**Commonwealth of Massachusetts**
**Executive Office of Energy and Environmental Affairs**

# Accessibility Checklist: StoryMaps

Use this checklist to ensure your StoryMap meets all requirements for accessibility. Please refer to the GIS StoryMap Accessibility Guidance page on Mass.gov for details on how to meet these requirements.

**Date Reviewed:** _____ **Owner Username:** _____

**StoryMap Name:** _____

**StoryMap URL:** _____

## Design

- ☐ Navigation is enabled under "Design" settings to facilitate quick navigation by readers.
- ☐ The StoryMap has a short, engaging title.
- ☐ The cover does not include video or any auto-play content (e.g. a GIF).
- ☐ If the "Full" cover style has been selected, a semi-transparent background has been added to increase contrast between title block text and cover image.
- ☐ For StoryMap Collections only:
  - ☐ "Compact" navigation is used.
  - ☐ A short, descriptive name has been provided for each item.
  - ☐ Cover information (title, summary, and description) is completed and meet all text guidelines.
- ☐ For StoryMap Briefings only: unique slide display titles have been added for each slide.

## Text

- ☐ The first heading used is H1.
- ☐ Logical heading structure is implemented to create a hierarchical outline of content.
- ☐ The heading style is not solely used for esthetic purposes.
- ☐ Headings are short, descriptive, and written in sentence case.
- ☐ A sans serif font is used (if you are using one of the accessible themes, the font is already selected).
- ☐ Bold is used sparingly, and only to convey important information.
- ☐ Text is not center aligned.
- ☐ The use of "click here" or "here" for links is not present.
- ☐ The purpose of each link is clearly communicated directly in the link text.

- ☐ Avoid the use of all capital letters (abbreviations are an exception).
- ☐ Text meets contrast ratio guidelines against background (4.5:1 for small text, and 3:1 for large text). If you are using one of the accessible themes, the colors work for proper contrast ratios.
- ☐ Text is plain and easy to understand. Common, everyday words are used (avoid the use of jargon and idioms).
- ☐ All acronyms are defined at least once before they are used.
- ☐ Sentences are used, where possible, to convey information.
- ☐ Narrative is written at an appropriate reading level, using short sentences and simple words where possible. When technical or scientific language is required, definitions are provided.
- ☐ Large blocks of text are avoided. Instead, text is broken up into short paragraphs of only a few lines.
- ☐ All email addresses, phone numbers and place addresses are clickable links.
- ☐ Instructions do not rely solely on sensory characteristics (e.g. "Tap the button below to update the map" [non-compliant] vs. "Tap the update map button to update the map" [compliant]).
- ☐ In-text superscript citations are not used (e.g. “This fun fact is cool.[1]”).

## Maps

☐ Any included web map(s) or Express Maps meets web map accessibility requirements.

☐ Any included static map(s) meets static map accessibility requirements.

☐ All maps have alternative text that preserves original intent, meaning or nuance of the map.

☐ All maps receive a unique caption, which does not match the alternative text.

☐ The map legend is enabled for all maps.

☐ The search option is enabled for all maps.

☐ Swipe maps have alternative text in the following locations:

- ☐ Left-hand map.
- ☐ Right-hand map.
- ☐ Entire swipe content block.

## Images

☐ The cover image is high resolution, crisp and clear.

☐ Do not use images of text (e.g. tables or infographics).

☐ If placing text over an image, ensure the text block has a semi-opaque background to ensure high color contrast between text and background is always met.

- ☐ All non-decorative images have a text alternative that serves an equal purpose.
- ☐ Decorative images do not have alt text.

## Audio/Video

- ☐ All videos include closed captioning and a transcript.
- ☐ All videos, moving, and auto-updating content provide user controls to pause or stop content.
- ☐ Audio or video content does not auto-play. GIFs are not used.
- ☐ All audio content have an accompanying transcript.

## Other Content Blocks

- ☐ Code
  - ☐ The correct language has been selected.
  - ☐ Line numbers are enabled.
  - ☐ A short description of the code and its purpose is provided in the narrative ahead of the code block.
- ☐ Charts
  - ☐ All data columns receive a clear heading, and abbreviations or acronyms are not used.
  - ☐ Series color(s) are selected from StoryMap theme options.
  - ☐ All series colors are easily distinguishable from one another and have been tested with Colorblindly.
  - ☐ A meaningful chart title, category axis title, and value axis title are present.
  - ☐ The chart legend is enabled.
  - ☐ The data source has been added.
  - ☐ A descriptive caption is present that can be used to understand the contents of the chart.
- ☐ Infographics
  - ☐ No abbreviations or acronyms are used.
  - ☐ Theme colors have been used for all components.
  - ☐ The data source has been added.
- ☐ Tables
  - ☐ No screen captures of tables are included.
  - ☐ Each cell contains information (e.g. ‘0’ or “N/A” to indicate no data).
  - ☐ All data columns/rows receive a clear heading, and abbreviations or acronyms are not used.
  - ☐ The data source has been added.

- ☐ A descriptive caption is present that can be used to understand the contents of the table.

☐ Embed

- ☐ Card display:
  - ☐ A custom title and helpful description have been provided. Do not use the defaults.
  - ☐ A custom thumbnail has been added.
- ☐ Interactive display:
  - ☐ Do not enable "Allow readers to directly interact with this content".
  - ☐ Configure small screen display to "card" and add custom title, description and thumbnail.

☐ Timeline

- ☐ Each "step" includes a meaningful title (date or time) and description.
- ☐ If photos are included, and they are non-decorative, alternative text has been added.

☐ Sidecar

- ☐ Best practices for each content type have been followed.
- ☐ Do not embed content into the "main stage" of a Sidecar.

☐ Map Tour

- ☐ All locations have a title and description.
- ☐ All photos include alternative text.

## Alternate Formats

☐ Map data is available in an alternative format (such as through the attribute table or a downloadable CSV).

☐ Provide an alternative to video-only and audio-only content.

☐ Provide captions and/or transcript for videos with audio.

☐ Any Map Tour provides data in an alternative format, such as a CSV.

## StoryMap Item Details (Alternative Text)

☐ The StoryMap has completed item details. All text descriptions should serve the equivalent purpose as the visual. This should include:

- ☐ Item summary—a brief statement (1-2 sentences) describing the item.
- ☐ Item description—several sentences focusing on key patterns, takeaways, and purpose.
- ☐ Terms of Use—for public items, please use prescribed terms of use referenced in EEA's ArcGIS Online Best Practices.
- ☐ Credits