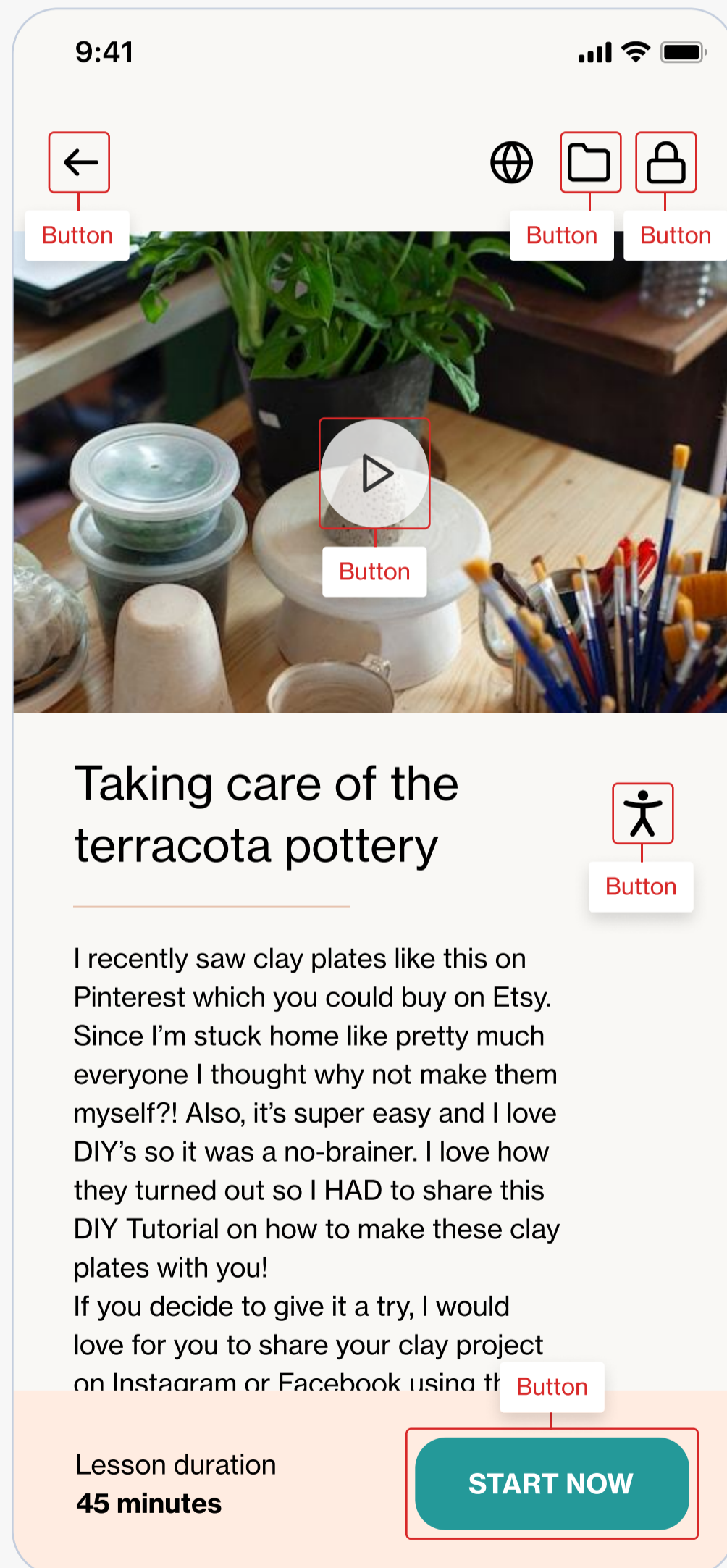


**Perceivable / Media**

# Include text alternatives

## DON'T ❌



### NOTE

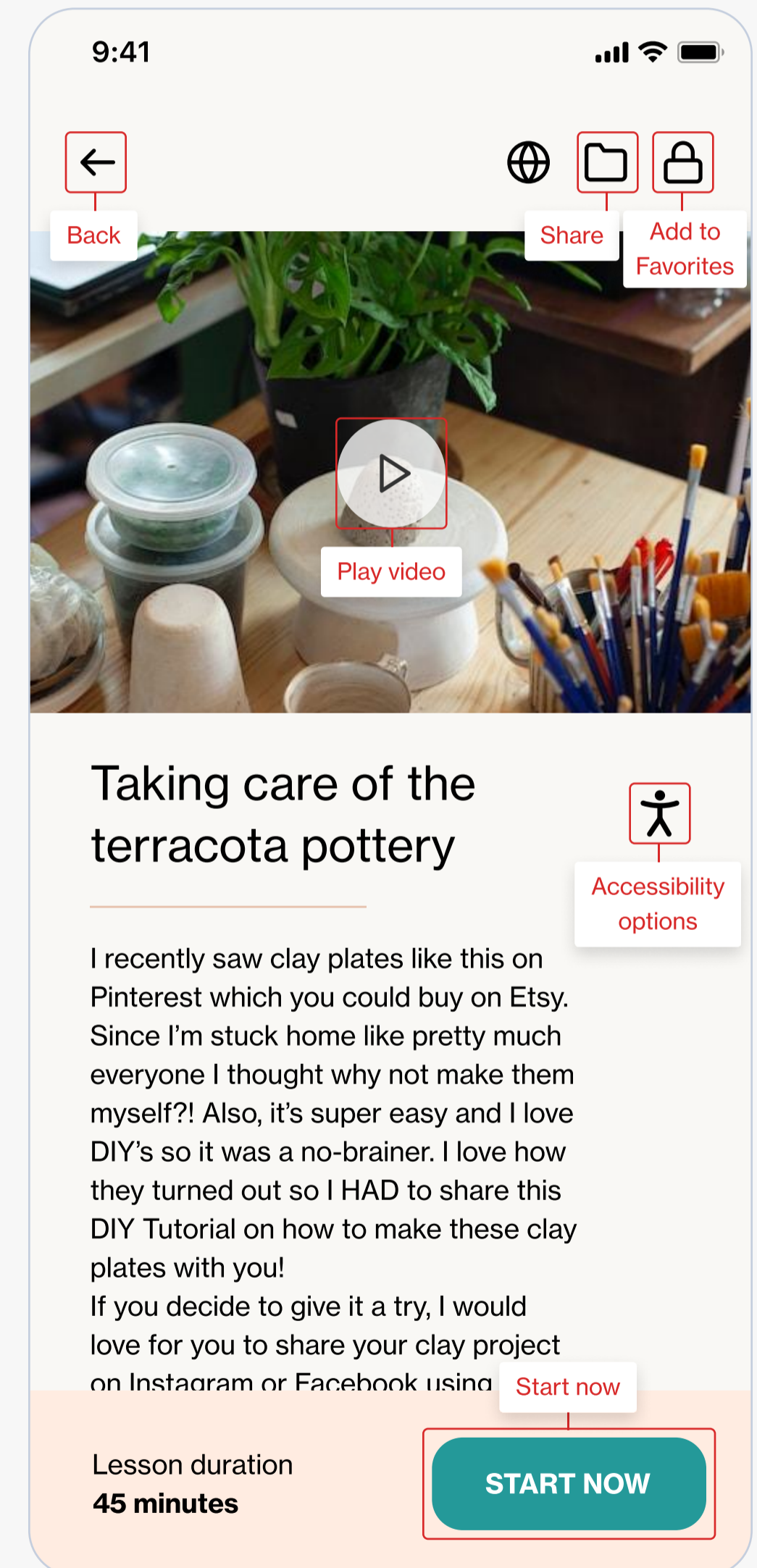
The name of your component should dictate their purpose. ID names of the implemented elements are given by the development team. However, align with devs and QA on this topic. QA should test out if the given IDs are easy to understand for users who would use voice overs.

### ALIGN WITH

Developers

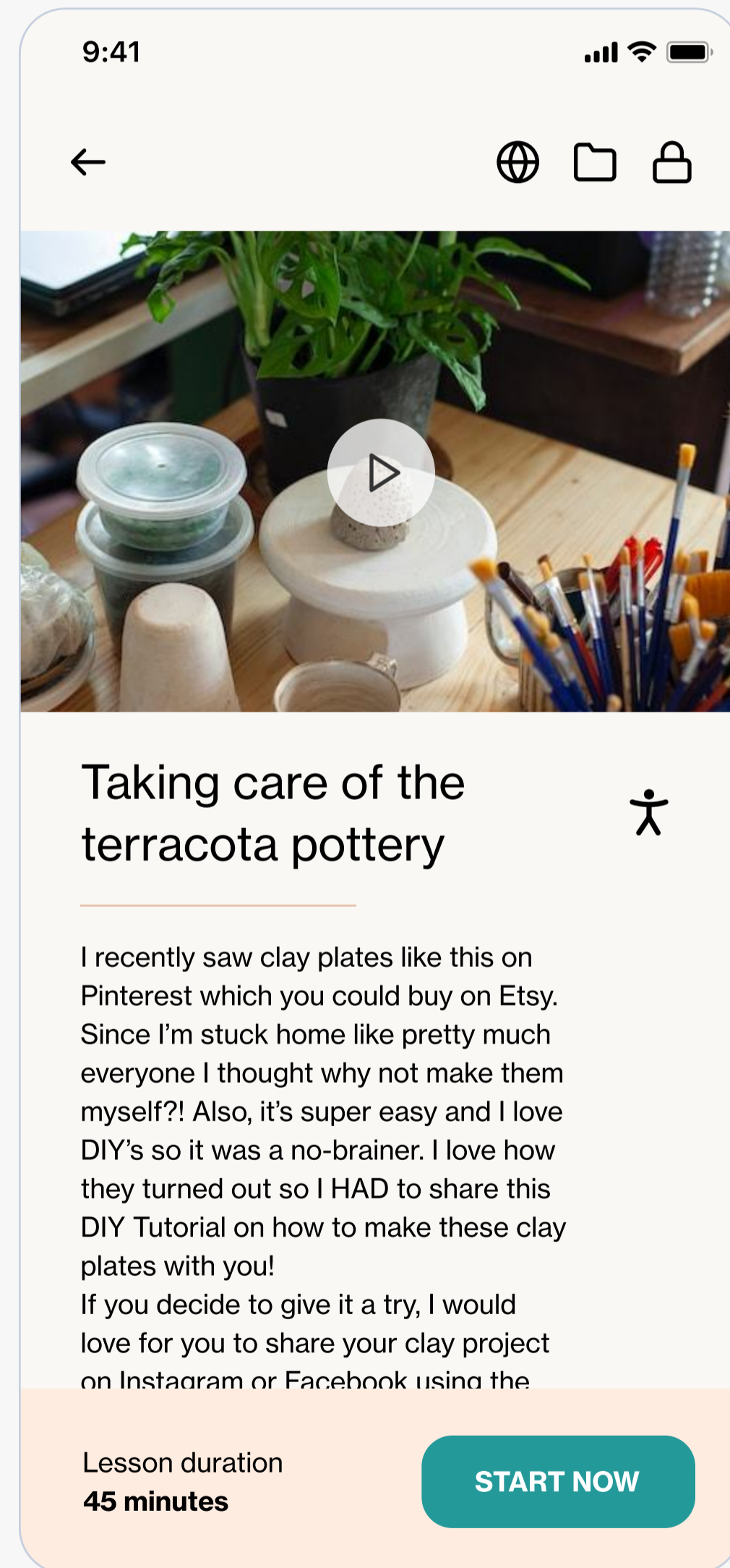
QA

## DO ✅



# Include audio & video captions/transcripts

## DON'T ❌



### NOTE

For each video and audio recording that has active dialogue, speech, or sound of any kind that conveys a message to the user, you must include a transcript.

For non-audio videos, a description text is required that briefly explains the purpose of the video so that visually impaired users can read the text via voice-over can understand its purpose. Align with the content team for providing transcripts and descriptons.

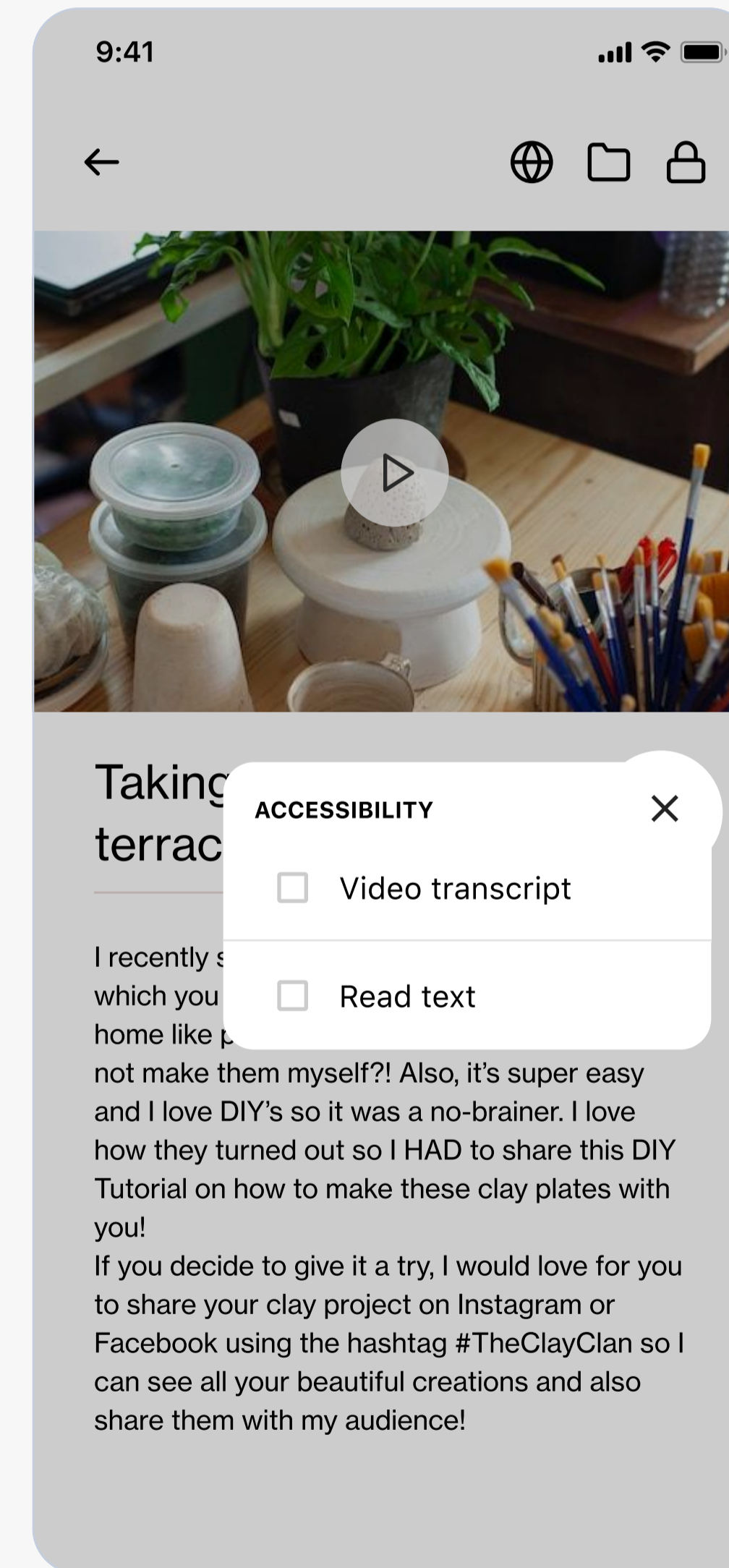
### ALIGN WITH

Developers

QA

Content team

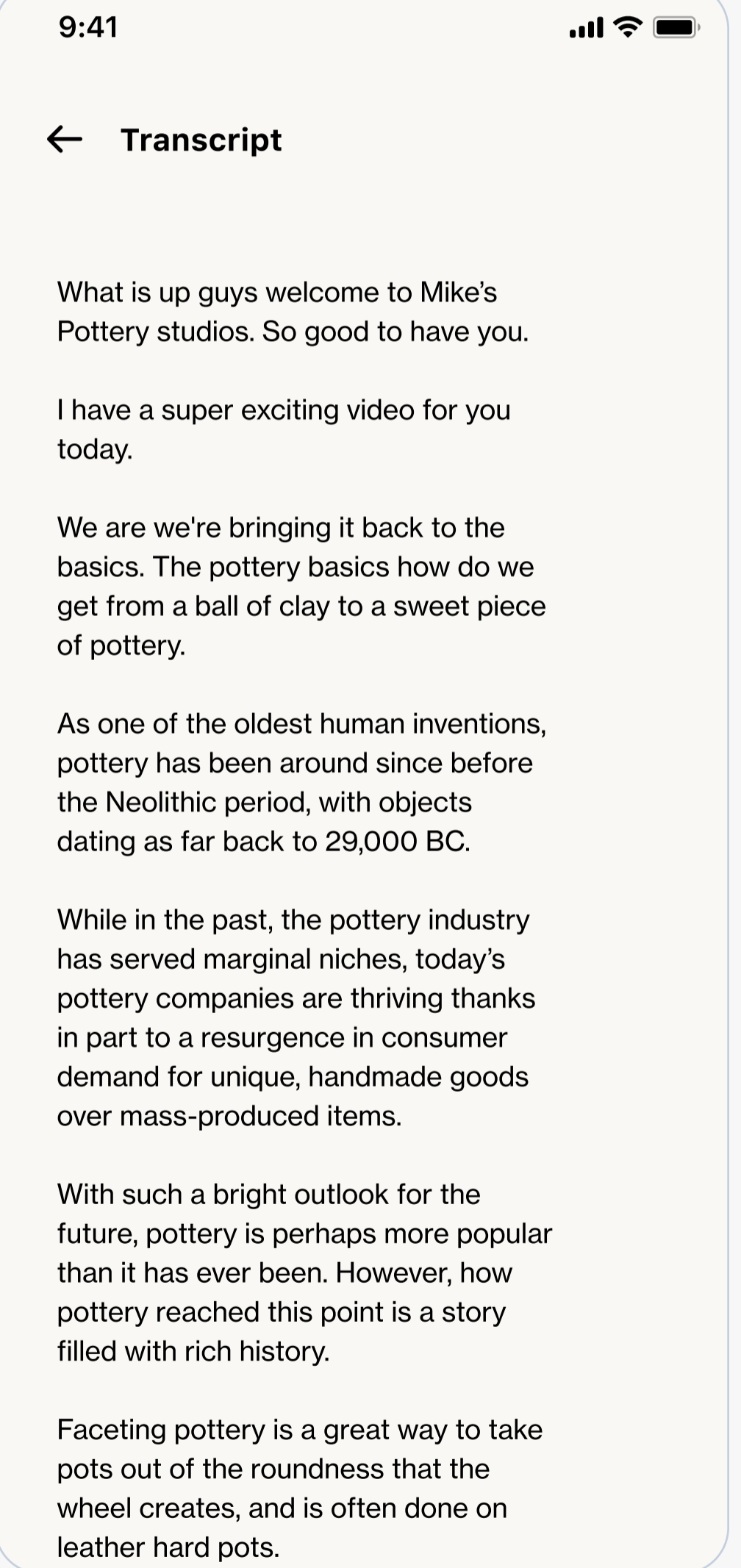
## DO ✅



### ACCESSIBILITY

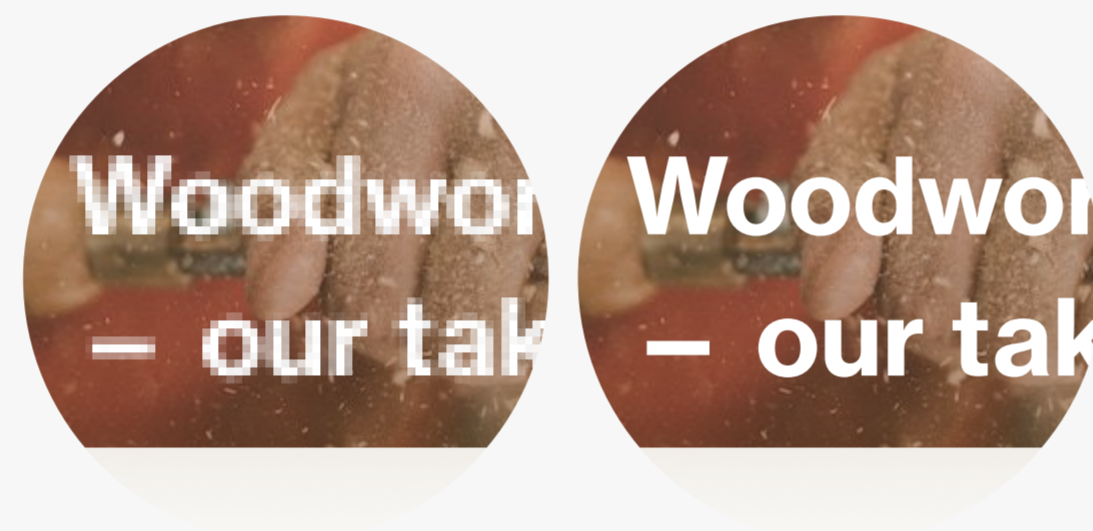
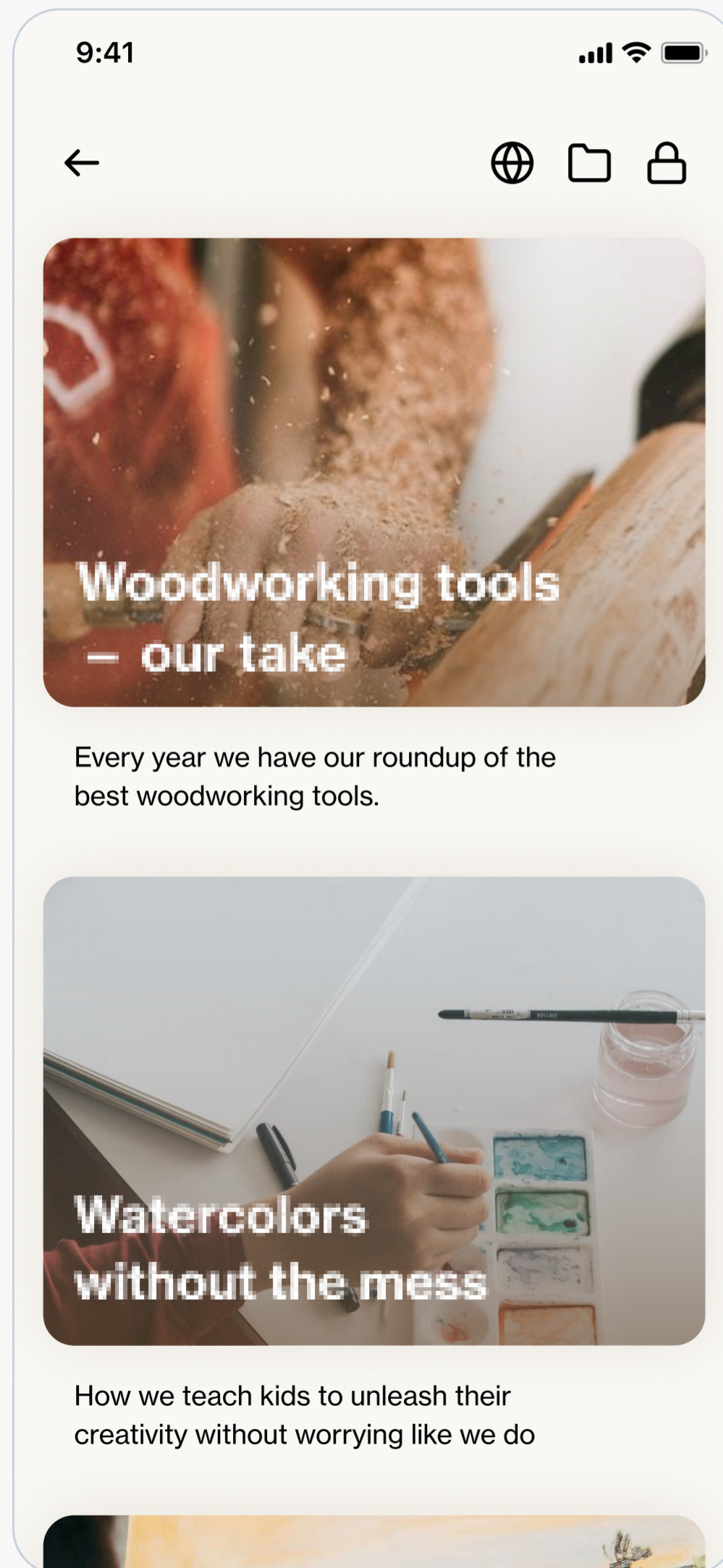
Video transcript

Read text



# Avoid image dependency

## DON'T ❌



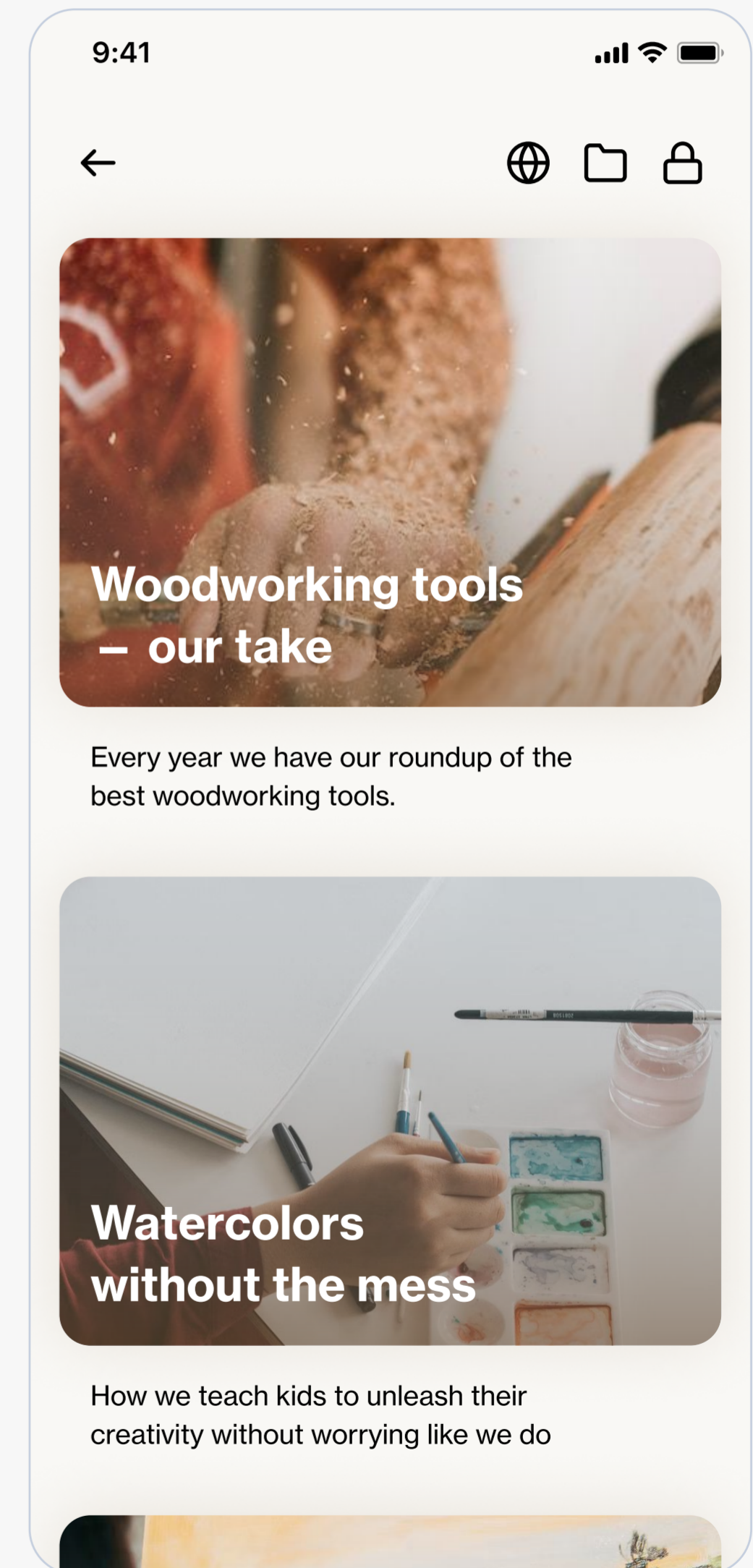
### NOTE

Prepare images as separate assets for developers. All text needs to be implemented independently from images.

