

# **Sarah Horton and Whitney Quesenbery**

## **A Web for Everyone**

# **WCAG POUR framework**

**Perceivable**

**Information and user  
interface components  
must be presented to  
users in ways they can  
see or hear.**

**Operable**

**components and  
navigation must be  
designed so that users  
can interact with them  
and they can support  
assistive technologies**

**Understandab  
le**

**Information and the  
operation of user  
interface must  
communicate clearly and  
consistently so that the  
content is readable.**



**Robust**

**Content must be written  
so that it can be  
interpreted reliably by a  
wide variety of user  
agents, including  
assistive technologies.**

# Universal design

**The design of products  
and environments to be  
usable by all people, to  
the greatest extent  
possible, without the  
need for adaptation or**

# Universal Design Principles

# Equitable Use

**The design does not  
disadvantage or  
stigmatize any group of  
users.**

# Flexibility in Use



**The design  
accommodates a wide  
range of individual  
preferences and abilities.**

**Simple,  
Intuitive Use**

**Use of the design is easy  
to understand,  
regardless of the user's  
experience, knowledge,  
language skills, or  
current concentration**

# Perceptible Information

**The design communicates  
necessary information  
effectively to the user,  
regardless of ambient  
conditions or the user's  
sensory abilities.**

# Tolerance for Error

**The design minimizes  
hazards and the adverse  
consequences of  
accidental or unintended  
actions.**

**Low Physical  
Effort**



**The design can be used  
efficiently, comfortably,  
and with a minimum of  
fatigue.**

**Size and  
Space for  
Approach and**

**Appropriate size and  
space is provided for  
approach, reach,  
manipulation, and use,  
regardless of the user's  
body size, posture, or**

# **Accessible User Experience Framework**

# People First

## Designing for Differences

**People are the first  
consideration, and sites  
are designed with the  
needs of everyone in the  
audience in mind.**

# **Clear Purpose**

## **Well-Defined Goals**

**People enjoy products  
that are designed for the  
audience and guided by a  
defined purpose and  
goals.**



# **Solid Structure Built to Standards**

**People feel confident  
using the design because  
it is stable, robust, and  
secure.**

**Easy**  
**Interaction**  
**Everything Works**

**People can use the  
product across all modes  
of interaction and  
operating with a broad  
range of devices.**

# Helpful Wayfinding

Guides Users

**People can navigate a site, feature, or page following self-explanatory signposts.**

# **Clean Presentation Supports Meaning**

**People can perceive and  
understand elements in  
the design.**



**Plain**

**Language**

**Creates a Conversation**

**People can read,  
understand, and use the  
information.**

# **Accessible Media**

**Supports All Senses**

**People can understand  
and use information  
contained in media, such  
as images, audio, video,  
animation, and  
presentations.**

**Universal  
Usability  
Creates Delight**

**People can focus on the  
experience and their own  
goals because the  
product anticipates their  
needs.**