



# Designing for People Who Are Blind

Karin (54 years old) is married and has been blind since birth. She has a guide dog and a cane. She has three teenagers and lives in Amsterdam. Karin has a steady job in The Hague, which she commutes to independently. Unexpected obstacles on her familiar routes, such as shared e-scooters left on the sidewalk, make her journey more difficult. When there are disruptions or changes in public transport, travel apps assist her. At the office, she works efficiently with her braille display and screen reader software, even though some programs are not fully accessible.

## Use

**Design that works with voice navigation or screen readers**



**Clear heading structure using HTML**

`<h1>`  
`<h2>`  
`<h3>`

**Keyboard-accessible navigation**



**Descriptive links and buttons**



**Alternative text for images and audio descriptions for videos**

`<alt>`

## Avoid

**Conveying information only through video or images**



**Structuring documents only through text formatting**

**Header**  
Paragraph

**Designs that require mouse only use**

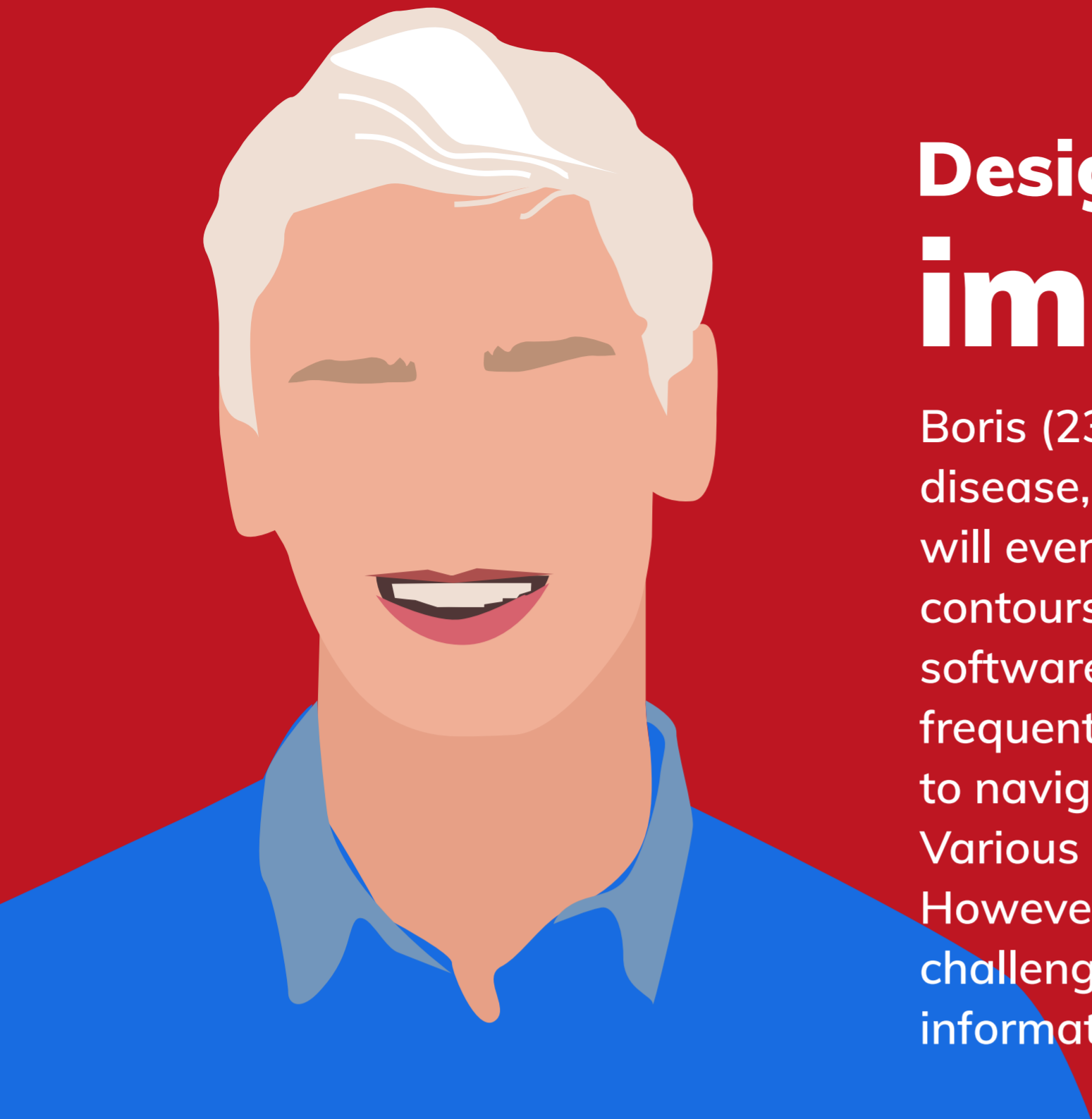


**Links and headings without information**



**Notifications that briefly appear on screen and are not read aloud by screen readers**





# Designing for **visually impaired**

Boris (23) is a student living on his own. Due to an eye disease, his vision is gradually deteriorating, and he will eventually become blind. Currently, he can still see contours from a distance. He often uses magnification software, although it can be tiring at times. He frequently goes out with friends and uses clever tricks to navigate back to them from the bar or restroom. Various apps help Boris maintain his independence. However, finding the right bus at a station can be challenging, as he cannot read bus numbers or information screens from a distance.

