

Opening up accessible design

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Who





BETA This is a new service – your [feedback](#) will help us to improve it.

[◀ Back](#)

What do you want to do?

- ☐ Apply for a first British passport
- ☐ Make a change to a current British passport (eg change of name)
- ☐ Renew a British passport
- ☐ Replace a lost or stolen British passport

Continue



Government Digital Service

Design Principles

- 1 Start with user needs**
- 2 Do less**
- 3 Design with data**
- 4 Do the hard work to make it simple**
- 5 Iterate. Then iterate again.**

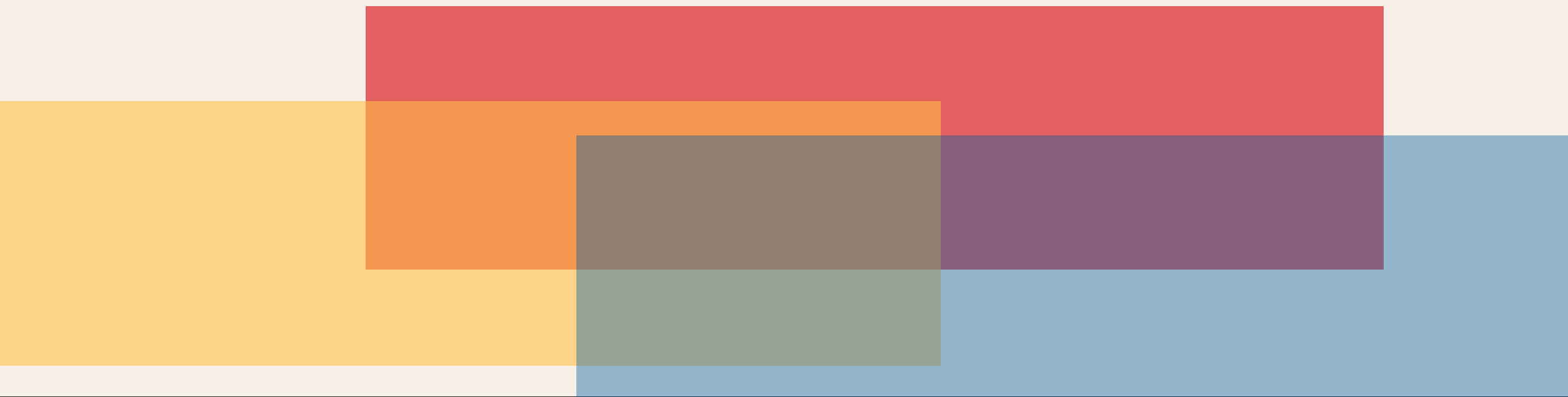
Government Digital Service

Design Principles



- 6 **This is for everyone**
- 7 **Understand context**
- 8 **Build digital services, not websites**
- 9 **Be consistent, not uniform**
- 10 **Make things open: it make things better**

Posters









Designing for users on the **autistic spectrum**

**Don't use figures of
speech or idioms**



Designing for users on the **autistic spectrum**

**Do write in plain
language**

Do this.

