Current

Color

Link

#137796

Visited

—

WCAAG Compliance

#FFFFFF

Normal Text

AA 5.11

AAA

Large Text

AA

AAA

#F1F1F1

Normal Text

AA 4.52

AAA

Large Text

AA

AAA

Body Links

Active	Visited
Bold Lorem ipsum dolor sit amet.	—
Medium Lorem ipsum dolor sit amet.	
Regular Lorem ipsum dolor sit amet.	
Focused *Browser default*	
Hover Lorem ipsum dolor sit amet.	

Heading Links

Active	Visited
Lorem ipsum dolor sit amet.	—
Focused *Browser default*	—
Hover Lorem ipsum dolor sit amet.	—

In Use Examples

Download Links

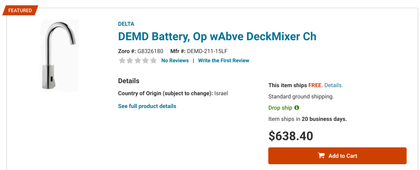
Product Documentation

- Download Product selection guide
- Download Product manual
- Download Product warranty

In Paragraph Text

Engine oil filters vary in many areas, including outside diameter and other dimensions, so research your needs carefully beforehand or ask a Zoro pro for assistance. Baldwin Filters Oil Filter include characteristics like: Length: 3-1/2", Filter Design: Spin-On, Height: 3-1/2".

Headings – Featured Product



Proposed

Color

Link

#2071A7

Visited

#154B6F

WCAAG Compliance

#FFFFFF

Normal Text – #2071A7

AA 5.27

AAA

Large Text

AA

AAA

#F1F1F1

Normal Text – #2071A7

AA 4.66

AAA

Large Text

AA

AAA

Normal Text – #154B6F

AA 9.25

AAA

Large Text

AA

AAA

Normal Text – #154B6F

AA 8.19

AAA

Large Text

AA

AAA

Body Links

Active	Visited
Bold Lorem ipsum dolor sit amet.	**Bold** Lorem ipsum dolor sit amet.
Medium Lorem ipsum dolor sit amet.	**Medium** Lorem ipsum dolor sit amet.
Regular Lorem ipsum dolor sit amet.	**Regular** Lorem ipsum dolor sit amet.
Focused Lorem ipsum dolor sit amet.	**Focused** Lorem ipsum dolor sit amet.
Hover Lorem ipsum dolor sit amet.	**Hover** Lorem ipsum dolor sit amet.

Heading Links

Active	Visited
Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
Focused Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.
Hover Lorem ipsum dolor sit amet.	Lorem ipsum dolor sit amet.

In Use Examples

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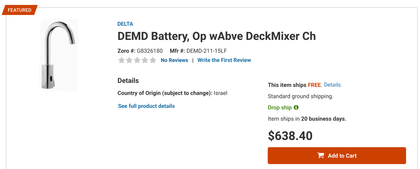
In Paragraph Text

Engine oil filters vary in many areas, including outside diameter and other dimensions, so research your needs carefully beforehand or ask a Zoro pro for assistance. Baldwin Filters Oil Filter include characteristics like: Length: 3-1/2", Filter Design: Spin-On, Height: 3-1/2".

Headings – Featured Product



Agile Manifesto: Working Software Over Comprehensive Documentation

Goal: Create link rules and definitions based on best practices

What is the difference between a button and a link

A link is not a button. A button is not a link. UI *affordance* should draw a line between the two elements. In this context, pagination might be one of the most difficult patterns to solve for.

Links should look and behave like *navigational* elements. A link can bring a user to another page or point on the page. Showing more information, like *opening* a modal. Links describe where the user will go. Cursor changes to `hand` when the link is hovered. You are **browsing** for specific information to complete a task.

In contrast, buttons are *actionable* elements that usually require *functional scripts* to trigger application state changes like adding something to cart, or submitting a form. You are **requesting a specific action** in the application *expecting a desired result*.

Not to say, what looks like a link cannot be syntactically a button, and vice versa. For example, something that is `<a>` in HTML can look and behave like a button.

Importance concept(s):

1. To create *navigational actions* that aren't part of a line of text or well-defined components like links in a menu navigation, use the button component
    a. Closing a modal
    b. Cancel a Form request
2. If SEO link crawling considerations are critical, use *links* over *buttons*.
3. If a link is a stand-alone element, it's probably a button. For example, `Back to Top` button.

