

Accessibility - things to keep in mind

Do...

Make buttons descriptive

Attach files

Describe images and provide transcripts

`<alt>`

Structure content using HTML5

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

Follow a linear, logical layout

200% zoom



Allow users to choose their preferred contact method when booking appointments



Don't...

Make buttons vague and unpredictable

Click here!

Only show information in an image or a video



Rely on text size and placement for structure

36pt, bold
Header

Spread content all over a page

200% zoom



Make telephone the only means of contact for users



Do...

Make large clickable actions



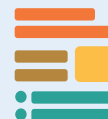
Design for keyboard or speech only use



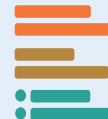
Use clear, concise language

Do this.

Break up content with sub-headings, images and videos



Keep content short, clear and simple

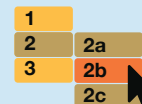


Don't...

Demand precision



Make dynamic content that requires a lot of mouse movement



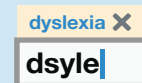
Use complicated words or figures of speech



Make users read long blocks of content



Rely on accurate spelling - use suggestions instead



Make everyone welcome