



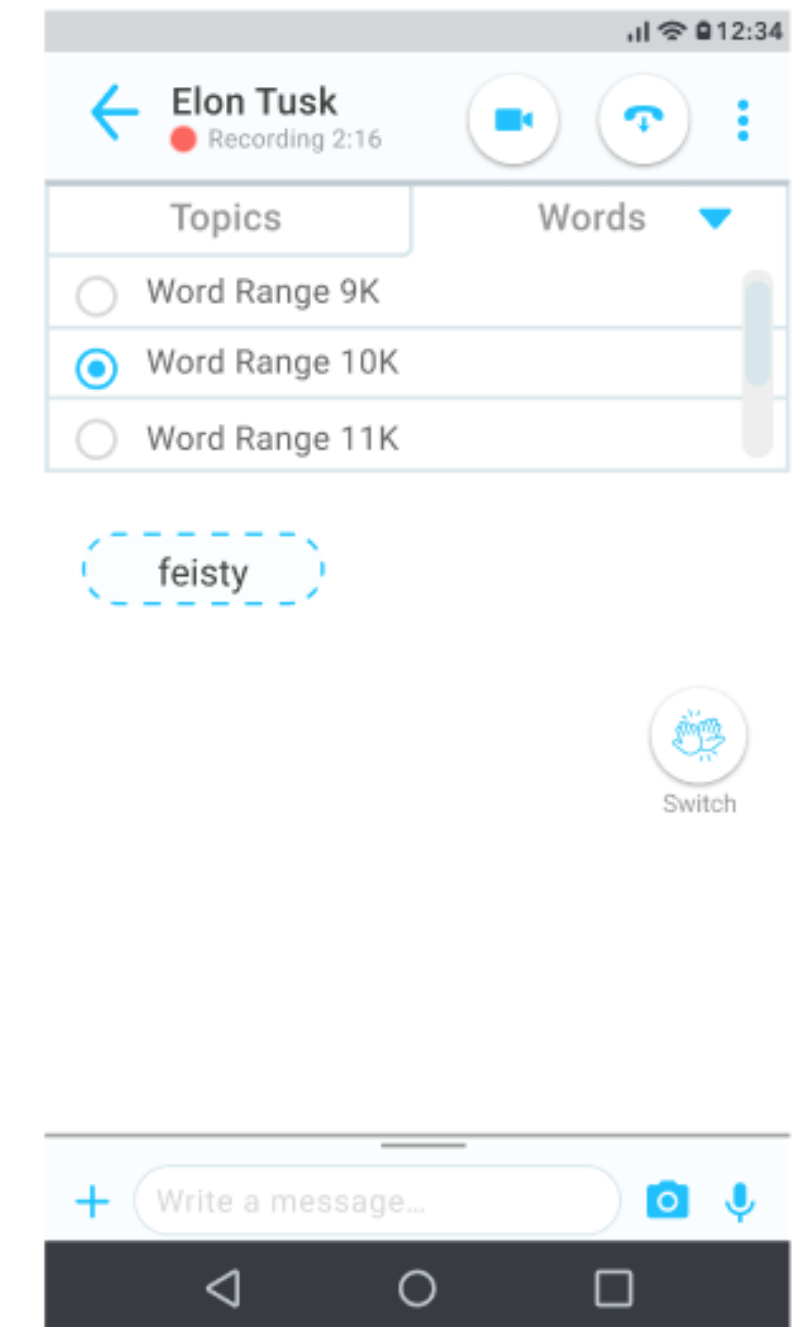
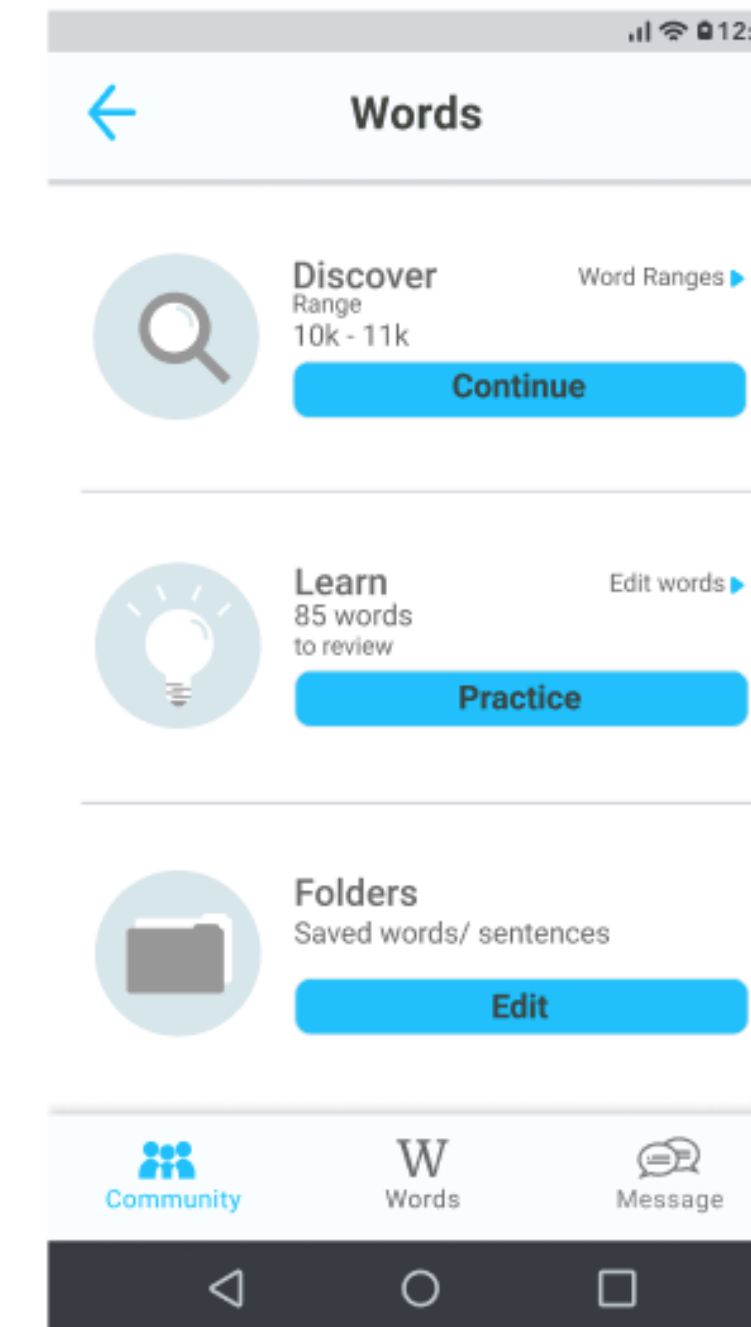
