# Designing a Wireframe with Visual Hierarchy and WCAG Compliant Color Contrast

# 1. Low fidelity wireframe

- Low fidelity wireframes are basic, simplified representations of a website or applications and layout, focusing on functionality and content organization rather than visual details.

❑ **Purpose :**

- Low fidelity wireframes are a valuable tool for designers & product teams to quickly visualize, test & refine the fundamental structure & functionality of a product before moving to more detailed design phases.

❑ **Example :** Instagram low fidelity wireframe

❑ **Link :**

https://www.figma.com/design/SMGrF6TlEhaU3qjViP988m/Untitled?node-id=0-1&t=hDVtr8PqXXtSUe8F-1

Drafts Free

File Assets

Pages

Page 1

Layers

- iPhone 16 Plus - 1
  - Frame
    - Vector
  - Rectangle 3
  - Instagram
  - Rectangle 2
  - Polygon 1
  - Rectangle 1
  - 12:34
- image 1
- Frame 49
- H1/Heading 1 H2/Heading 2 H3/Headi


iPhone 16 Plus - 1

# 2. Color palette

- A color palette is a combination of colors used by UI designers when designing an interface.
- A typical palette might include a primary color, secondary colors, and accent colors.

## ❑ Primary colors :

- Primary colours are basic colours that can be mixed together to produce other colours.
- The primary colors are red, blue, and yellow.

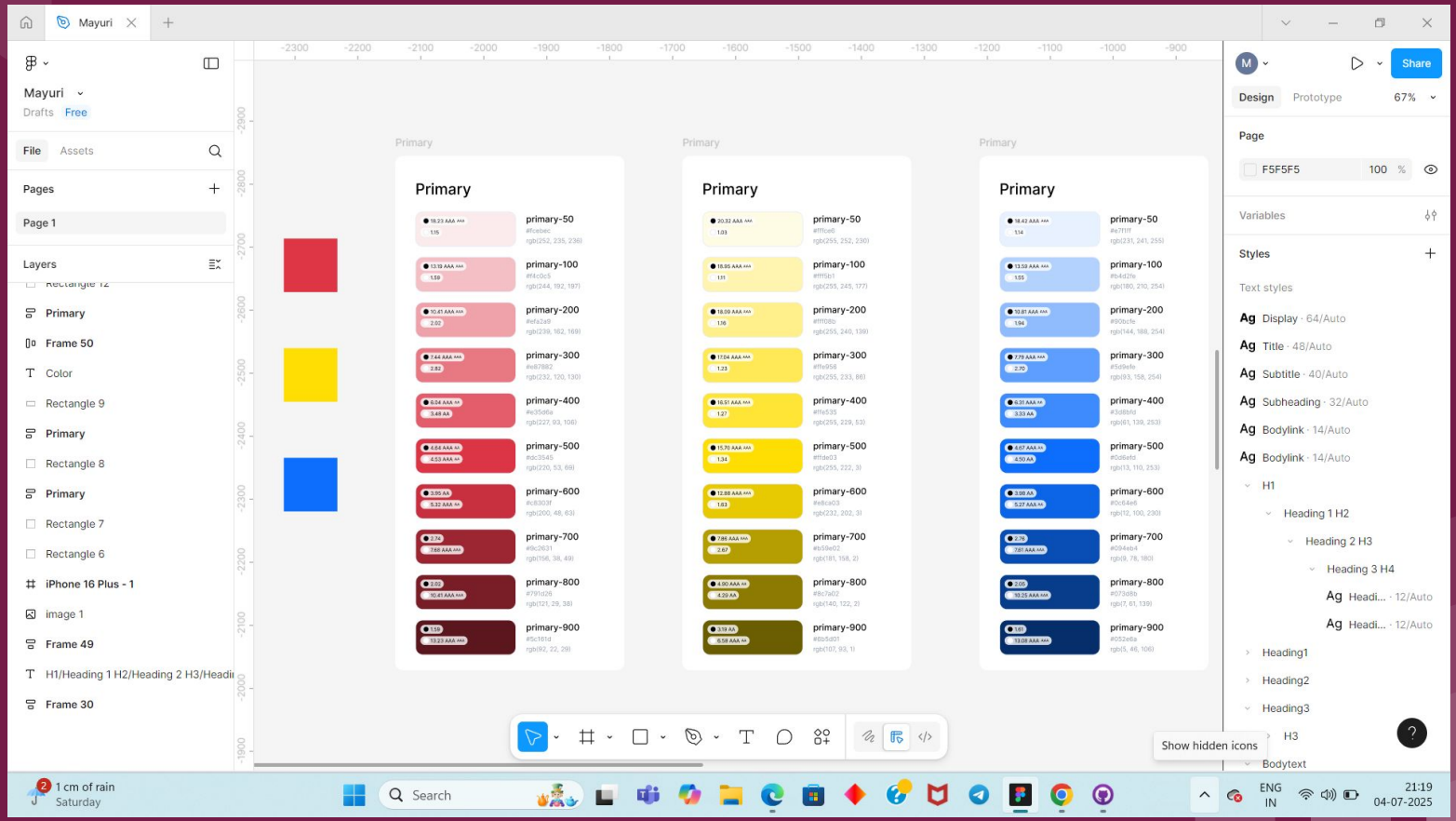
## ❑ Secondary colors :