### ALIGN WITH

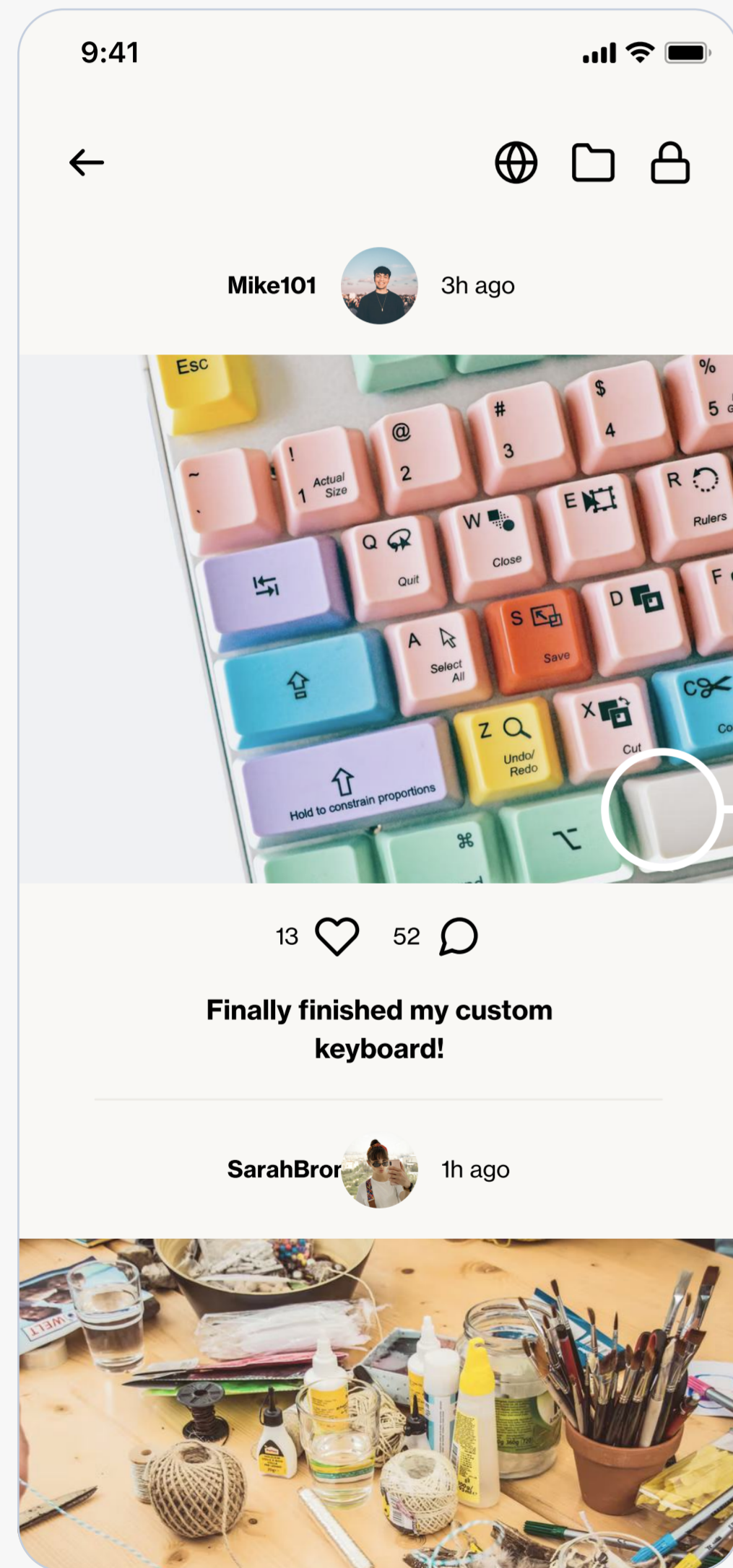
Developers

## DO ✅



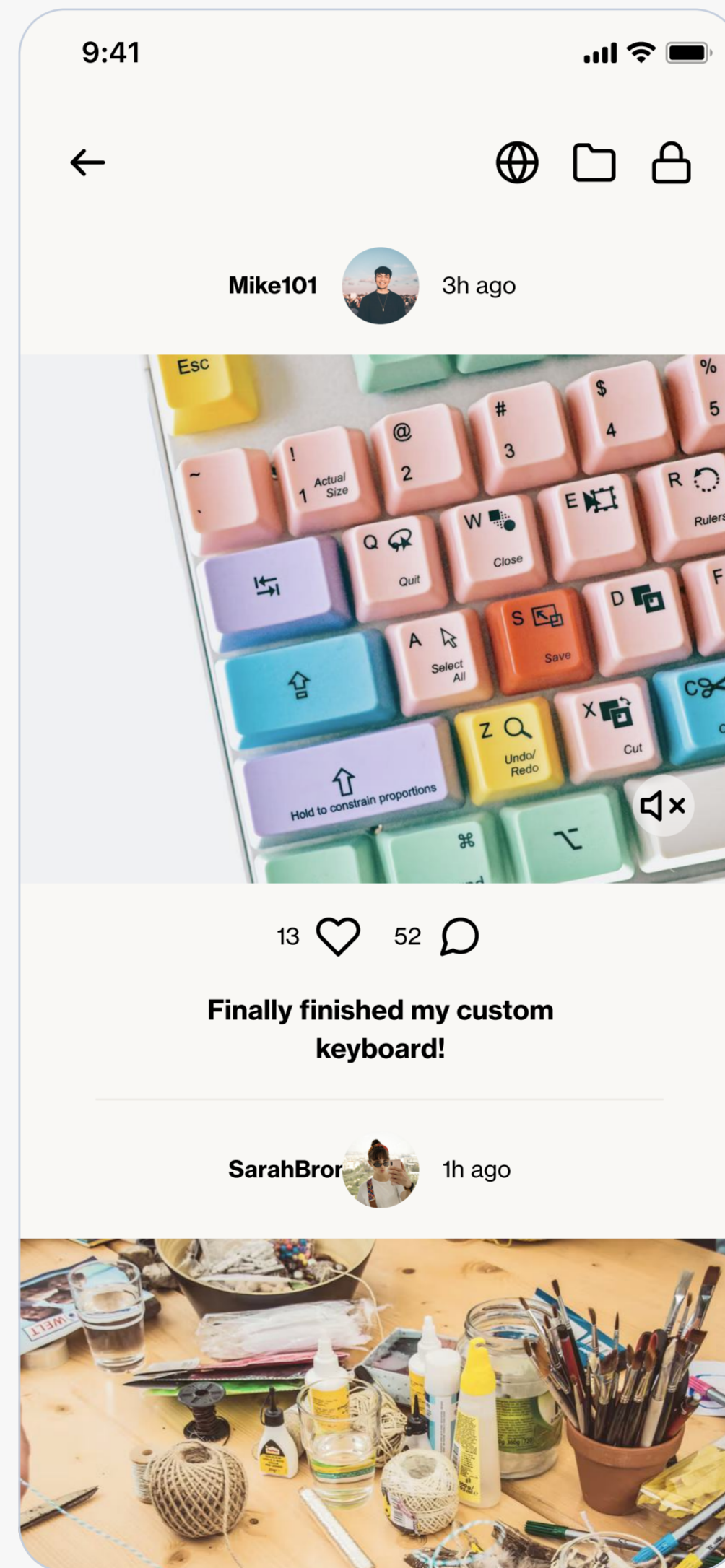
# Have an automatic audio playing control

**DON'T** ❌



Missing audio controls

**DO** ✅



## NOTE

Not everything has to be a separate button. Interactions of one button can be enough to change sound volume.

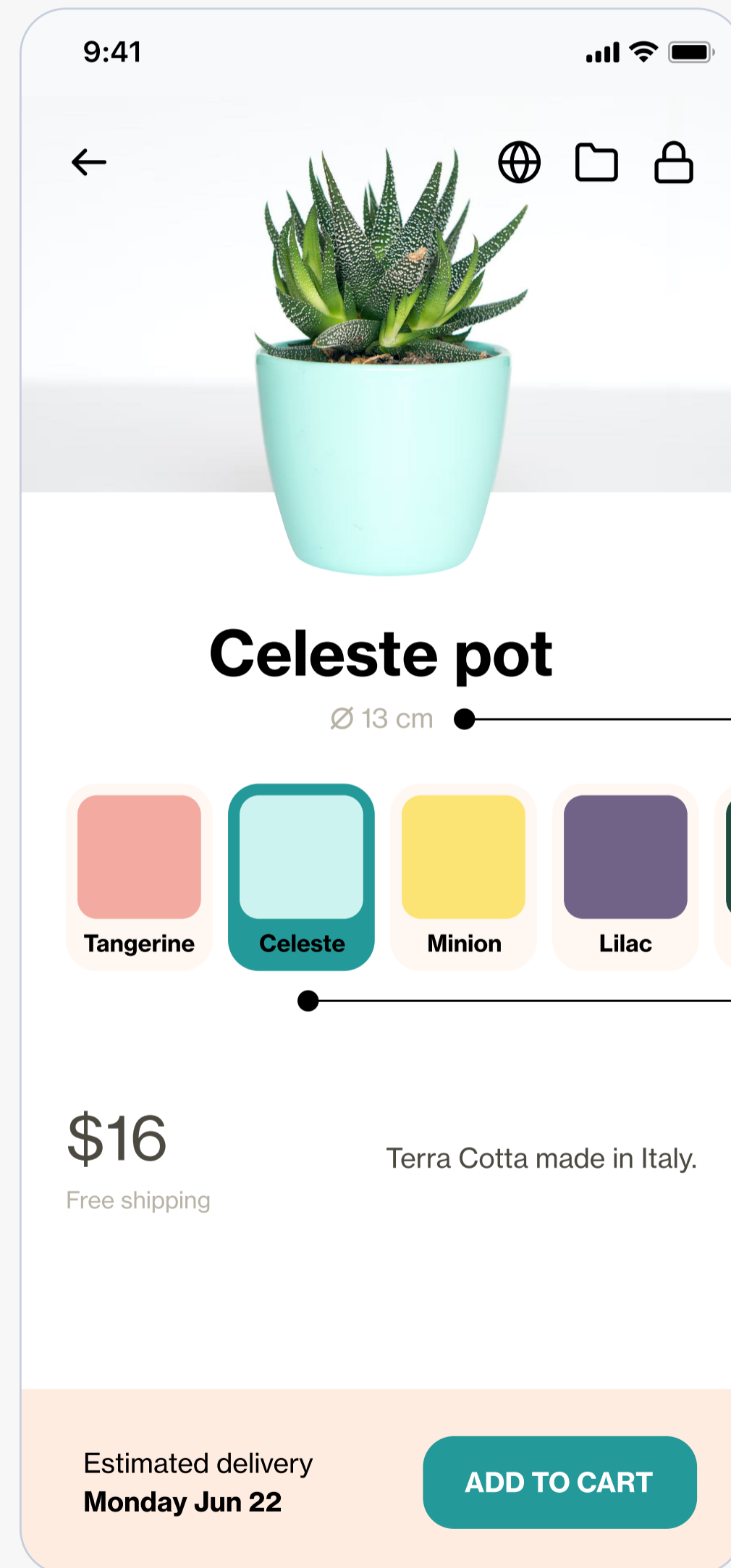
## ALIGN WITH

Developers

**Perceivable / Color & Contrast**

# Respect small text – 4.5:1 color contrast ratio

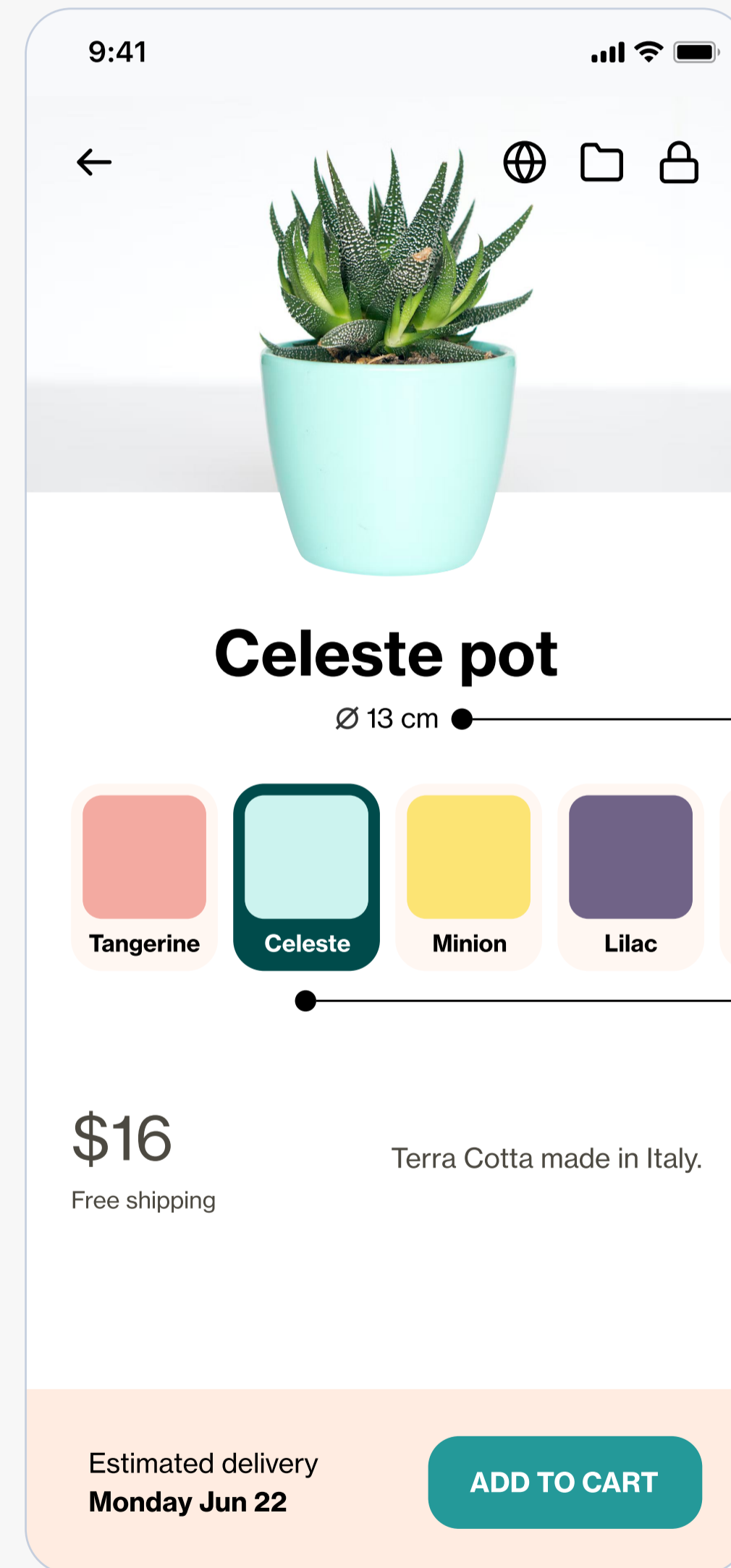
**DON'T** ❌



#FFFFFF #B7B3A6  
2.09  
Normal Text **FAIL** **FAIL**  
Large Text **FAIL** **FAIL**

#249999 #000000  
6.09  
Normal Text **AA** **FAIL**  
Large Text **AA** **AAA**

**DO** ✅



#FFFFFF #333333  
12.63  
Normal Text **AA** **AAA**  
Large Text **AA** **AAA**

#004B4B #FFFFFF  
9.96  
Normal Text **AA** **AAA**  
Large Text **AA** **AAA**

## NOTE

Styleguides and color styles designers build are often dictated by an already defined brand color system. Pay attention to the color combinations of the text and the background you use. If there is a low contrast ratio, create an extended color scale that can be used in the text and that will pass the minimum contrast ratio.

## ALIGN WITH

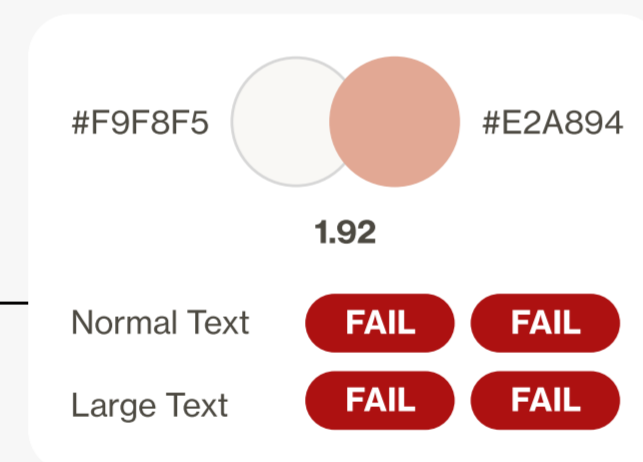
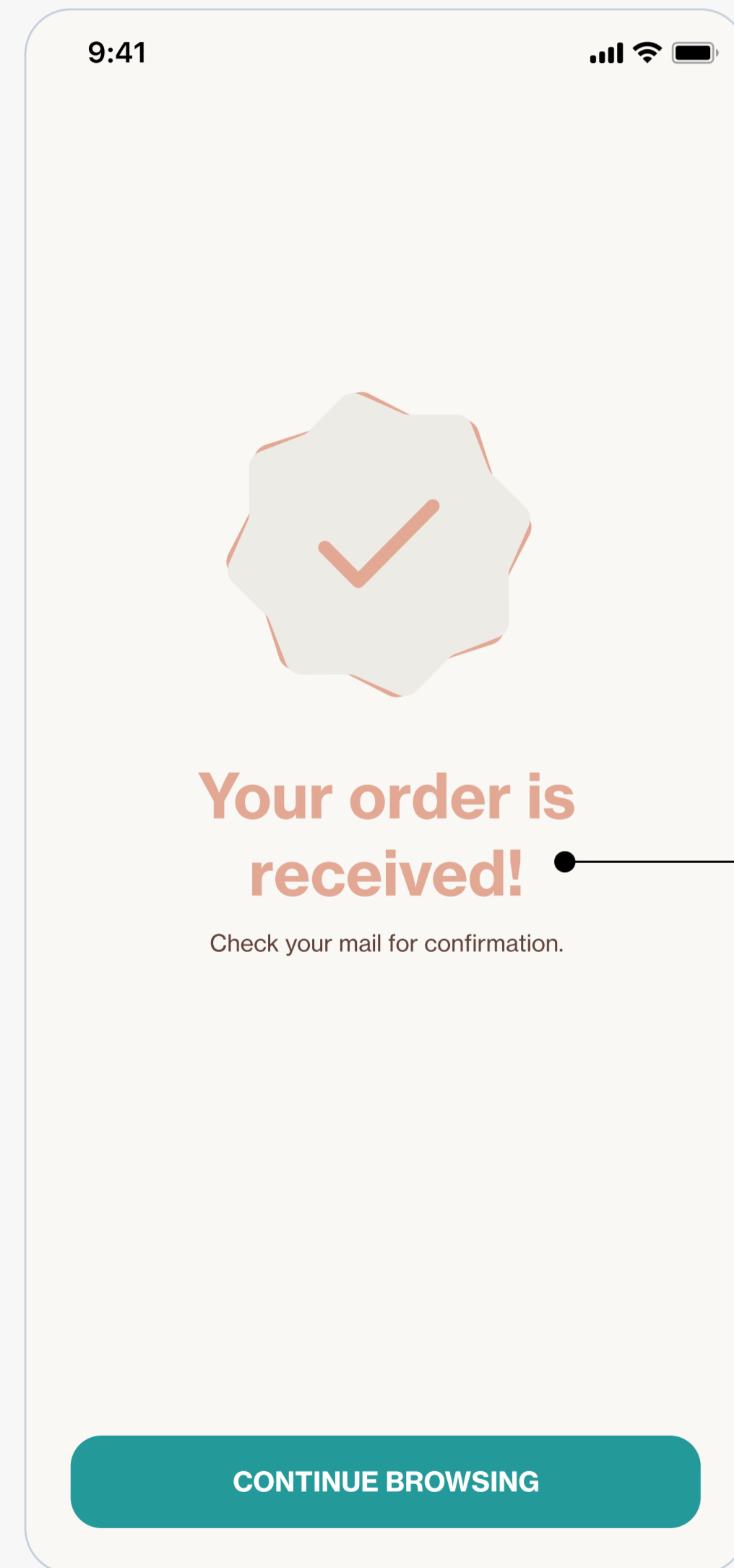
Content team