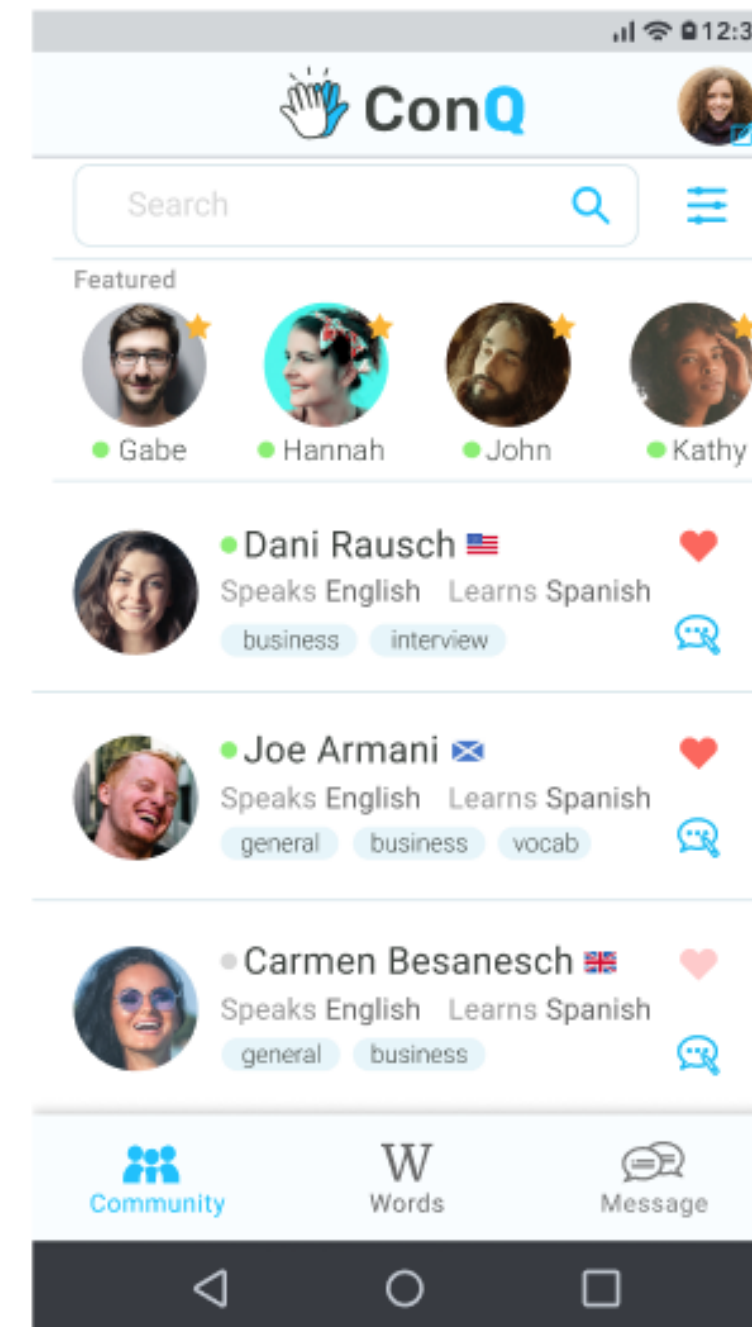
Accessibility Audit

