5 Tips for Making Your App or Website More Inclusive

communication circles
Your App Lady

One billion – or 15 percent – of the world's population has a disability. In addition, we are all aging and losing our vision, hearing, and mobility. By making your app or website more accessible, you can expand your reach and serve your existing clients more effectively.

- Choose colors carefully. (**C**, **V**, **L**, **CB**, **S**)
    - Use high-contrast colors.
    - Do not use color alone to express meaning.
    - Use color conventionally (*e.g.* green means go).

- Use adequate font size or allow for zoom. (**C**, **P**, **V**, **L**, **S**)

- Provide alternative ways to get information. (**C**, **P**, **V**, **L**, **S**)
    - Provide captioning or transcripts for any videos.

- Think about the meaning of images if they cannot be seen. (**V**, **S**)
    - Provide text or audio with the image.

- Keep the copy and any verbal or written directions simple. (**C**, **V**, **L**, **S**)

Good design is good for everyone.

A simple, intuitive interface benefits all users.

Audience Served	
C	Cognitive Impairments
P	Physical Access Difficulties
V	Vision Impairments
L	Learning Disabilities
CB	Color Blindness
S	Seniors