

UNIVERSAL DESIGN

AND HOW IT CAN IMPROVE THE
USERS' EXPERIENCE



PRINCIPLES OF UNIVERSAL DESIGN



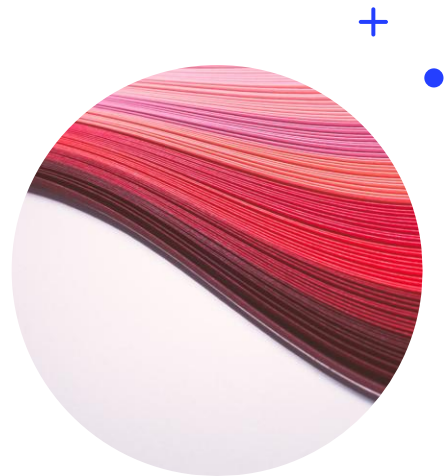
Principle #1: Equitable Use

Principle #3: Simple and Intuitive Use

Principle #4: Perceptible Information

Principle #6: Low Physical Effort

Universaldesign.ie



PRINCIPLE ONE

"The design is useful and marketable to people with diverse abilities" (*universaldesign.ie*)

Areas for Improvement:

Background images are not accessible to everyone

Text is not accessible to everyone

Some links are blocked due to browsing safety



PRINCIPLE THREE

“Use of the design is easy to understand, regardless of the user’s experience, knowledge, language skills, or current concentration level.” (*universaldesign.ie*)

Areas of Improvement:

Spacing between text lines should be increased

Font size should be increased

Blocks of text can be broken up into smaller sections



PRINCIPLE FOUR

“Design communicates information effectively to the user, regardless of ambient conditions or users' sensory abilities.”
(universaldesign.ie)

Areas of Improvement:

Adding alt text for images, or image descriptions

Use of HTML headings

Background images could be more neutral



PRINCIPLE SIX

“The design can be efficiently and comfortably with minimal fatigue.” (*universaldesign.ie*)

Areas of Improvement:

Reduce background color and visual stimulation

Increase font size

Check links for viability

Heading background should be solid

THANK YOU

Bea Yeager

Mace, Roland et. al. "7 Principles of Universal Design" (1997), *Center for Excellence in Universal Design*, universaldesign.ie

