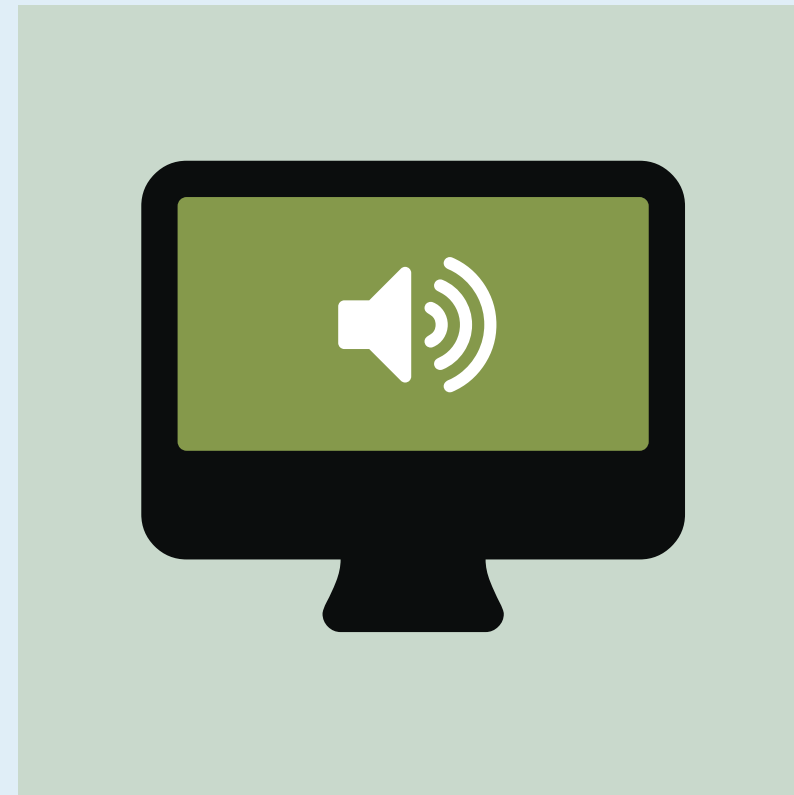
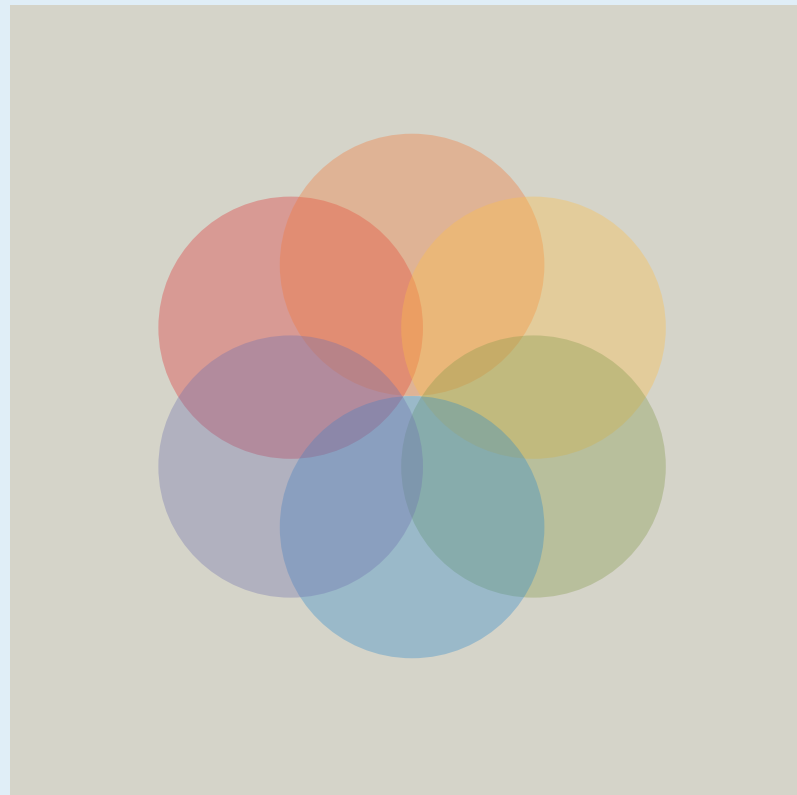


Designing for accessibility



Designing for users on the autistic spectrum



Do...