## Use

**Clear color contrast and a readable font-size**



**HTML to publish all information**



HTML

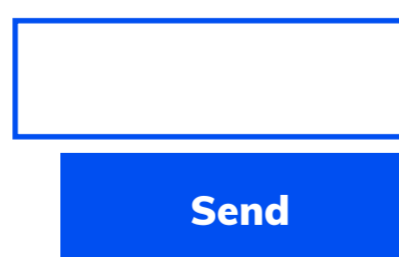
**A combination of color, shape, and text**



**A linear, logical layout**



**Buttons and notifications in context**



## Avoid

**Low color contrast and small font sizes**



**Hiding information in downloads**



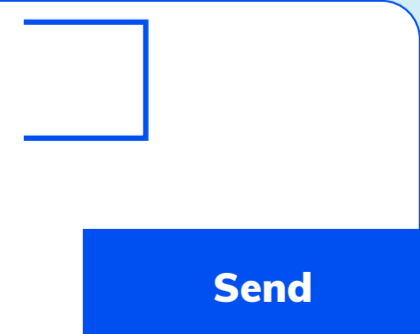
**Relying only on color to convey meaning**



**Spreading content across the entire page**



**Space between actions and context**





# Designing for People Who Are **Color-Blind**

Samir (13) lives in a small village in Zeeland. He is in his first year of secondary school and plays football three times a week. His favorite apps are TikTok, Snapchat, and the KNVB app. Samir is color-blind. This mainly causes difficulties in subjects like geography and mathematics, where he needs to read graphs and tables. He enjoys gaming, but not all games take color blindness into account. Allies are often green and opponents red, so he cannot tell the difference.

## Use

**A linear, logical design**



**Clear color contrast and readable font sizes**



**A combination of color, shape, and text**



**Short texts**

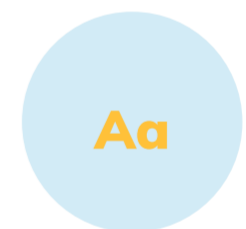


## Avoid

**Complicated design and menus**



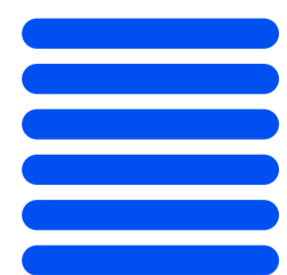
**Low color contrast and small font sizes**