Where are links used vs. buttons?

Link usage (most cases):

- Content blocks
- Navigation Menus
- OPEN more info modals, when link isn't stand-alone element

- Jump Links
- Pagination
- Download PDF/Resource Doc

Button usage (most cases):

- *Submit* or *Reset* HTML form actions
- Add to Cart, Checkout, Place Order Buttons
- Removing an item from cart
- List/View Toggle
- CLOSE modal element
- CANCEL element in form (might close modal as well)
- Back to Top (UI a button, syntactically a link)

A link is; A link is not

A link has:

1. A *Navigational* purpose:
    a. Bring a user to another part of the page (jump links or back to top features)
    b. Or brings a user to *another* page or page result (pagination)
    c. Or show more related information (modal)
2. The link itself serves as a description or insight to the destination
3. Color contrast meets AA standards
4. A `hand` cursor when hovered upon

A link isn't:

1. An element that causes interface `state` change or a `functional` request
2. A stand-alone element

Groups of links, lists of links?

Group of links is A:

- Bulleted/Numbered/Alpha-Numeric List
- Naked list, like extended card variation
- Table of Contents
- Category Navigation Facet

Edge cases: Jump links and other navigation patterns?

- Pagination

    - Common pattern, links that looks like Buttons or Vice Versa
- Search: Filter Tag
    - Currently:
        - A link with HREF to search result related to Tag
        - Can cancel/close filter tag to undo filter
    - Future state
        - What is future state? Common UX practices?
- ~~List/Grid Toggle (icon only)~~
- External Link
    - Icon should be paired with the external link, or another UI affordance
- PDF Download Link
    - Need PDF download icon (???)
    - Tips:
        - If a link, note file size of PDF in link
        - If a link, note file type
- Other (Button?/Link?)
    - Do we have exception for `i` icon logo (???)
    - Plus and minus buttons for QTY field (???)

Define how text and iconography links work

Icons are a popular means of links in navigation, or to convey meaning. Icons can however be confusing and unclear as to their actual meaning. They are also useless to people with impaired vision.

For clarity and accessibility, ideally icons should not be used in isolation. Icons should be accompanied by text (label).

This is the most likely place icons and links will live together:

Pagination

Common scenario might be left arrow or previous link and right arrow for next link.

External Links

Links that leave Zoro domain. Good practice might be 45 degree arrow to the right and up.

PDF download

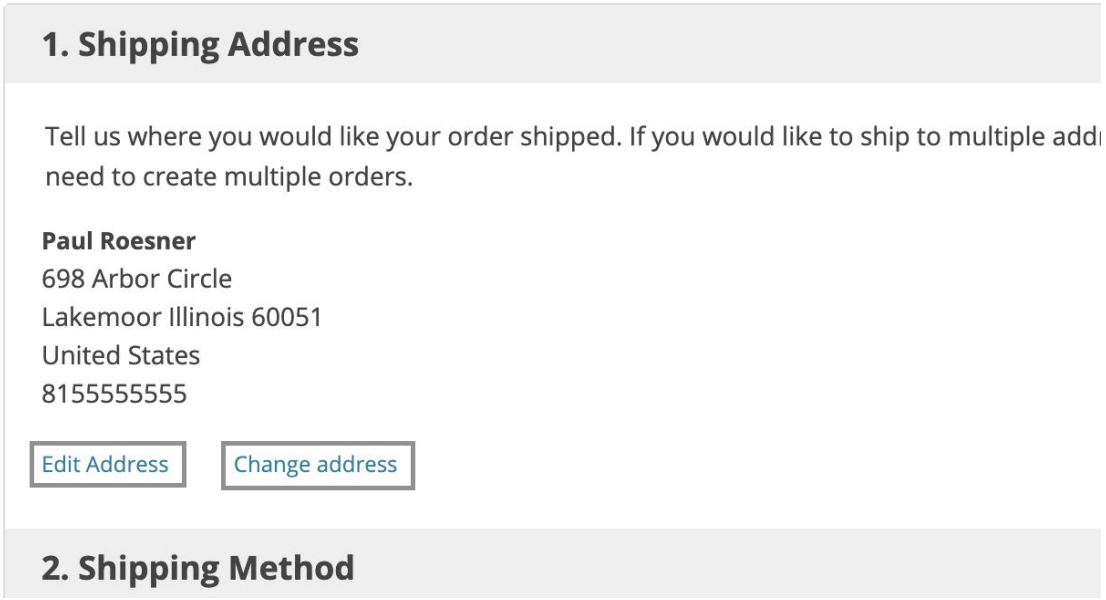
PDP resource area. Good practice to have PDF icon next to link that goes to PDF location. Browser will handle PDF natively.