For this accessibility audit, I'll be checking for visual accessibility and color contrast to consider the various abilities of users.

I chose this light blue color as the brand color because I want to visually communicate this space is a fun educational space for professional adults.

The primary button's words were initially white but upon checking the contrast, I realized black got a better result. Although visually less appealing, I also want it to be functional.

Normal Screens

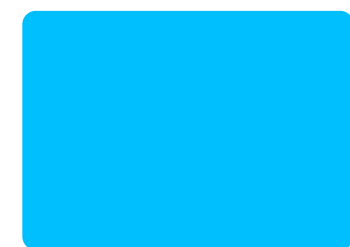




Visual Accessibility - Color Blindness

I took the screenshots of these three main pages and used color blindness filters in Photoshop to simulate visual accessibility of Deuteranomia and Protanopia conditions.

Both Deuteranomia and Protanopia had very similar results, where the latter had a lighter color saturation.



Bright Blue
#00BFFF



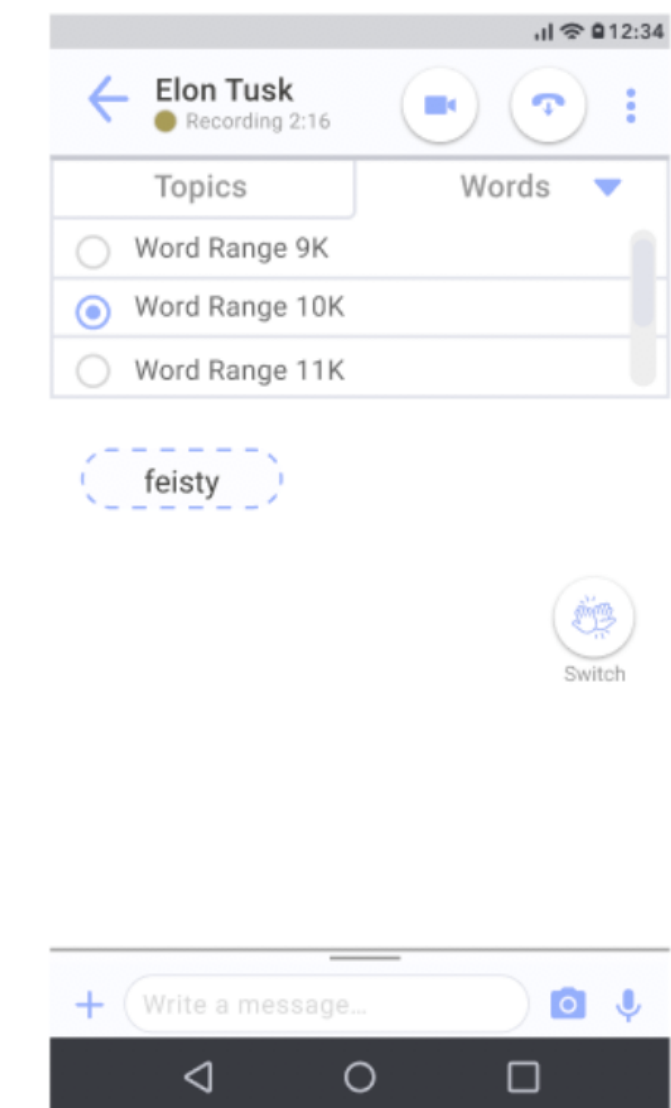
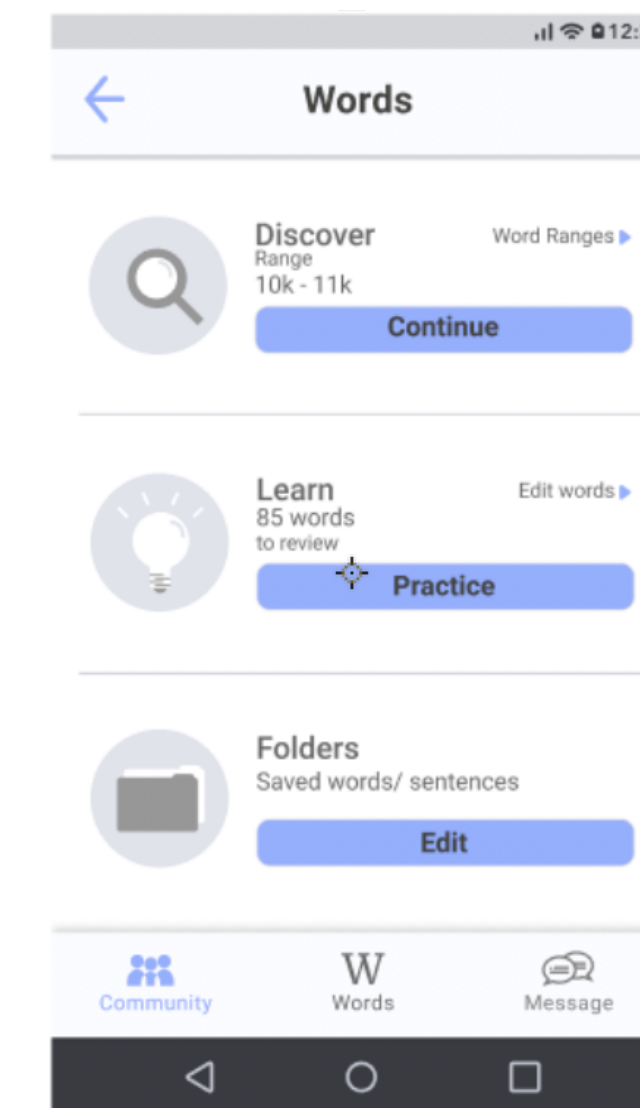
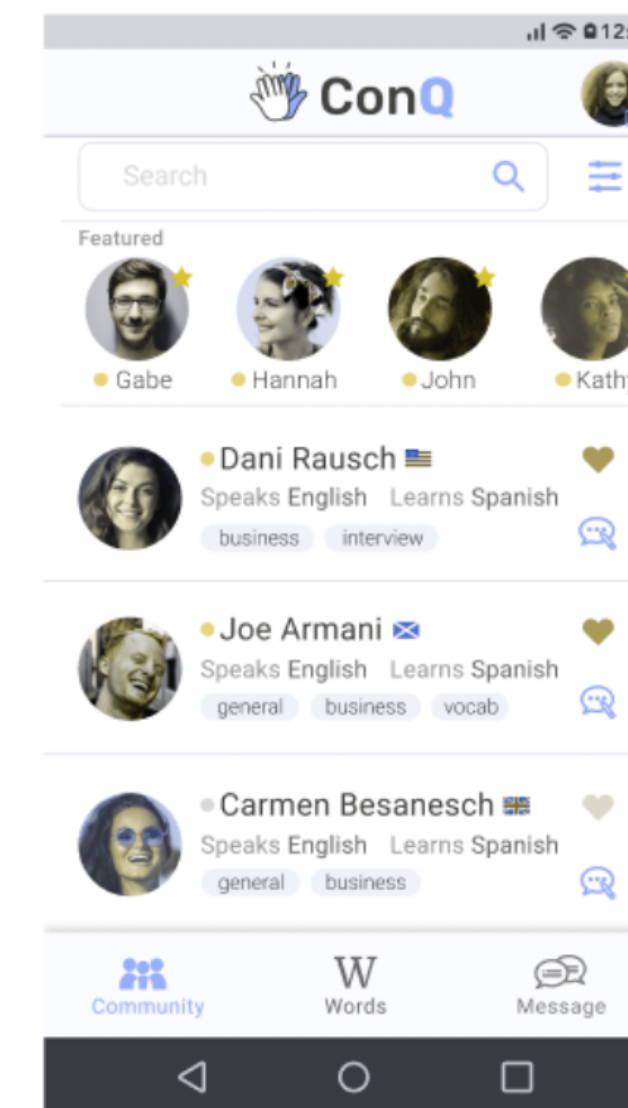
Deuteranomia
#95AFFC



