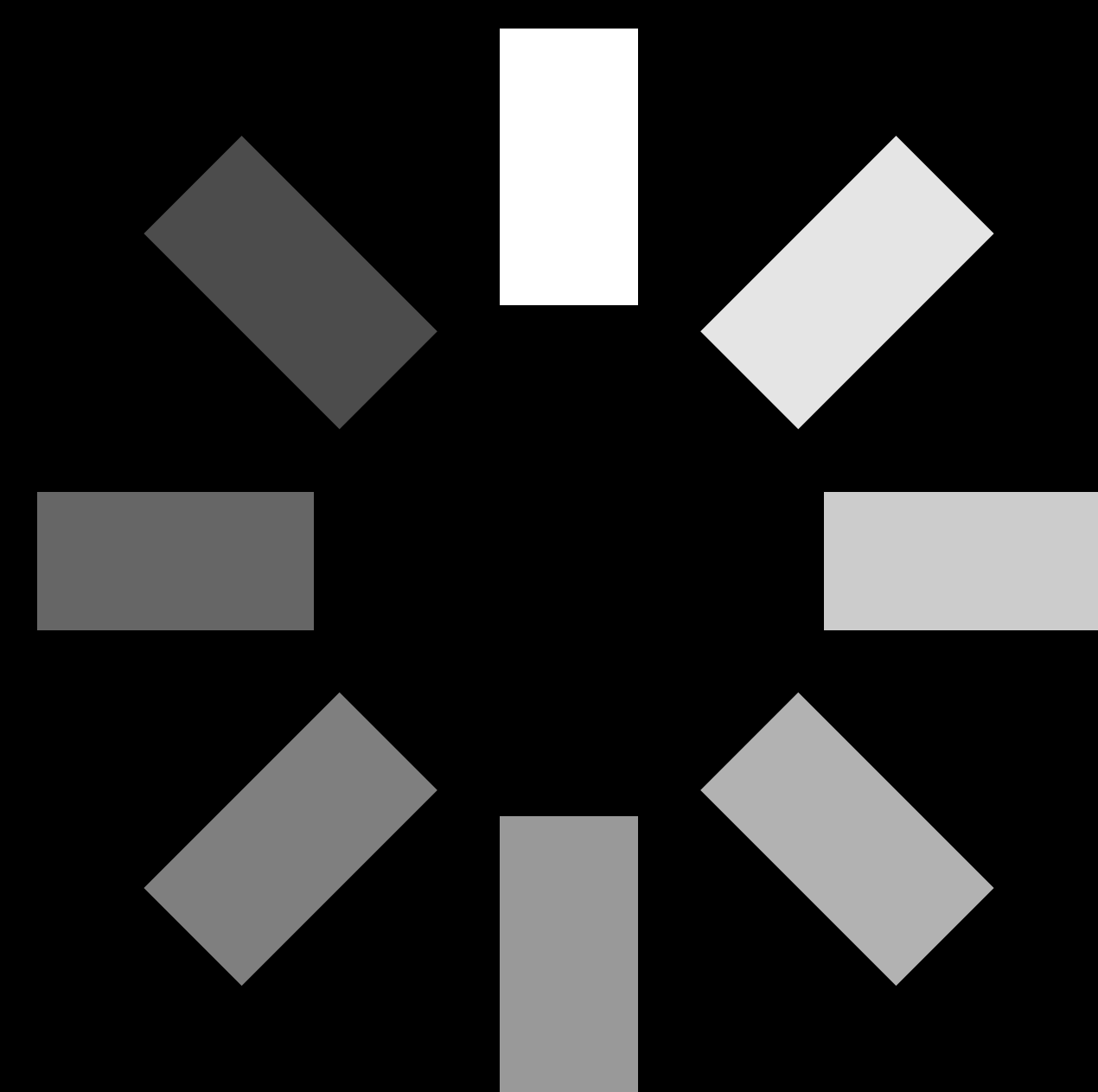
```
spinner.accessibilityLabel = "Loading..."
```