Copy Rules

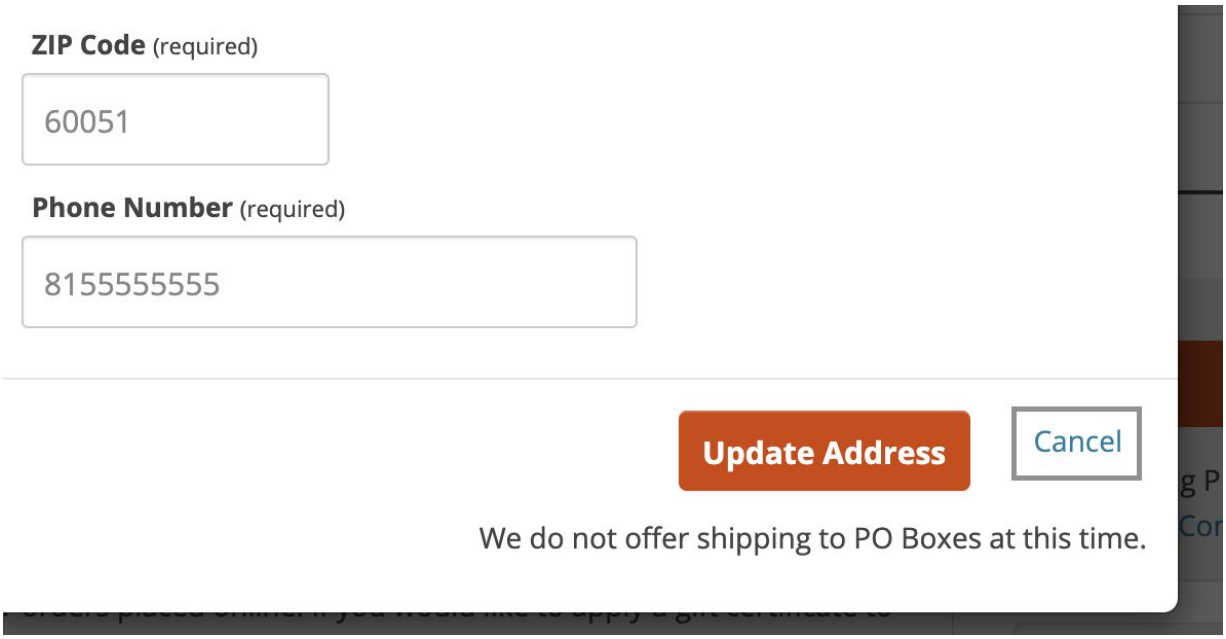
- If the entire link is a sentence or sentence fragment, use sentence case for the text.
- If the link is embedded in other texts (such as within a sentence), don't capitalize the link.
- Do not use ellipses in a link to indicate that there is more information available at the destination. This should be assumed.
- Don't include closing punctuation unless the link is phrased as a question; in that case, close with a question mark. If the text is a sentence fragment, don't use punctuation.

Usage to consider: Edit an address, edit a payment method (the trigger to open a modal and close modal)

Since `Edit an Address` is a stand-alone element that requires functionality, not just a location identifier, this should be a `button`.



Since `Cancel` is a stand-alone element that requires functionality, not just a location identifier, this should be a `button`.



Keyboard Support

- Links use browser defaults for keyboard interaction
    - Give links keyboard focus with the **Tab** key (or **Shift** + **Tab** when tabbing backwards)
    - Activate links with the **Return/Enter** key

Submitting Data

Merchants generally expect links to navigate, and not to submit data or take action. If you need a component that doesn't use an HREF attribute with it, then use the button component instead.

Link states defined and systematized (hover, focus, previously clicked, titles, etc.)

Hover

- Cursor goes to `Pointer Hand`, see Resources #1
- UX concern? Change color of link from resting state?
- UI concern? What color?

    - I think we are all in agreement, underline on hover.