Don't...

use simple colors



use bright contrasting colors



write in plain language

Do this

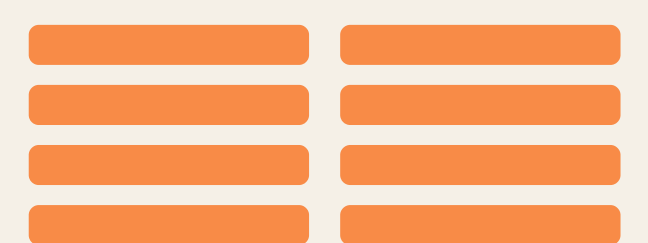
use figures of speech and idioms



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 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



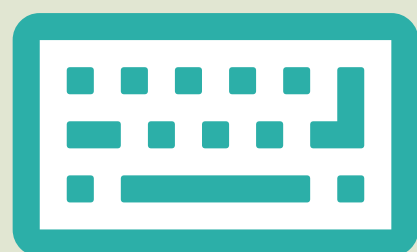
structure content using HTML5

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

rely on text size and placement for structure

36pt, bold
`<h1>`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 with low vision



Do...

Don't...

use good color contrasts and a readable font size



use low color contrasts and small font size



publish all information on web pages



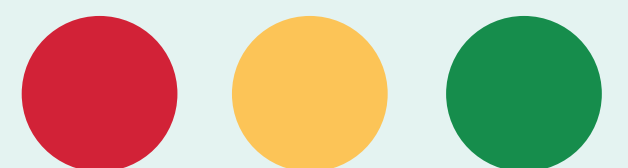
bury information in downloads



use a combination of color, shapes and text



only use color 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 with dyslexia



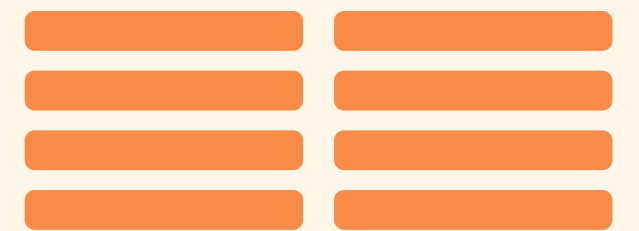
Do...

Don't...

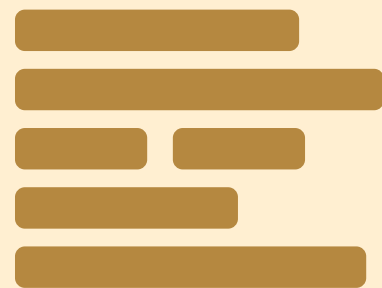
use images and diagrams to support text



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

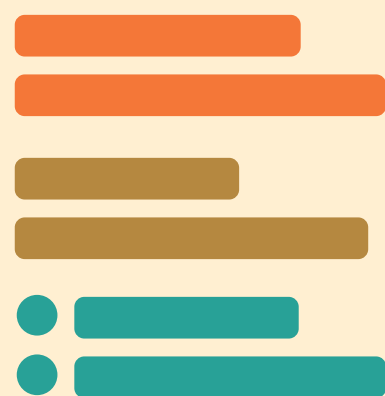
consider producing materials in other formats (for example audio or video)