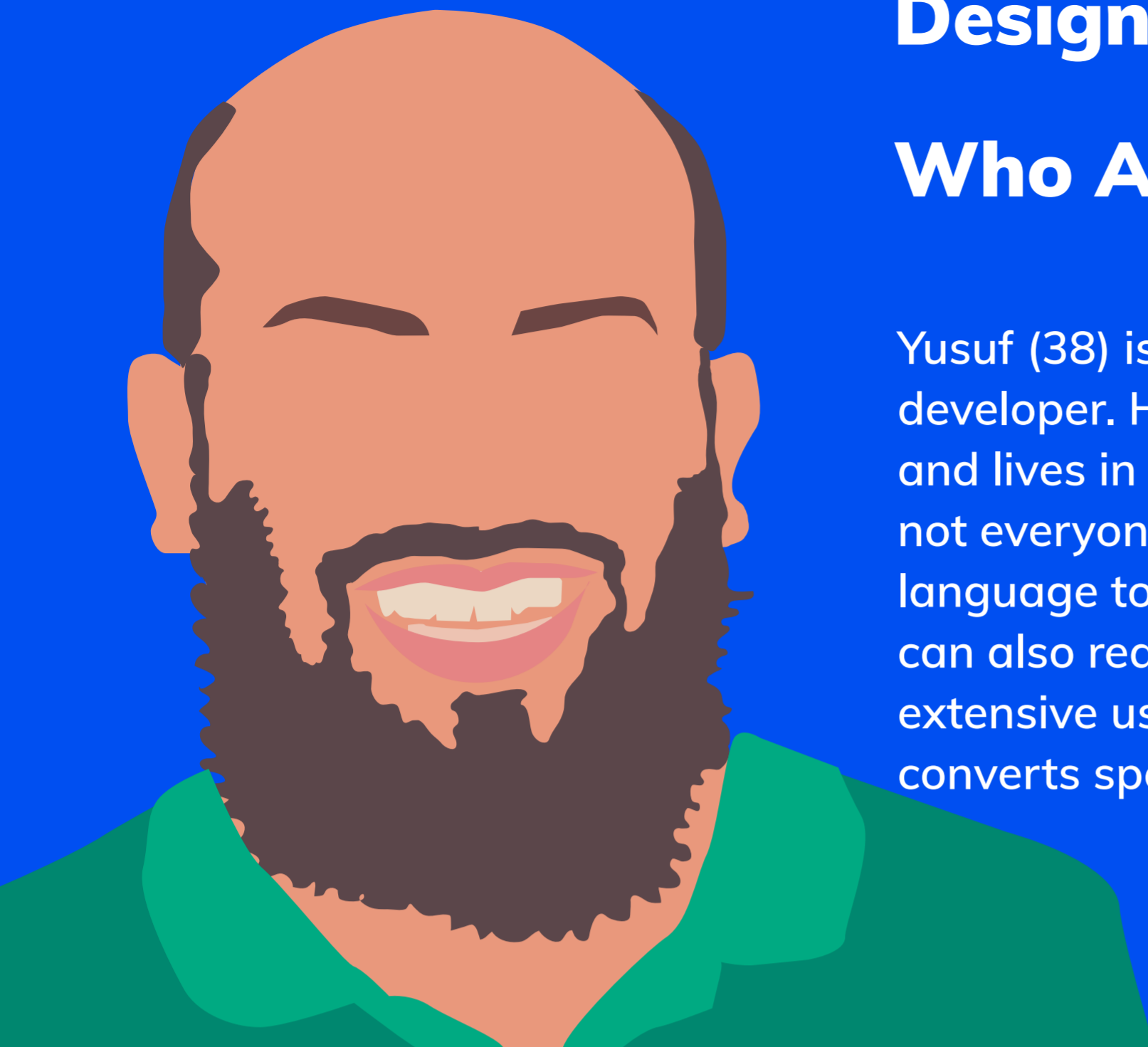


**Using only color to convey information**



**Large blocks of text**





# Designing for People Who Are Deaf

Yusuf (38) is a programmer at an application and game developer. He became deaf at the age of 12, is married, and lives in Eindhoven. Speaking is difficult for him, and not everyone can understand him well. He uses sign language to communicate with his wife and family. He can also read lips. When talking to others, he makes extensive use of the Live Transcription app. This app converts speech into text.