Add Labels to Meaningful Animations

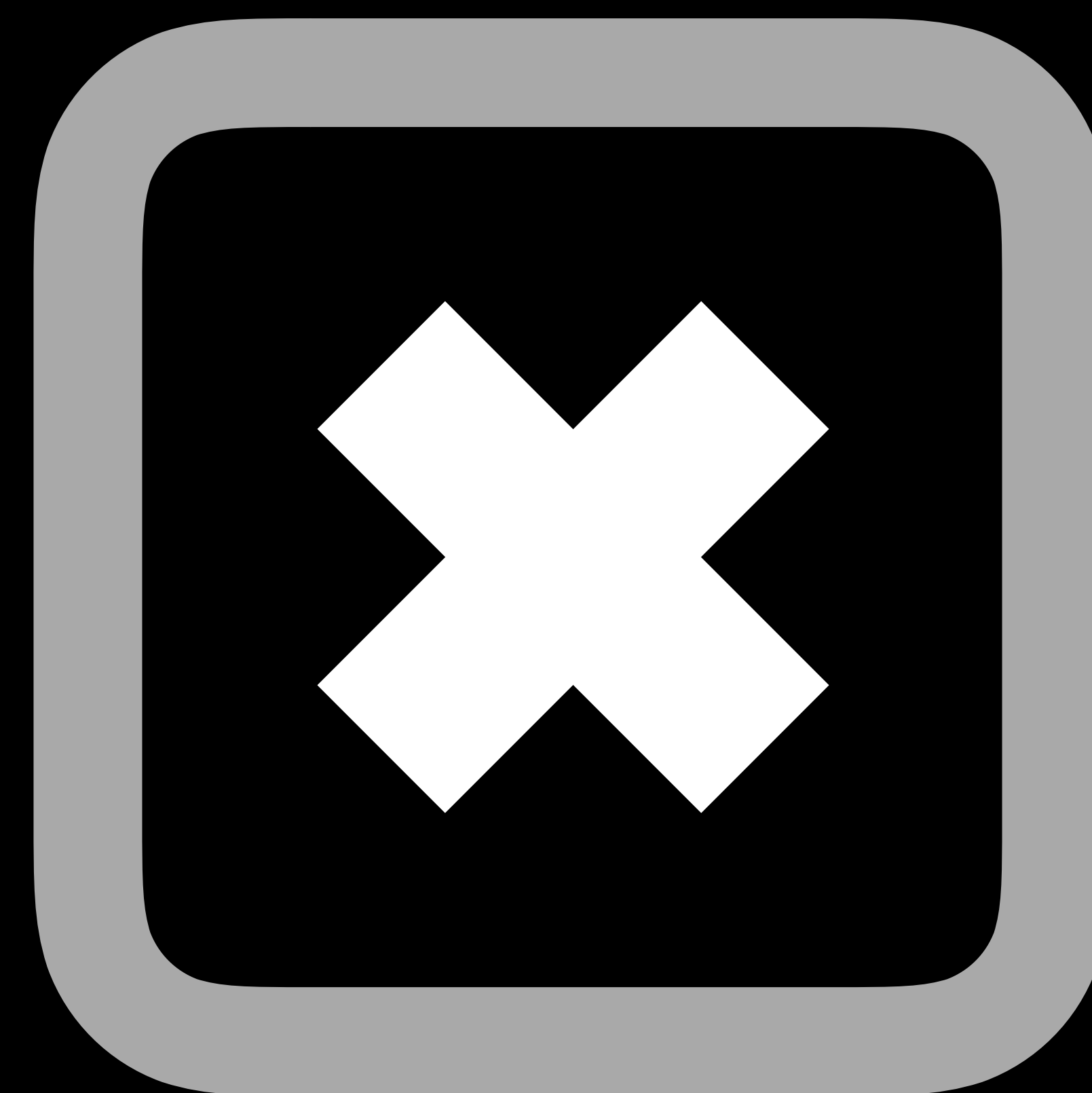


```
spinner.accessibilityLabel = "Loading..."
```





