

Site

<https://events.umich.edu/>

Checklist (Designer)

<input checked="" type="checkbox"/>	Make sure there is enough contrast between text and its background color
<input checked="" type="checkbox"/>	Don't indicate important information using color alone
<input type="checkbox"/>	Pair values of colors together (not only hues) to increase contrast
<input checked="" type="checkbox"/>	Don't rely on sensory characteristics as the sole indicator for understanding and operating content
<input checked="" type="checkbox"/>	Design focus states to help users navigate and understand where they are
<input type="checkbox"/>	Help users understand inputs, and help them avoid and correct mistakes
<input type="checkbox"/>	Write good alt text for your images
<input checked="" type="checkbox"/>	If an experience cannot be made accessible, create another route for users to get that information
<input type="checkbox"/>	Be as consistent and clear as possible in layout and copy

Suggestions

1. Pair values of colors with more contrast

In the event section, the website use two different colors (red and grey) for two different pieces of information (See Image 1). But the contrast only rely on hues. When the hues are removed from the picture, there is no more contrast between these two pieces of information (See Image 2). This is not good for people who cannot distinguish colors to read. My suggestion would be to make the differences between the values of the two colors bigger and then pair them, so

that they can create more contrast. For example, use a lighter red and a darker grey.



Image 1

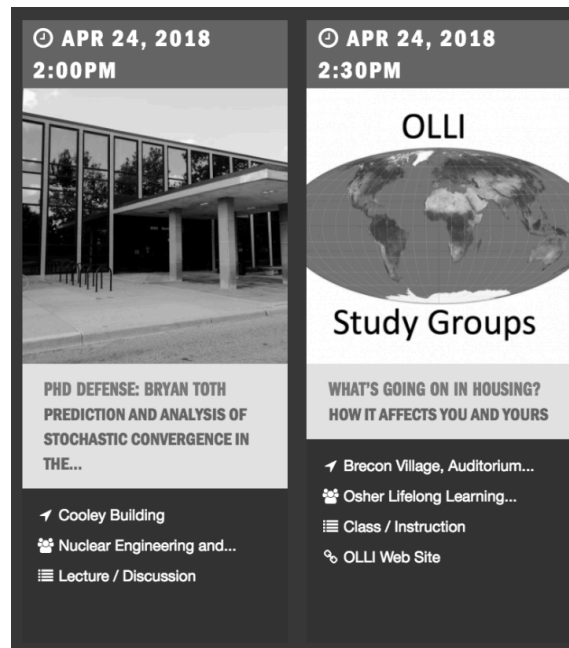


Image 2

2. Help users to avoid mistakes in inputs

Currently, if users click “contact me”, the system asks them to enter comments and email (See Image 3). But if users enter an email with a wrong format, the

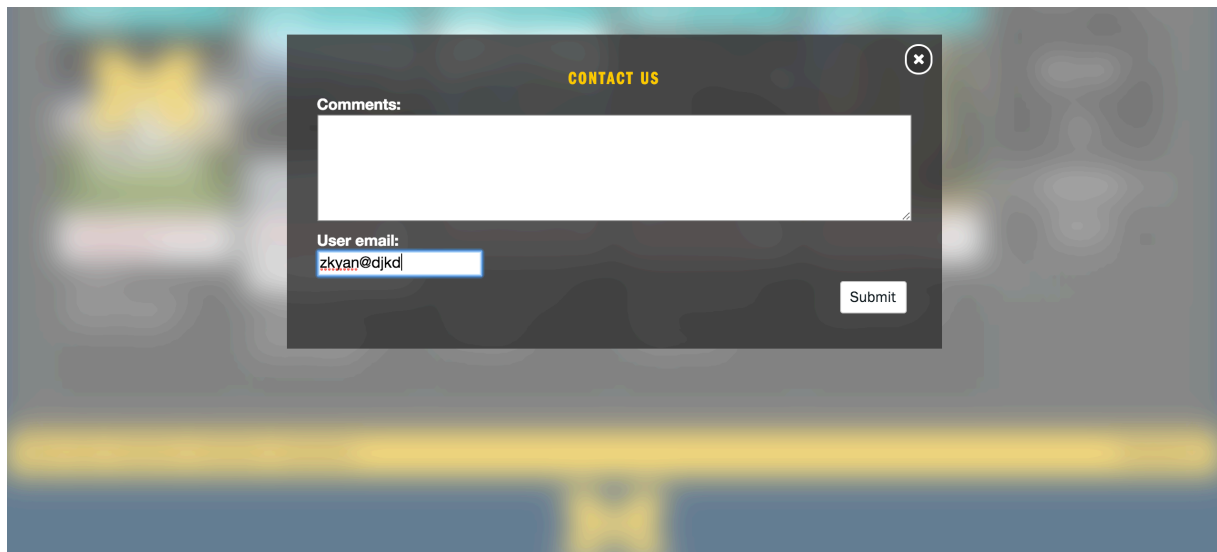


Image 3

system doesn't tell them and they can still submit their response, which is not good for users to avoid mistakes. My suggestion will be to include some example of email's format beside the box. And also, when users enter a wrong email format, the system should display error message to tell the users what they did wrong.

3. Write better alt text for certain images

There are some images on the website that do not have good alt text to explain the content of the images. For example, the alt text for an image of specific event is "logo" (See Image 4), which barely says anything. To improve it, the designers should write specific text to describe the content of the image. In that case, a possible alt text can be "people dancing and some nice buildings".

