

Designing for Color Blindness

Learning Objectives:

- Gain an understanding of color blindness
- Learn about the importance of designing for a diverse audience
- Reflect on your website design and its accessibility

A diverse audience requires us to think about accessibility. Everyone views and responds to technology differently. When designing, we not only need to think about a broad audience, but also about potential subsets of that audience. How usable will your website be to a visually-impaired person?

Approximately 1 in 12 men and 1 in 200 women in the world are affected by color blindness. This is a fairly large subset of our population. It is highly likely one of these people will be in your website's audience.

Peruse the following resources to learn more about color blindness.

<http://www.colourblindawareness.org/colour-blindness/>

https://nei.nih.gov/health/color_blindness/

Now that we have a definition for color blindness, we have to think about how it affects our design process. The following article is written by someone with color blindness.

<https://uxdesign.cc/what-my-color-blindness-taught-me-about-design-d3009a93ff9c>

Lots of websites are designed with accessibility as an afterthought. If we instead design with accessibility in the forefront, we will gain a larger potential audience immediately.

Use the following website to view your webpage through the eyes of someone with color blindness.

<https://www.toptal.com/designers/colorfilter/>

Part 1

Write a short reflection answering the following questions:

1. Describe what your website looks like with each of the colorblindness filters. Please include images of your website through the filters.
2. What usability challenges might there be for someone with colorblindness?

3. How extensively does your website rely on color? Are there any elements or interactions that would be completely lost if the user could not see color distinctions?
4. How might you change your website to make it more accessible?

Part 2

Make the modifications to your website that you discussed in Part 1. Resubmit your website through the color filters. Did your modifications help?

Add your new website images to your reflection.

Submission

Submit either a Word document or a PDF of your reflection to Canvas.