Usability and Accessibility Web Guidelines

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Roadmap

• Use Color Wisely
• Use Text Wisely
• Use Plain Language
• Make it Section 508 Compliant
• Optimize for Mobile Devices
Use Color Wisely

**DO** use high contrast.

- Black on white
- White on black

**Remember** Color-Blindness
Use Color Wisely

- Color can elicit an **emotional** reaction\(^1\)
- Blue is the most preferred color

- A Yellowish-green hue is the least-preferred color

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Use Text Wisely

Don’t

use red text for normal content.

WRITE IN ALL CAPS!!!!!!!!!!!!!!
Use Plain Language

• Write it in simple English
• “If you can't explain it simply, you don't understand it well enough.”
  – Albert Einstein
• Avoid Jargon & undefined acronyms
• Structure text and content simply
Make it 508 Compliant

• 508 Compliance benefits everyone
• Tag pictures meaningfully
• Use intuitive navigation
• Make the “happy path” as short as possible.
Optimize for Mobile Devices

- Avoid Scrolling, especially horizontally
- Keep varying screen sizes in mind
  - Use up-to-date programming language
  - Make sure it looks like you want it to
- Use large enough targets for small screens
- Test the interface on the most popular models of phones and tablets
Summary

- Make it easy to see, easy to read, accessible for everyone, and usable on mobile devices.
- We are open to input and references – share your findings with us.
- Guidelines will be published.
  - Intended to save time and government money.
Thank You!

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References

- **Text**
  - W3C Web, Accessibility Guidelines

- **Color**
References

• Plain Language
References

• 508 Accessibility
  – W3C Accessibility Guidelines

• Mobile Devices