 **Contrast**  
Plugin

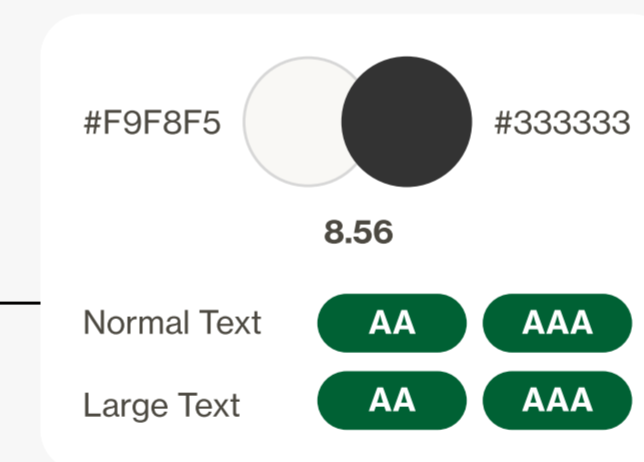
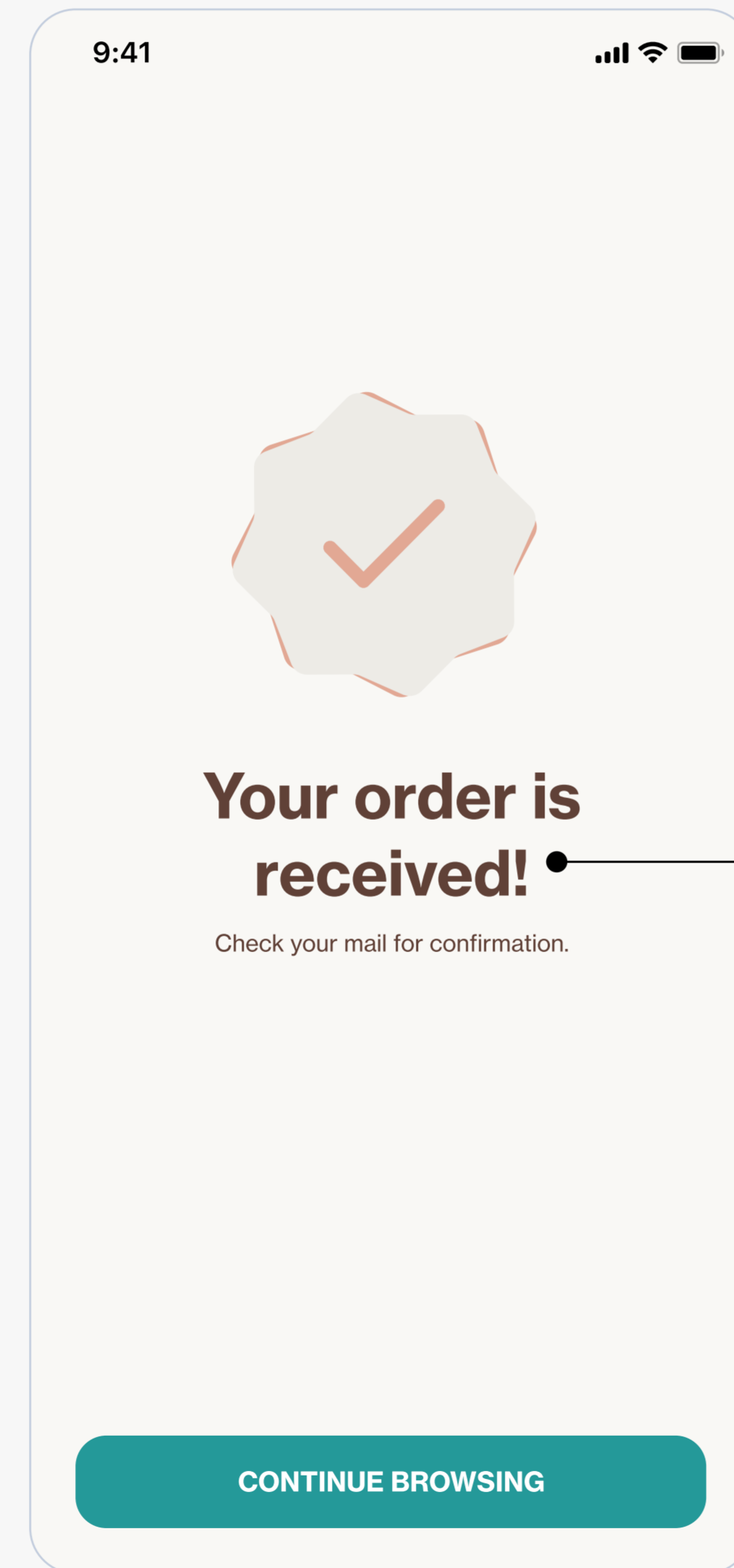
 **A11y Color Contrast**  
Plugin

## Respect large text – 3:1 color contrast ratio

**DON'T** ❌



**DO** ✅



### NOTE

Styleguides and color styles designers build are often dictated by an already defined brand color system. Pay attention to the color combinations of the text and the background you use. If there is a low contrast ratio, create an extended color scale that can be used in the text and that will pass the minimum contrast ratio.

### ALIGN WITH

Content team

 **Contrast**

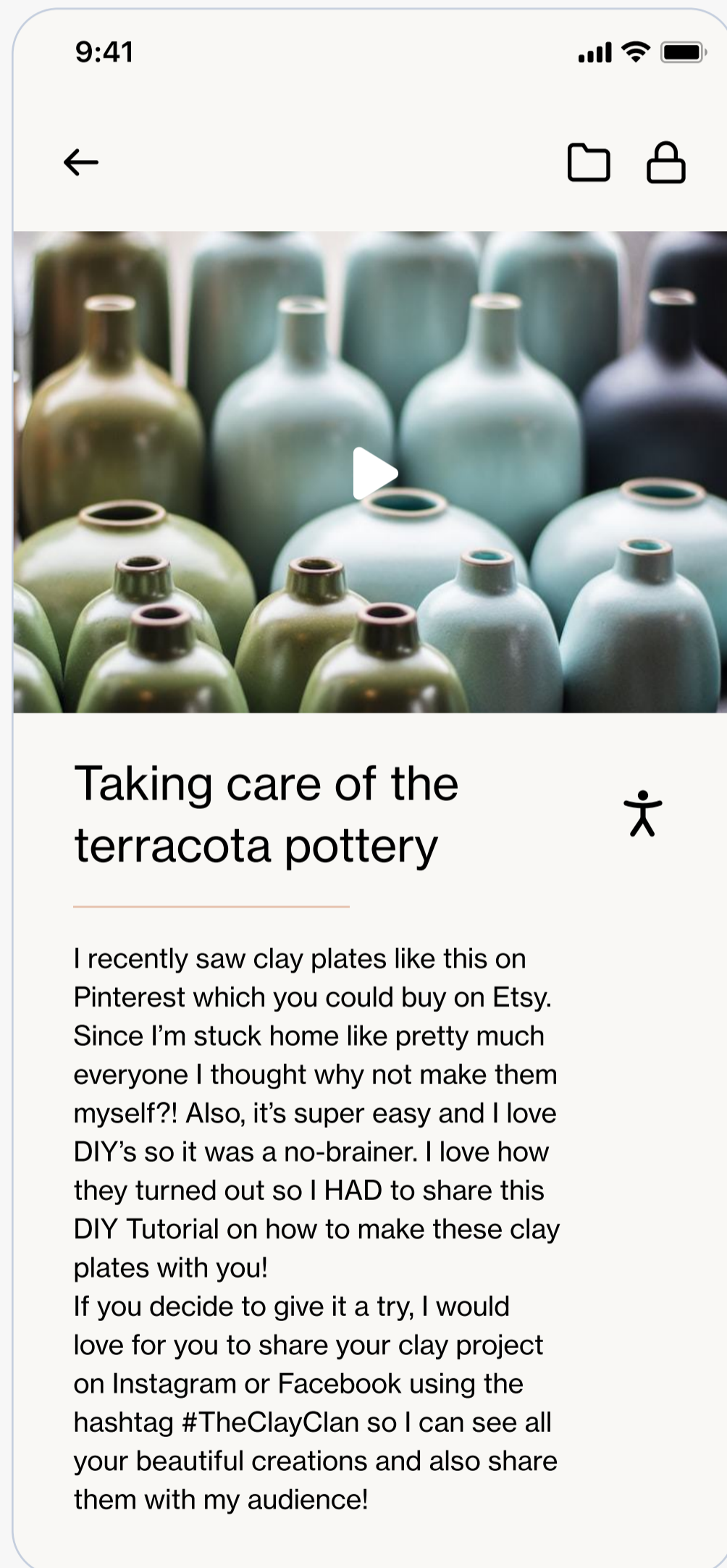
Plugin

 **A11y Color Contrast**

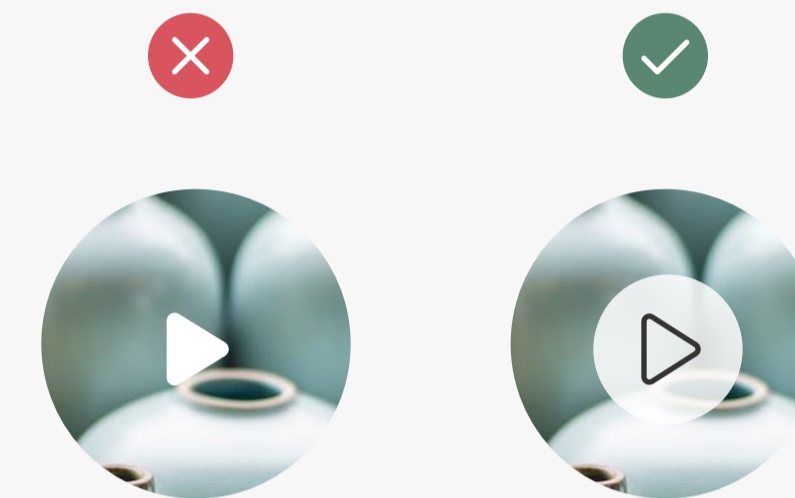
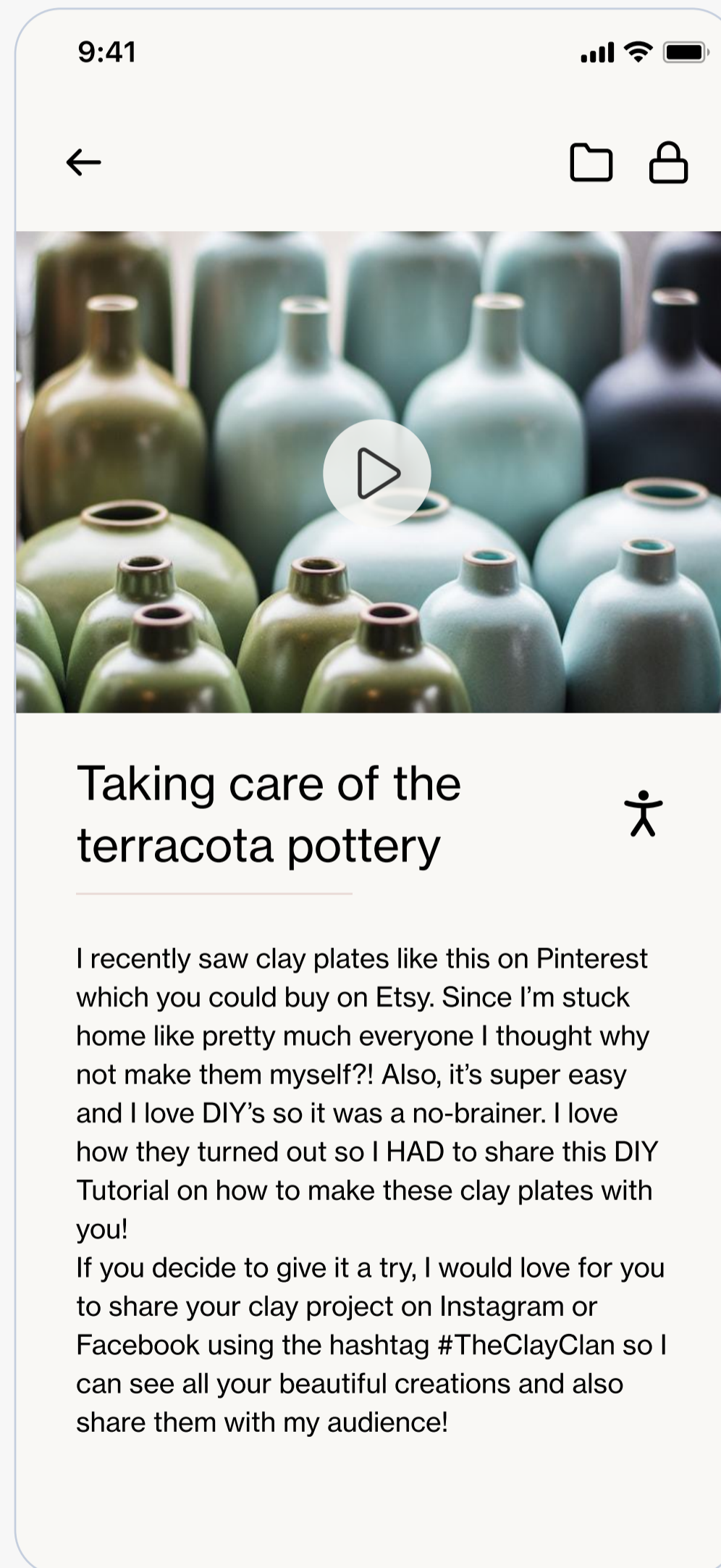
Plugin

# Respect non-text elements contrast ratio

**DON'T** ❌



**DO** ✅



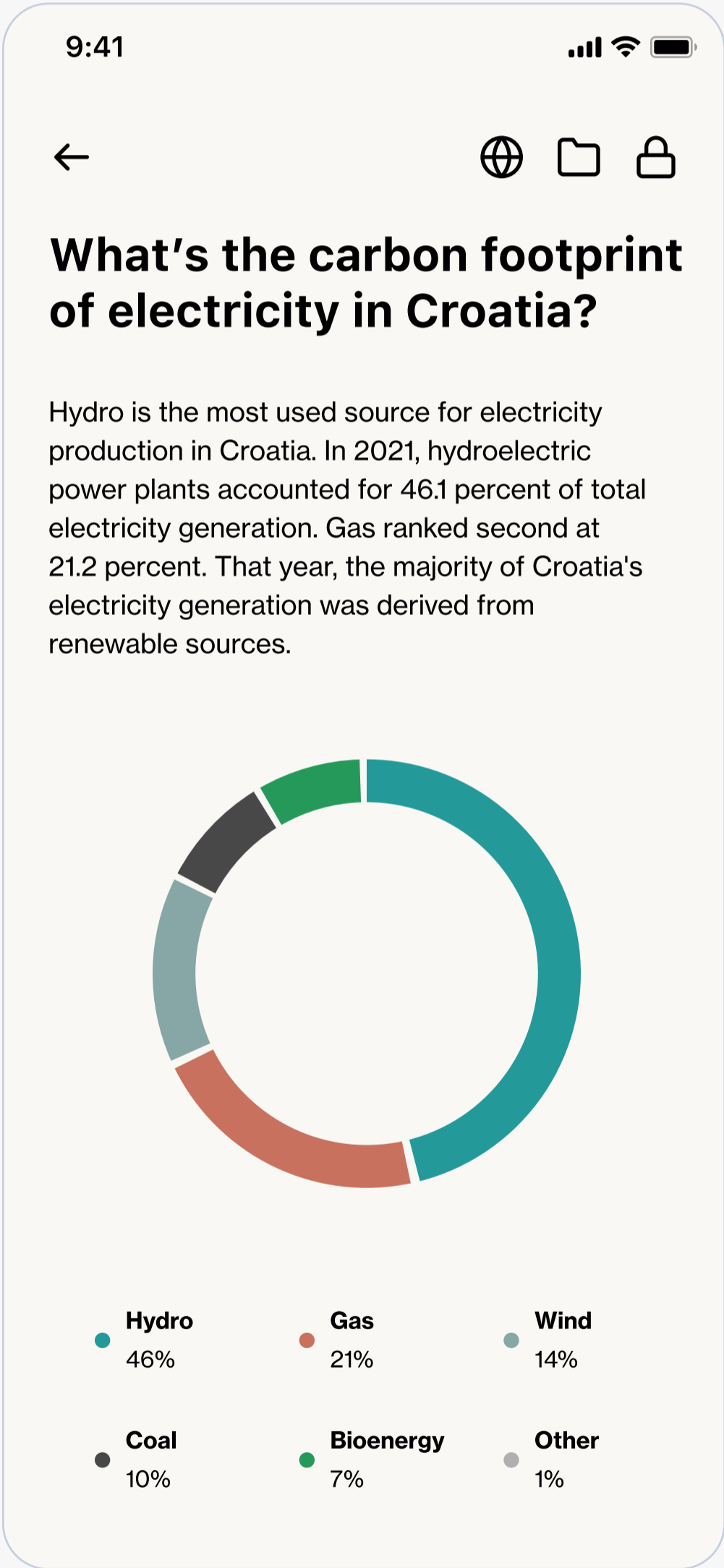
## NOTE

Actionable or any kind of critical element needs to have enough contrast for it to be easily distinguishable and perceived.

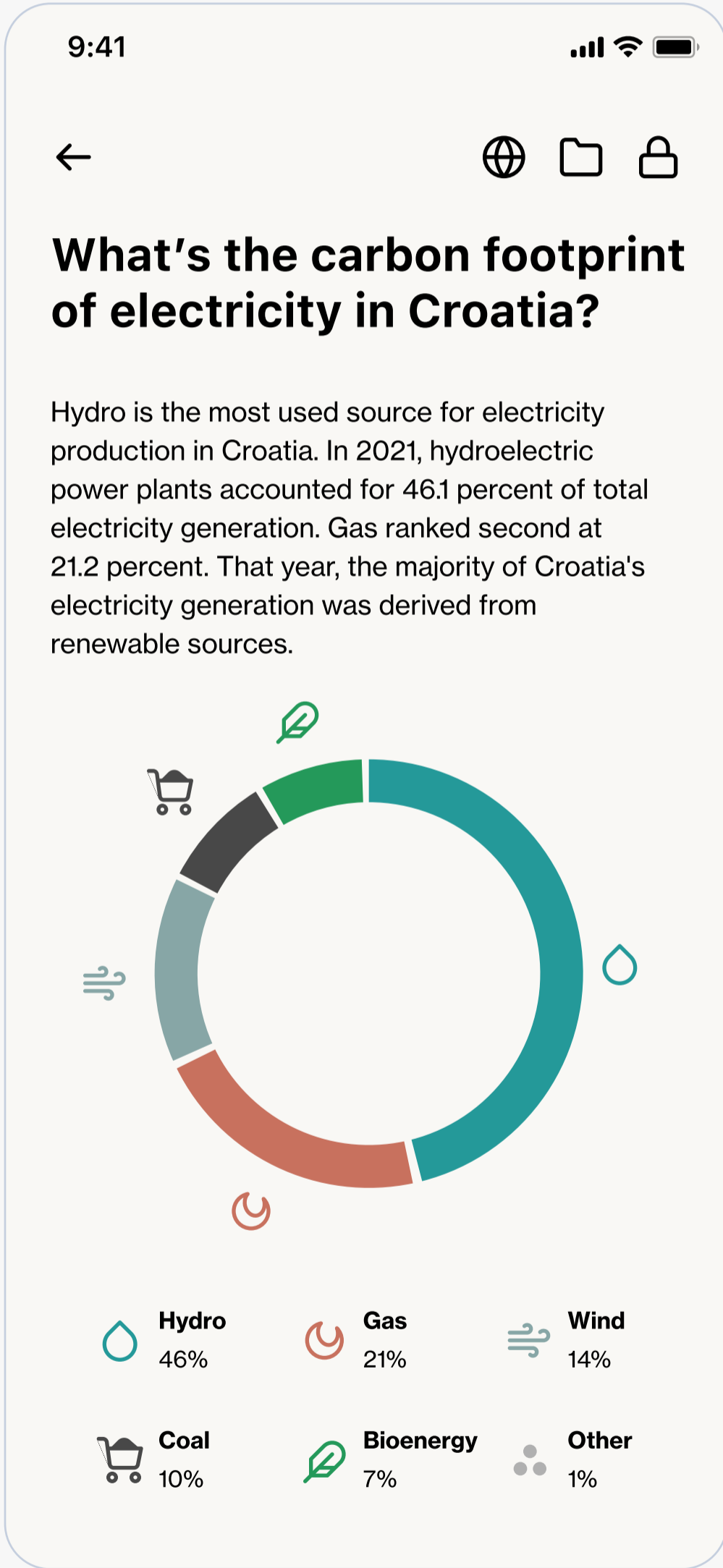
 **Contrast**  
Plugin

# Avoid color dependency

**DON'T** ❌



**DO** ✅



**NOTE**  
For visually impaired or color-blind users, adding visual cues will help them distinguish the difference between elements they are looking at.

 **Color Blind**

Figma Plugin

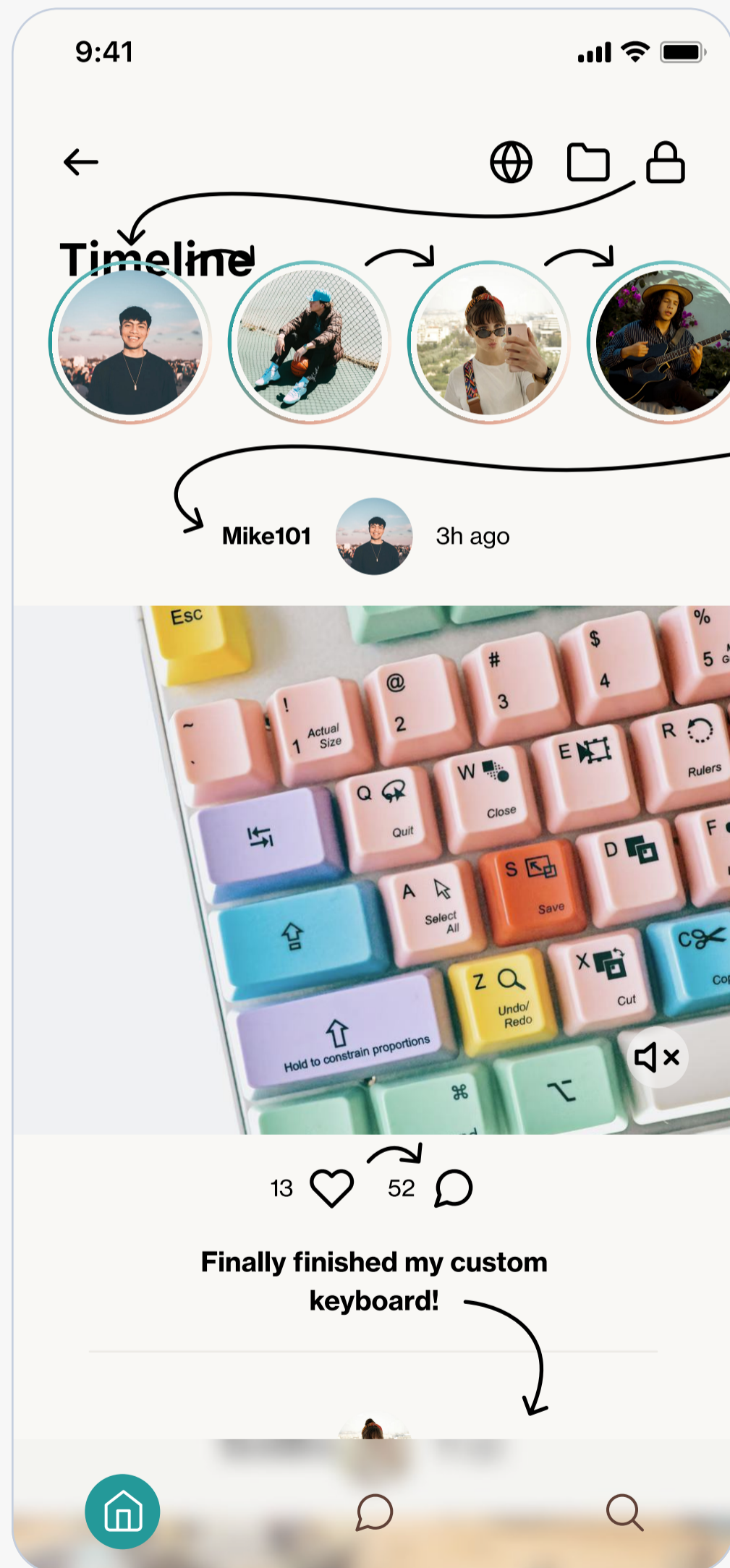
 **Stark**

Figma Plugin

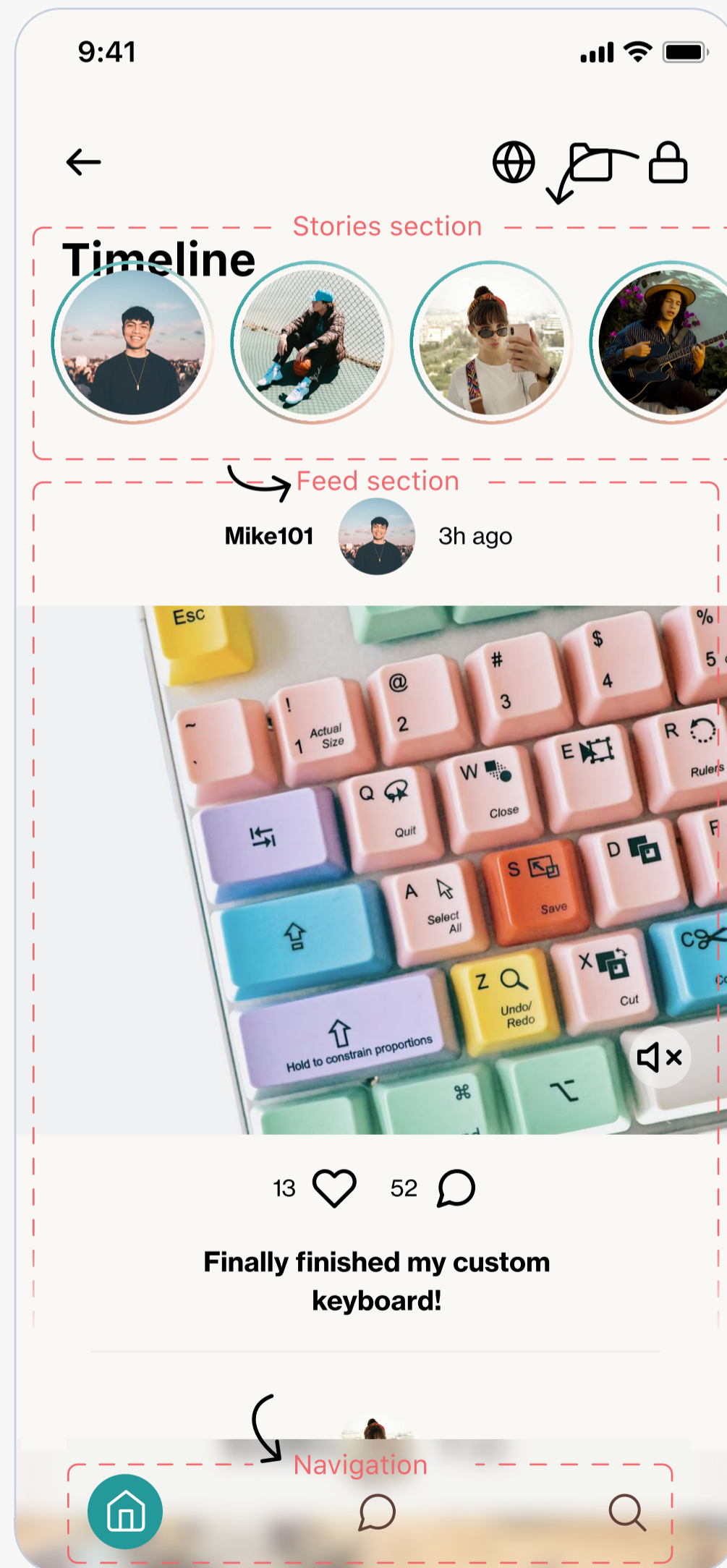
**Operable / Navigable**

# Skip repetitive content blocks

**DON'T** ❌



**DO** ✅



## NOTE

Sections in the app need to be grouped, so users who use assistive technologies can navigate through the app section by section.