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



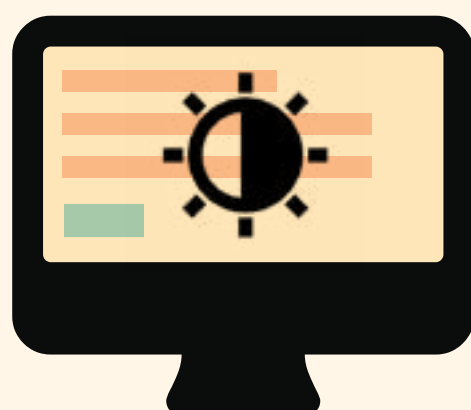
keep content short, clear and simple



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



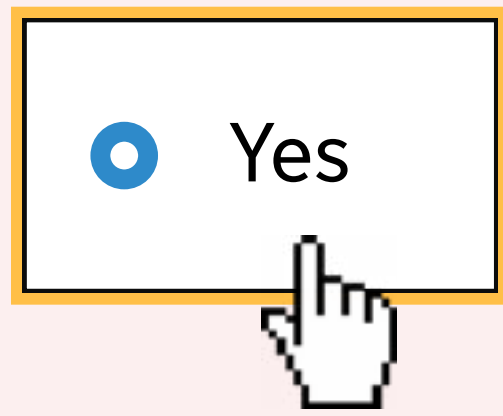
Designing for users with physical or motor disabilities



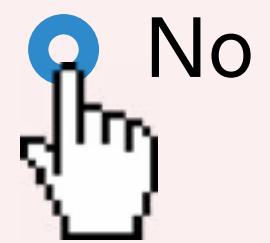
Do...

Don't...

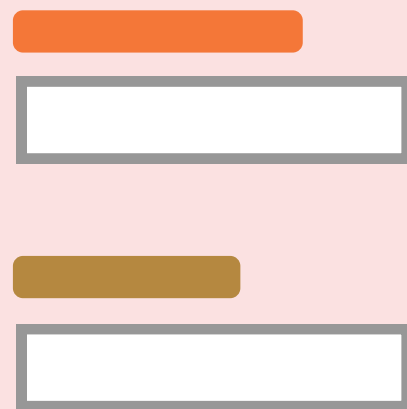
make large clickable actions



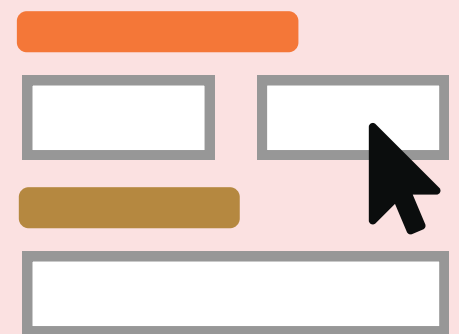
demand precision



give clickable elements space



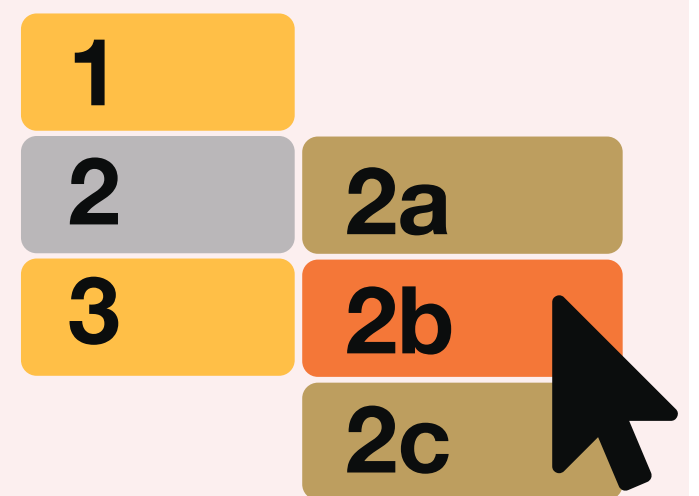
bunch interactions together



design for keyboard or speech only use



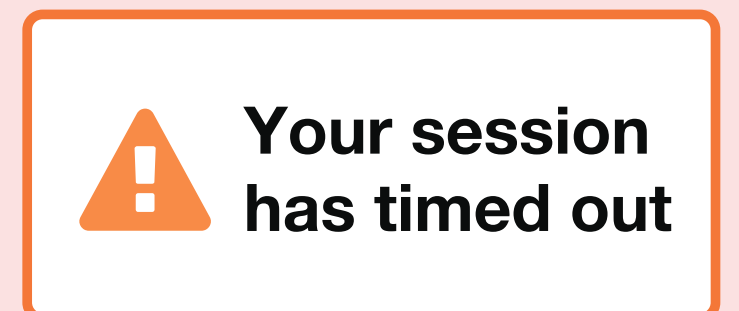
make dynamic content that requires a lot of mouse movement