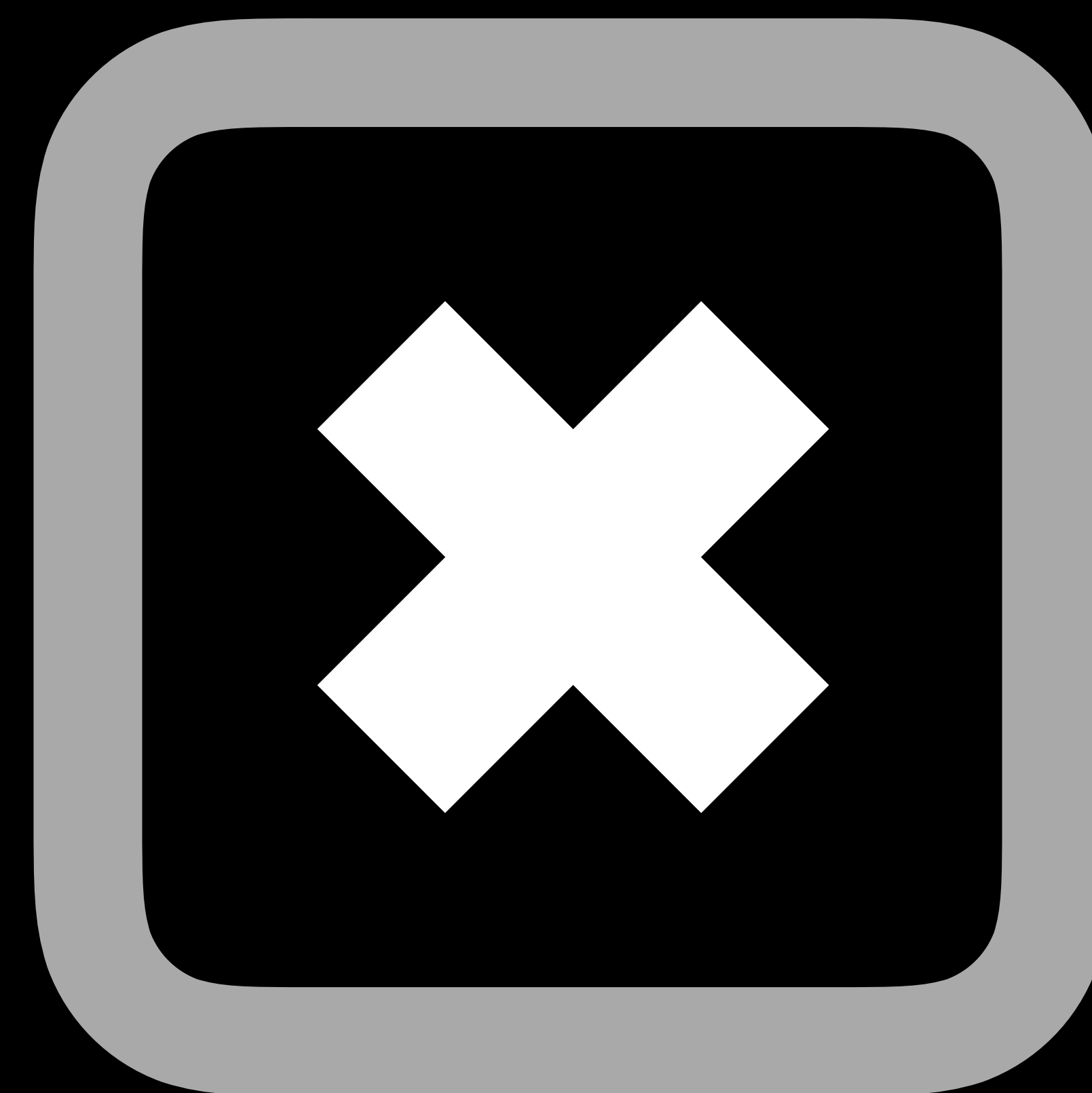
Avoid Overly Verbose Labels

✘ `button.accessibilityLabel = "Delete item from the current folder and add it to the trash"`