## Use

**Simple English**

**Do this.**

**Subtitles for videos**



**Varied content with subheadings, images, and videos**



**Short texts**

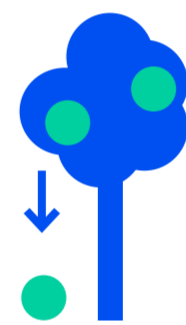


**The option to request an interpreter**



## Avoid

**Figurative language and idioms**



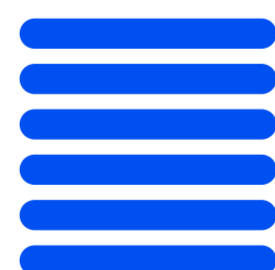
**Content available only in audio or video**



**Complex design and menus**



**Large blocks of text**



**Phone calls as the only contact option**



# Designing for People with physical disabilities



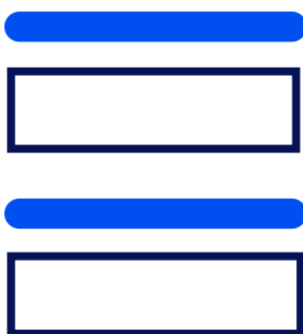
Philipa (22) has a progressive hereditary muscle disease that makes it increasingly difficult for her to control her muscles. She is in pain every day and relies heavily on her medication and assistive devices. She has been declared fully unfit for work, lives with her partner, and has a child. She can walk on her own but is almost always in a wheelchair. When going out, she carefully prepares in advance. What is or isn't accessible at a location? She looks up this information online, but it requires a lot of effort. Excessive scrolling and clicking take too much strength for her hands and arms.

## Use

Large, clickable actions



Space around input fields



Design that works with keyboard or voice navigation



Mobile- and touch-screen-friendly designs



Shortcuts

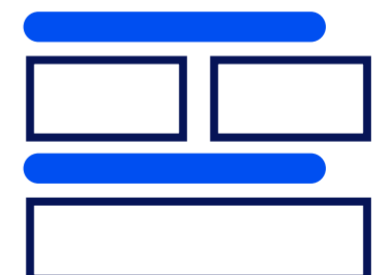


## Avoid

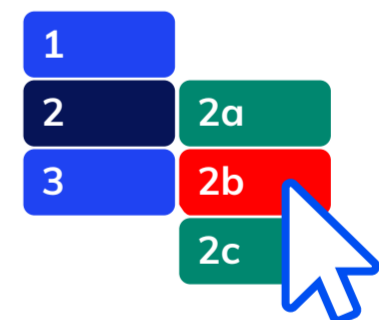
Precise actions



Input fields placed too close together



Dynamic content that requires extensive mouse movement



Short sessions and timeouts



Excessive typing and scrolling





# Designing for People with dyslexia

Amina (33) works as a residential counselor in disability care. She exercises a lot and enjoys going to the city with her friends on the weekends. During her studies, dyslexia caused delays and frustration. At work, she has to read and write a lot of handover reports as well as read protocols and other relevant information. It takes a lot of her energy all the time.

## Use

The option for users to change color contrast



Left-aligned text and a consistent layout



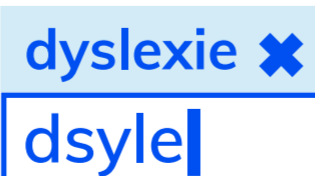
Other formats such as audio and video where possible



Short, clear, and simple content



Spelling suggestions and autocorrect



## Avoid

The use of flashing animations



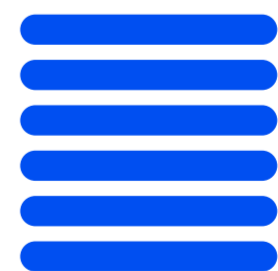
Underlining, italic text, or entire text in capital letters

DON'T DO THIS.

