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.”
button.accessibilityLabel = "Delete"
What Is a Label?

Understanding Context

Best Practices
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
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

addRemoveButton.accessibilityLabel = "Add"
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"
playButton.accessibilityLabel = "Play"
nextButton.accessibilityLabel = "Next"
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

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

Remember to add labels
Remember to add labels

Don’t include the element type
Review

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Don’t include the element type

Update labels when the UI changes
Remember to add labels
Don’t include the element type
Update labels when the UI changes
Avoid redundancy, but provide enough context
Review

Remember to add labels

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Avoid redundancy, but provide enough context

Add labels to meaningful animations
Review

Remember to add labels

Don’t include the element type

Update labels when the UI changes

Avoid redundancy, but provide enough context

Add labels to meaningful animations

Avoid verbose labels... unless you have a great reason
<table>
<thead>
<tr>
<th>Event</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility Engineering Lab</td>
<td>Tuesday, 10:00</td>
</tr>
<tr>
<td></td>
<td>Friday, 11:00</td>
</tr>
<tr>
<td>Accessibility Design Lab</td>
<td>Daily, 9:00</td>
</tr>
<tr>
<td>Accessibility in SwiftUI</td>
<td>Friday, 10:00</td>
</tr>
</tbody>
</table>

More Information

developer.apple.com/wwdc19/254