If they want to explore all content in a section, they need to enter the section.

For example, with **Stories**, users should enter that section in order to see all Stories. Otherwise they would need to see all stories to get to Feed section.

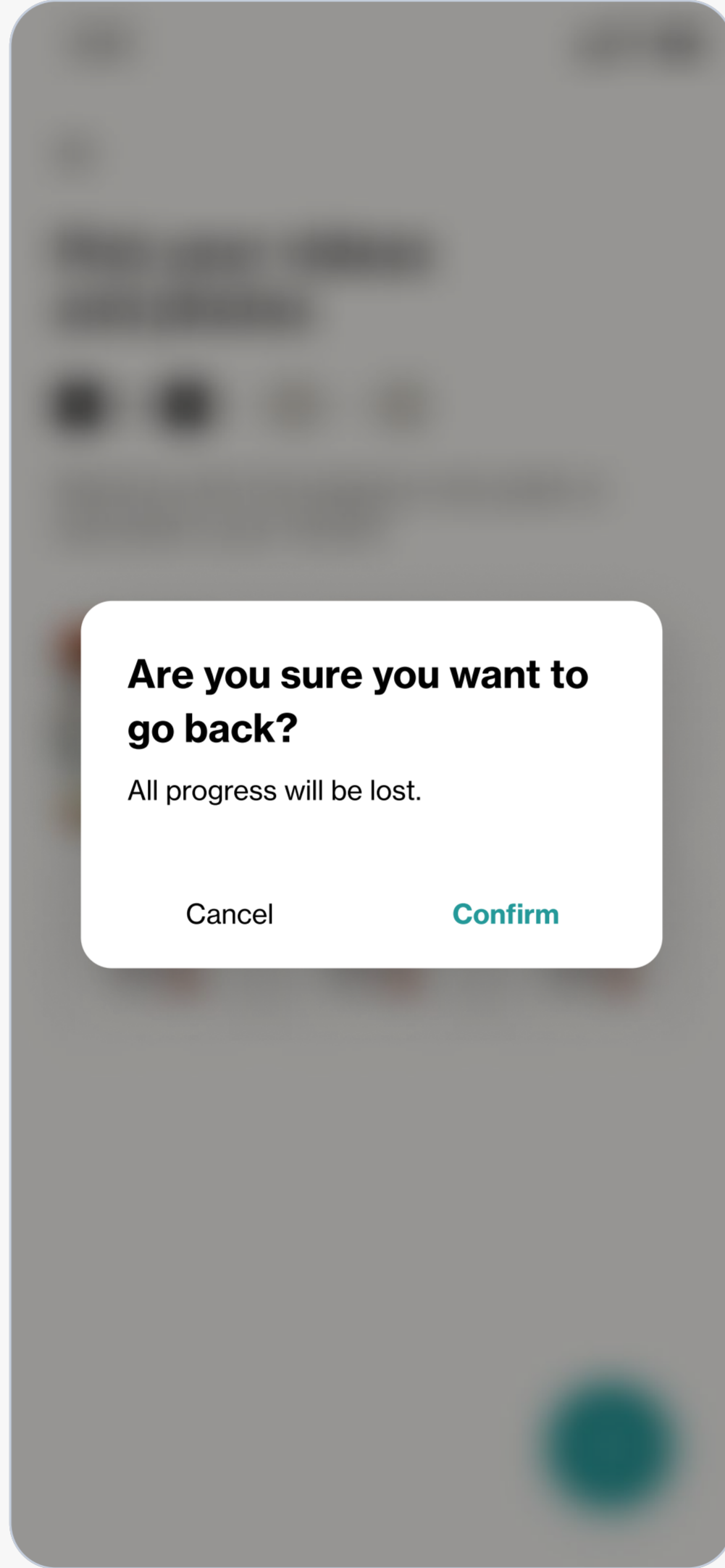
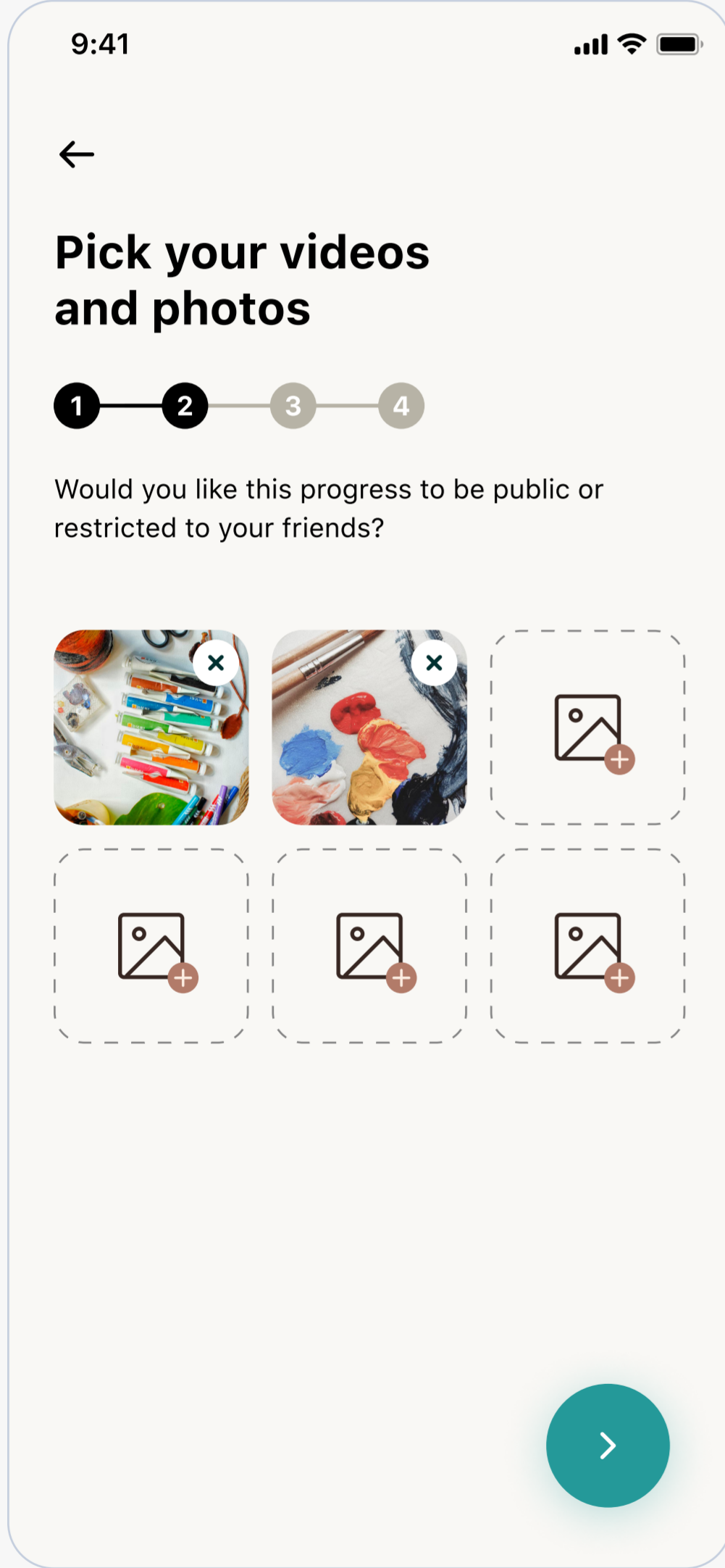
## ALIGN WITH

Developers

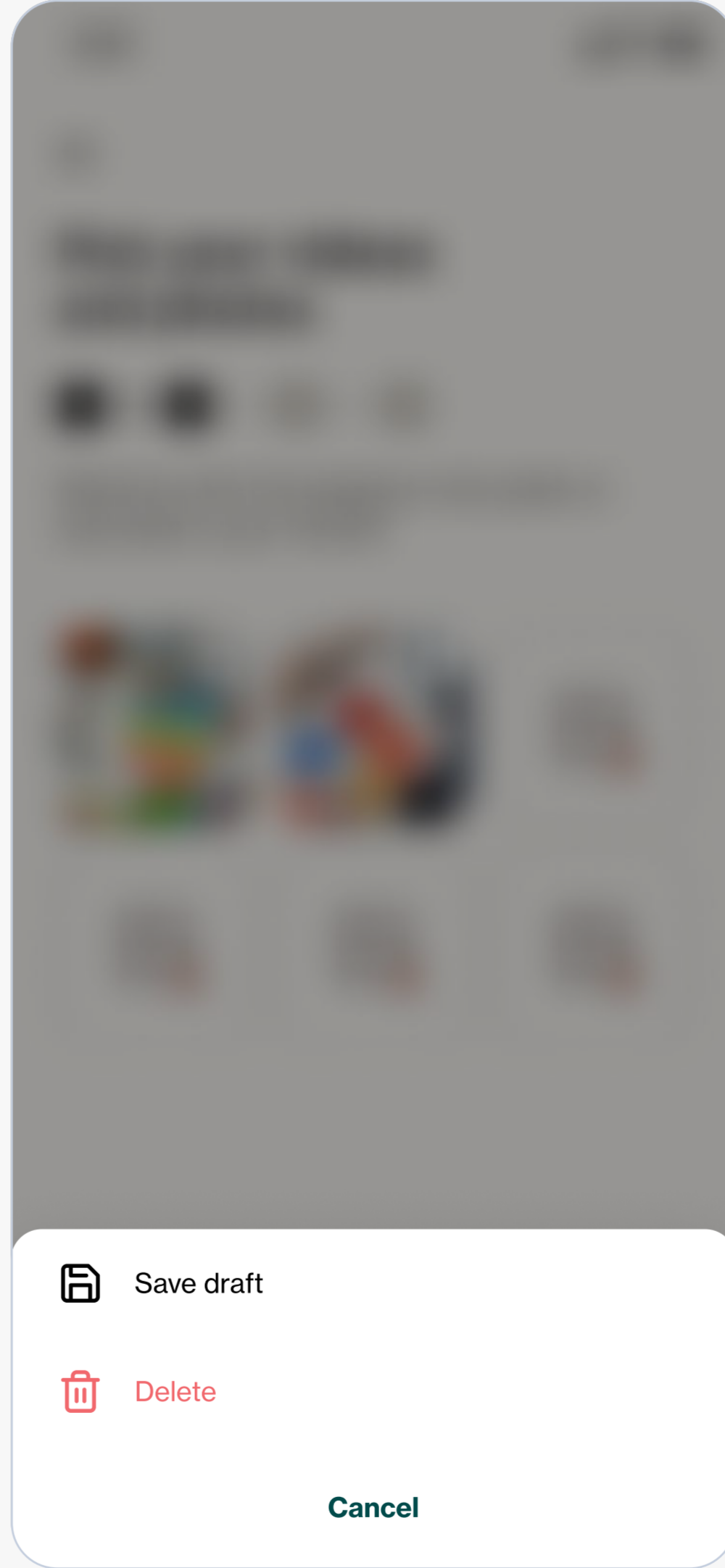
QA

# Allow users to exit a situation

**DON'T** ❌



**DO** ✅

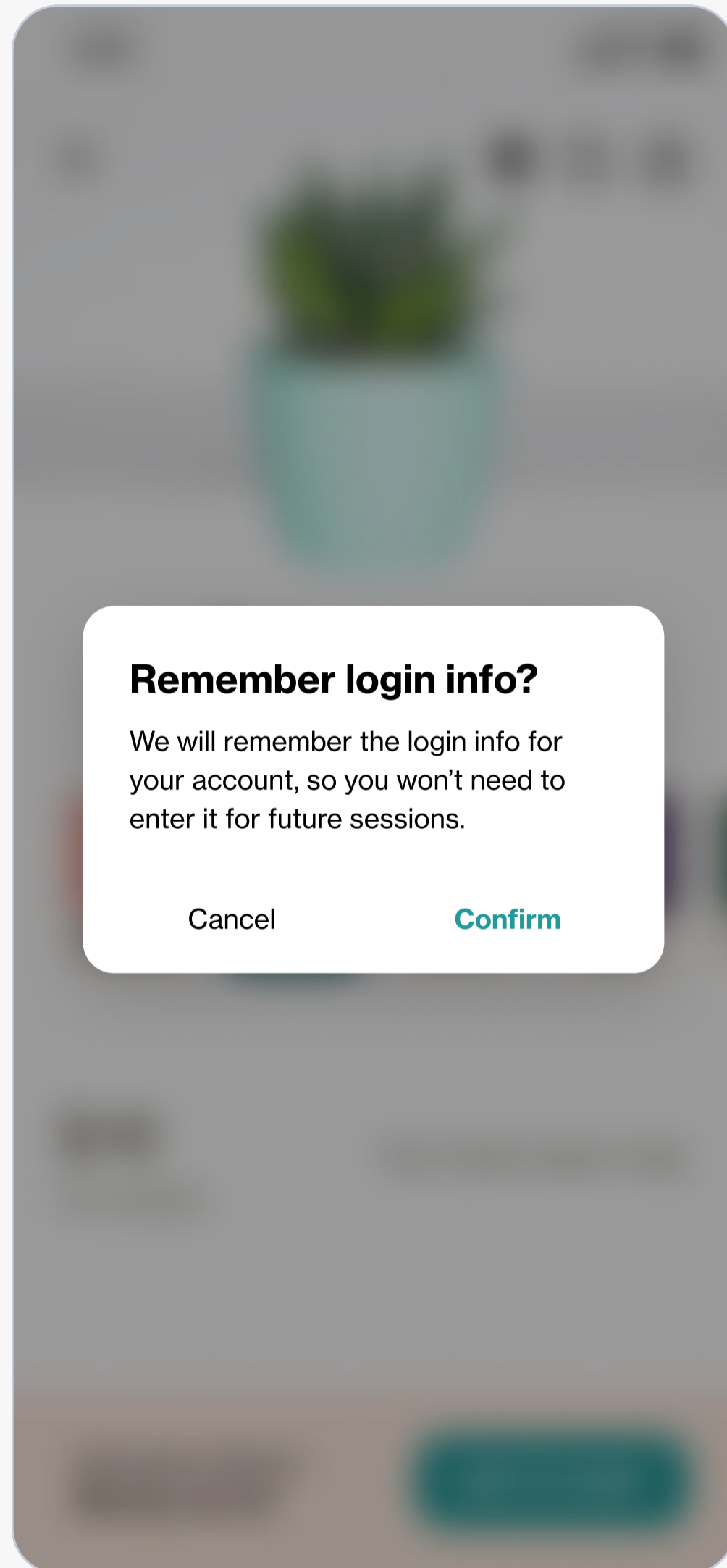


**NOTE**  
By letting users to save added work as a draft, they are not being locked in the current flow. Otherwise they would have to either complete the current task or lose all progress.

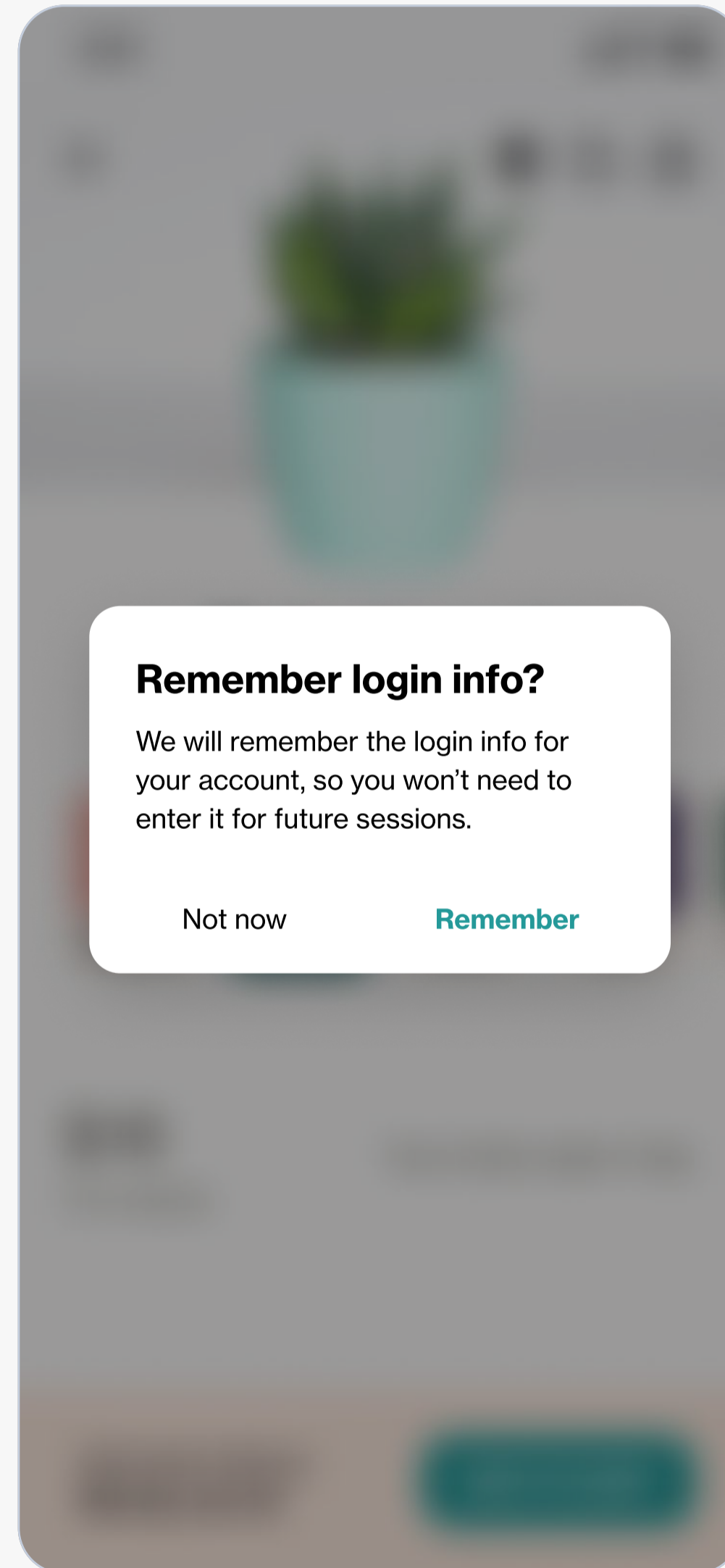
**ALIGN WITH**  
Developers

# Link or button purpose is understood

**DON'T** ❌



**DO** ✅



## **NOTE**

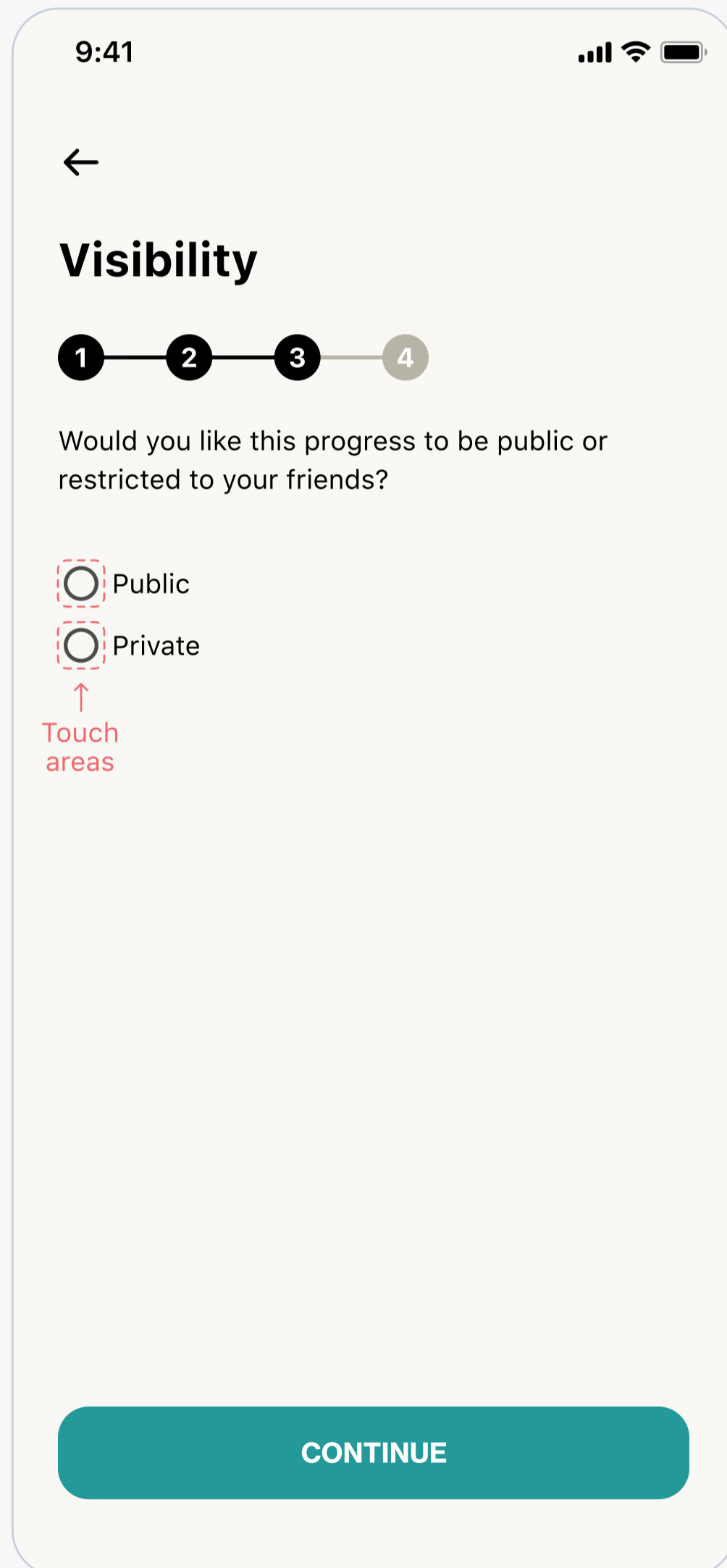
Make sure buttons and links have a label that will help users with decision. That label should complement the body of the dialog. Avoid same generic labels for wide array of options.