The need to remember information from previous pages



Large blocks of text



Requiring correct spelling

 invalid input

# Designing for People with Autism



Wiebe (25) has autism and is studying ICT at Windesheim in Zwolle. He is a third-year student and has been living on his own for two years. Together with a friend, he runs his own business, building and maintaining websites for small entrepreneurs. Wiebe frequently uses his MacBook for both school and his business.

## Use

**Calm colors**



**Simple English**

**Do this.**

**Short sentences and bullet points**



**Descriptive buttons**

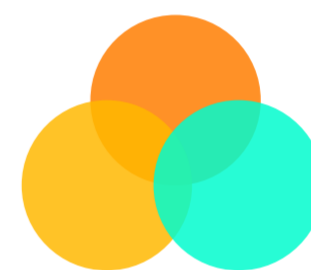


**Consistent design**



## Avoid

**Bright colors with low contrast**



**Figurative language and idioms**



**Too much information on one page**



**Unclear or unpredictable buttons**



**Complicated and cluttered design**





# Designing for People with Low Literacy

Henk (44) lives in an apartment in Assen with his two children, his girlfriend and three dogs. He works as a mail carrier and could use some financial support. However, he does not apply for subsidies from the municipality or government because he does not understand the texts in information brochures and letters. Filling out forms is extremely difficult for him, and he is afraid of making mistakes.

## Use

**Short, clear, and simple content**



**Descriptive buttons**

Plaats  
bestelling



**Clear icons**



**Plenty of white space between lines and paragraphs**



**Align text to the left**

## Avoid

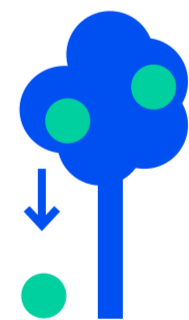
**Too much information on one page**



**Difficult words and long sentences**



**Figurative language and idioms**



**Graphs and tables with lots of text**



**Complicated and cluttered design**





# Designing for Seniors

Margriet (67) is now retired. She used to be a lecturer at a university of applied sciences. She lives alone in an assisted living apartment in De Bilt. She has three children and six grandchildren who do not live nearby. She notices that her concentration, memory, and vision are declining, and her hand coordination is also decreasing—she experiences tremors. Surfing online is fun until it becomes too complicated. If she has to order something that requires her to fill out many fields, she gives up. It is too complex and makes her feel insecure.



## Use

**Good color contrast and readable font size**



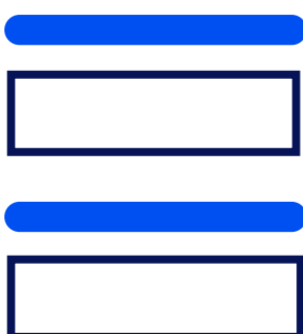
**Short, clear, and simple content**



**Large, clickable actions**



**Space around input fields**

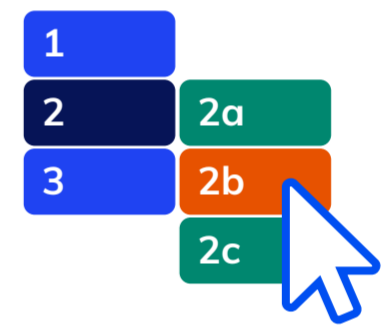


**A linear, logical design**

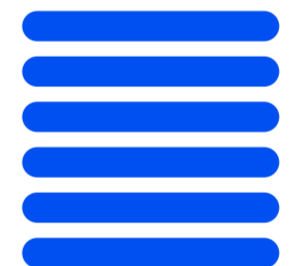


## Avoid

**Dynamic content that requires a lot of mouse movement**



**Large blocks of text**



**Complicated designs and menus**



**Lots of typing and scrolling**



**Links and headings without clear information**