Focus

- UX concern? Retain browsers-spec focus state?
    - Example: Chrome shows blue, blurred, box around link. Other browsers have their patterns.
- UX concern? Change color of link on **Focus** state?
- UI concern? What color?

Visited

- UX concern? Change color of link on **Visited** state?
- UI concern? What color?
    - Keep browser default to purple? Best practices? rgb(0, 0, 238);

Active

- UX concern? Change color of link on **Active** state?
- UI concern? What color?
    - Browser default is red? Too much? Best practices? rgb(255, 0, 0);

Disabled

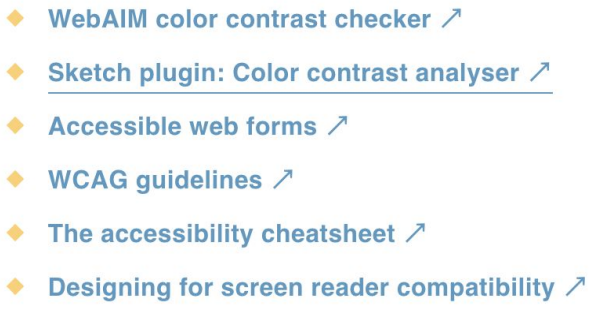
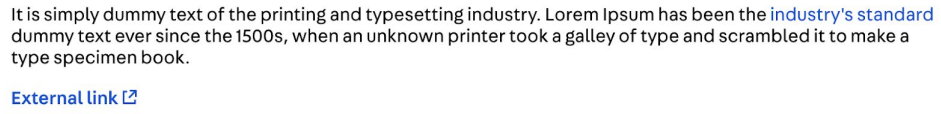
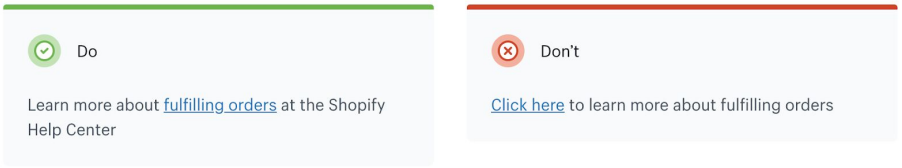
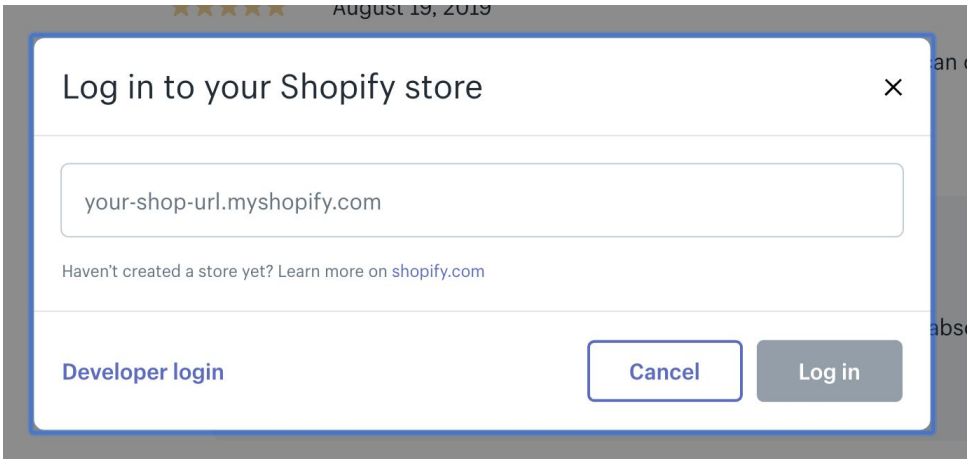
- Grey out, or color with less significance
- Cursor not-allowed on hover state
- Not tabbable

