# BEST PRACTICE TIPS FOR DIGITAL ACCESS

## VISION SUPPORT

* Add alternative text to important visual content such as images and buttons so that assistive technologies can perceive it
* Ensure that navigation is in a familiar place so that low vision assistive technology users can find it
* Ensure that all content is accessible by keyboard shortcuts on workstation computers and by swipe gestures on mobile devices
* Create content with a colour contrast ratio of 4.5:1 on websites and apps
* Add audio description to videos
* Make sure that forms are labelled correctly so assistive technology users know what to enter in the form fields
* Make links descriptive instead of phrases like ‘click here’ or ‘read more’ so that the links make sense when read in isolation

## HEARING

* Add captions to video content
* Provide a transcript for any audio-only content such as podcasts
* Ensure that any audio can have its volume adjusted
* If audio alerts are used, provide a visual equivalent

## MOBILITY

* Add alternative text to navigation elements such as buttons so that assistive technologies can perceive it
* Ensure that all content is accessible by keyboard so that assistive technologies can make use of the commands for navigation
* Ensure that users can confirm a selection such as in a drop-down menu, so they aren’t taken away from the screen if they make the wrong choice
* Keep the layout of content uncluttered and intuitive
* Provide a clear and intuitive navigation structure

## COGNITIVE

* Keep websites and app screens uncluttered
* Make navigation simple and intuitive
* Use familiar icons consistently, e.g. a search icon to perform a search
* Use language that is easy to understand
* Define abbreviations and acronyms on first use
* Avoid flashing and distracting content
* Provide an ‘easy English’ summary sheet with contact information