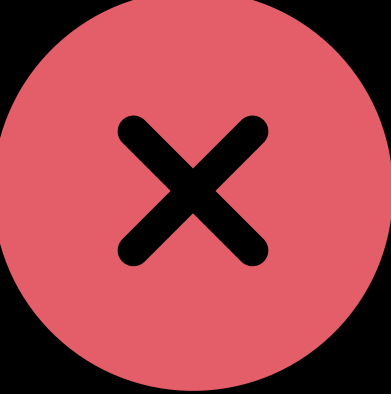



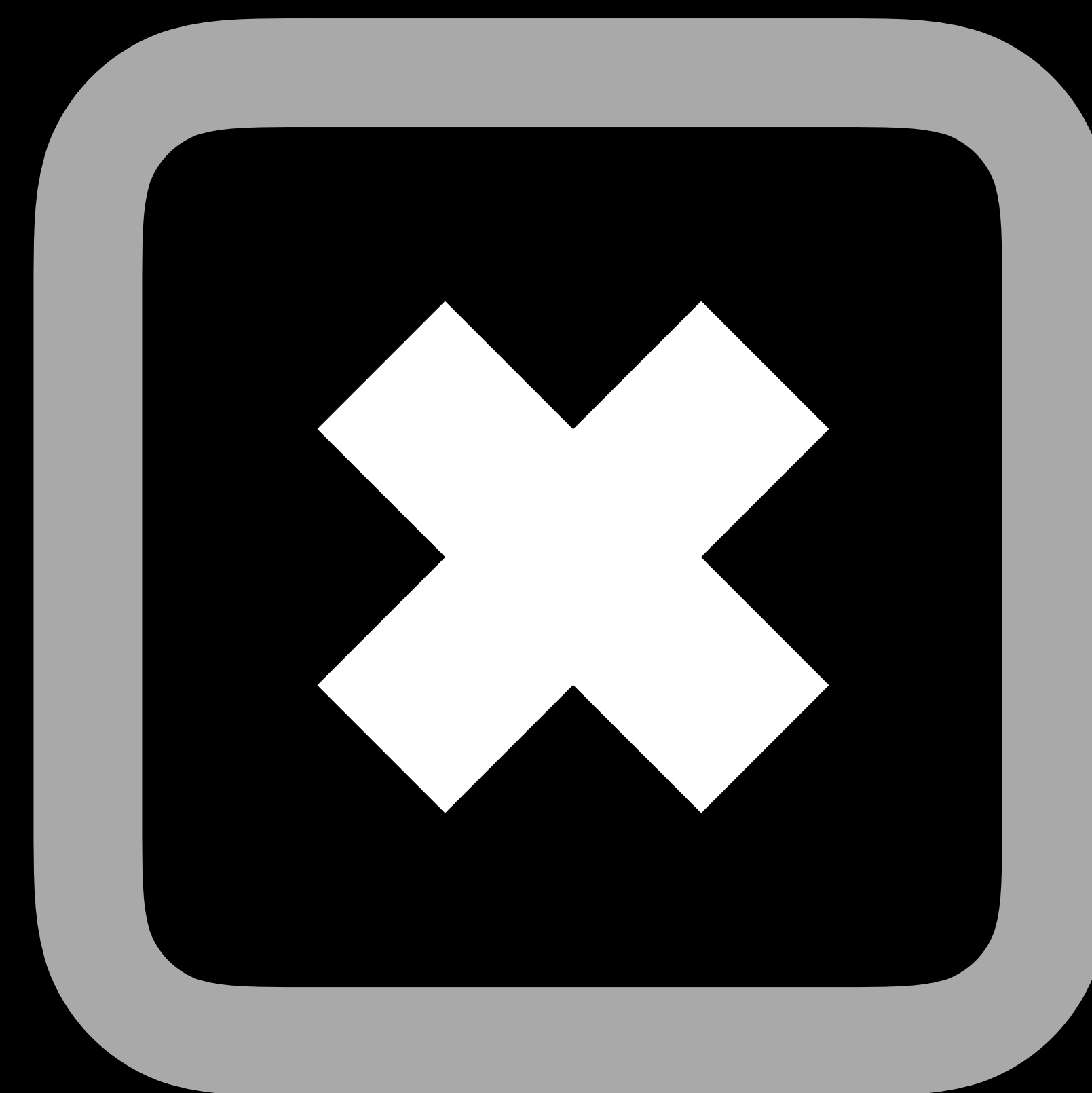
Avoid Overly Verbose Labels

-  `button.accessibilityLabel = "Delete item from the current folder and add it to the trash"`
-  `button.accessibilityLabel = "Delete"`



Avoid Overly Verbose Labels

-  `button.accessibilityLabel = "Delete item from the current folder and add it to the trash"`
-  `button.accessibilityLabel = "Delete"`



