



Inclusive Design Principles

Designing experiences that work for everyone

Inclusive design focuses on removing barriers before they exist. These principles help designers make decisions that support a wide range of abilities, contexts, and situations.

Use them during ideation, critique, and before handoff to development teams.



Design for Perception

The Principle

Ensure content and controls can be seen, heard, or otherwise perceived by users with different sensory abilities.

In Practice

- Use sufficient contrast for text and icons
- Support text resizing up to 200%
- Provide alternatives for audio and visual information

Design for Operation

The Principle

Ensure interfaces can be used with different input methods, including keyboard, mouse, touch, and voice.

In Practice

- Design all interactions to work with a keyboard
- Avoid hover-only interactions
- Provide large, forgiving click targets



Design for Understanding

The Principle

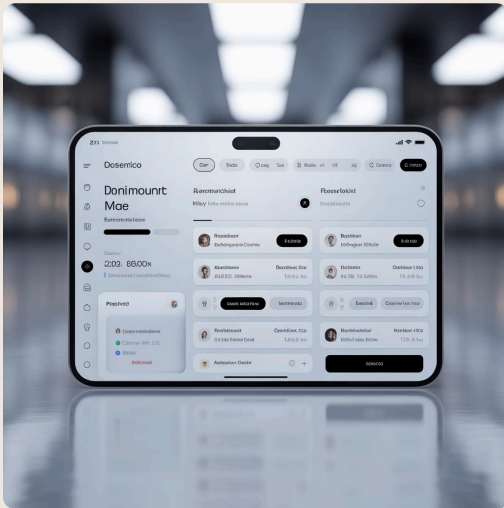
Help users understand content, actions, and outcomes through clear communication and predictable patterns.

In Practice

- Use clear, plain language
- Keep navigation predictable
- Provide clear feedback and error messages



Design for Focus & Attention



The Principle

Reduce cognitive load and unnecessary distractions to help users complete tasks efficiently.

In Practice

- Avoid auto-playing media
- Break complex tasks into steps
- Highlight the most important actions

Three More Essential Principles

1

Design for Flexibility

Allow users to adapt the experience to their needs.

- Support zoom and reflow
- Avoid fixed layouts that break at larger sizes
- Don't block user preferences like reduced motion

2

Design for Consistency

Consistency helps users build confidence and reduce errors.

- Reuse familiar patterns
- Keep interactions consistent across screens
- Avoid surprising behavior changes

3

Design for Error Prevention & Recovery

Help users avoid mistakes and recover easily when they occur.

- Make destructive actions clear
- Provide clear, specific error messages
- Show how to fix problems, not just that they exist

Putting Principles Into Action

01

During Ideation

Consider diverse needs from the start. Ask how different users might perceive, operate, and understand your design.

02

In Design Reviews

Use these principles as a shared language. Review each principle to identify potential barriers.

03

Before Handoff

Document how your design addresses each principle. Flag areas that need special attention during development.

Design for Everyone

Inclusive design is not about edge cases. When we design for diverse needs, we improve the experience for everyone.



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INCLUSIVE
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