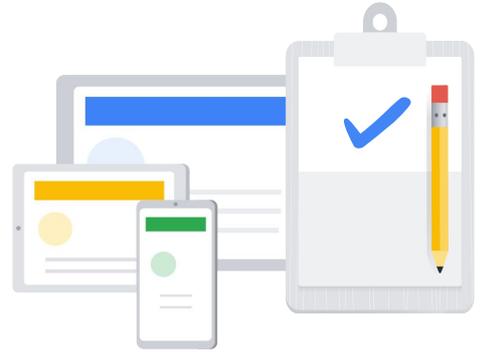


Your accessibility checklist for growth and user retention



This checklist serves as a self-service guide to help you maximize revenue and enhance user experience. Let's level up **the accessibility of your sites and apps!**

Create perceivable content

Users should be able to perceive the information being presented.

- Provide text alternatives for non-text content**
All images, icons, and other non-text elements should have descriptive alt text.
- Provide alternatives for time-based media**
Captions: Provide captions for all pre-recorded and live video content with audio.
Audio Descriptions: Provide audio descriptions for video content.
Transcripts: Offer transcripts for all audio and video content.
- Ensure content is adaptable**
The structure and information of your content should be separable from its presentation, e.g., the order of content should make sense when read by a screen reader.
- Use sufficient color contrast**
Text and interactive elements must have a high enough contrast with their background to be easily readable. Avoid using color as the only means of conveying information.

Apps only

- Dynamic type and font scaling**
Support the operating system's dynamic type and font scaling features so that users can adjust the text size to their preference.
- Screen reader compatibility**
Ensure the compatibility with the native screen readers (e.g., VoiceOver for iOS, TalkBack for Android). This includes labeling all UI elements, providing hints for complex controls, and ensuring a logical reading order.

Robust content

Content should be robust to be interpreted reliably by a variety of user agents, including assistive technologies.

- Use valid HTML**
Ensure a clean code following best practices to be correctly interpreted by browsers/ assistive technologies.
- Use ARIA where necessary (Accessible Rich Internet Applications)**
Use ARIA landmarks, roles, and properties to enhance the accessibility of dynamic content and complex user interface controls.
- Ensure compatibility with current and future user agents**
Your content should work with a wide range of browsers, devices, and assistive technologies.

Apps only

- Platform-specific accessibility APIs**
Utilize the accessibility APIs provided by the operating system (e.g. UIAccessibility for iOS, Accessibility Framework for Android) to make your app more accessible.
- Testing with assistive technologies**
Test your app thoroughly with the native screen readers and other assistive technologies to ensure a seamless experience for users with disabilities.
- Regular updates**
Keep your app updated to support latest accessibility features and guidelines provided by the operating system.



Understandable content

Information and the operation of the user interface should be understandable.

- Make text readable and understandable**
Use clear and simple language. Define acronyms and abbreviations. Use headings and lists to structure content.
- Ensure web pages appear and operate in predictable ways**
Use consistent navigation and layout throughout your site. Elements should not change context unexpectedly.
- Help users avoid and correct mistakes**
Clearly identify errors in text, i.e. for an incorrect username/password, return what information was incorrect. Provide clear labels and instructions for form fields, e.g. use a clear label to show the expected date format. Offer suggestions for correcting errors, e.g., if a new username is taken, offer available alternatives. Allow users to review and confirm information before submitting, especially when buying good and services.

Apps only

- Consistent navigation**
Use standard navigation patterns for the platform (e.g., tab bars, navigation controllers on iOS; navigation drawers, back buttons on Android) to create a predictable user experience.
- Onboarding and help**
Provide clear and accessible onboarding tutorials and in-app help to guide users through the app's features.

Operable content

User interface components and navigation should be operable.

- Ensure keyboard accessibility**
All functionality should be operable through a keyboard without requiring a mouse. This includes navigation, forms, and all interactive elements.
- Provide users enough time to read and use content**
Avoid time limits where possible. If a time limit is necessary, allow users to extend or turn it off. (E.g. Avoid time limit to fill out a form).
- Do not use content that can cause seizures**
Avoid content that flashes more than three times per second. Provide controls to pause, stop, or hide any moving, blinking, or scrolling content.
- Make it easy to navigate**
Provide a "skip to content" link. Use clear, descriptive page titles and headings. Ensure a logical focus order when navigating with a keyboard. Offer multiple ways to find content, such as a search bar and a sitemap.

Apps only

- Touch target size**
Ensure that all interactive elements have a touch target size of at least 44x44 points (iOS) or 48x48dp (Android) to be easily tapped.
- Gestures**
If you use custom gestures, provide alternative ways to perform the same action for users who cannot.
- Device orientation**
The app should be usable in both portrait and landscape orientations, unless a specific orientation is essential for the app's functionality.
- Focus management**
Properly manage the focus for screen readers when new content appears or disappears from the screen. For example, when a modal dialog appears, the focus should be trapped within the dialog until it is dismissed.