Objective 1: Help Users Understand What Things are and How to Use Them

Users should be able to easily understand how to use controls and elements on each page. Learning new things and remembering that information is difficult for many people, especially people with cognitive differences.

Because many users can be overwhelmed by too many options or too much information, making controls and elements simple and conventional will help users use them.

Using familiar design patterns, terms and symbols helps users who struggle to remember new symbols and design. Users need the look, location and interaction of controls and elements, symbols, and text to be familiar.

Objective 2: Help Users Find What They Need

Users should be able to quickly and easily locate what they are looking for or what they need. They should be able to navigate the system easily through a clear and easy layout. Good visual cues (like symbols) as well as clear headings, boundaries and regions help users understand the page design and make navigation easier.

Objective 3: Use Clear and Understandable Content

User should be able to easily understand text and images. By using easy to understand words, short sentences, short blocks of text, clear images and easy to understand videos, users will be able to understand the message and purpose of the page.

Objective 4: Help Users Avoid Mistakes or Correct Them

Users should be able to avoid mistakes and correct they easily if mistakes occur. It is difficult for many users to complete forms, especially people with cognitive differences. Many users will need extended time to remember or look up information or may need to take frequent breaks when completing forms.

Users may enter information incorrectly or be unable to remember a string of numbers and will need to have to ability to easily correct information entered incorrectly.

Objective 5: Help Users to Maintain Focus

Users should be able to easily maintain focus on the task. Avoid using any content or elements that are distracting to the user. If the user does get distracted, there should be breadcrumbs and headings that can redirect and refocus the user. Clickable breadcrumbs are helpful in allowing users to return to content and undo mistakes.

Objective 6: Ensure Processes Do Not Rely on Memory

Users should have access to processes that do not rely on memory. Memory barriers, such as long passwords or voice menus that involve remembering a specific number or term, will stop users with cognitive differences and memory deficits from using a product or accessing content. Many users have memory issues and/or language issues that can make remembering passwords or remembering numbers, while processing words, difficult or impossible. That can make transcribing text or remembering passwords difficult or impossible. Make sure there is an easier option for people who need it.

Objective 7: Provide Help and Support

Users should be able to easily get human help and give feedback. All users should be able to get human help when they run into difficulties with a product. In addition, feedback from users with access issues is valuable and should be simple and straightforward.

Objective 8: Support Adaptation and Personalization

Users need products that support adaptation and personalization. Users should be able to use add-ons and extensions as assistive technology. This includes spell checkers, passwords support, and support for text-to-speech with synchronized highlighting of the phrase being read. Personalization that allows the user to select preferred options from a set of alternatives allows for extra support with minimal effort from the user. Support personalization when you can. Do not disable add-ons and extensions!