- A secondary color is an even mixture of two primary colors. The secondary colors are orange, green, and purple (or violet).
- These are formed by: Orange : Mixing red and yellow

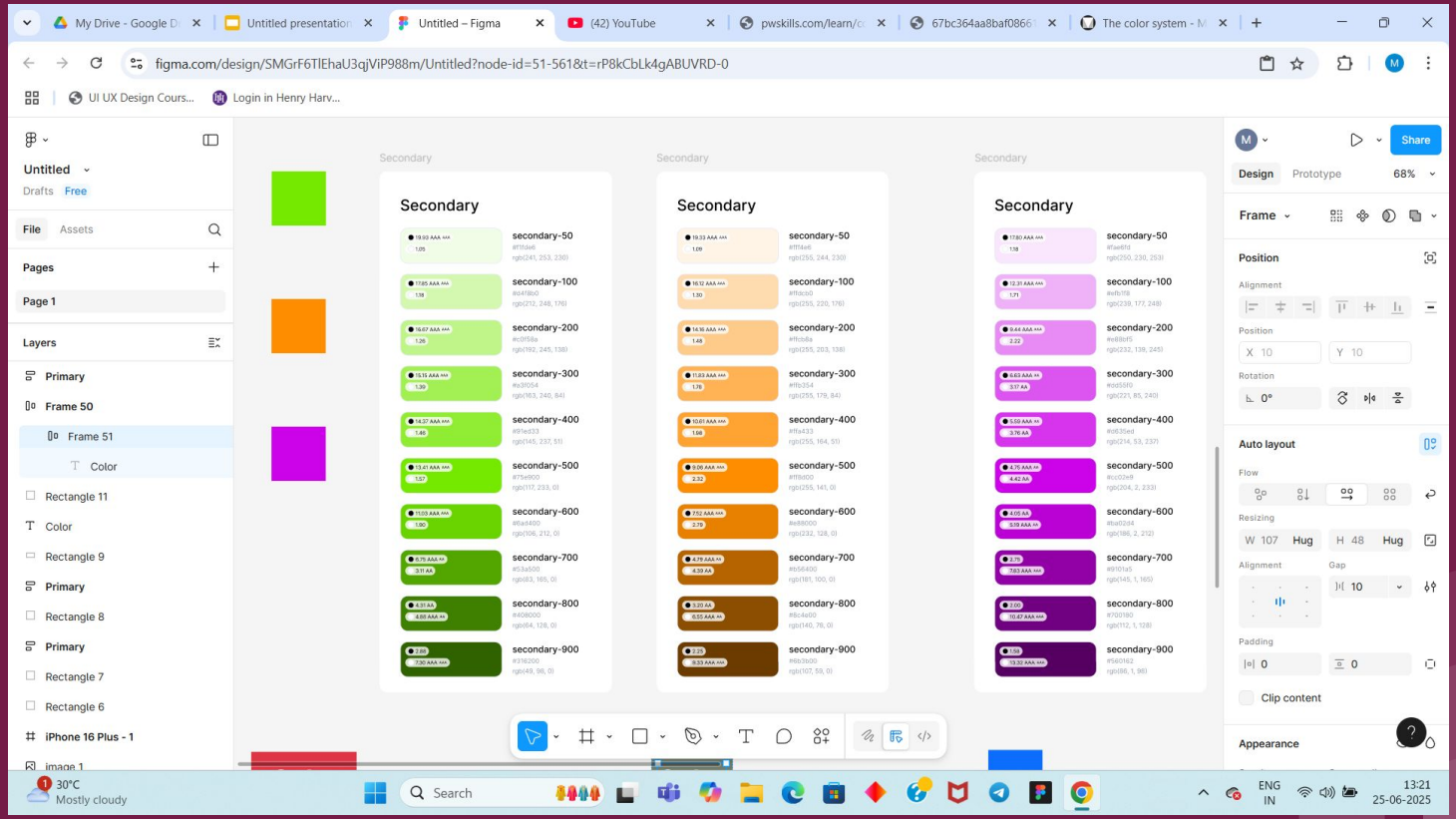
## ❑ Tertiary colors :