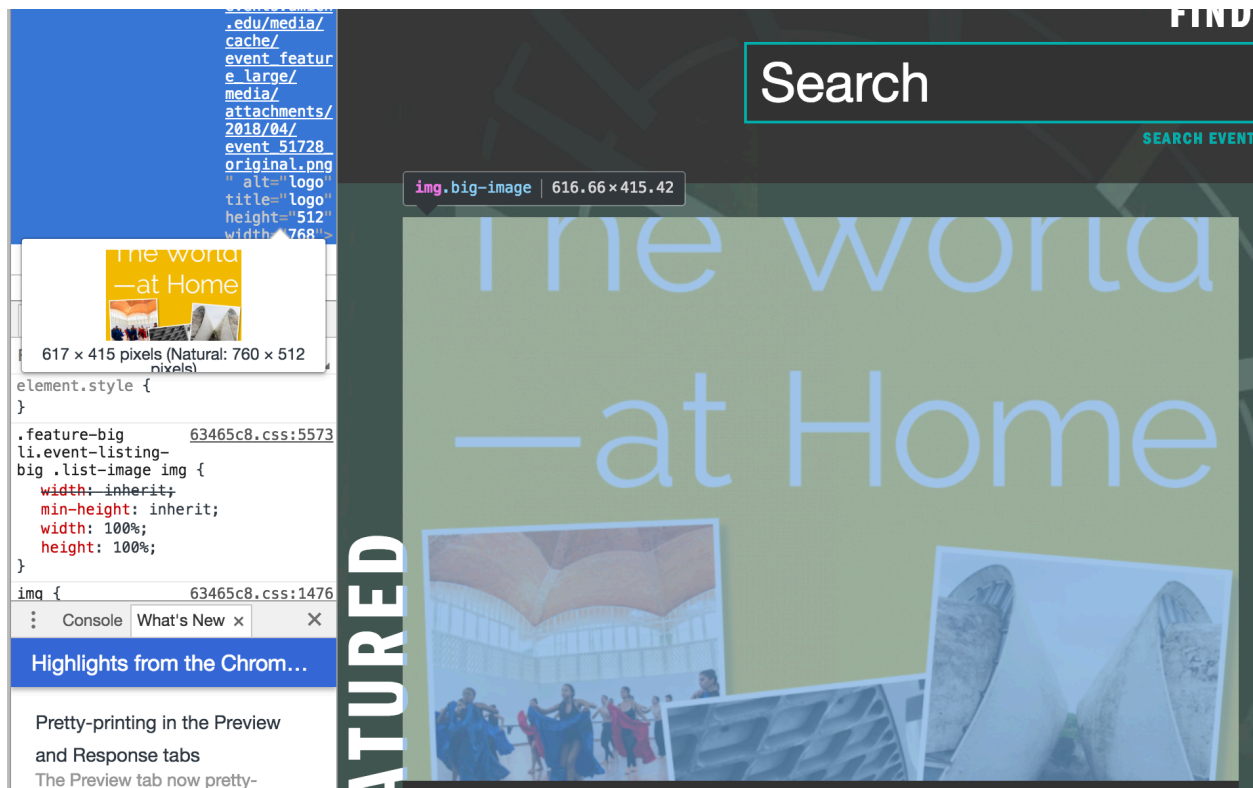


Image 4

4. Be more consistent in layout design

In the second half of the website, the event cards design lack some consistency in UI elements and layout. The grey rectangles that are used to contain the titles of the event do not have the same height (See Image 5). This is not visually

consistent and the same kind of information under the grey rectangles is not aligned together. The suggestion would be no matter how much information is displayed in the rectangles, the rectangles should always have the same height, and the dark rectangles underneath will also have the same height.

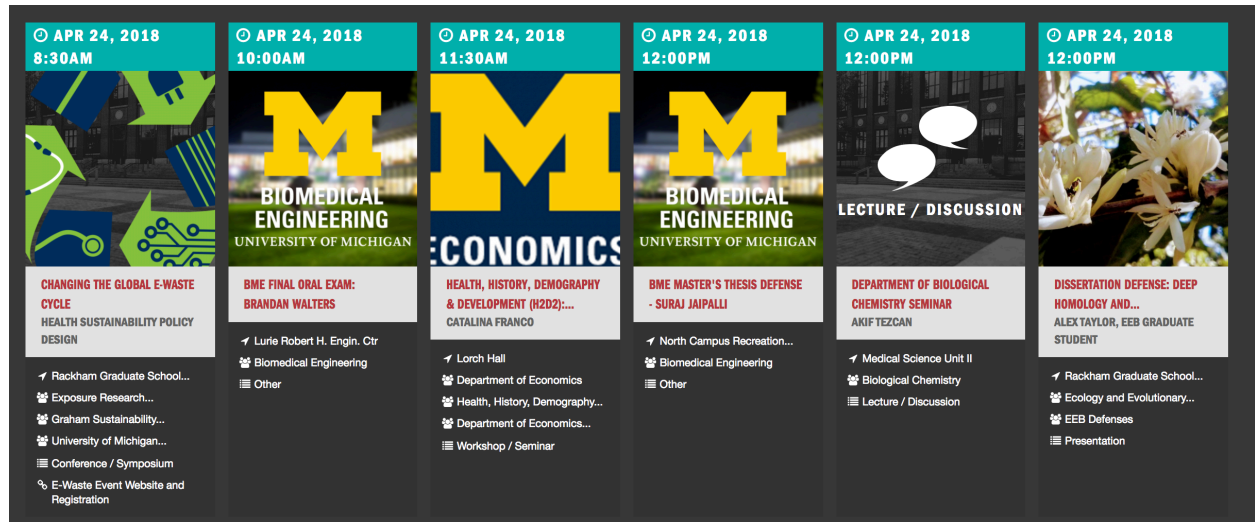


Image 5