



Alternative Text

Survey Builder

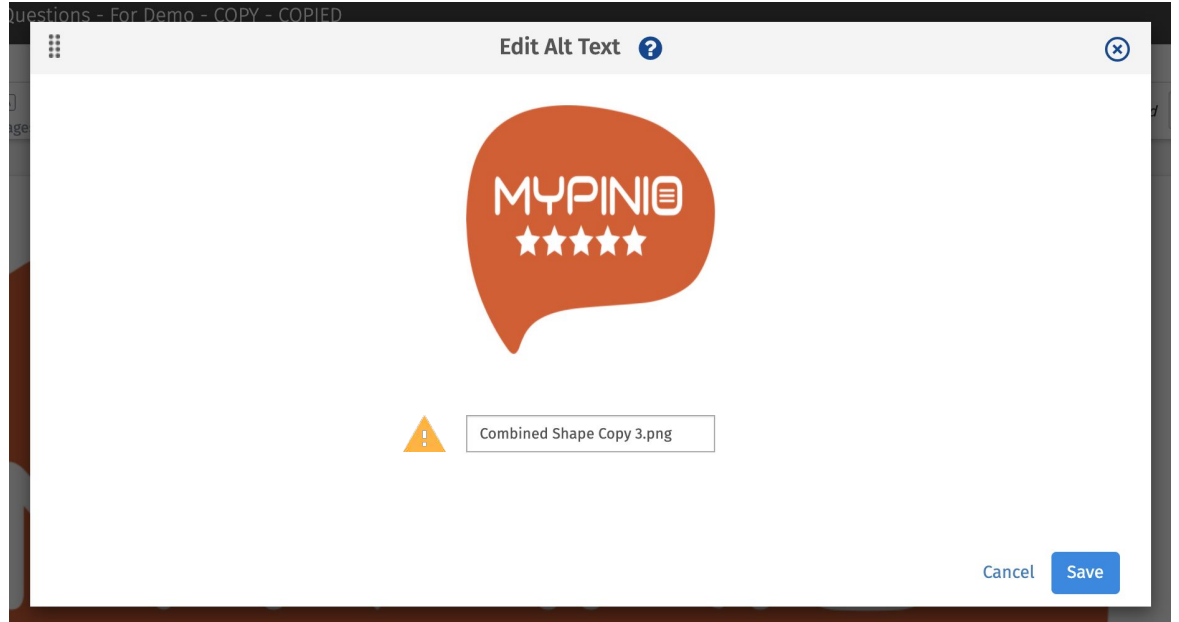
Current experience

Improper alternative text

Take care of default options

Currently the default Alternative text is insufficient or contains vague information.

Naming an image “image.png” won’t do any favors for users that rely on assistive technologies that will read the content out loud.



Logo Alternative text



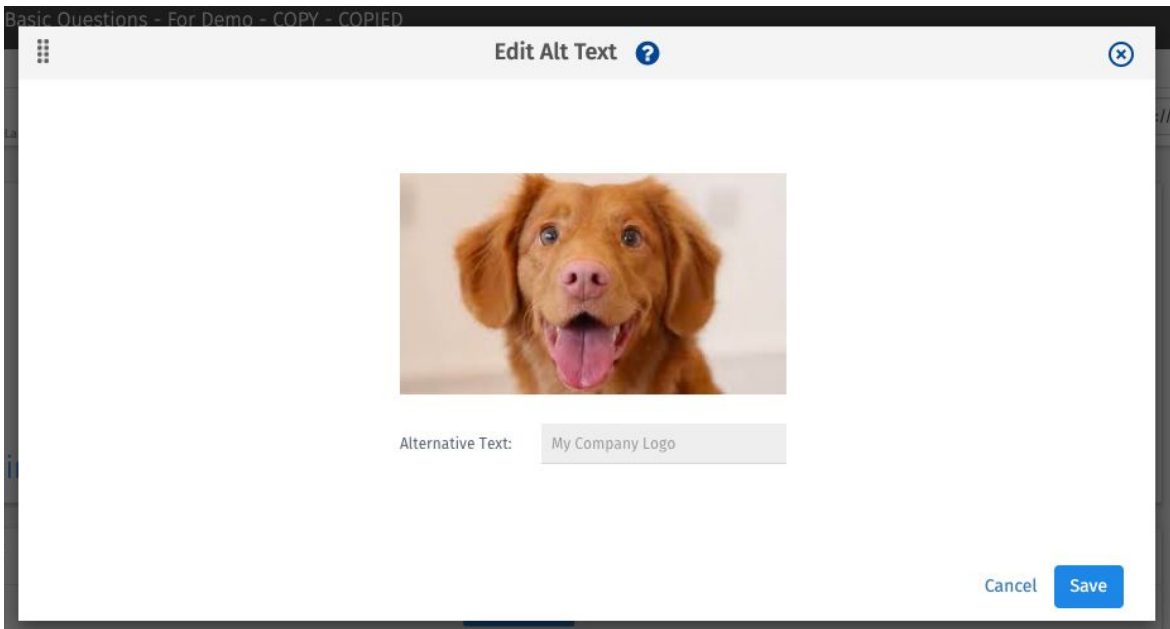
Empty text alternative

We're currently managing the alternative text for images, however, currently the placeholder is the name of the uploaded archive.

Such images need to have an empty text alternative. By doing this we communicate to assistive technologies that is safe to skip this.

Example

For blank state we set a "My company logo" placeholder as an instruction but this won't be read until the user updates the alt text.



Alternative text for graphical question types



Assign proper alt text

Most of the graphical question type should contain an option to edit the alternative text, same as the logo interaction.

As suggested in the logo slide, all graphical elements should contain an alternative text that matches the option.

