WCAG POUR framework

Perceivable

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

Operable

User interface components and navigation must be designed so that users can interact with them and they can support assistive technologies such as screen readers.

Understandable

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 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 level.

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 Use

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

Accessible User Experience Framework

Sarah Horton and Whitney Quesenbery
A Web for Everyone

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.