design with mobile and touchscreen in mind



have short time out windows



provide shortcuts

Postcode

tire users with lots of typing and scrolling

Address



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



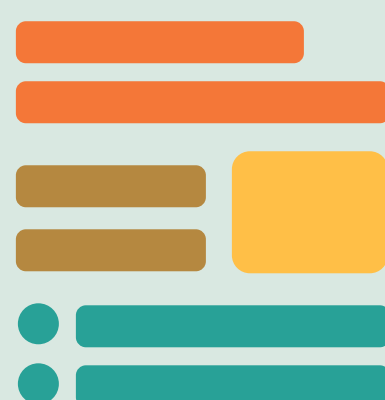
use a linear, logical layout



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 anxiety

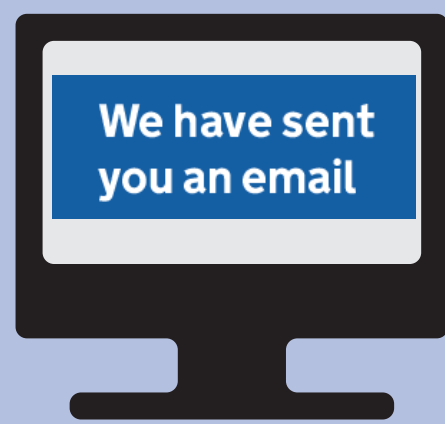


Do...

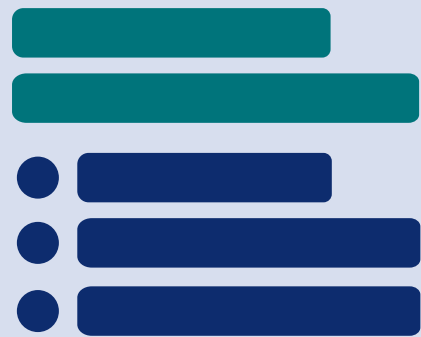
give users enough time to complete an action



explain what will happen after completing a service



make important information clear



give users the support they need to complete a service

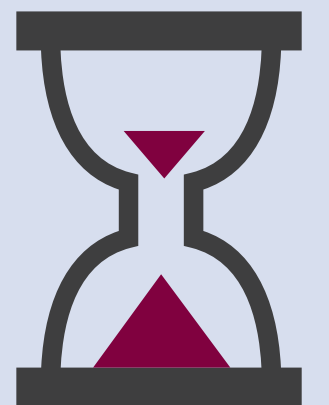


let users check their answers before they submit them

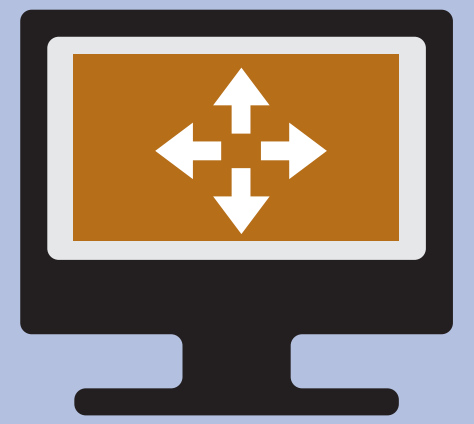


Don't...

rush users or set impractical time limits



leave users confused about next steps or timeframes



leave users uncertain about the consequences of their actions



make support or help hard to access



leave users questioning what answers they gave