## **ALIGN WITH**

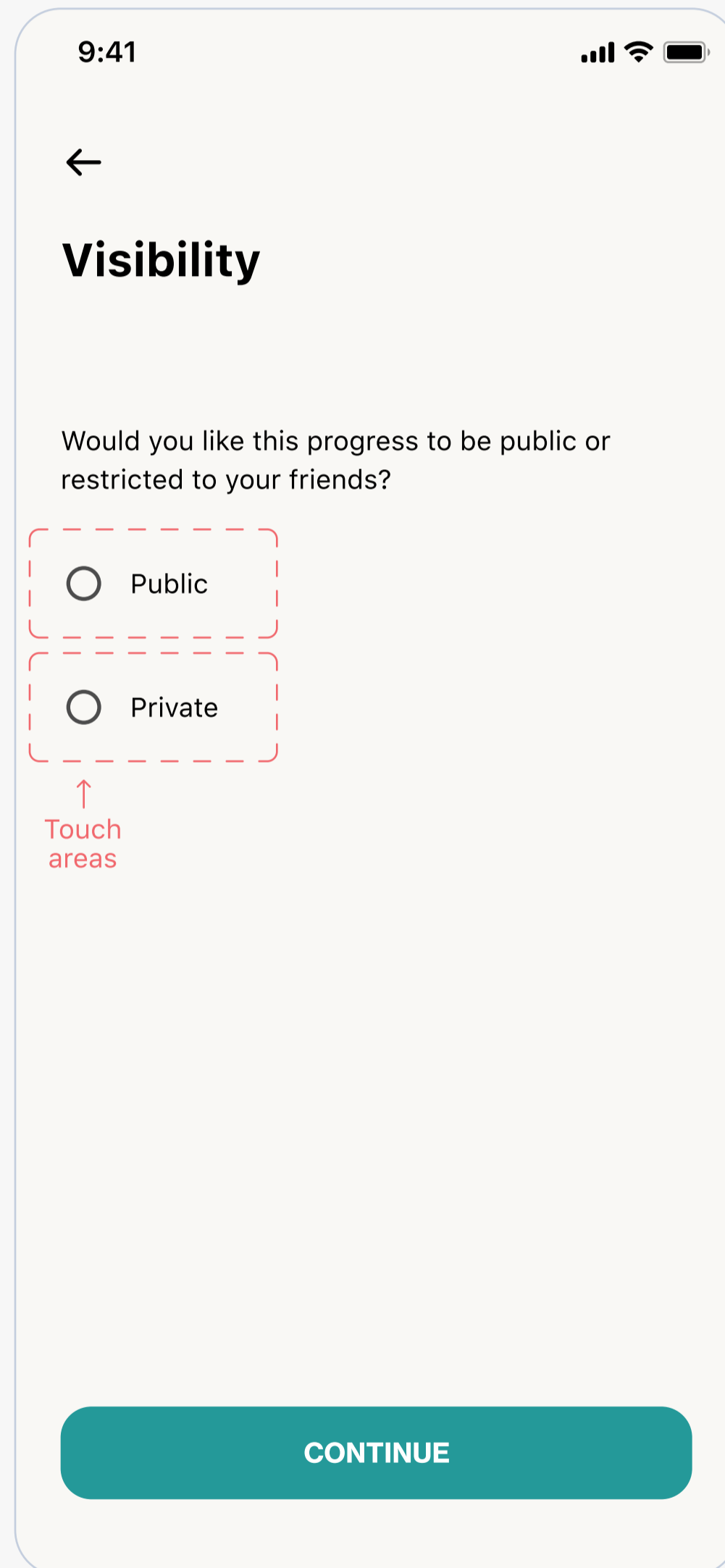
Developers

# Ensure touch-target area is big enough

**DON'T** ❌



**DO** ✅



## NOTE

Make sure touch areas are at least 48x48px.

If some smaller components are required in the app, check possible options with developers to maintain 48x48px touch areas.

QA should check if all touch areas are big enough and consistent on different screen sizes

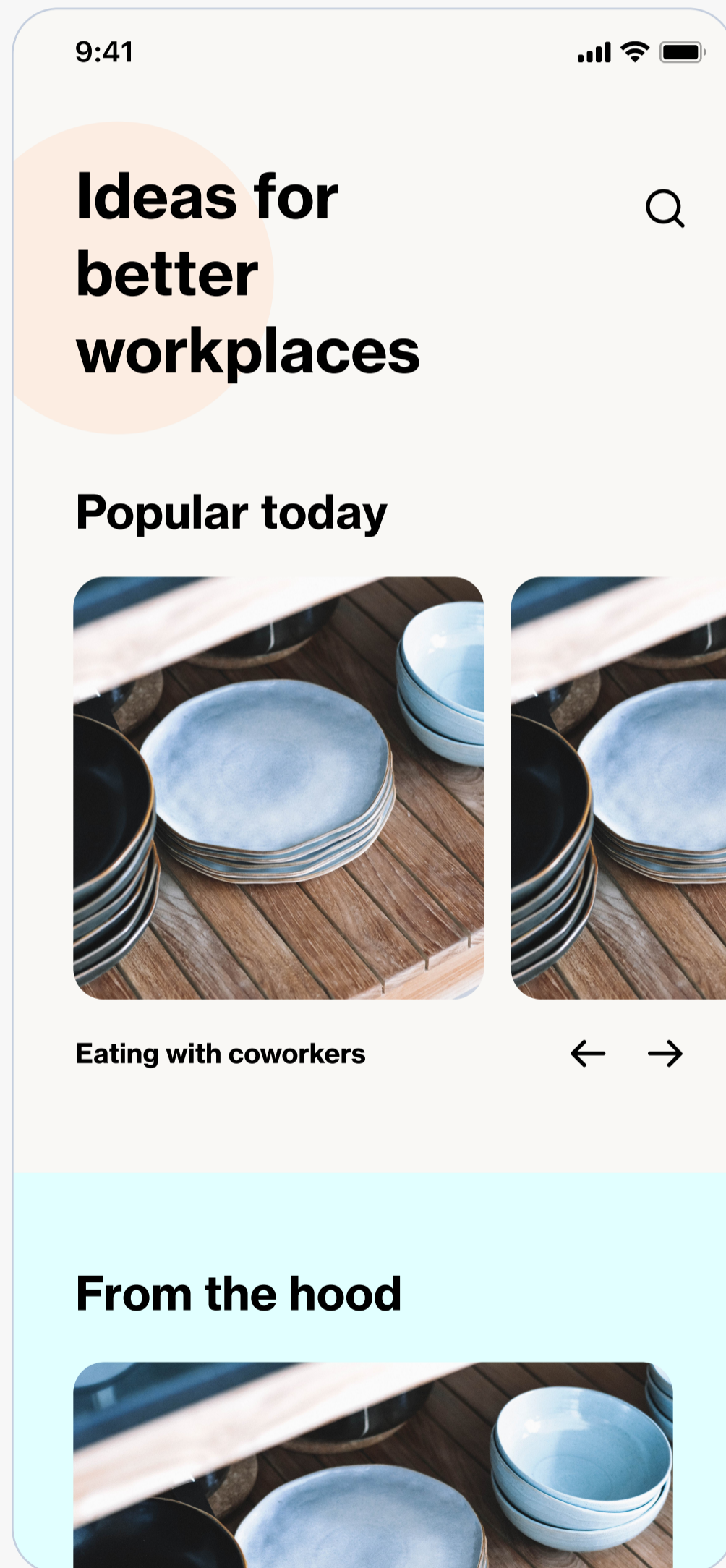
## ALIGN WITH

Developers

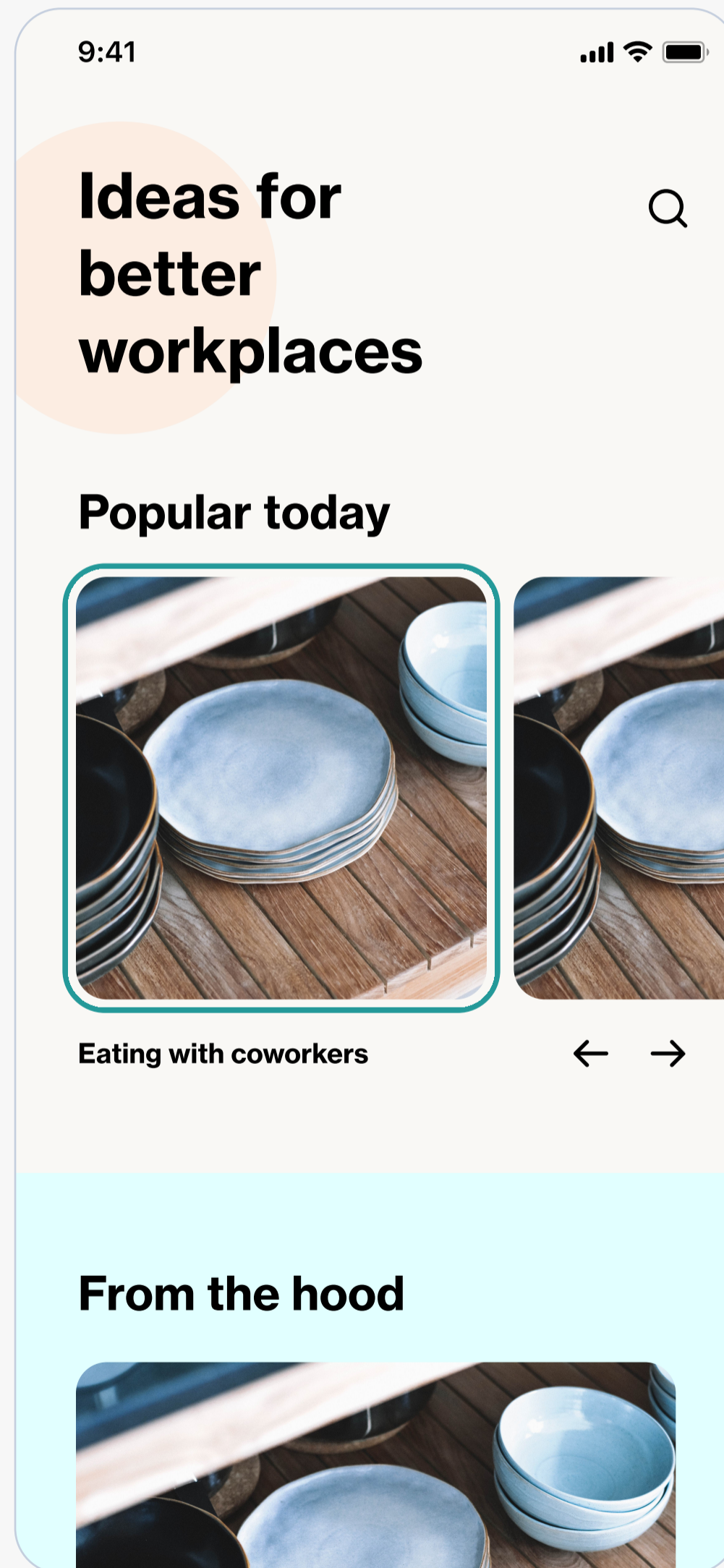
QA

# Focus state & order

**DON'T** ❌



**DO** ✅



## NOTE

Provide focus state for actionable components. Discuss with developers how users with assistive technologies can navigate through the app. Make sure the QA tests it and the app is completely functional just by navigating it using an assistive technology.

## ALIGN WITH

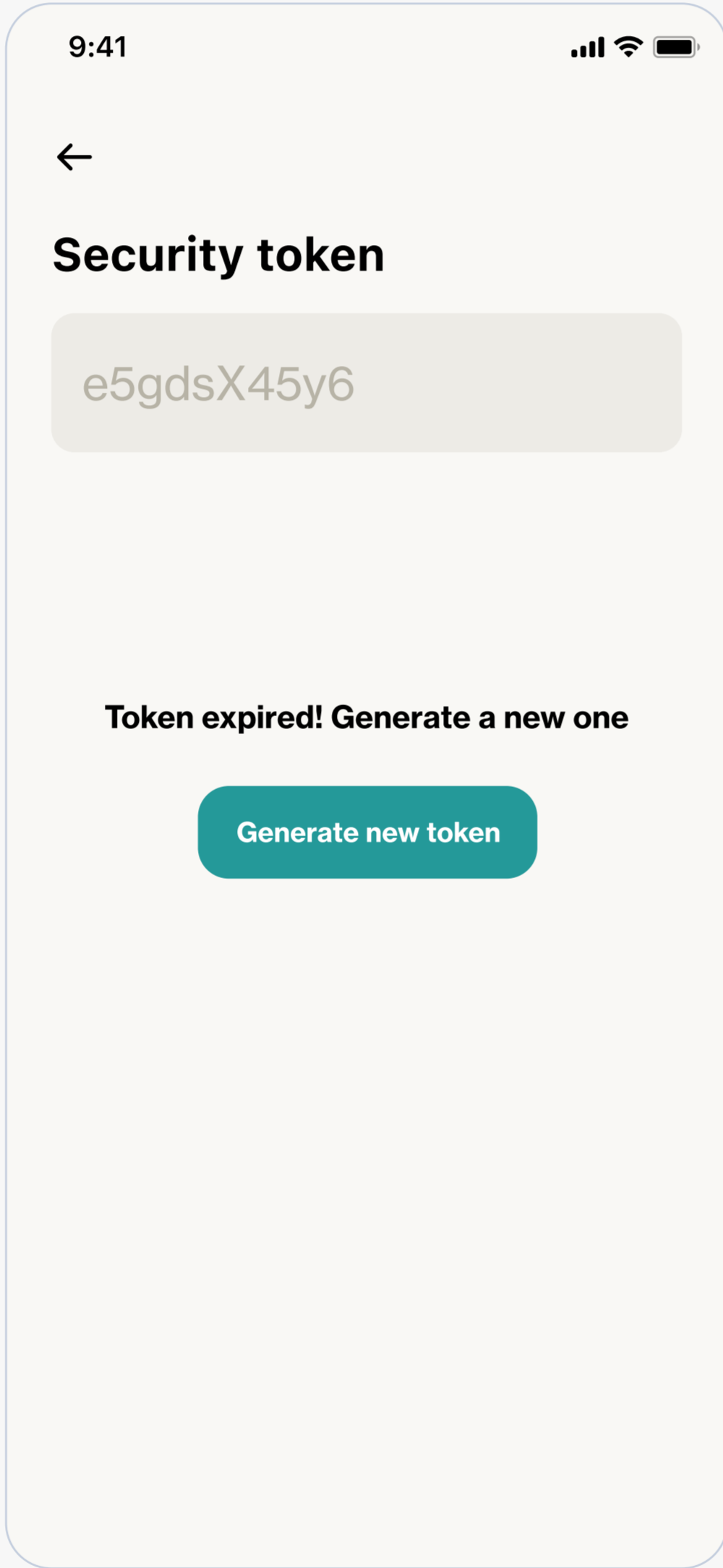
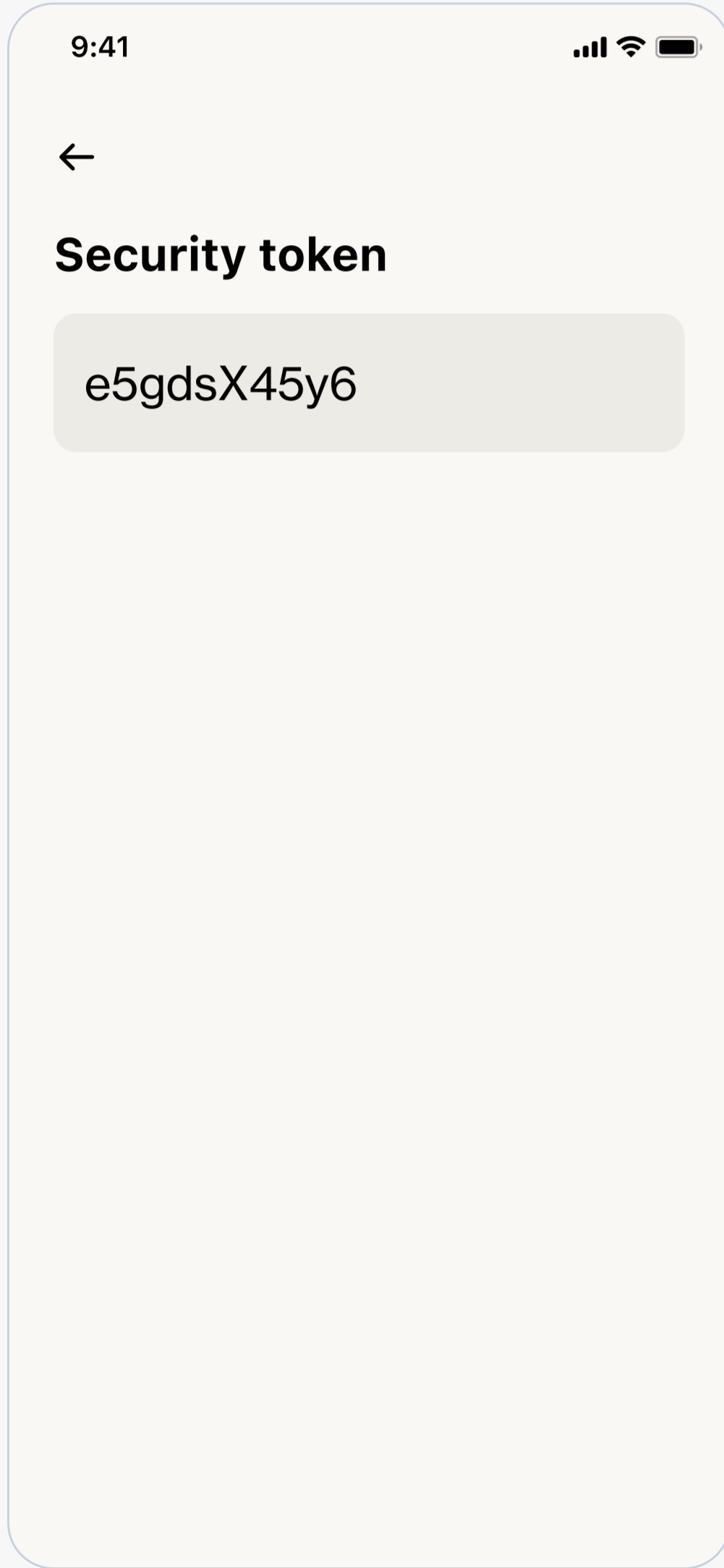
Developers

QA

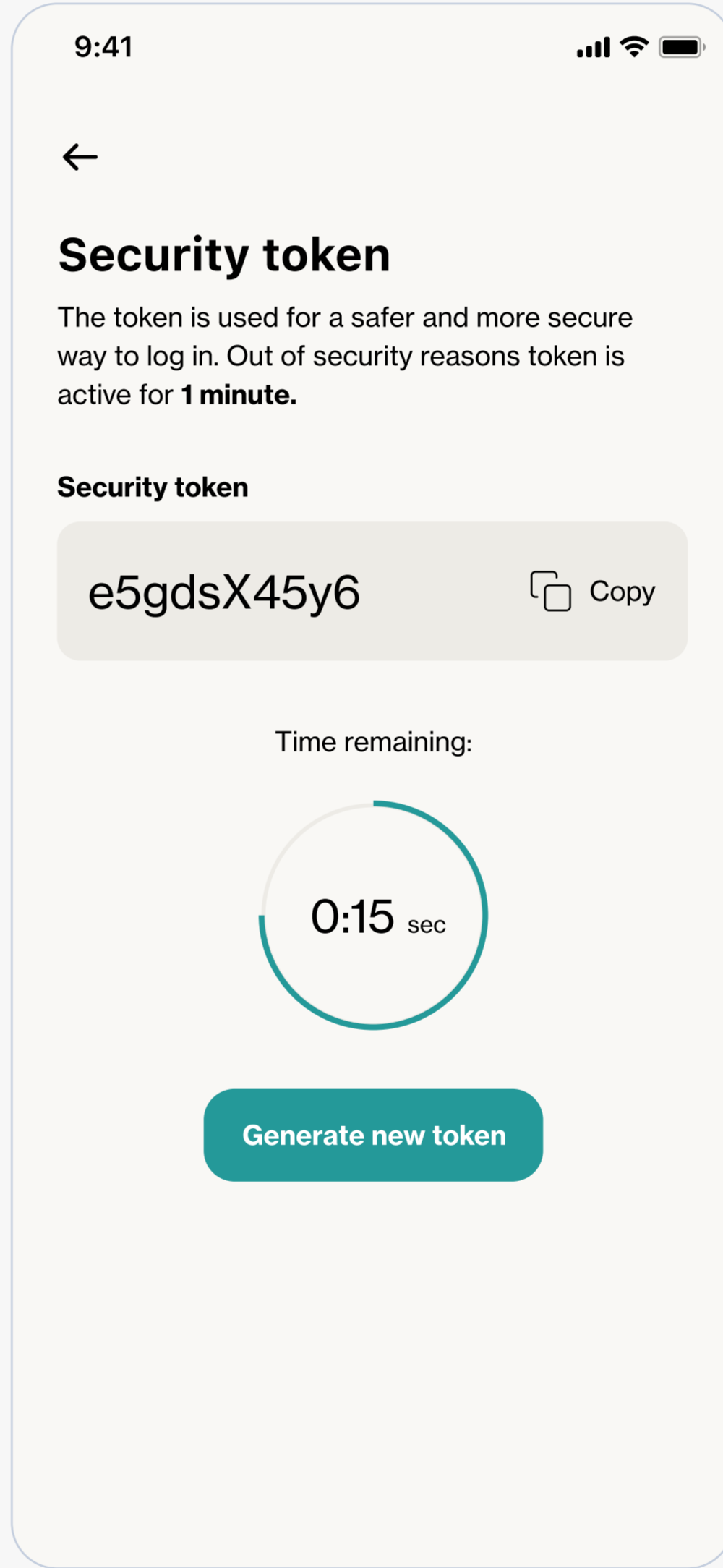
**Operable / Time, Seizures & Physical Reactions**