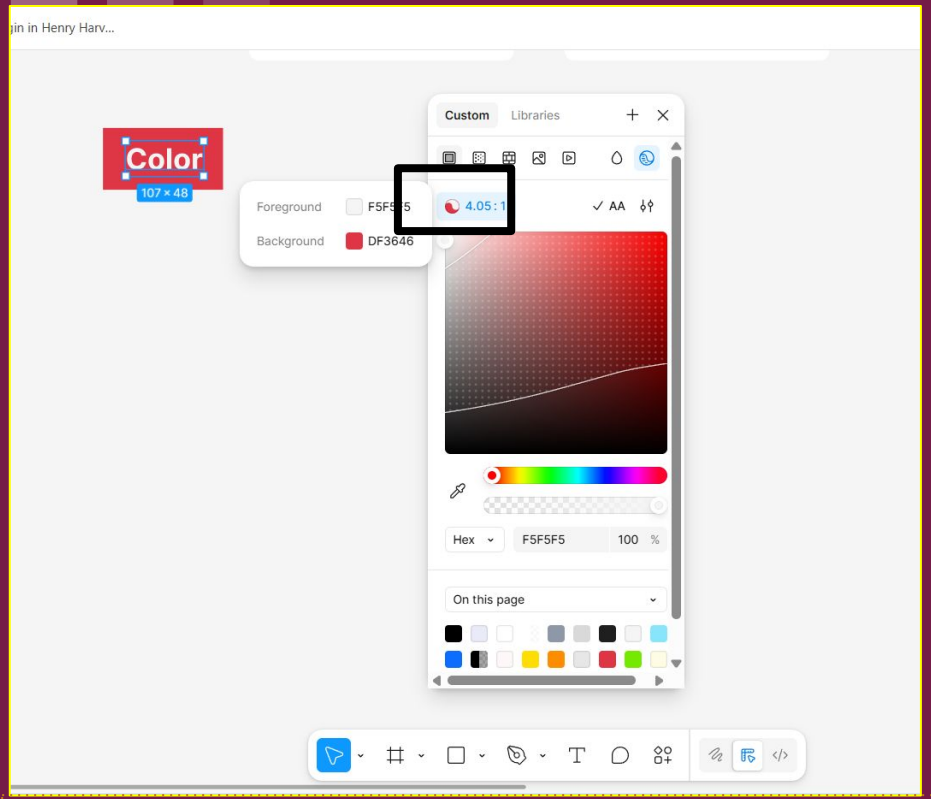
- A tertiary color is created by mixing one primary color with one secondary color that is adjacent to it on the color wheel.

