# Stories of Web Users

How People with Disabilities Use the Web

https://www.w3.org/WAI/intro/people-use-web/stories#shopper

## Current scenario Mr. Lee, Online shopper with color blindness

Mr. Lee wants to buy some new clothes, appliances, and music. As he frequently does, he is spending an evening shopping online with his tablet computer. He has one of the most common visual disabilities for men: color blindness, which in his case means an inability to distinguish between green and red.

### More about Mr. Leeollapse this section

Mr. Lee has difficulty reading the text on many websites because they use color combinations with poor contrast for text and images, which appear to him in indistinguishable shades of brown. For example, some websites highlight discount prices using red text, but all of the text look brown to him. Other websites use red to indicate required fields on forms, but again he cannot tell which fields have red text.

Mr. Lee prefers websites that use colors with good contrast, and indications that do not rely on color alone. One of his favorite websites accomplishes this by:

* including the name of the color while showing a sample of the clothing;
* adding the word "discount" to discounted prices in addition to showing them in a different color;
* using text cues, such as an asterisk, to indicate the required fields on the order form in addition to showing them by color.

After additional experimentation, Mr. Lee discovered settings in his web browser that allow him to define customized color combinations for text, links, and the background. He also found a setting for high color contrast combinations in his web browser that he can switch on when he encounters websites that are difficult to read. However, this approach does not work for all websites — some are not coded to allow readers to override the default presentation.

Eventually, Mr. Lee bookmarked a series of online shopping sites where he could get reliable information on product colors or where he could override the colors, and not have to guess at which items were discounted.

## Suggested revised version draft:

Lee is colorblind and encounters barriers when shopping online –

Lee has one of the most common visual disabilities that affect men, red and green color blindness. Lee frequently shops online and sometimes encounters problems on websites where the color contrast of text and images is not adequate and where color alone is used to indicate required fields and sale prices. When red and green color combinations are used, Lee cannot distinguish between the two, since both look brown to him. It is also very difficult for him to make product choices when color swatches are not labeled with the name of the color.

Lee has better experiences on websites that use adequate contrast and allow him to adjust contrast settings in his browser. He is also better able to recognize when information is required when asterisks are used. Lee can more easily identify the products he would like to purchase, especially clothing, when the color label names are included in the selection options rather than color swatches alone.

Or

Lee has better experiences on websites that:

* use adequate contrast and color combinations
* allow him to adjust contrast settings in his browser
* include color names with color swatch options for product selections
* use asterisks to indicate when information is required

For more information on implementing techniques that remove barriers for Lee, see the following resources:

**Diversity of web users:**

* [Color blindness (Visual disabilities)](https://www.w3.org/WAI/intro/people-use-web/diversity#visual)

**Diversity in web use:**

* [Customized fonts and colors (Presentation)](https://www.w3.org/WAI/intro/people-use-web/browsing#presentation)

**Accessibility principles:**

* [Content can be presented in different ways (Perceivable)](https://www.w3.org/WAI/intro/people-use-web/principles#adaptable)
* [Content is easier to see and hear (Perceivable)](https://www.w3.org/WAI/intro/people-use-web/principles#distinguishable)
* [Content is compatible with current and future user tools (Robust)](https://www.w3.org/WAI/intro/people-use-web/principles#compatible)