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STEPS TO ACCESSIBLE
CONTENT AND DESIGN*No technology needed!*TEXT
ALTERNATIVES

- 1. Do you have alt-text for images?
- 2. Do videos and images have captions?

ADAPTABLE



- 3. Does the content work regardless of formatting?

DISTINGUISHABLE



- 4. Are the colors high contrast?
- 5. Is text an appropriate size and font?
- 6. Are you using more than just color to convey information?

NAVIGABLE



- 7. Do your links make sense independent of context?

READABLE



- 8. What's the readability level?

INPUT ASSISTANCE



- 9. Are error messages clear and helpful?

LOOKING FOR TOOLS TO HELP?

NoCoffee Vision Simulator:

Applies filters to websites to replicate common vision issues.

Stark: Plugs into common

design tools and identifies color, contrast & other visual issues.

Readable.io: Checks

readability levels of text based on length of sentence and difficulty of words.

Colour Contrast Analyser:

Checks that people can perceive text and buttons in your design.

These tools and more are listed at <https://bit.ly/31RwdPm>

Need more advice on accessibility and creating a positive user experience?

Let's talk - contact Mad*Pow at solutions@madpow.com