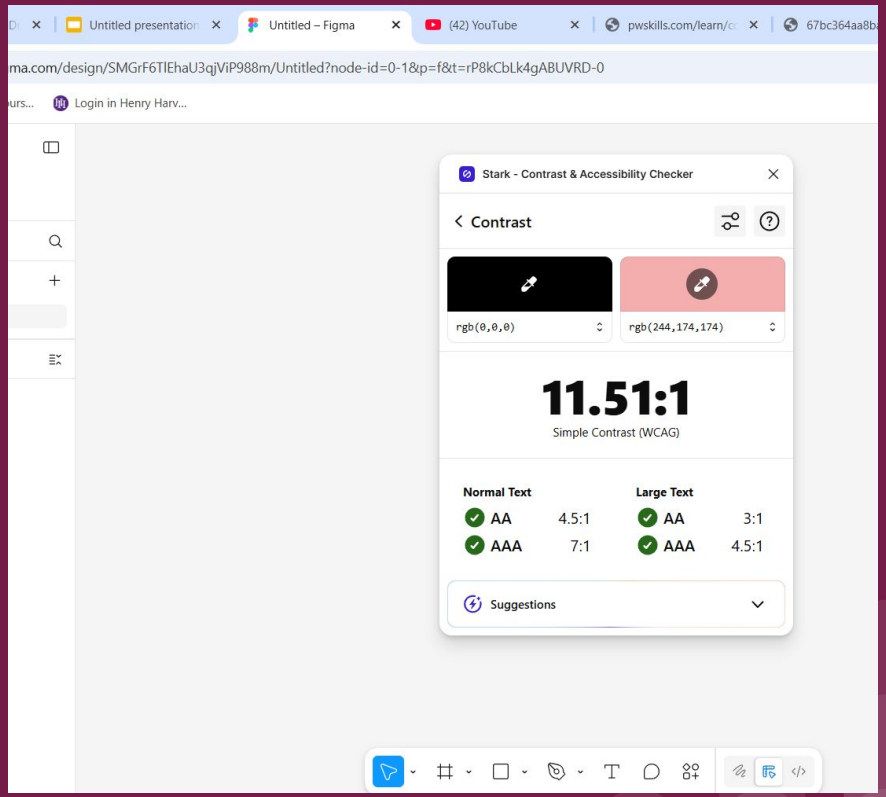
- # Primary color palettes :



- Secondary color palettes :
- https://www.figma.com/design/SMGrF6TlEhaU3qjViP988m/Mayuri?node-id=0-1&t=bfjyxtUfObAzqmSU-1



