

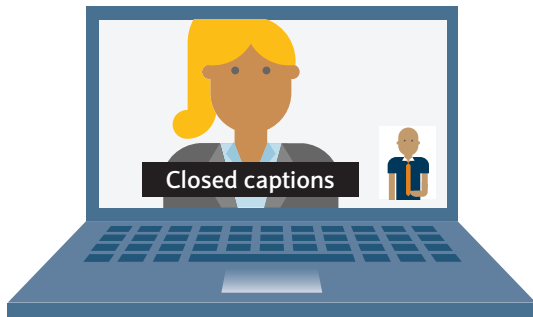


These Inclusive Design Principles are about putting people first. It's about designing for the needs of people with permanent, temporary, situational, or changing disabilities – all of us really.

Adapted from inclusivedesignprinciples.org/

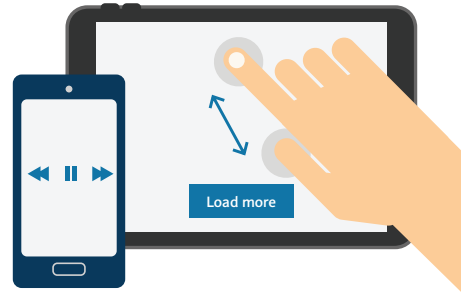
1 Provide comparable experience

Ensure your interface provides a comparable experience for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.



2 Give control

People should be able to access and interact with content in their preferred way.



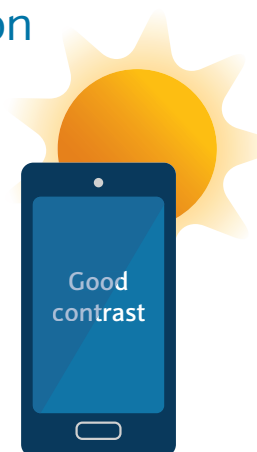
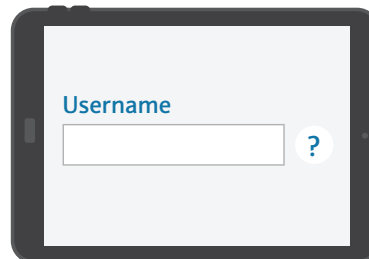
3 Offer choice

Consider providing different ways for people to complete tasks, especially those that are complex or non standard.



4 Consider situation

Make sure your interface delivers a valuable experience to people regardless of their circumstances.



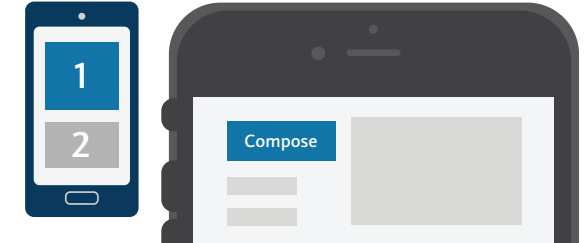
5 Be consistent

Use familiar conventions and apply them consistently.



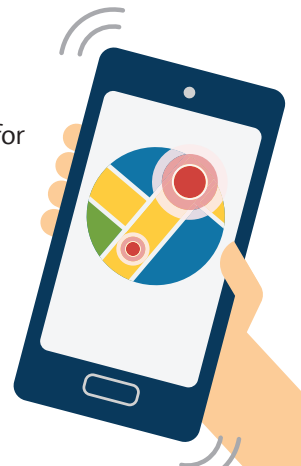
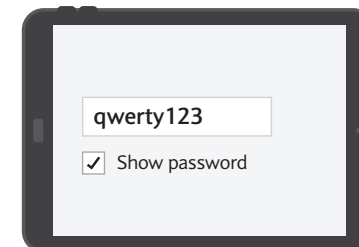
6 Prioritise content

Help users focus on core tasks, features and information by prioritising them within the content and layout.



7 Add value

Consider the value of features and how they improve the experience for different users.



For more information go to barclayscorporate.com/accessibility

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