Designing for users of screen readers

**Do structure content
using HTML5**

<h1>

<nav>

<label>

Designing for users of **screen readers**

**Don't rely on text
size and placement
for structure**

36pt, bold

 **Header**

Designing for users with **low vision**

**Do use a combination
of colour, shape and
text**

Start >

Designing for users with **low vision**

**Don't only use colour
alone to convey
meaning**



Designing for users with **dyslexia**

**Do use images and
diagrams to support
text**



Designing for users with **dyslexia**

**Don't use large blocks
of heavy text**



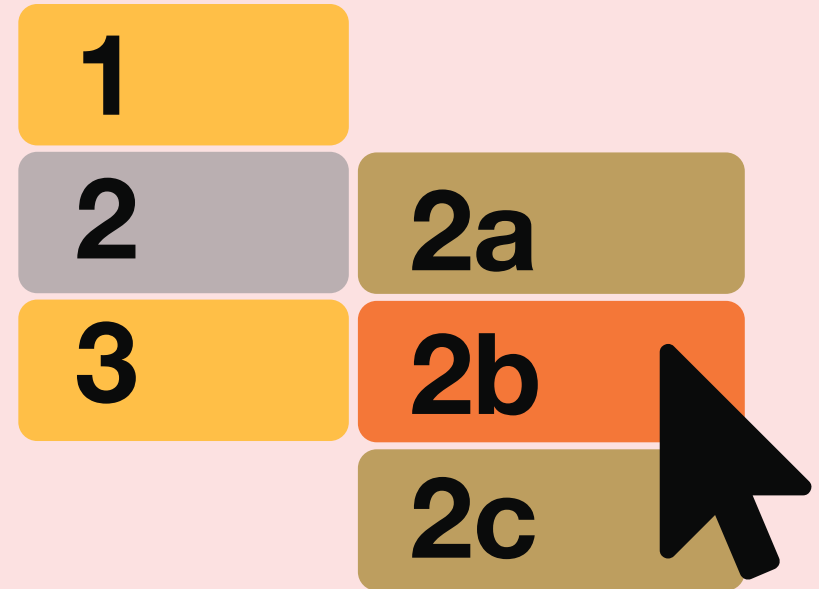
Designing for users with **physical or motor disabilities**

**Do design for
keyboard or speech
only use**



Designing for users with **physical or motor disabilities**

Don't make dynamic content that requires a lot of mouse movement



Designing for users who are **D/deaf or hard of hearing**

**Do use subtitles or
transcripts for videos**



Designing for users who are **D/deaf or hard of hearing**

**Don't put content in
audio or video only**



Designing for users on the autistic spectrum



Do...

use simple colours



write in plain language

Do this.

use simple sentences and bullets



make buttons descriptive

Attach files

build simple and consistent layouts



Don't...

use bright contrasting colours



use figures of speech and idioms



create a wall of text



make buttons vague and unpredictable

Click here!

build complex and cluttered layouts



Designing for users of screen readers



Do...

describe images and provide transcripts for video

`<alt>`

follow a linear, logical layout



structure content using HTML5

`<h1>`
`<nav>`
`<label>`

build for keyboard use only



write descriptive links and headings

[Contact us](#)

Don't...

only show information in an image or video



spread content all over a page



rely on text size and placement for structure

36pt, bold
Header

force mouse or screen use



write uninformative links and headings

[Click here](#)

Designing for users with low vision



Do...

use good colour contrasts and a readable font size

Aa

publish all information on web pages



use a combination of colour, shapes and text

Start >

follow a linear, logical layout

200% magnification



put buttons and notifications in context

Don't...

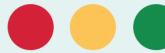
use low colour contrasts and small font size

Aa

bury information in downloads



only use colour to convey meaning



spread content all over a page

200% magnification



separate actions from their context

Designing for users with dyslexia



Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats (for example, audio or video)



keep content short, clear and simple



let users change the contrast between background and text



Don't...

use large blocks of heavy text



underline words, use italics or write in capitals

DON'T
DO THIS

force users to remember things from previous pages - give reminders and prompts



rely on accurate spelling - use autocorrect or provide suggestions



put too much information in one place

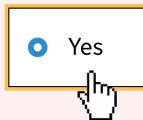


Designing for users with physical or motor disabilities

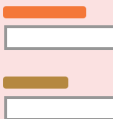


Do...

make large clickable actions



give form fields space



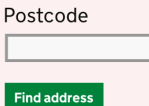
design for keyboard or speech only use



design with mobile and touchscreen in mind



provide shortcuts



Don't...