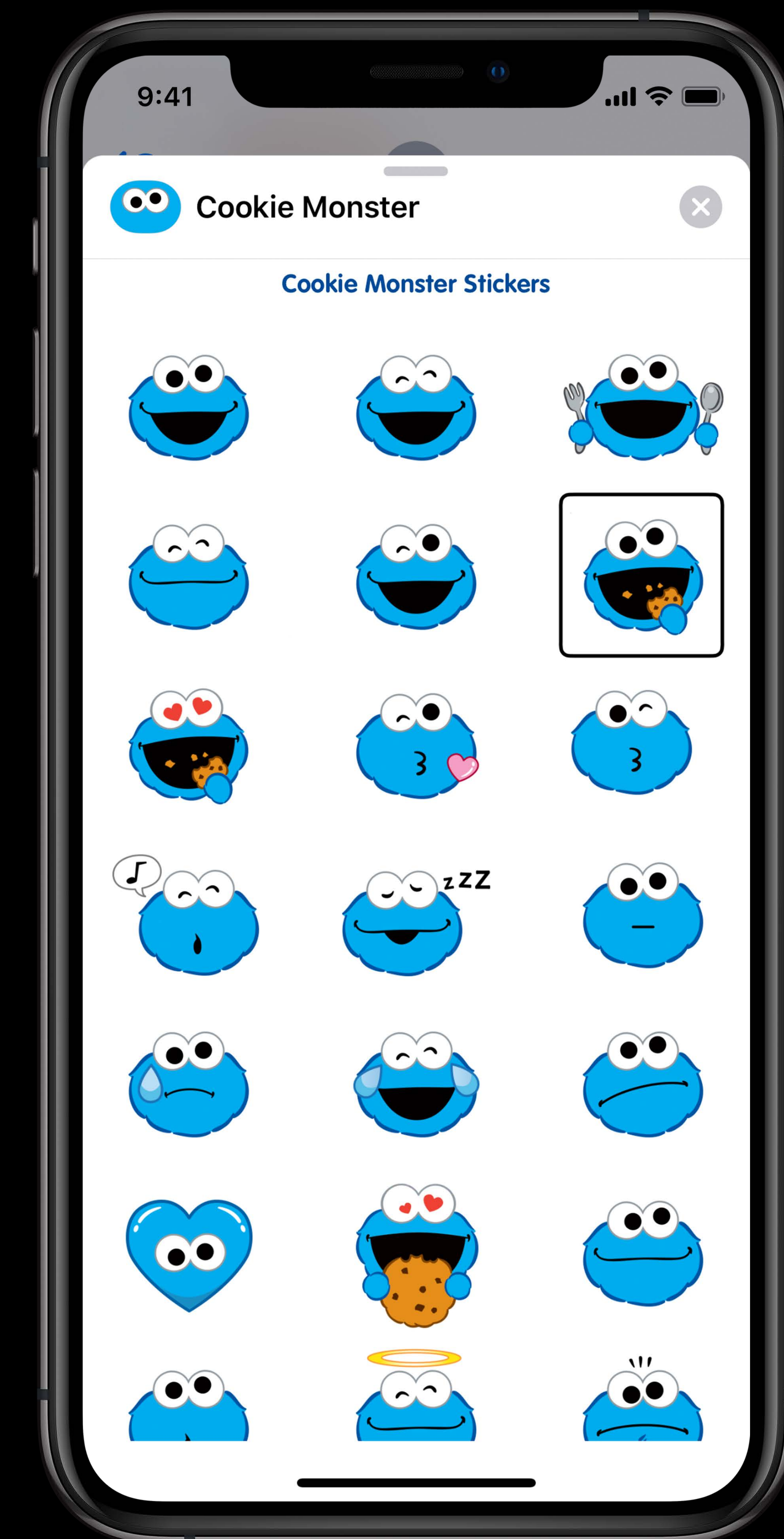
Okay to Add Verbose Labels if Appropriate



Okay to Add Verbose Labels if Appropriate



```
button.accessibilityLabel = "Me happy face eat small  
cookie, om nom nom"
```



Review

Review

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Avoid redundancy, but provide enough context

Add labels to meaningful animations

Avoid verbose labels... unless you have a great reason



9:41 VoiceOver

Accessibility

VoiceOver speaks items on the screen:

- Tap once to speak an item
- Tap twice to activate the selected item
- Tap and hold to activate the selected item
- Double-tap to activate the selected item
- Tap and hold the top bar to activate the selected item
- To activate the top bar, slide up from the bottom edge of the screen
- To deactivate the top bar, slide down from the bottom edge of the screen
- To activate the top bar, slide up from the bottom edge of the screen
- To deactivate the top bar, slide down from the bottom edge of the screen
- To activate the top bar, slide up from the bottom edge of the screen
- To deactivate the top bar, slide down from the bottom edge of the screen

VoiceOver Pro Tips

SPEAK AND WRITE

Speech

Verbosity

Braille

Audio

More Information

developer.apple.com/wwdc19/254

Accessibility Engineering Lab

Tuesday, 10:00
Friday, 11:00

Accessibility Design Lab

Daily, 9:00

Accessibility in SwiftUI

Friday, 10:00