Please choose your favorite ice cream flavor:

A photograph of a single scoop of pink strawberry ice cream on a light brown wafer cone, centered within a white square frame.

Strawberry

An accessibility icon (a person in a wheelchair) is shown with a mouse cursor pointing at it. Below the icon is a dark grey rectangular button with the text "Accessibility settings" in white.

[Add Option](#)

Manual Input

Default - Unassigned Alt. text

The screenshot shows the QuestionPro survey editor interface. At the top, the browser address bar displays 'questionpro.com/a/SurveyName'. The navigation bar includes 'Surveys', 'My Surveys', and 'What's your favorite?'. The main toolbar contains icons for 'Workspace', 'Design', 'Media Library', 'Languages', 'Finish Options', 'Advance Quotas', 'Variables', and 'Settings'. A notification 'All changes saved' is visible, along with a URL 'https://www.questionpro.com/t/AOprpZ' and a 'Preview' button. The survey content area features a large green 'JR' logo with a tooltip for 'Accessibility settings' pointing to a vertical ellipsis menu. Below the logo is the survey title 'What's your favorite?'. A 'Block 1' section contains an 'Add Question' button. The first question, 'Q1: What do you do for fun?', has a radio button option 'Go to the movies'. The question title 'What do you do for fun?' is underlined. In the top right of the question editor, there are links for 'Validation', 'Logic', and 'Settings'.

Alternative text default

The screenshot shows the QuestionPro survey editor interface. At the top, there is a browser address bar with the URL `questionpro.com/a/SurveyName`. Below the browser, the navigation bar includes "Surveys" (with a dropdown arrow), "My Surveys", and the survey title "What's your favorite?". On the right side of the navigation bar, there are icons for search, "Upgrade Now", help, notifications, and a user profile icon labeled "JP".

The main editing area has a top toolbar with icons for "Workspace", "Design", "Media Library", "Languages", "Finish Options", "Advance Quotas", "Variables", and "Settings". To the right of the toolbar, it says "All changes saved" and shows the URL `https://www.questionpro.com/t/AOprpZ` with a "Preview" button.

The central part of the screen displays a question block. On the left is a large green "JR" logo. To its right is a vertical ellipsis menu with a person icon, and below it is a text input field labeled "Alternative text". Below the logo and menu is the question text "What's your favorite?".

Below the question block is a section labeled "Block 1" with a blue "Add Question" button. Underneath, a question titled "Q1" is shown: "What do you do for fun?". To the right of the question title are options for "Validation", "Logic", and "Settings". Below the question, there is a radio button option: "Go to the movies".

Assigning alternative text

The screenshot shows the QuestionPro survey editor interface. At the top, the browser address bar displays "questionpro.com/a/SurveyName". The navigation bar includes "Surveys", "My Surveys", and "What's your favorite?". The main toolbar contains icons for "Workspace", "Design", "Media Library", "Languages", "Finish Options", "Advance Quotas", "Variables", and "Settings". A notification "All changes saved" is visible, along with a URL "https://www.questionpro.com/t/AOprpZ" and a "Preview" button. The survey content area shows a large green "JR" logo. A context menu is open over the logo, with a text input field containing "Japan east railways logo". Below the logo, the question text "What's your favorite?" is visible. The interface also shows a "Block 1" section with an "Add Question" button. The question "Q1" is titled "What do you do for fun?" and has a radio button option "Go to the movies".

Survey Name

questionpro.com/a/SurveyName

Surveys My Surveys What's your favorite?

Upgrade Now

Tools Responses: 5

Edit Distribute Analytics Integration

Workspace Design Media Library Languages Finish Options Advance Quotas Variables Settings

All changes saved https://www.questionpro.com/t/AOprpZ Preview

JR

Japan east railways logo

What's your favorite?

Block 1

Add Question

Q1

What do you do for fun?

Validation Logic Settings

Go to the movies

Alt. text assigned properly

The screenshot displays the QuestionPro survey editor interface. At the top, the browser address bar shows the URL `questionpro.com/a/SurveyName`. The navigation menu includes 'Surveys', 'My Surveys', and 'What's your favorite?'. The main toolbar contains options for 'Edit', 'Distribute', 'Analytics', and 'Integration'. A secondary toolbar includes 'Workspace', 'Design', 'Media Library', 'Languages', 'Finish Options', 'Advance Quotas', 'Variables', and 'Settings'. A status bar indicates 'All changes saved' and provides a 'Preview' button. The survey content area features a large green 'JR' logo and the question 'What's your favorite?'. Below this, a 'Block 1' section contains an 'Add Question' button. The question 'Q1: What do you do for fun?' is shown with a radio button option 'Go to the movies'. The interface also includes a 'Validation Logic Settings' menu for the question.

Adding inside of a question

Hover state

Survey Name
questionpro.com/a/SurveyName


Block 1

Add Question


Q1

Please choose your favorite ice cream flavor:

Settings Copy Logic Preview

 Accessibility settings

Strawberry



Butterscotch

Add Option Edit Options in Bulk

Validation

Add Question Page Break Separator

+ Add Block

Assigning alternative text

Survey Name
questionpro.com/a/SurveyName


Block 1

Add Question


Q1

Please choose your favorite ice cream flavor:

Settings Copy Logic Preview

 Strawberry

Strawberry ice cream in a waffle cone

 Butterscotch

Add Option Edit Options in Bulk

Validation

Add Question Page Break Separator

+ Add Block

Alt. text assigned properly


Survey Name
questionpro.com/a/SurveyName


Block 1

Add Question

Settings Copy Logic Preview

Q1 Please choose your favorite ice cream flavor:

 Strawberry

 Butterscotch

Add Option Edit Options in Bulk

Validation

Add Question Page Break Separator

+ Add Block

Thank you!

#ft-accessibility