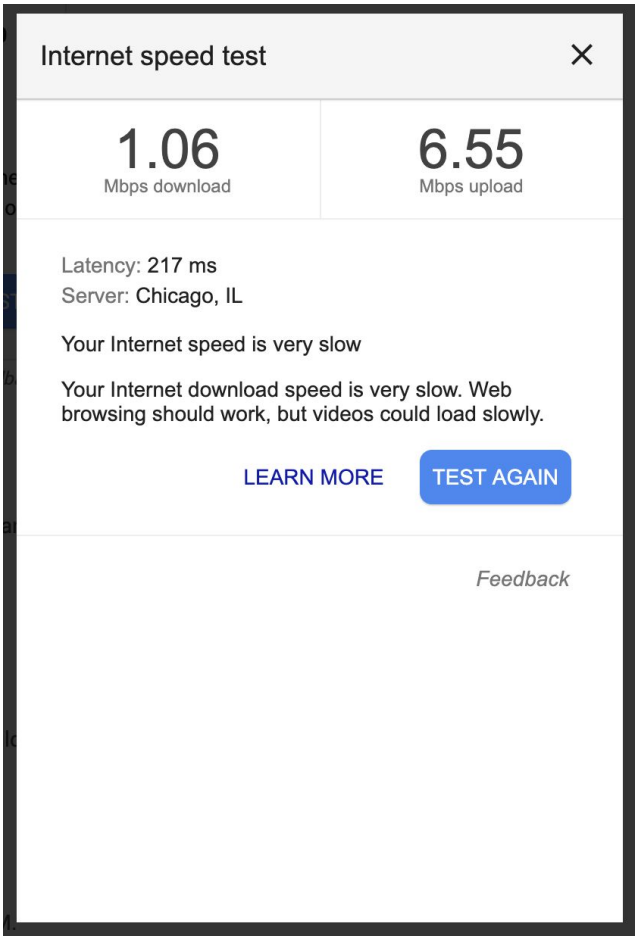
Edge Cases

Titles in Card Component

- Card Component: If the heading is a link, style normal? (???)
- If we link the image, and the same link is in the Header immediately below it, bad screen reader practice? Use `aria-hidden` attribute.

Competitive Analysis

https://digital-foundations.netlify.com/accessibility/#placeholder-text	
https://styleguide.vtex.com/#/Components/Navigation/Link	
https://polaris.shopify.com/components/navigation/link#navigation	
https://apps.shopify.com/form-builder-by-hulkapps	
https://www.bestbuy.com/site/searchpage.jsp?_dyncharset=UTF-8&fs=saas&id=pcat17071&iht=y&keys=keys&ks=960&list=n&nrp=15&qp=tvscreensiz	

erange_facet%3DTV%20Screen%20Size~65%22%20-%2069%22&saas=saas&sc=Global&st=tv&type=page&usc=All%20Categories	
https://www.bhphotovideo.com/c/search?ci=20390&fct=fct_a_filter_by%7c10_DISPLAYED_IN_STORE&N=3967878130	
https://www.google.com/search?q=google+speed+test&oq=google+speed+test&aqs=chrome.0.0l6.4129j1j4&sourceid=chrome&ie=UTF-8	

Resources

1. Buttons shouldn't have a hand cursor
   https://medium.com/simple-human/buttons-shouldnt-have-a-hand-cursor-b11e99ca374b
2. Design Systems List
   https://github.com/alexpate/awesome-design-systems
3. Solid Link usage doc
   https://polaris.shopify.com/components/navigation/link#navigation
4. Link Accessibility
   https://digital-foundations.netlify.com/accessibility/#form-fields-with-label
5. Melissa's Button vs Link deck

From Melissa's Button vs Link deck, for link specific reference:

Link best practices

- All text links do not need to be one color, as long as they are distinguishable from static content
- Link positioning can help determine whether hover is necessary (menus don't require a hover)
- Text link color to make sure colorblind users can spot them easily

Resources

- https://www.nngroup.com/articles/clickable-elements/
- https://baymard.com/premium/guidelines/730

Link Accessibility

- Users must be able to tab through links (for those who don't use pointing devices)

- Use Title attributes to explain what a link is if it isn't self-evident

Resources

- https://developer.mozilla.org/en-US/docs/Web/Accessibility/ARIA/Roles/button_role
- https://developers.google.com/web/fundamentals/accessibility/semantics-aria/aria-labels-and-relationships
- https://htmldog.com/guides/html/advanced/links/

Link State Accessibility

- Labels should not change with state change
- Button contrast should meet WCAG 2.0 Accessibility standards
- Focus states will largely be used by users who have low or no vision - many default focus states are difficult to see
    - https://dev.to/elizabethschafer/designing-button-focus-states-for-better-usability-gm2
- Toggle button accessibility
    - https://inclusive-components.design/toggle-button/

Questions

6. CMS-720 Pagination work relate to this work in any significance?