



Improve Content Accessibility with POUR

Perceivable

Helps users see and hear information



Operable

Helps users navigate information using their preferred tools



Understandable

Helps support user understanding by using a consistent and predictable design



Robust

Helps users navigate using current and future assistive technologies, honoring individual needs and preferences





Simple Ways to use POUR

Perceivable

- Alt text images
- Captions and transcripts
- Sufficient contrast
- Readable and Legible
- Color alone does not convey meaning



Operable

- Provide a clear structure with headings.
- Use descriptive
- hyperlinks.
- Check keyboard function.
- Provide sufficient time.
- Avoid flashing content.



Understandable

- Clear directions
- Consistent design
- Plain language
- Identify language(s)



Robust

- Check for accessibility
- Test for accessibility
- Website Data is descriptive

