



# 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



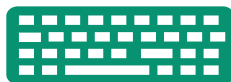
Structure content using HTML5

`<header>`  
`<nav>`  
`<section>`

Rely on text size and placement for structure



Build for keyboard use only



Force mouse or screen use



Write descriptive links and headings

Contact Us

Write uninformative links and headings

Click here

**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>



Shared Services  
Canada

Services partagés  
Canada

Canada



# Designing for users with low vision

## DO

## DON'T

Use good colour contrasts and a readable font size



Use low colour contrasts and small font size



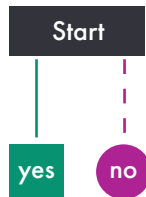
Publish all information on web pages



Bury information in downloads



Use a combination of colour, shapes and text



Only use colour to convey meaning



Follow a linear, logical layout



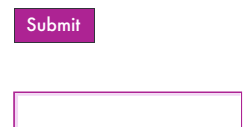
Spread content all over a page



Put buttons and notifications in context



Separate actions from their context



**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>



# Designing for users who are deaf or hard of hearing

## DO

## DON'T

Write in plain language

**Explain  
simply**

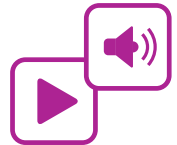
Use complicated words  
or figures of speech



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



**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>



# Designing for users with physical or motor disabilities

## DO

## DON'T

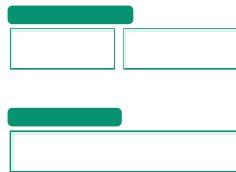
Make large clickable actions



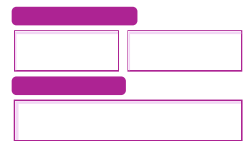
Demand precision



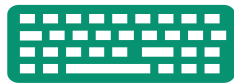
Give clickable elements space



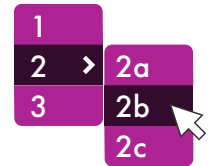
Bunch interactions together



Design for keyboard or speech only use



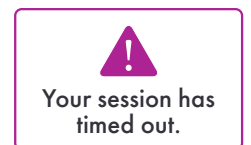
Make dynamic content that requires a lot of mouse movement



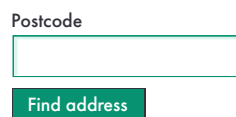
Design with mobile and touchscreen in mind



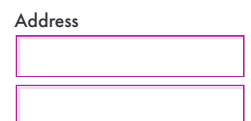
Have short time out windows



Provide shortcuts



Tire users with lots of typing and scrolling



**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>



# Designing for users on the autistic spectrum

## DO

## DON'T

Use simple colours



Use bright contrasting colours



Write in plain language

**Explain  
simply**

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



**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>