# Extend time-dependant functionalities

**DON'T** ❌



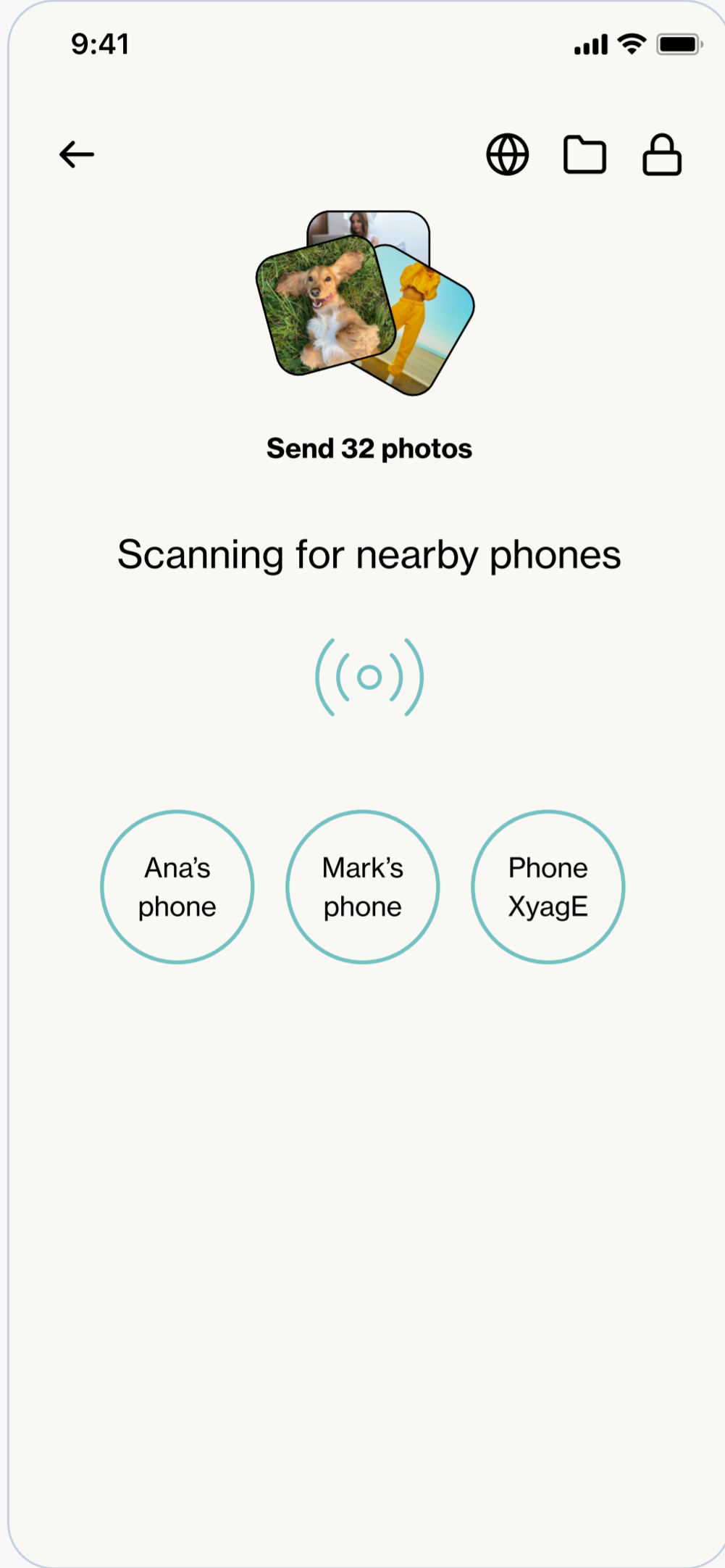
**DO** ✅



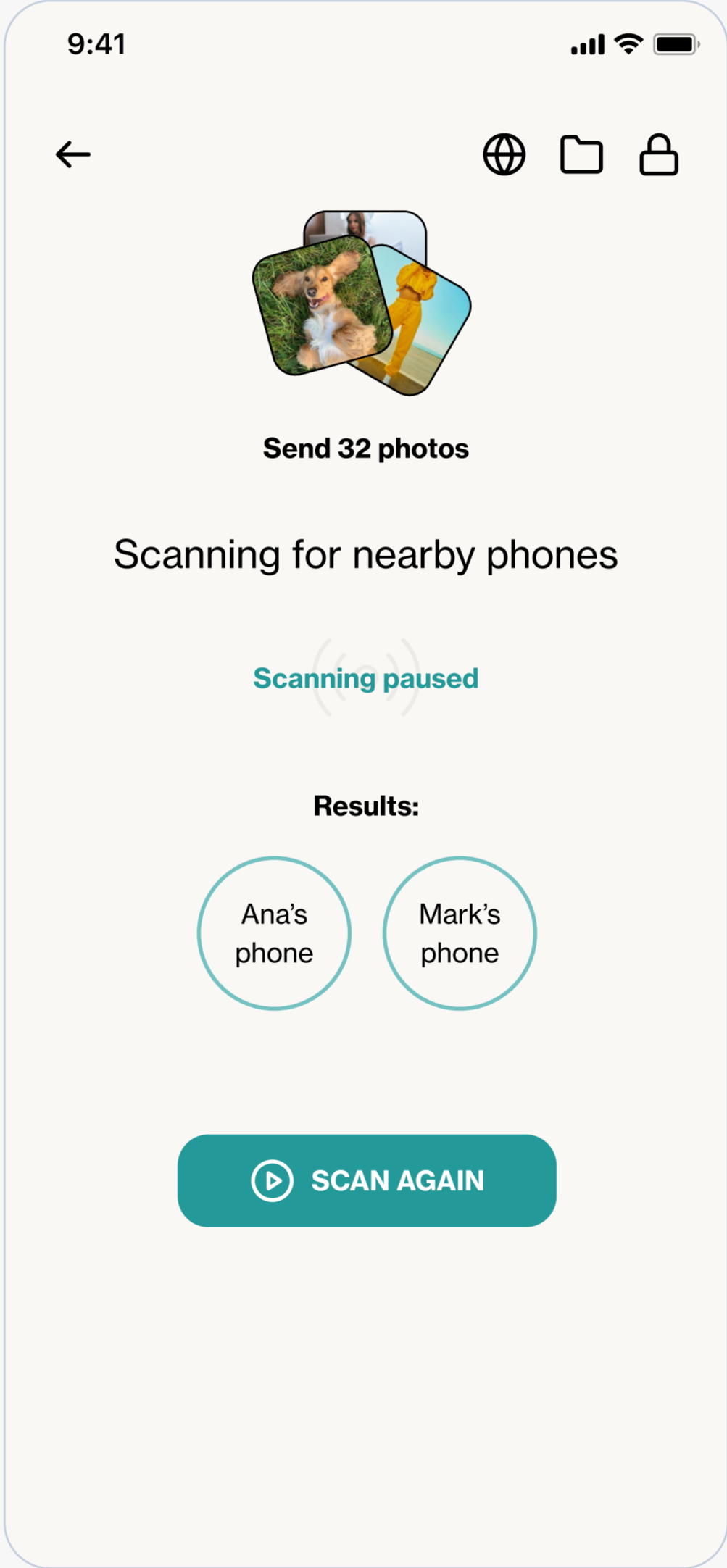
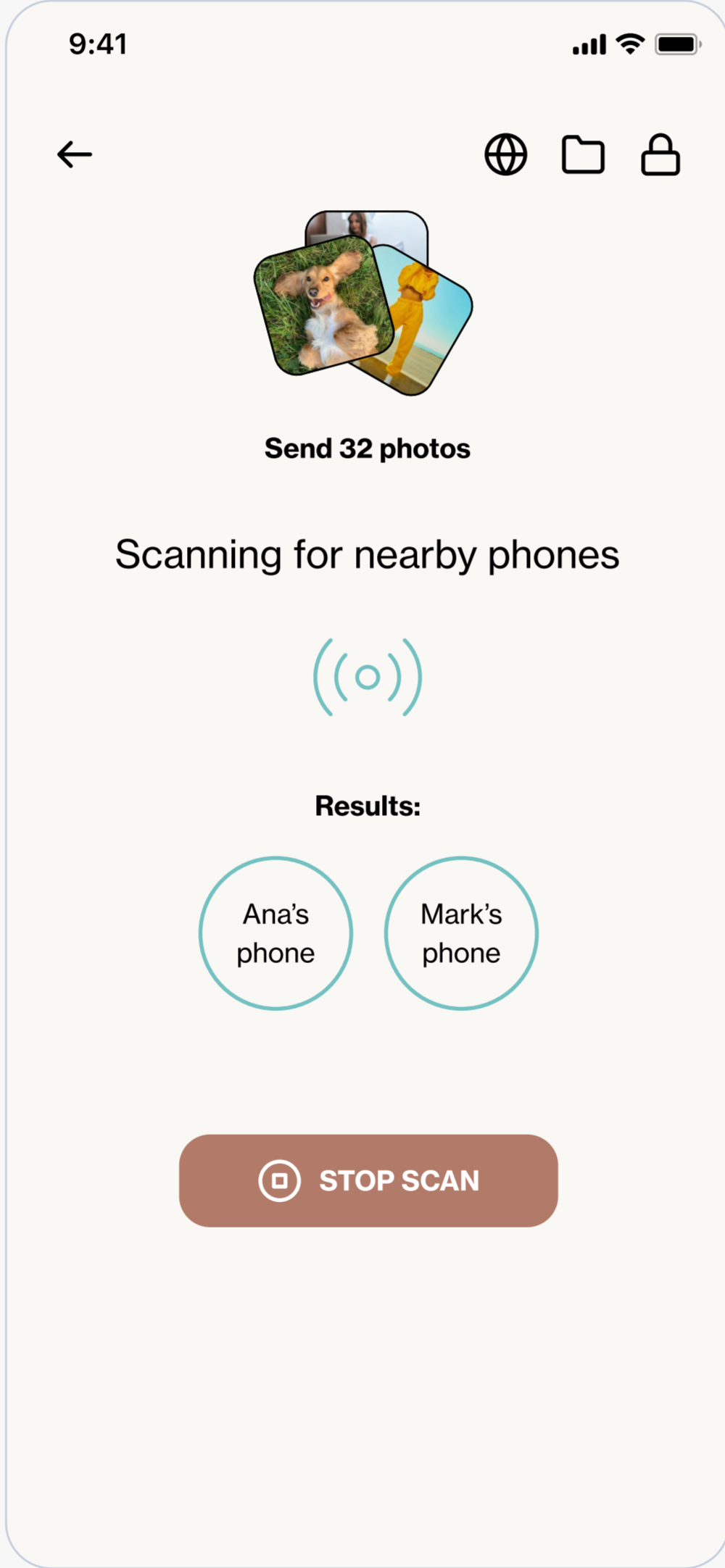
**NOTE**  
In any moment users should be aware of what is happening and what will happen when they are interacting with the product. By adding a short explanation, accompanied by a timer, users will find it easier to understand how and when to interact.

# Turn off automatic updates

## BE CAREFUL



## DO



**NOTE**  
When interacting with the product where content is automatically being updated, users should always have a control over it.

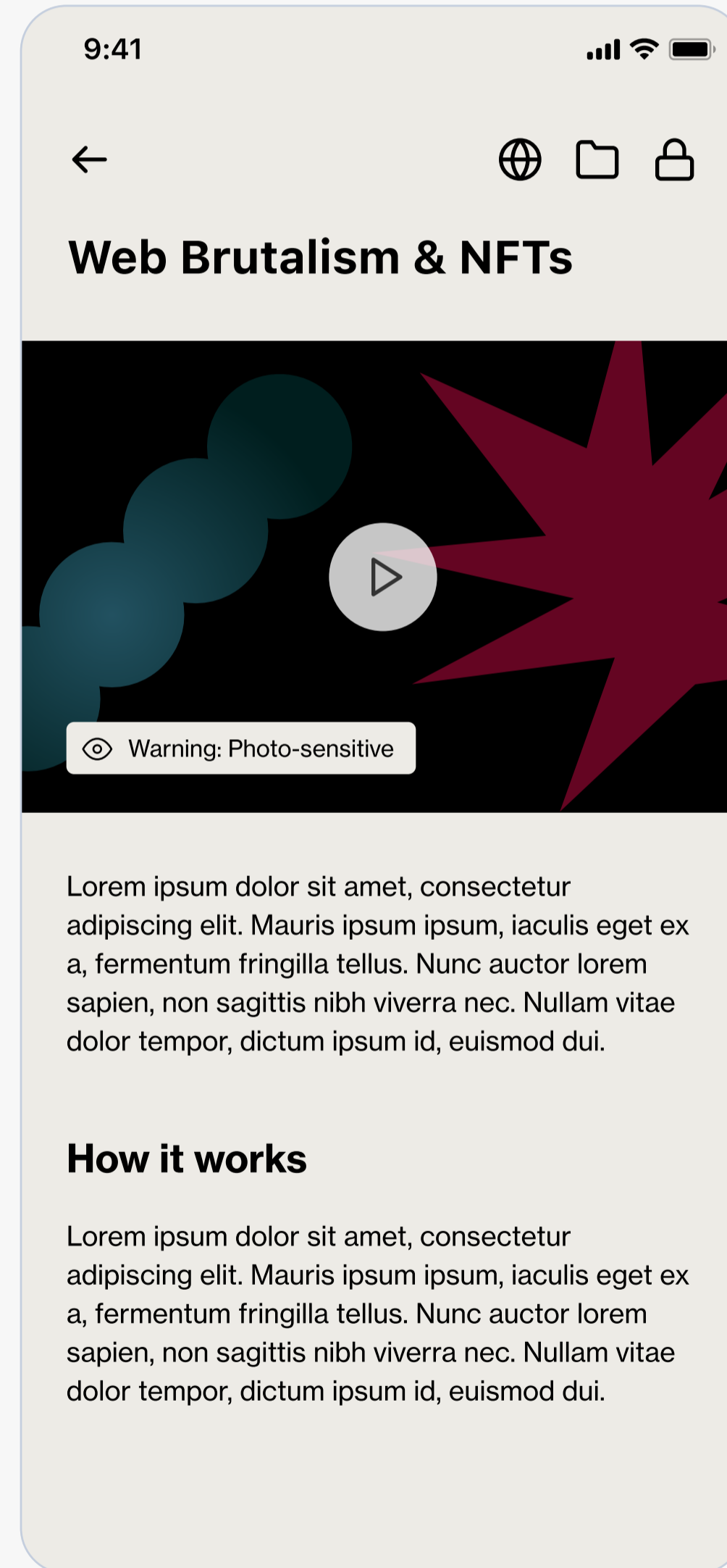
**ALIGN WITH**  
Developers

# Reduce blinking and flashing elements

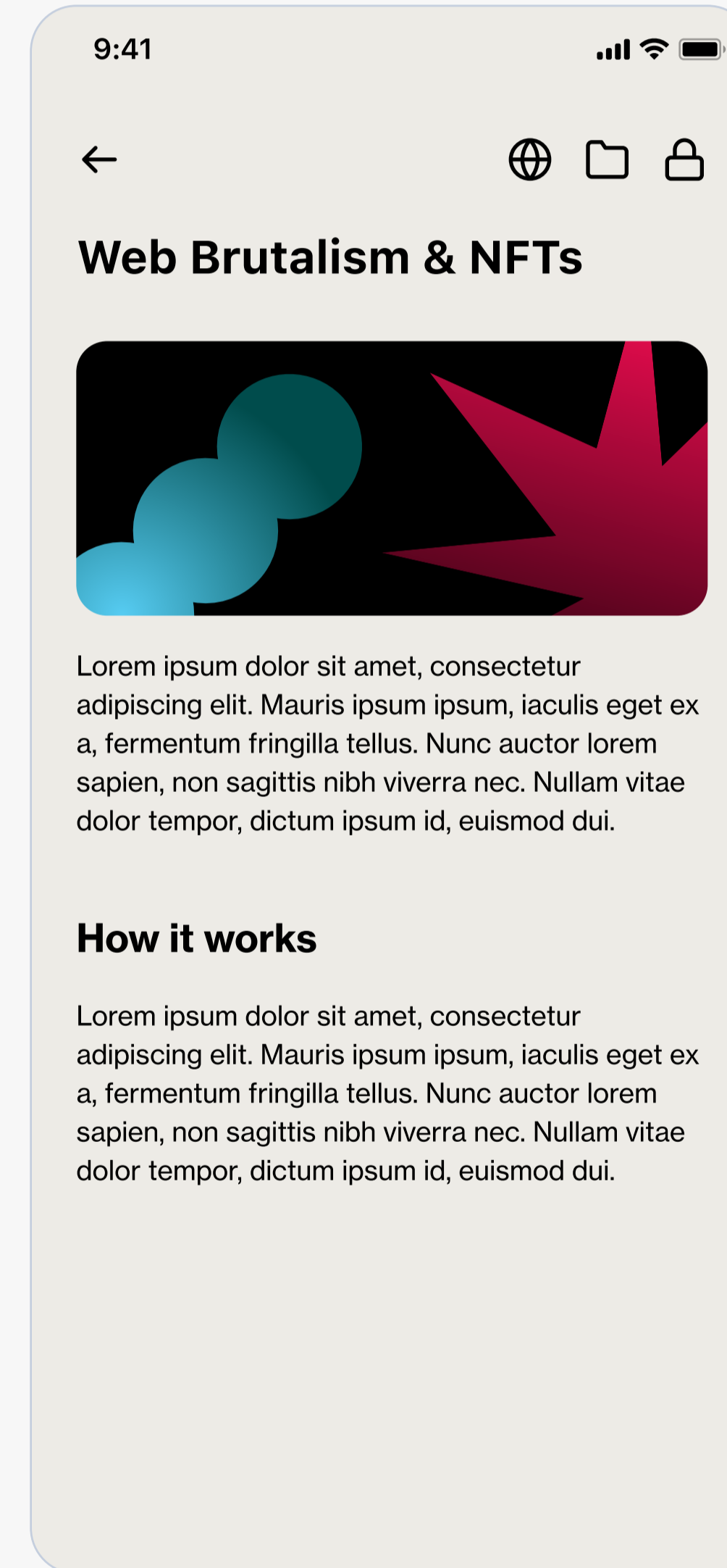
**DON'T** ❌



**DO** ✅



**DO** ✅



### NOTE

Be careful when using a lot of vibrant colors, many different shapes and moving objects. Try to reduce the flashing movements and the size of the flashing element. But if you need to use a larger display (e.g. video), don't play it automatically and warn users in advance if it contains photo-sensitive content.

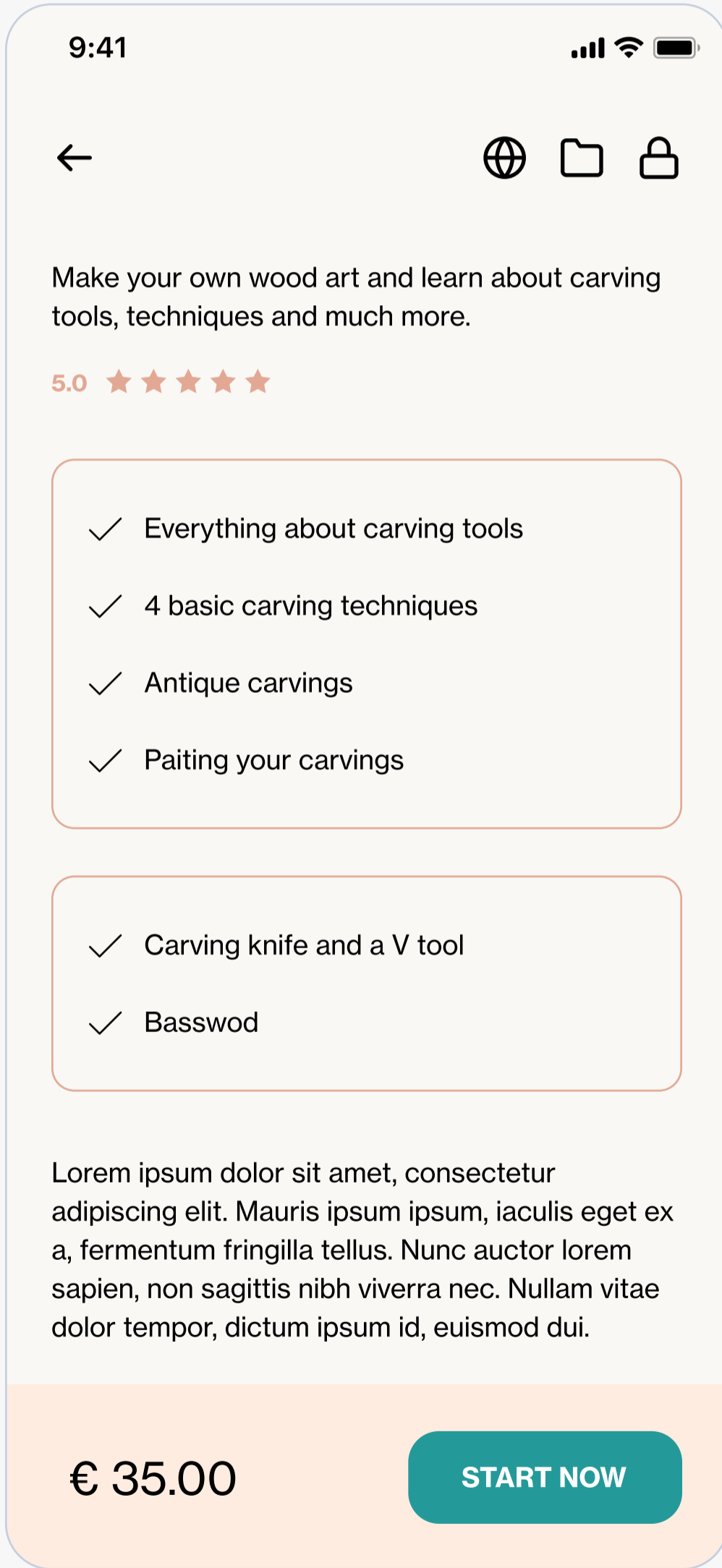
### ALIGN WITH

Content team

**Understandable / Hierarchy & Layout**

# Show a page title

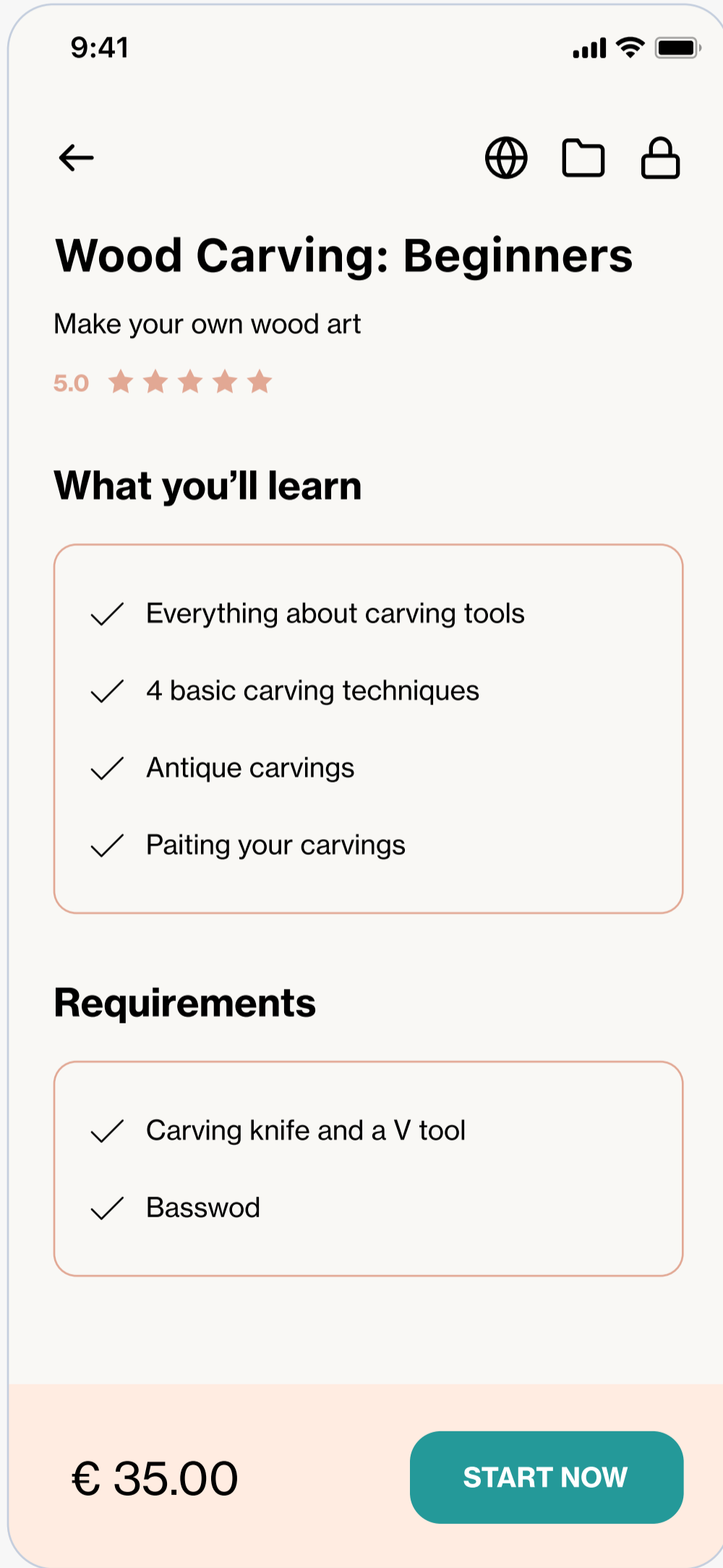
**DON'T** ❌



**NOTE**

Don't remove titles and headers from a screen/page you are designing. By doing so you make it harder for users to scan and analyze the context and purpose of the page. It takes longer to connect meanings behind and involves more of user's effort. For users who use assistive technologies it may become even harder to understand.

