



# Low vision & colorblindness

Designing for these users

## Do

use good color contrasts and a readable font size

do this!

publish all information in HTML



use a combination of color, shapes and text



follow a linear, logical layout

200% magnification



put buttons and notifications in context



## Don't

use low color contrasts and small font size

don't do this!

bury information in downloads

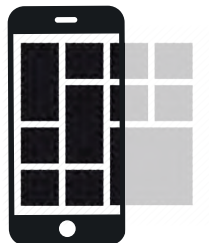


only use color to convey meaning



spread content all over a page

200% magnification



separate actions from their context



Submit



# Screen readers

Designing for these users

## Do

describe images and provide transcripts for video

`<alt>`

follow a linear, logical layout



structure content using semantic markup

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

build for keyboard-only use



write descriptive links and headings

**Contact us**

## Don't

show information only in an image or video



spread content all over a page



rely on text size and placement for structure

28px, bold  
↑  
**title**  
↓

force mouse or screen use



write uninformative links and headings

**Click here!**





# Physical or motor disabilities

Designing for these users

## Do

make large clickable actions



give form fields space



design for keyboard or speech-only use



design with mobile and touchscreen in mind



provide shortcuts

Postcode

## Don't

demand precision



bunch interactions together



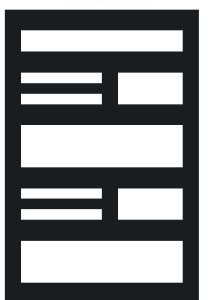
make dynamic content that requires a lot of mouse movement



set short time-out windows



tire users with lots of typing and scrolling





# Deaf and hard of hearing

Designing for these users

## Do

write in plain language

Do this.

use subtitles or provide transcripts for videos



use a linear, logical layout



break up content with sub-headings, images and videos



let users select their preferred communication method



## Don't

use complicated words or figures of speech



put content in audio or video only



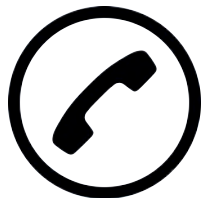
make complex layouts and menus



make users read long blocks of content



make telephone the only means of contact for users





# Dyslexia

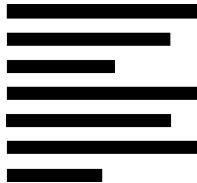
Designing for these users

## Do

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats such as audio or video



keep content short, clear and simple



let users change the contrast between background and text



## Don't

use large blocks of heavy text



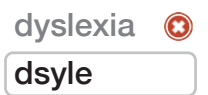
underline words, use italics or write in capitals

**DON'T DO THIS!**

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

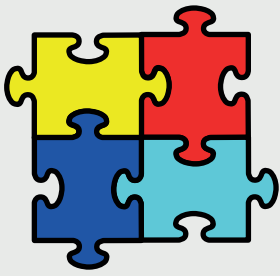


rely on accurate spelling - use autocorrect or provide suggestions



put too much information in one place





# Autism

Designing for these users

## Do

write in plain language

**Do this.**

use simple colors



use simple sentences and bullets



make buttons descriptive

**Log in**

build simple and consistent layouts



## Don't

use figures of speech and idioms



use bright contrasting colors



create a wall of text



make buttons vague and unpredictable

**click here**

build complex and cluttered layouts

