

Cognitive Accessibility Metrics

Website or Name of Tool :

Date:

Contact :

Copy									
Grade level of copy									
Short concise copy									
Instructions are bullet points									
Instructions are easy to follow									
Instructions are correct - all texts match and all steps make sense									
Clear product message									
Limited reading needed									
Adequate font size									
Ability to zoom in									
Variety of Presentation Methods									
Video									
Audio									
Text									
Color									
Conventional use of color	Red = stop, green = go								
Meaning not conveyed through color alone	Green as go, no words								
High contrast	https://contrastchecker.com http://accessible-colors.com								
Distraction Free									
Clean look									
White space									
Photos and Charts are used only when meaningful (alt text available)									
Solid backgrounds									

General							
Able to get help in one click							
Able to purchase in one link							
No auto play on video or audio							
App Specific							
No need to read							
Can't accidentally get out of the app							
WCAG							
Tab through site							
Navigate w keyboard only							
Mobile friendly (not just mobile responsive)							
Captions for videos?							
Voiceover							
Website Specific							
When you navigate away, you can get back to page.							
Clear message							
Description of services above the fold							