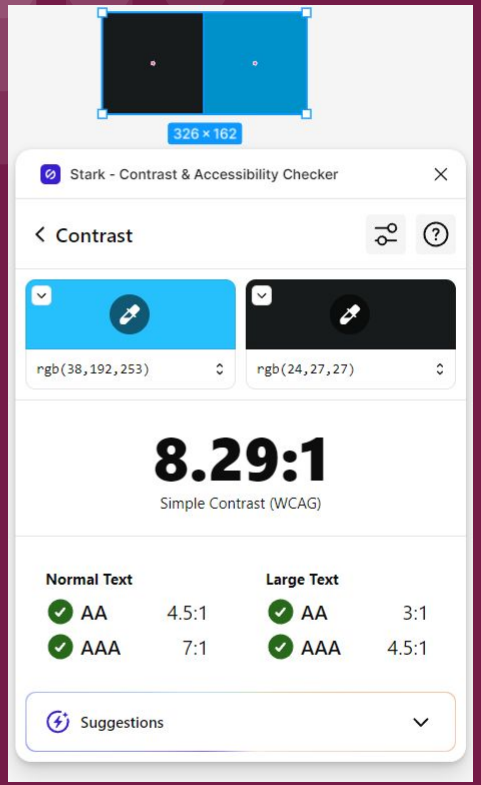


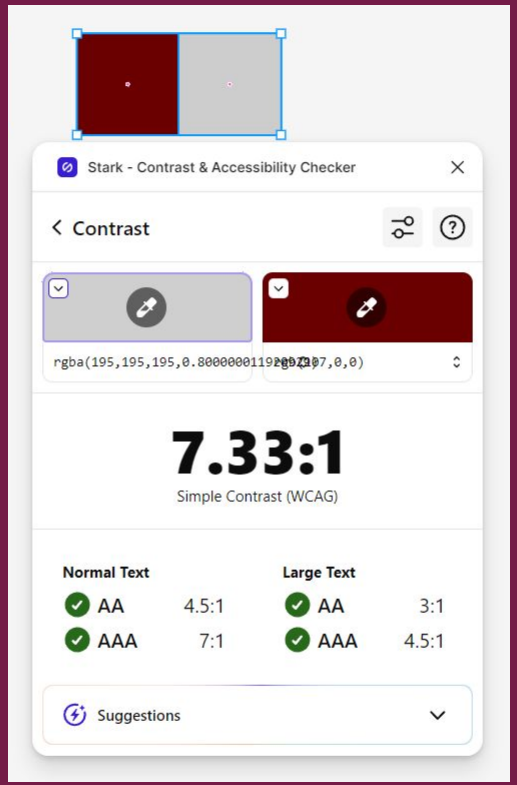



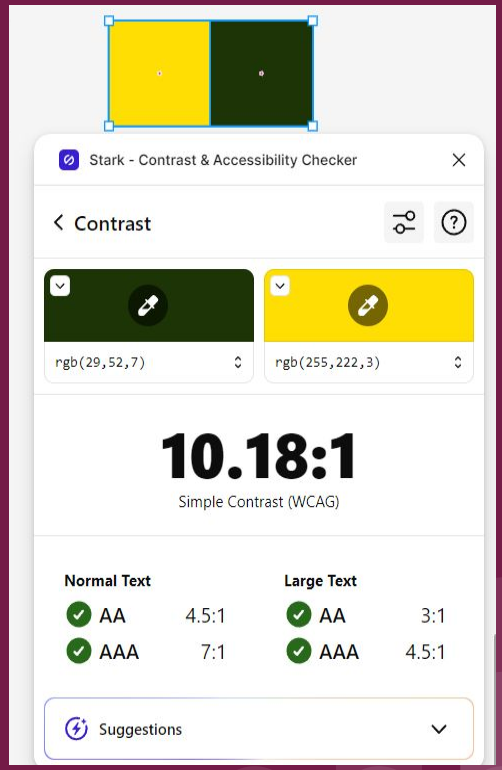

2(a) Here, we are using stark - contrast checking tools to verify compliance with WCAG AA and AAA standards.

- https://www.figma.com/design/SMGrF6TlEhaU3qjViP988m/Mayuri?node-id=0-1&t=RkMkEzgKrlUm7l7j-1

