

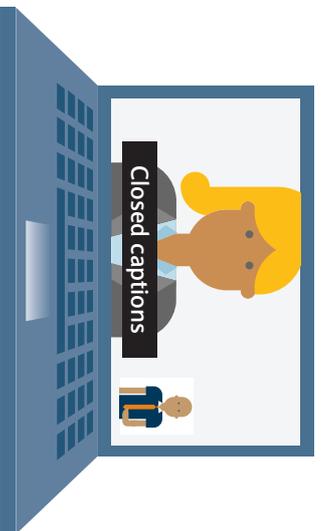


These Inclusive Design Principles are about putting people first. It's about designing for the needs of people with permanent, temporary, situational, or changing disabilities – all of us really.

Adapted from [inclusivedesignprinciples.org/](http://inclusivedesignprinciples.org/)

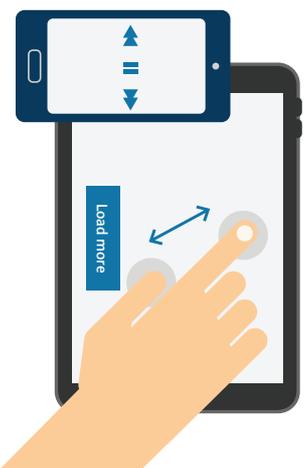
## 1 Provide comparable experience

Ensure your interface provides a comparable experience for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.



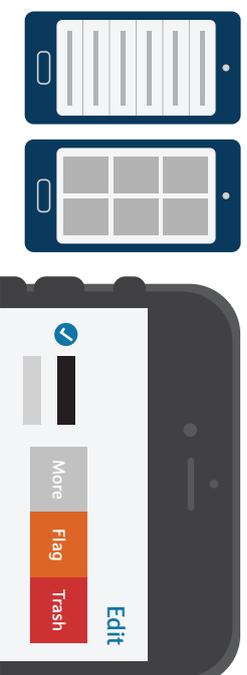
## 2 Give control

People should be able to access and interact with content in their preferred way.



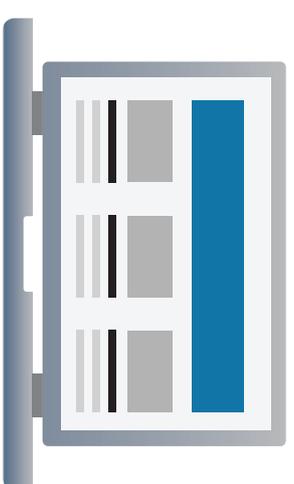
## 3 Offer choice

Consider providing different ways for people to complete tasks, especially those that are complex or non standard.



## 5 Be consistent

Use familiar conventions and apply them consistently.



## 6 Prioritise content

Help users focus on core tasks, features and information by prioritising them within the content and layout.



## 4 Consider situation

Make sure your interface delivers a valuable experience to people regardless of their circumstances.



## 7 Add value

Consider the value of features and how they improve the experience for different users.



For more information go to [barclayscorporate.com/accessibility](http://barclayscorporate.com/accessibility)  
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