**DO** ✅

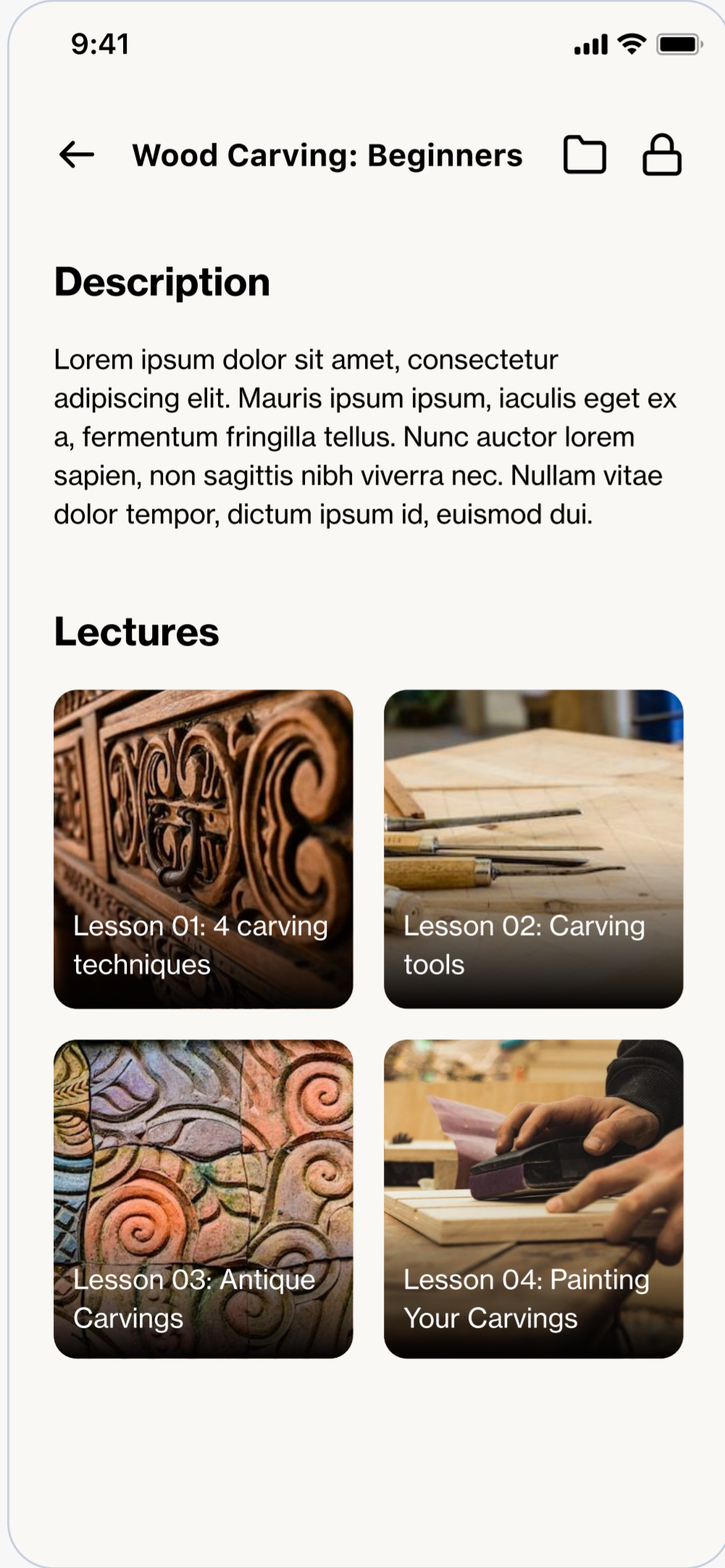


**NOTE**

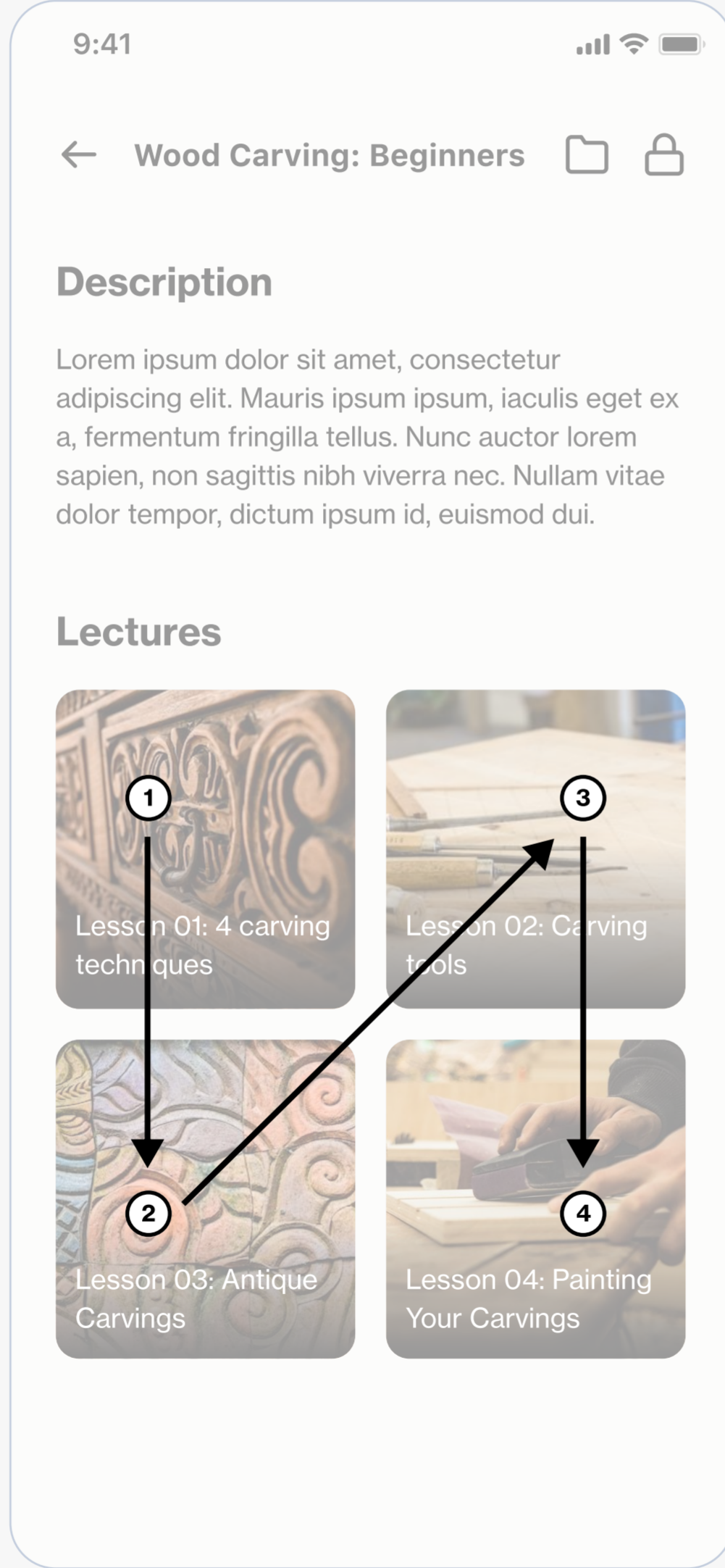
By adding clear headings you are making the content for the user much more readable and understandable, but also easier to scan through.

# Structure & element order

**DON'T** ❌



**DO** ✅



**NOTE**  
Align with devs or use annotations in you design about the correct order of how elements should be read.

**ALIGN WITH**

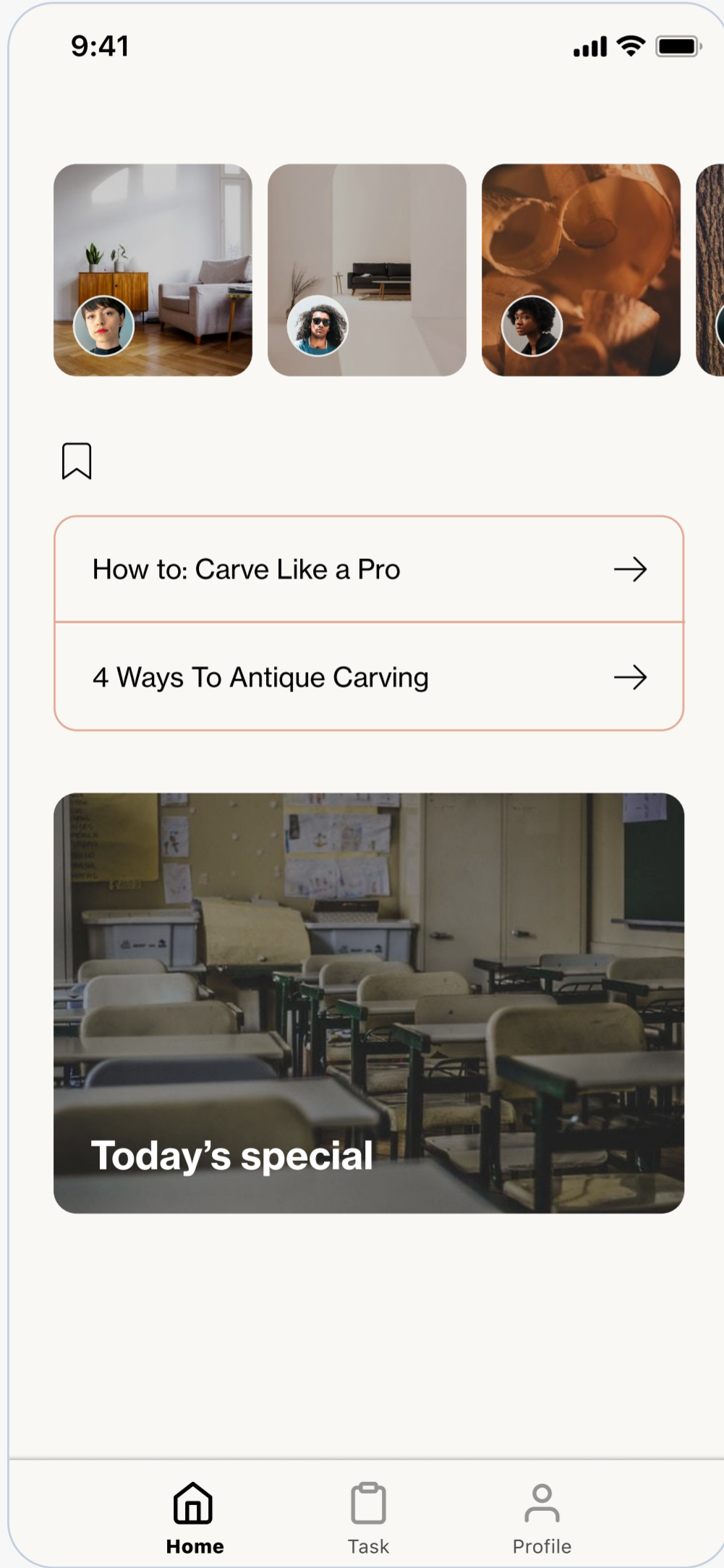
- Developers
- QA

 **A11y Focus Orderer**  
Figma Plugin

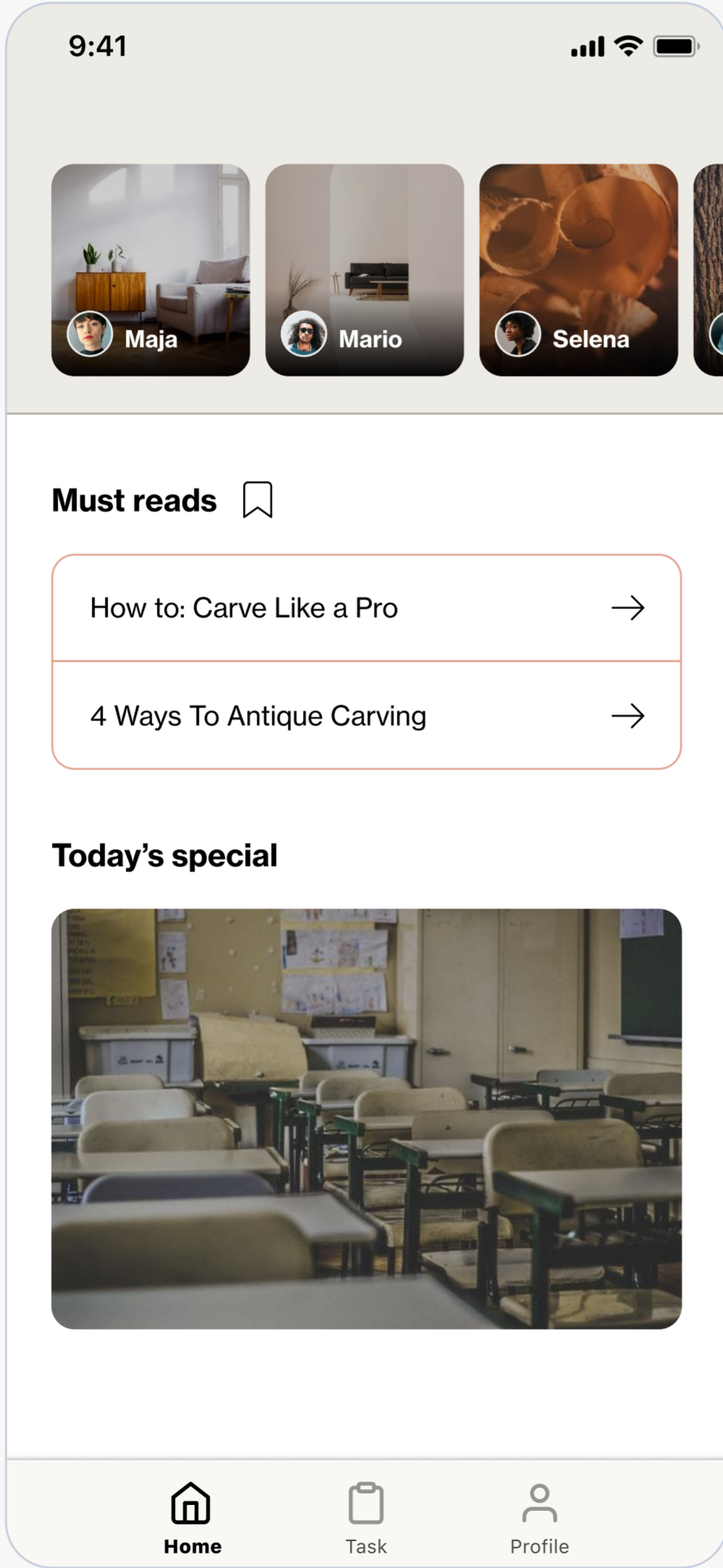
 **Stark**  
Figma Plugin

# Grouping sections

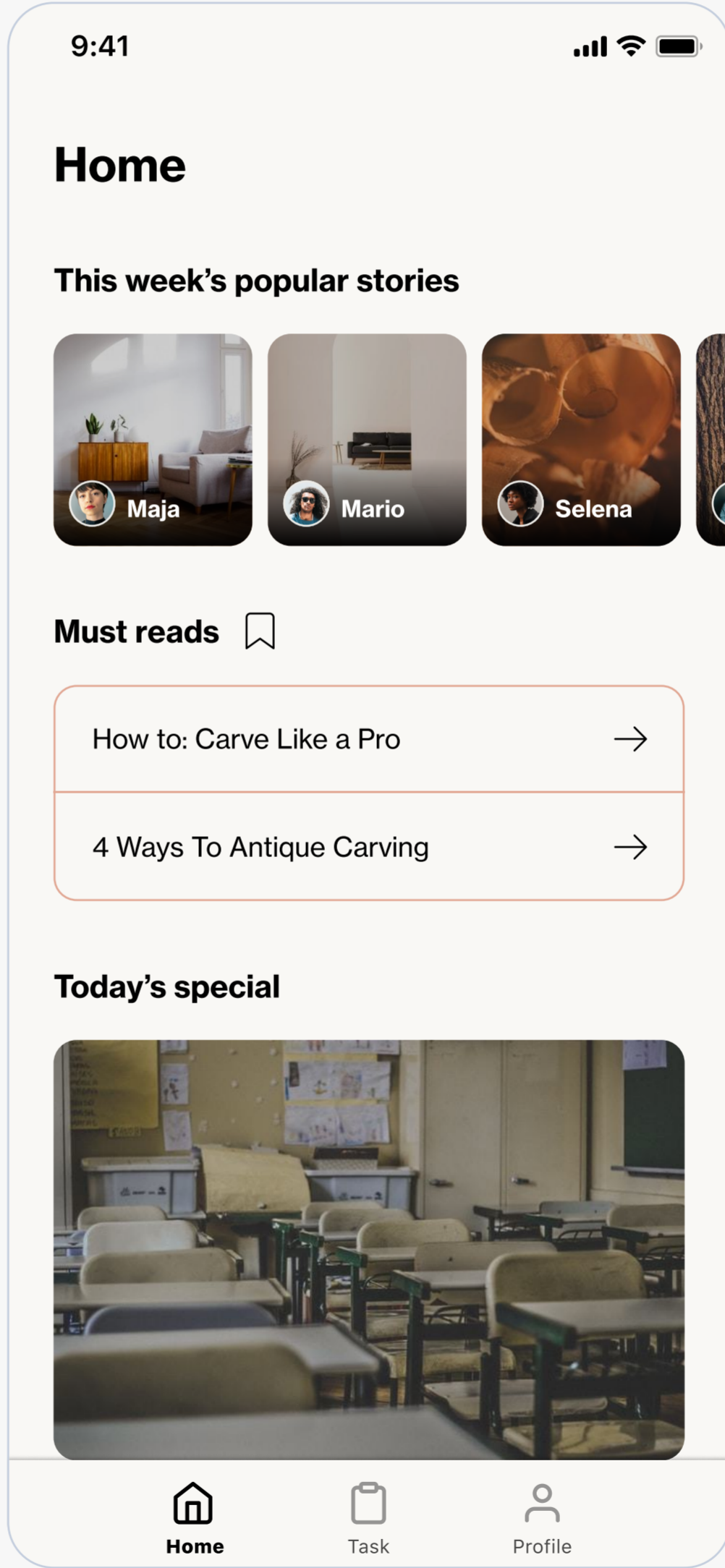
**DON'T** ❌



**BE CAREFUL** ⚠️



**DO** ✅



**NOTE**  
Aim to have headings for different sections of your page. However, if you skip adding headings to some sections then make sure they are visually different from the rest of the content and align with developers on what are the different groups or use annotations in the file.

**ALIGN WITH**  
Developers

**Understandable / Content Understanding & Readability**

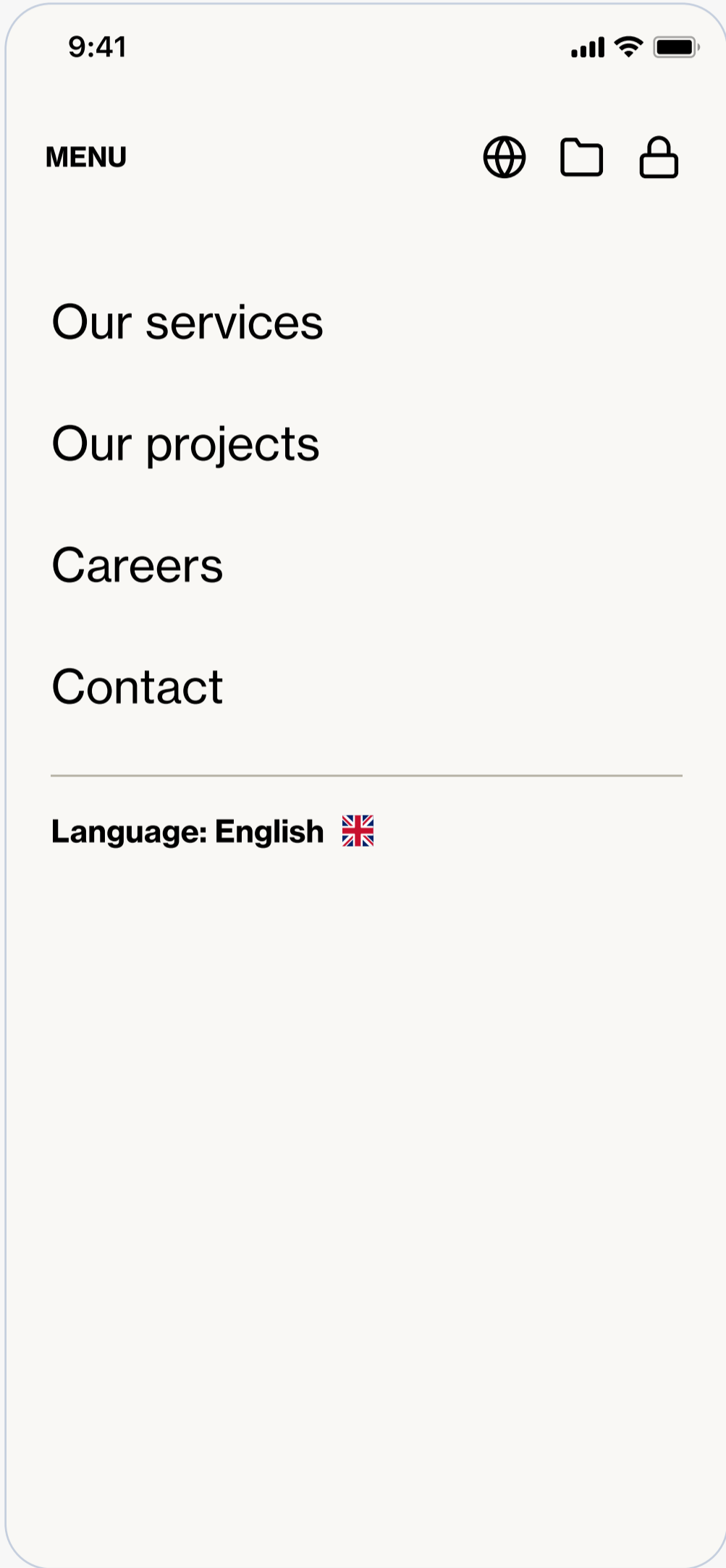
# Language selection

## DON'T



**(Websites)**  
Language selector is hidden in footer. Users have to scroll through content to finally get to it.

## DO



### NOTE

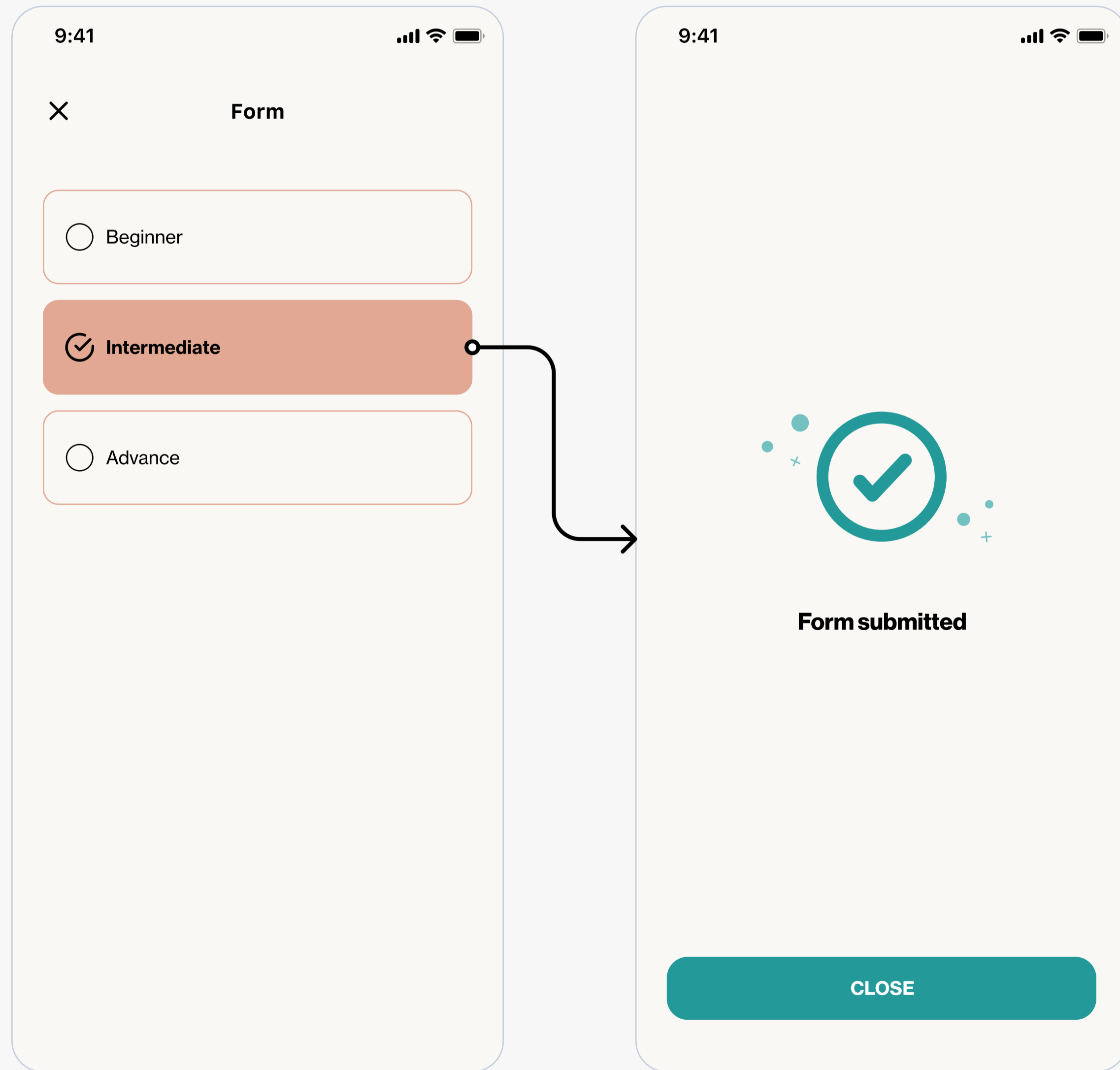
Align with developers to see if it is possible to fetch language based on user's device language. If not, then make sure language selection is visible upfront to avoid users getting lost (in translation). :)

### ALIGN WITH

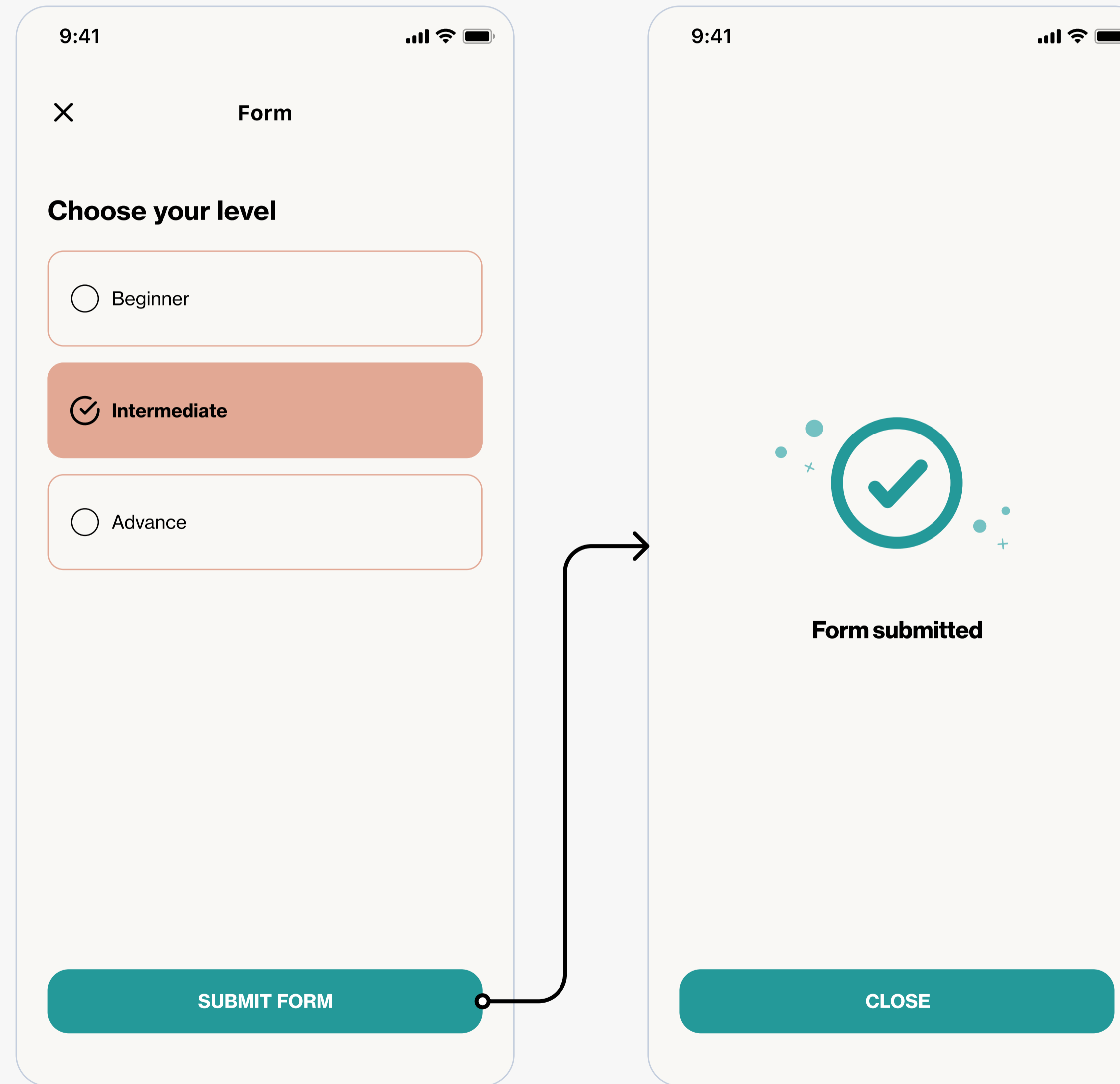
Developers

# Do not change context without user confirmation

**DON'T** ❌



**DO** ✅



**NOTE**

Users should always be aware of what will happen next. Do not update the context of the page automatically and give users the control over doing that.