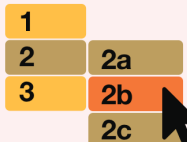
demand precision



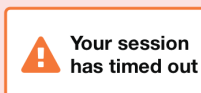
bunch interactions together



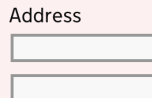
make dynamic content that requires a lot of mouse movement



have short time out windows



tire users with lots of typing and scrolling



Designing for users who are D/deaf or hard of hearing



Do...

write in plain language

Do this.

use subtitles or provide transcripts for videos



use a linear, logical layout



break up content with sub-headings, images and videos



let users ask for their preferred communication support when booking appointments



Don't...

use complicated words or figures of speech



put content in audio or video only



make complex layouts and menus



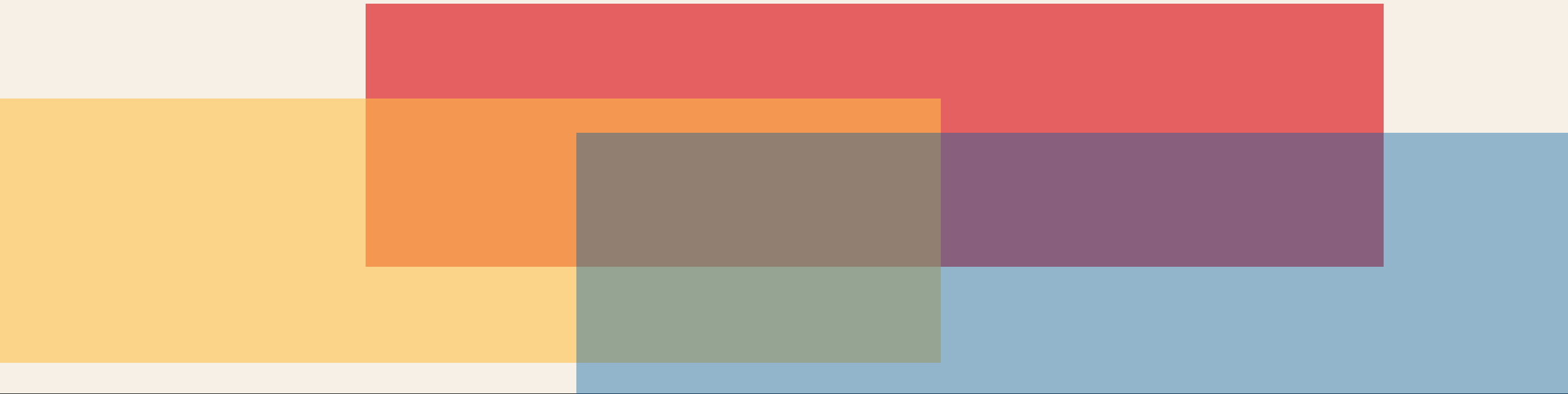
make users read long blocks of content

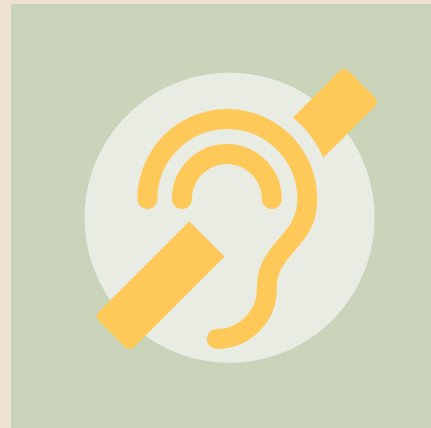


don't make telephone the only means of contact for users



Share





- 10,000 impressions on Twitter
- 700 likes, 65 forks on GitHub

Can I encourage you to develop one that specifically considers people who navigate their computer with voice recognition software.. as I do?

Do give the user a chance to choose to play the audio/video present on the web page.

Don't automatically have audio/video play upon loading a page.

Don't use complicated words



Why?

We talk about accessibility in the posters but what about making the posters accessible themselves?

Order

Accessibility Posters_Dyslexia

Page 1

- [1] Designing for users with dyslexia
- [2] XyLdASeiXyLdA
- [3] Do...
- [4] use images and
- [5] !
- [6] align text to the
- [7] Path
- [8] consider produc
- [9] !
- [10] keep content s
- [11] Path
- [12] let users chang
- [13] Path Image w
- [14] Don't...
- [15] use large block
- [16] !!
- [17] underline word
- [18] Path DO THIS
- [19] force users to
- [20] Image w:132
- [21] rely on accurat
- [22] Path
- [23] put too much i
- [24] Path

1 Designing for users with dyslexia

2 Figure - overlapping letter arrangement...

3 Do...

14 Don't...

4 images and grams to support text

5 Figure - pie chart diagram

16 Figure - two text blocks

6 n text to the and keep a consistent layout

7 Figure - Left aligned text block

8 Figure - italicised, underlined 'Don't ...

8 sider producing erials in other formats (for example audio or video)

9 Figure - audio symbol

10 remember previous pages - give reminders and prompts

20 Figure - working cogs in someone's

10 content, clear and simple

11 Figure - three sections of coloured te

Figure - a word being entered into a te.