# 2(b) Contrast ratio result for different color combinations

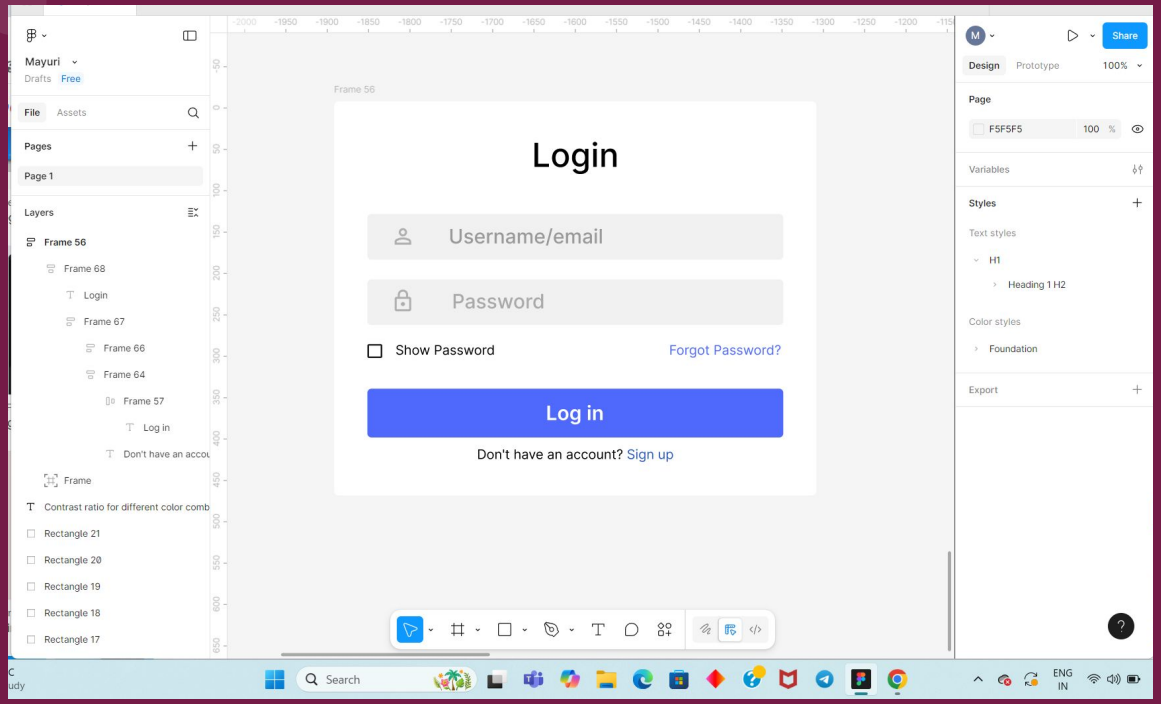


# 3. Login screen UI layout structure

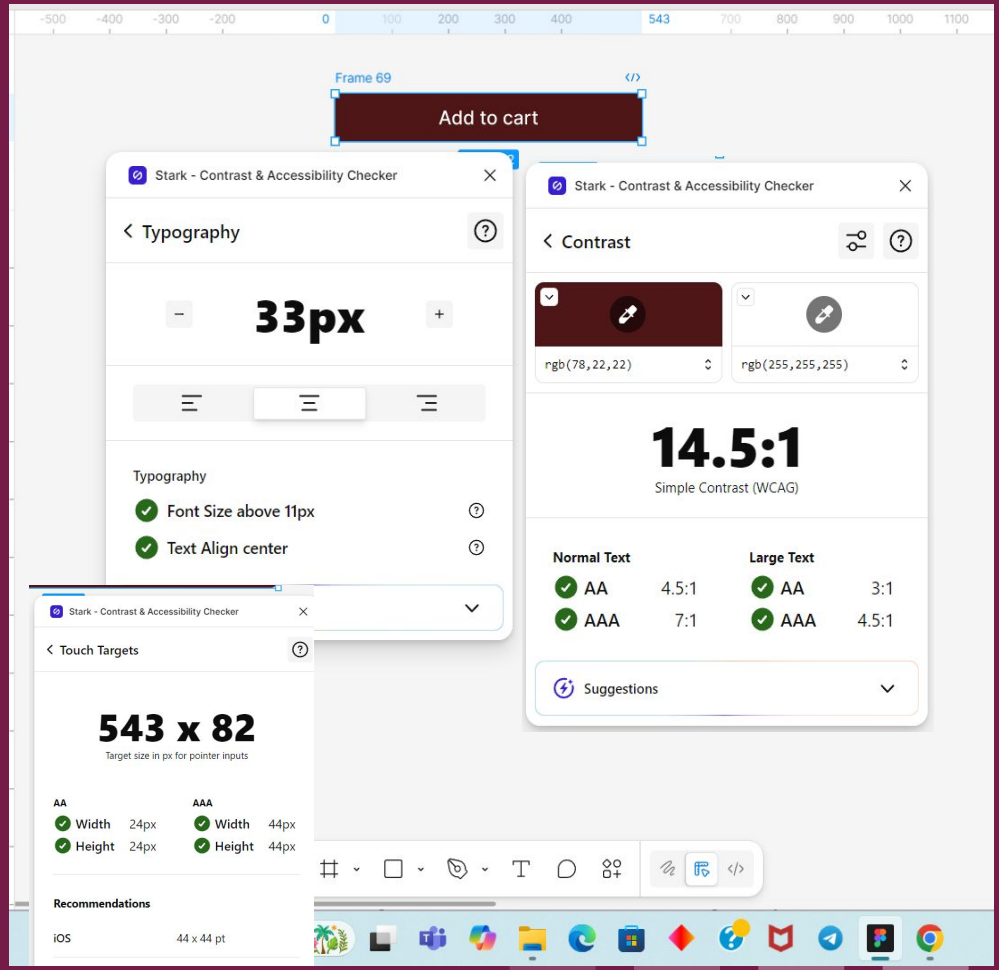
- This is the structure of my layout in  figma



