

# Designing for accessibility



# Designing for users with low vision



## Do...

## Don't...

use good colour contrasts and a readable font size



use low colour contrasts and small font size



publish all information on web pages



bury information in downloads



use a combination of colour, shapes and text



only use colour to convey meaning



follow a linear, logical layout

200% magnification



spread content all over a page

200% magnification



put buttons and notifications in context



separate actions from their context



# Designing for users of screen readers



## Do...

## Don't...

describe images and provide transcripts for video

`<alt>`

only show information in an image or video



follow a linear logical layout



spread content all over a page



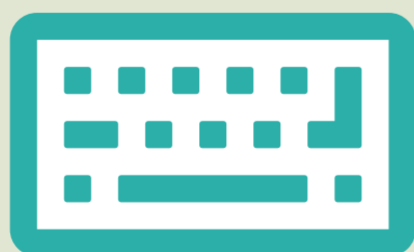
structure content using HTML5

`<h1>`  
`<nav>`  
`<label>`

rely on text size and placement for structure

36pt, bold  
 **Header**

build for keyboard use only



force mouse or screen use



write descriptive links and headings

[Contact us](#)

write uninformative links and headings

[Click here](#)

# Designing for users who are deaf or hard of hearing



## Do...

## Don't...

write in plain language

**Do this**

use complicated words or figures of speech



use subtitles or provide transcripts for videos



put content in audio or video only



use a linear, logical layout



make complex layouts and menus



break up content with sub-headings, images and videos



make users read long blocks of content



let users ask for their preferred communication support when booking appointments



make telephone the only means of contact for users



# Designing for users with dyslexia



## Do...

## Don't...

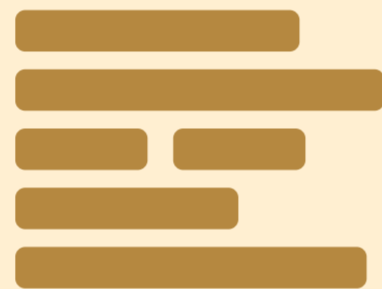
use images and diagrams to support text



use large blocks of heavy text



align text to the left and keep a consistent layout



underline words, use italics or write in capitals

***DON'T DO THIS***

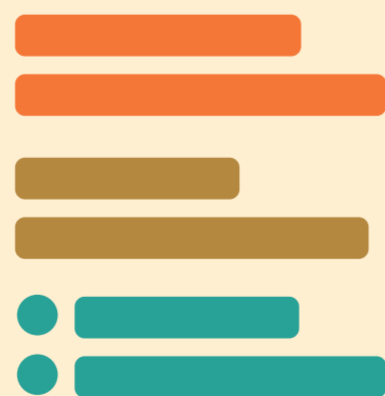
consider producing materials in other formats (for example audio or video)



force users to remember things from previous pages - give reminders and prompts



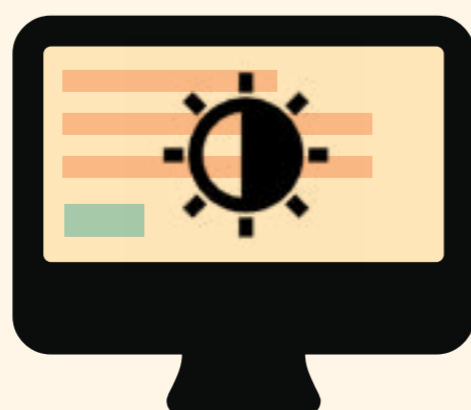
keep content short, clear and simple



rely on accurate spelling - use autocorrect or provide suggestions



let users change the contrast between background and text



put too much information in one place





# Designing for users on the autistic spectrum



## Do...

## Don't...

use simple colours



use bright contrasting colours



write in plain language

### Do this

use figures of speech and idioms



use simple sentences and bullets



create a wall of text



make buttons descriptive

Attach files

make buttons vague and unpredictable

Click here!

build simple and consistent layouts



build complex and cluttered layouts



# Designing for users with anxiety



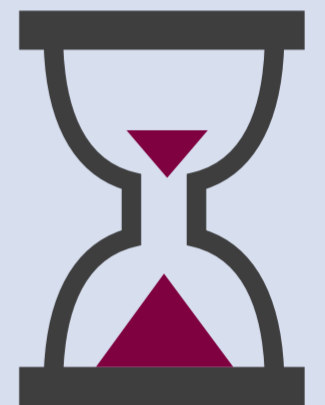
## Do...

## Don't...

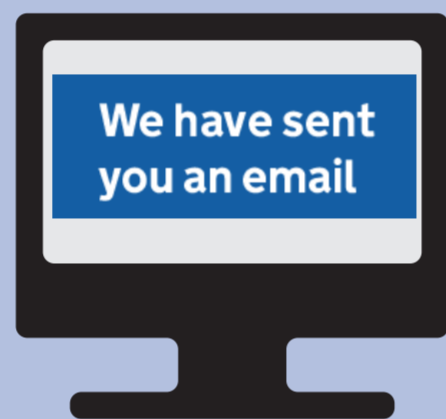
give users enough time to complete an action



rush users or set impractical time limits



explain what will happen after completing a service



leave users confused about next steps or timeframes



make important information clear



leave users uncertain about the consequences of their actions



give users the support they need to complete a service



make support or help hard to access



let users check their answers before they submit them



leave users questioning what answers they gave