Translate



Gestalten für Benutzer mit Schwerhörigkeit oder Gehörlosigkeit



Richtig

Falsch

In klarer Sprache schreiben

Tu das.

Komplizierte Wörter oder Redewendungen verwenden



Bei Videos Untertitel benutzen oder Abschriften bereitstellen



Informationen nur als Audio oder Video vorhalten



Ein lineares, logisches Layout verwenden



Komplexe Layouts und Menüs erstellen



Inhalt durch Überschriften, Bilder und Videos auflockern



Das Lesen langer Textblöcke erfordern



Zur Kontaktaufnahme verschiedene Kommunikationswege bereitstellen



Kontakt nur telefonisch ermöglichen



Diseñando para usuarios del espectro autista



Si

No

utilizar colores simples



utilizar colores brillantes y contrastantes



escribir en términos sencillos

Haga esto.

utilizar expresiones idiomáticas o regionalismos



utilizar oraciones simples y viñetas



crear textos demasiado largos



hacer botones descriptivos

Adjuntar archivos

hacer botones vagos e impredecibles

Click aquí

contruir diseños simples y consistentes



construir diseños complejos y recargados



Concevoir pour les utilisateurs malvoyants



Faire...

Ne pas faire...

utiliser de bons contrastes de couleurs et une taille de texte lisible



utiliser des contrastes de couleurs faibles et des textes de petites tailles



publier toutes les informations dans la page web



déporter les informations dans des fichiers à télécharger



utiliser une combinaison de couleurs, de formes et de textes

Démarrer >

n'utiliser que la couleur pour transmettre l'information



établir une mise en page linéaire et logique



répartir le contenu sur toute la page



mettre les boutons et les notifications en contexte

Envoyer

séparer les actions de leurs contextes

Envoyer

當你為肢體障礙設計



請 ...

給予大的點擊區域



請不要 ...

需要精確的點擊



給予表單更多間格



將表單放得很近



設計成只需要
鍵盤或語音控制



使用動態選單
需要大量滑鼠操作



設計給智慧型手機
並著重於觸控



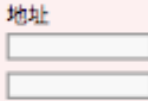
瀏覽網頁只有
短暫的操作時間



提供更便捷的方式



讓使用者需要
打長串文字
和滑動螢幕



Ontwerpen voor gebruikers met dyslexie



Gebruik...

afbeeldingen
en diagrammen
om tekst te
ondersteunen



links uitlijnen en
een consistente
opmaak



waar mogelijk
andere formaten
zoals audio en video



korte, heldere en
simpele content

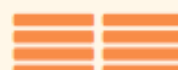


de optie om
gebruikers
tekstcontrast te
laten veranderen

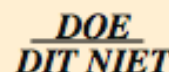


Vermijd...

grote
blokken
tekst



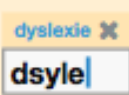
onderstreping,
cursieve tekst,
of hoofdletters



de noodzaak om
informatie van
eerdere pagina's te
onthouden



correcte spelling
eisen - gebruik
autocorrect of geef
suggesties



te veel
informatie op
één pagina



Ekran okuyucusu kullanan kullanıcılar için tasarlamak



Yap

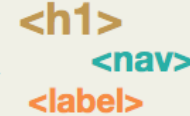
resimler için
tanımlayıcı yazılar
kullan, videolara
transkripsiyon
desteği sağla



