

**Accessible
User Experience
Framework**

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A Web for Everyone

People First

Designing for Differences

People are the first consideration,
and sites are designed with the
needs of everyone in the audience
in mind.

Clear Purpose

Well-Defined Goals

People enjoy products that are designed for the audience and guided by a defined purpose and goals.

Solid Structure

Built to Standards

People feel confident using the design because it is stable, robust, and secure.

Easy Interaction

Everything Works

People can use the product across
all modes of interaction and
operating with a broad range of
devices.

Helpful Wayfinding

Guides Users

People can navigate a site, feature,
or page following self-explanatory
signposts.

Clean Presentation

Supports Meaning

People can perceive and understand elements in the design.

Plain Language

Creates a Conversation

People can read, understand, and
use the information.

Accessible Media

Supports All Senses

People can understand and use information contained in media, such as images, audio, video, animation, and presentations.

Universal Usability

Creates Delight

People can focus on the experience and their own goals because the product anticipates their needs.