Design for everyone

People who find it hard to understand

- ☐ Use plain language
- ☐ Keep sentences short and to the point
- ☐ Don't have long paragraphs
- ☐ Avoid abbreviations. If you have to use one, explain what it means the first time you write it

Our ability to understand information varies throughout our lives. It can be affected temporarily by external pressures like stress and multitasking, or more severely due to disabilities, injuries or degenerative diseases

People who need a custom design

- ☐ Don't size fonts using pixels, it stops older web browsers being able to zoom in or out
- ☐ Make sure any images with text in them have transparent backgrounds
- ☐ Publish content in HTML rather than PDF
- ☐ Don't use !important in your CSS

Experienced internet users with medical conditions like to use custom stylesheets to modify things they find hard to read, like fonts or colours, on all websites they visit

People who aren't online

- ☐ Make sure your users can get your content in the format they need; large print, braille, audio CD, BSL and Easy Read
- ☐ Don't publish PDFs with images of text
- ☐ Format all PDFs with semantic tags

Sometimes people can't get to a web browser and need the information on your web page sent to them. Like any other users, they might have access needs

People in distracting situations

- ☐ Make sure users can pause moving content (like carousels and videos)
- ☐ If pages can timeout, make sure users can extend them
- ☐ Label tasks clearly so that if a user is interrupted they can remember what they were doing

Smartphones and tablets are making digital services available to more people than ever before. But it also makes it more likely that your service will be used by people doing things like riding a bus or looking after young children, which means they can't give you their full attention

People with screen readers

- ☐ Put your content in a logical order, with a useful heading hierarchy
- ☐ Check that your HTML is semantic, valid and uses ARIA correctly
- ☐ Don't refer to content by its location on the screen
- ☐ If you've made keyboard controls, test they don't override screen reader shortcuts
- ☐ Make sure your form labels, hints and error messages are associated with the relevant form inputs and buttons
- ☐ The ARIA "application" role turns off keyboard shortcuts, so don't use it without implementing replacement keyboard navigation
- ☐ Anything communicated in images, infographics and video should have text alternatives
- ☐ Don't make audio or video play automatically when the page loads, it will drown out the screen reader
- ☐ If you're embedding third-party stuff like Youtube video with iframes, give them title attributes that describe the content

Screen readers are used by people who are blind or partially sighted enough to find reading hard. They take the content on a computer screen and interpret it into speech or braille, using lots of the same methods that search engines do

People who find it hard to read

- ☐ Don't let your lines of text run longer than about 80 characters.
- ☐ Make sure there's enough space between the lines of text, and don't track the letters together too tightly
- ☐ Don't set whole passages of text in italic, bold or upper case
- ☐ Don't mix text alignments, left align everything unless you're using a language that is read from right to left

About 10% of the UK find reading difficult. Many others have conditions like dyslexia which can make reading challenging

People who can't talk

- ☐ Never have services that can only be accessed on the telephone, always provide a text alternative such as email, webchat or SMS
- ☐ Make sure that your user can specify their preferred communication channel
- ☐ Users who can't use a telephone probably won't have one, so don't make telephone numbers a mandatory field on your form
- ☐ If you need to meet your users in person make sure they can request a translator

There are lots of times where your user might not be able to hear their computer, like a noisy office. There are also reasons why they might not want their computer making noise, like looking up sensitive information or just not wanting to interrupt other people around them. There are also lots of disabilities and injuries that can limit your ability to talk

People who can't see colour

- ☐ Don't communicate information just using colour
- ☐ Don't give instructions that rely on colour

About 4.5% of the world is colour blind, and there are lots of situations where things like bright sunlight make it hard for anyone to see colours on a computer screen

People who struggle with computers

- ☐ Make sure everything you expect a user to tap or click is large enough and has plenty of whitespace around it
- ☐ Don't have any interactive elements that can't be used with a keyboard
- ☐ Test using your whole design with just a keyboard to make sure you haven't built any "keyboard traps"

Lots of people find computers and mobile devices hard to use. This can be because they don't have much experience using them, or because they have medical conditions that make it difficult to control a mouse accurately

People who find it hard to see

- ☐ Make sure your text looks big enough on the screen
- ☐ Use a font with obvious, distinguishable letter shapes
- ☐ Don't use low colour contrasts
- ☐ Zoom in the browser a couple of font sizes to make sure you don't have to scroll horizontally to read a whole line of text

More than half of the UK has poor eyesight, and devices like phones and tablets are often used while walking or using public transport which can make them difficult to see

People who can't hear

- ☐ Make sure all videos with audio are captioned
- ☐ Provide a text transcript of any audio
- ☐ If you're using any kind of audio alert, combine it with visual feedback
- ☐ If you need to meet your users in person make sure they can request a translator

There are lots of times where your user might not be able to hear their computer, like a noisy office. There are also reasons why they might not want their computer making noise, like looking up sensitive information or just not wanting to interrupt other people around them. Hearing disabilities are common, and most people's hearing gets worse as they get older