lineer ve mantıklı
arayüzler tasarla



içerik yapısını
HTML5 kullanarak
oluştur



sadece klavye ile
kullanmaya uygun
tasarla



Açıklayıcı linkler ve
bağlantılar oluştur



Yapma

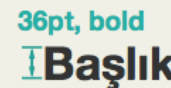
bilgiyi yalnızca
resimde veya
videoda göster



içeriği bütün
sayfaya dağıt



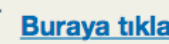
sayfa yapısı için
yazı boyutu ve
konumunu kullan



kullanıcıyı mouse
veya ekranı
kullanmaya zorla



bilgi vermeyen linkler
ve başlıklar oluştur

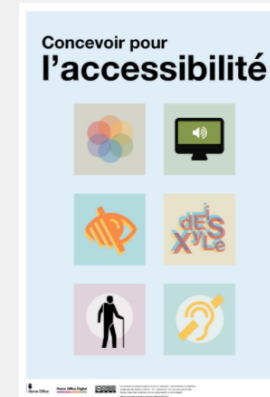




autistic-spectrum_fr.pdf



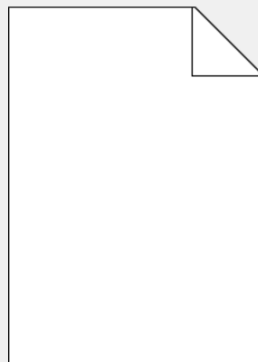
cover-back_fr.pdf



cover_fr.pdf



deaf_fr.pdf



dos-donts-accessibility_fr.sk...



dyslexia_fr.pdf



low-vision_fr.pdf



motor-disabilities_fr.pdf

What's next?





Designing for users of screen readers



<alt>

Do...

describe images
and provide
transcripts for video

▼ more info



Don't...

only show
information in
an image
or video

▼ more info



Do...

follow a linear,
logical layout



Don't...

spread content
all over a page

Designing for users of **screen readers**



Do...

describe images
and provide
transcripts for video

<alt>

▼ more info

Don't...

only show
information in an
image or video



▼ more info

Do...

follow a linear,
logical layout



▼ more info

Don't...

spread content
all over a page



▼ more info

Do...

structure

<h1>
<nav>

Don't...

build for





Designing for users of screen readers

Do...

describe images
and provide
transcripts
for video

`<alt>`

follow a linear,
logical layout



structure content
using HTML5

`<h1>`
`<nav>`
`<label>`

Designing for users of screen readers



Do...

`<alt>`

describe images and
provide transcripts
for video



follow a linear,
logical layout

Designing for users of screen readers



Do...

`<alt>`

describe images
and provide
transcripts
for video



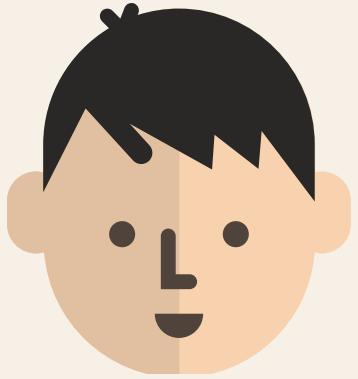
follow a linear,
logical layout

`<h1>`
`<nav>`
`<label>`

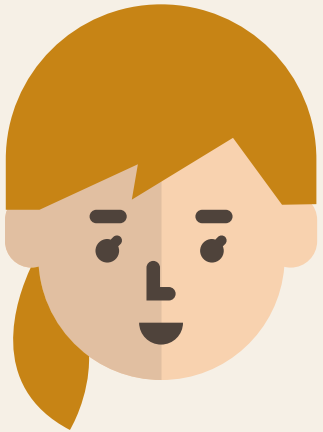
structure content
using HTML5



build for
keyboard
use only



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Megan.Rodger@digital.homeoffice.gov.uk

Posters

www.github.com/UKHomeOffice/posters

www.git-browser.com/ukhomeoffice/posters/accessibility

For more information, contact:

access@digital.homeoffice.gov.uk



Sven Laqua @ux4science · Jan 3

@krwpn your posters at work :) literally every day people stand there, read & discuss - it's just the start, but a great one. Thank you.



Thank you!

Karwai Pun

Interaction designer

Home Office Digital, Data and Technology

@krwpn