# Clearly identify errors

## DON'T ❌

9:41

←

**Log in**

**E-mail**

name@mail.com

**Password**

⚠️ \*\*\*\*\*

LOG IN

**NOTE**  
Don't rely only on color when you need to indicate errors. Not only the color factor can't be perceived by some users, it also does not communicate where and what kind of error took place, which makes it harder for users to understand.

**ALIGN WITH**  
Developers

## DO ✅

9:41

←

**Log in**

**E-mail**

name@mail.com

**Password**

⚠️ \*\*\*\*\*  
Password is not correct

LOG IN

**NOTE**  
With color, use warning/error icons and an error feedback text, so that users are aware of what the problem is and how to solve it. Align with developers on different error types and include it in your designs.

**ALIGN WITH**  
Developers

# Provide labels and cues to avoid mistakes

**DON'T** ❌

9:41

←

**Step 3**

Enter your street address

Enter your city

Enter your zip/postal code

Enter your country

**NEXT**

This mobile app screen shows a form titled "Step 3" with four input fields. The fields are labeled with placeholder text: "Enter your street address", "Enter your city", "Enter your zip/postal code", and "Enter your country". The form is simple and lacks any additional cues or labels to guide the user.

**DO** ✅

9:41

←

**Shipping details**

1 2 3 4

**Address**

Enter your street address

**City**

Enter your city

**Zip/postal code**

Enter your zip/postal code

**Country**

Enter your country

**GO TO PAYMENT**

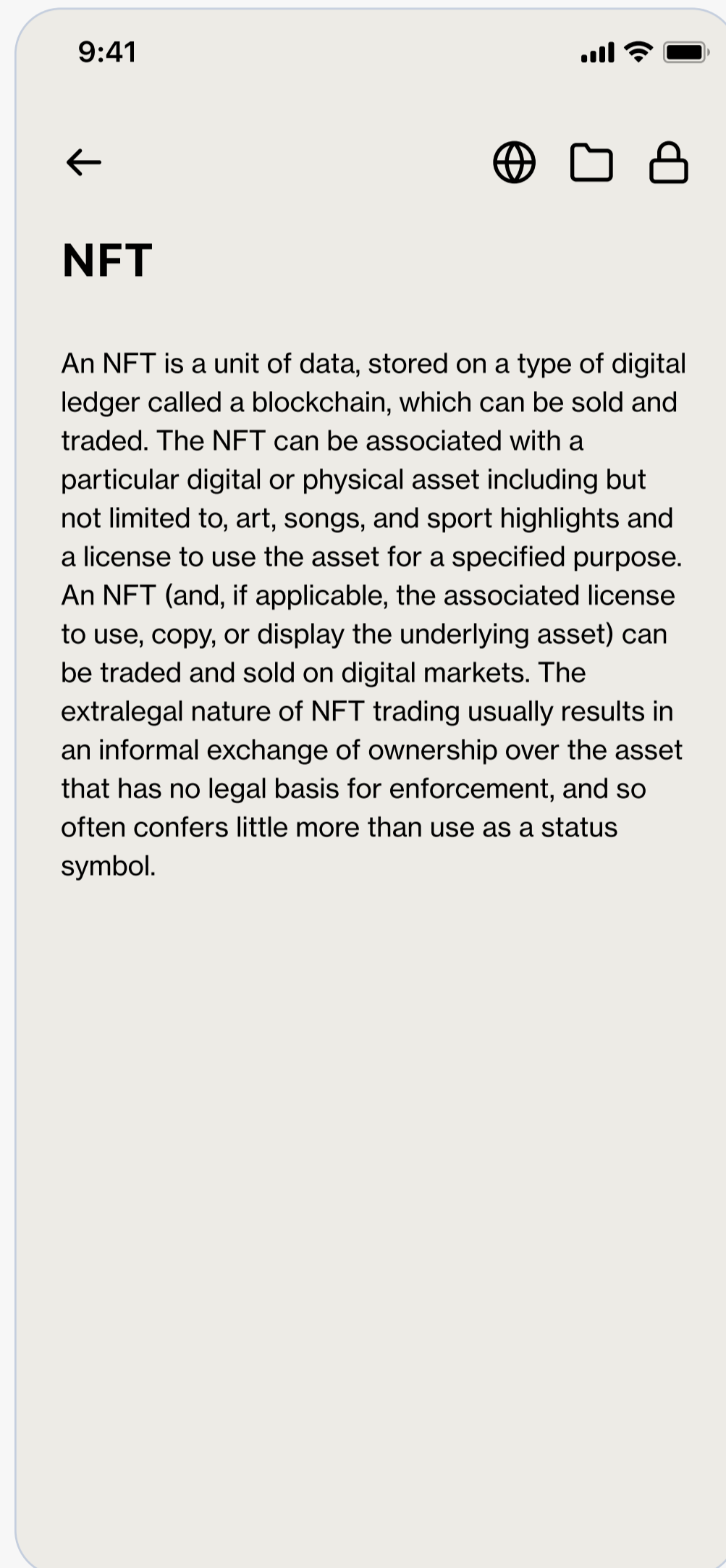
This mobile app screen shows a form titled "Shipping details" with a progress indicator at the top showing four steps (1, 2, 3, 4). The form has four input fields, each with a label above it: "Address", "City", "Zip/postal code", and "Country". The input fields contain placeholder text: "Enter your street address", "Enter your city", "Enter your zip/postal code", and "Enter your country". The form is more structured and provides clear cues for the user.

**NOTE**

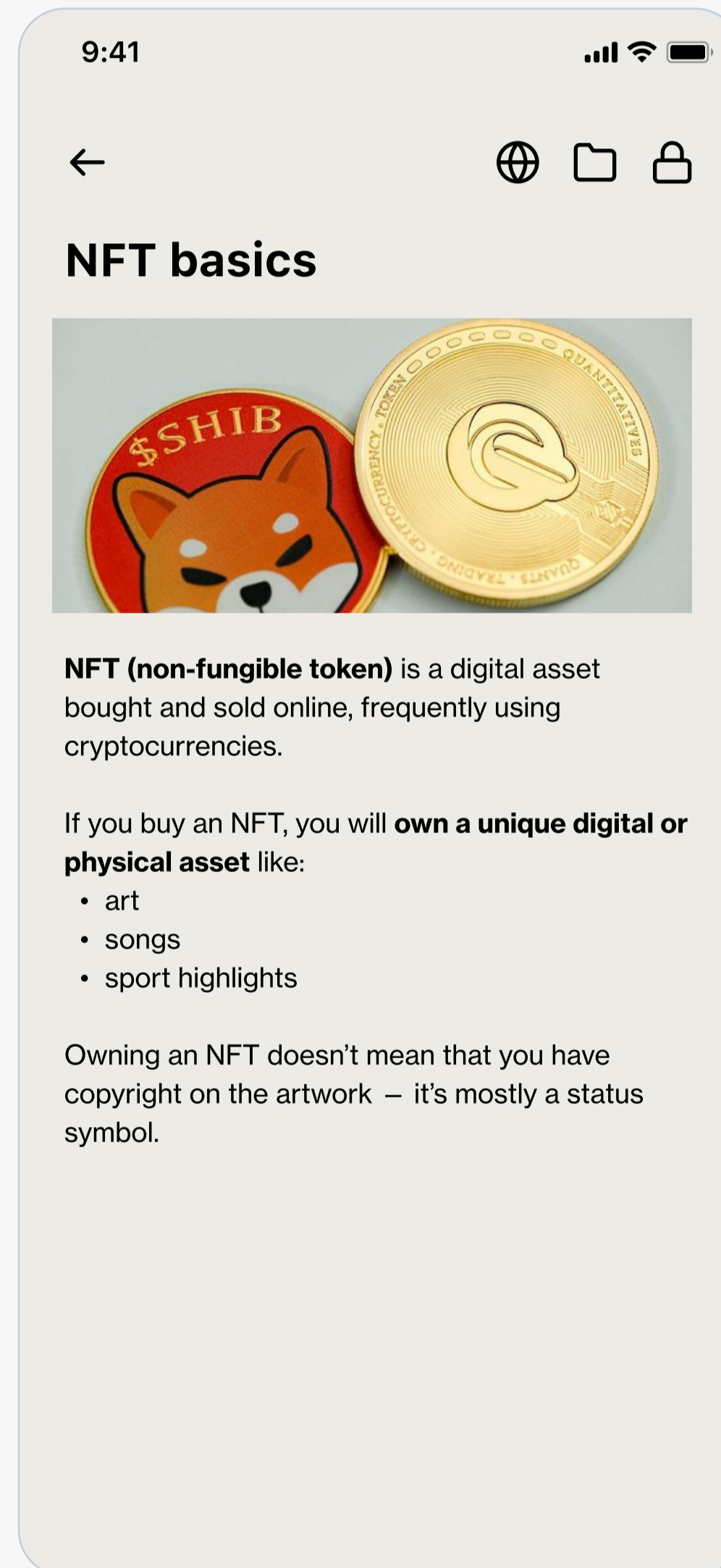
With simple cues and labels you can save user's time and help them feel guided.

# Simplify content

**DON'T** ❌



**DO** ✅



## NOTE

To simplify content you can:

- reduce long paragraphs into a 1-2 shorter sentences
- use bulleted list
- use bold to aid skimming
- use more headings and subheadings
- use strong keywords and focus on the key points
- use simple words and write in conversational tone

## ALIGN WITH

Content team

# Use visual support for complex information

## BE CAREFUL

9:41 📶 🔋

← 🌐 📁 🔒

### What's the carbon footprint of electricity in Croatia?

Hydro is the most used source for electricity production in Croatia. In 2021, hydroelectric power plants accounted for 46.1 percent of total electricity generation. Gas ranked second at 21.2 percent. That year, the majority of Croatia's electricity generation was derived from renewable sources.

In 2021, 46.1 per cent of Croatia's total electricity came from hydropower, 21 per cent from gas, nearly 10 percent from coal, 14 percent from wind, 7 percent from biomass and less than one per cent each for solar, geothermal and oil.

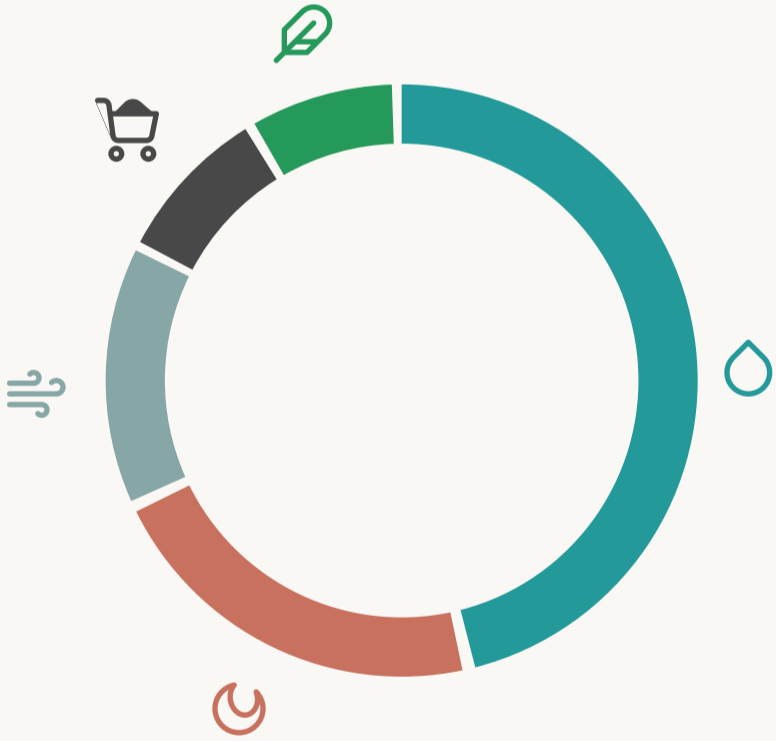
## DO

9:41 📶 🔋

← 🌐 📁 🔒

### What's the carbon footprint of electricity in Croatia?

Hydro is the most used source for electricity production in Croatia. In 2021, hydroelectric power plants accounted for 46.1 percent of total electricity generation. Gas ranked second at 21.2 percent. That year, the majority of Croatia's electricity generation was derived from renewable sources.



Source	Percentage
Hydro	46%
Gas	21%
Wind	14%
Coal	10%
Bioenergy	7%
Other	1%

**NOTE**  
When you are presenting facts, statistics or any large group of data aim to have visual supporters to make it easier for users to digest information. Graphs and charts are the common way to do this. But you can use any kind of visual system that clearly shows the correlation between the observed information.

# Don't rely solely on sensory characteristics

**DON'T** ❌

9:41

←

**What is your ideal job?**

Enter description

← →

This mobile app screen displays a form titled "What is your ideal job?". The form has a single text input field with the placeholder text "Enter description". The screen includes a back arrow at the top left and forward arrows at the bottom. It does not include any text labels for the input field or navigation buttons.

**DO** ✅

9:41

←

**What is your ideal job?**

Enter ideal job description

← Previous Next →

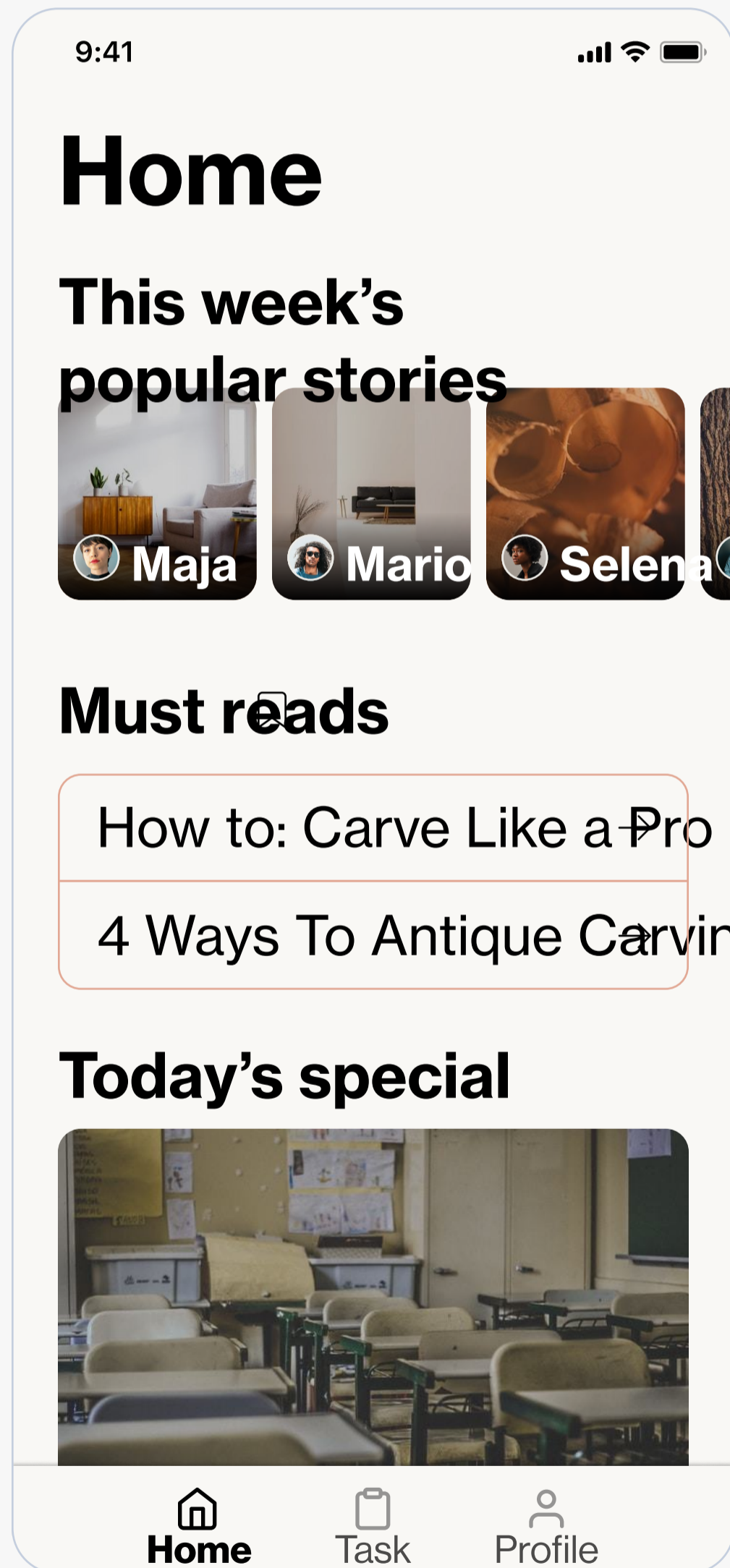
This mobile app screen displays a form titled "What is your ideal job?". The form has a single text input field with the placeholder text "Enter ideal job description". The screen includes a back arrow at the top left and "Previous" and "Next" buttons at the bottom. The text labels "Previous" and "Next" are placed between the arrows to provide context for the navigation.

**NOTE**

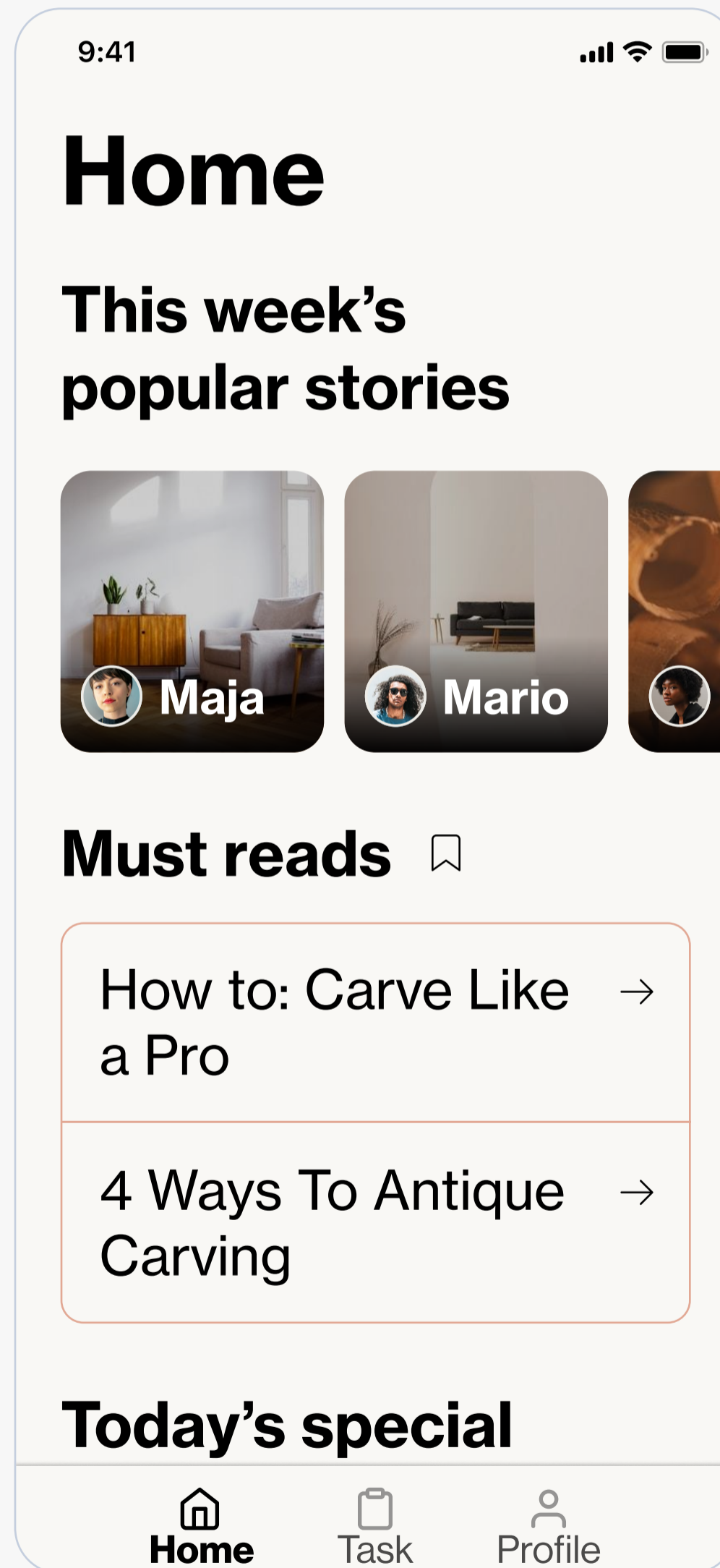
Use instructions or labels to help visually impaired users who use assistive technologies to move around more easily.

# Support scalable UI

**DON'T** ❌



**DO** ✅



## NOTE

Make sure your elements are still usable once users increase their mobile font sizes. Align with developers and QA testers to see how the implemented design scales if you increase the font size. Cover the component adaptations in your design.

## ALIGN WITH

Developers

QA

**Robust / Control**

# Avoid being platform-specific

**DON'T** ❌

A mobile app screenshot showing a form titled "Form". The header includes a close button (X) and the title "Form". The main heading is "Tap on your level". Below it are three radio button options: "Beginner", "Intermediate" (which is selected and highlighted in orange), and "Advance". At the bottom is a teal "SUBMIT FORM" button.

**DO** ✅

A mobile app screenshot showing a form titled "Form". The header includes a close button (X) and the title "Form". The main heading is "Select your level". Below it are three radio button options: "Beginner", "Intermediate" (which is selected and highlighted in orange), and "Advance". At the bottom is a teal "SUBMIT FORM" button.

**NOTE**

Don't use wording that is platform-dependant, such as "click" on desktop or "tap" on mobile. Users who use assistive technologies may not be able to tap or click, which could result in users feeling lost on what, where and how to interact.

**ALIGN WITH**

Content team