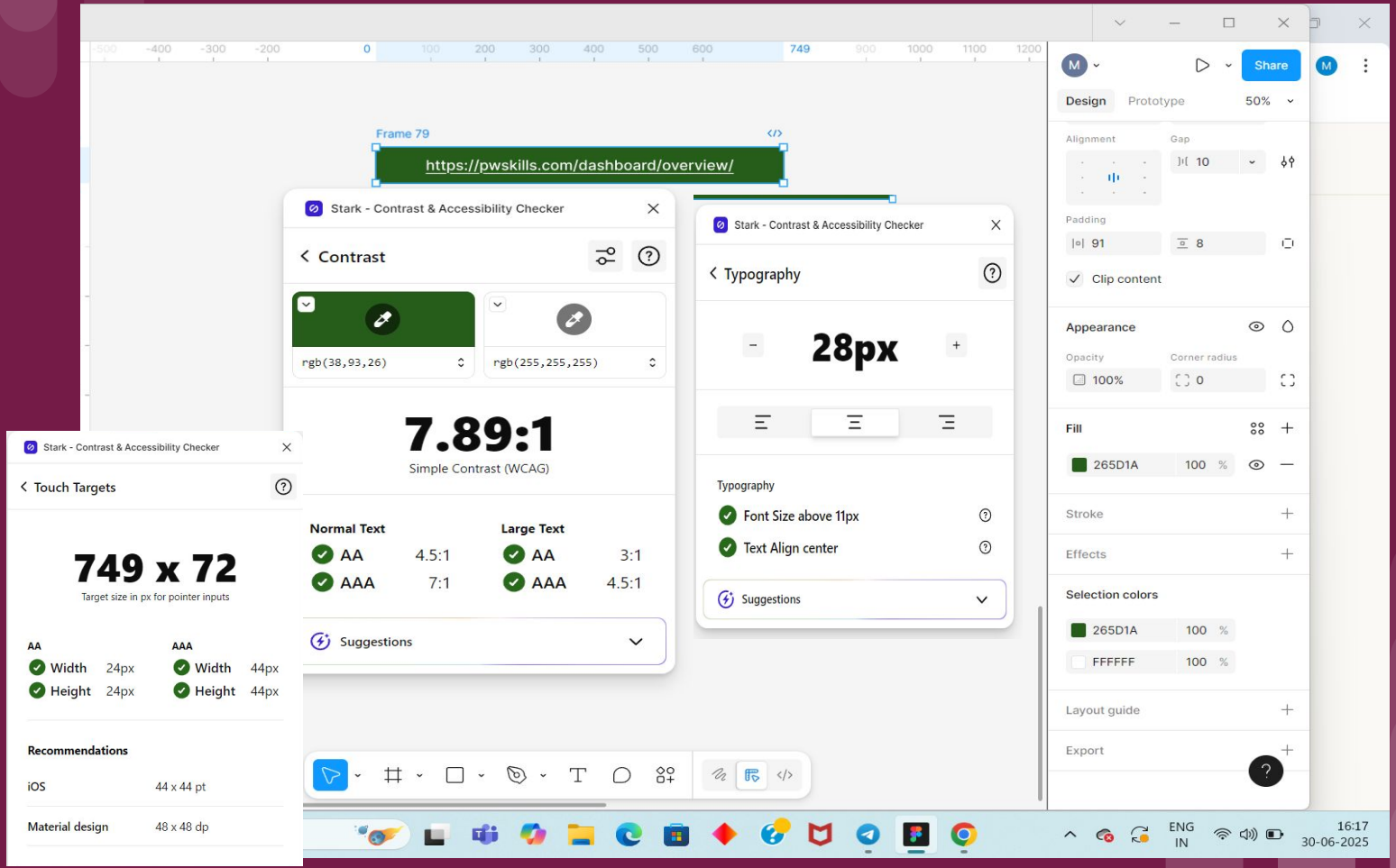

- https://www.figma.com/design/SMGrF6TlEhaU3qjViP988m/Mayuri?node-id=0-1&t=RkMkEzgKrlUm7l7j-1

# 4. Readability and accessibility of text elements

- This indicates that the button is accessible and readable for all users, including individuals with visual impairments.
- High contrast between text & background is used here to enhance readability for users with visual impairments.
- Prioritize readability & accessibility leads to a more user-friendly, inclusive & effective digital experience.
- Tools for accessibility testing : WebAIM, Stark (Figma), Chrome DevTools



- Here, we check accessibility and text readability for link using the Stark Contrast Checker tool.



# 5. A brief report explaining design choices & accessibility considerations

## A. Design choices :

- The design choices focused on improving user experience, & visual clarity.
- **Minimalist Layout :** A clean & uncluttered layout was chosen to improve content readability & guide the user's attention to key features.
- **Hierarchical Layout** : Clear typographic hierarchy with large, bold headlines & structured spacing for key message delivery.
- **Color Palette :** We selected a high contrast, brand-aligned color palette to ensure visual appeal while supporting accessibility.
- **Responsive Design :** The design adapts seamlessly across devices ( mobile, tablet, desktop) to ensure a consistent experience.

## B. Accessibility Considerations :

- To ensure the design is inclusive and meets accessibility standards (WCAG 2.1), the following measures were taken:

- **Contrast Ratios:** Text and background color combinations were tested to meet the minimum contrast ratio of 4.5:1 for normal text.

- **Keyboard Navigation:** All interactive elements (buttons, menus, forms) are accessible using a keyboard alone.

- **Alt Text for Images :** Descriptive alternative text is provided for all informative images to support screen readers.

- **Font Size and Type:** Clear, readable sans-serif fonts with scalable sizes were used to support readability across various devices and visual abilities.