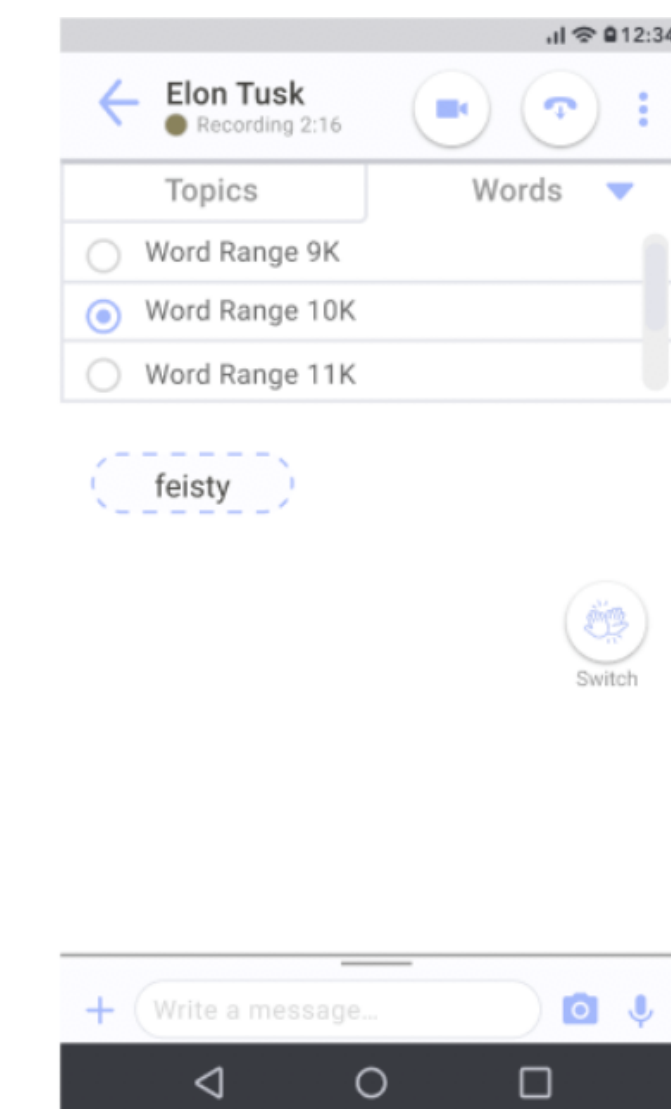
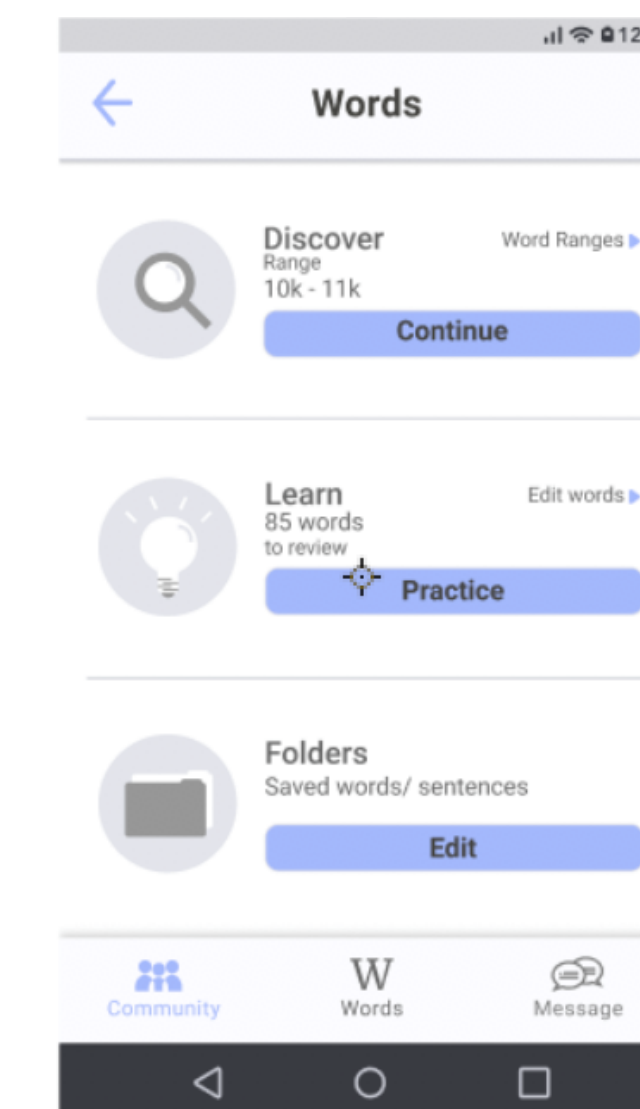
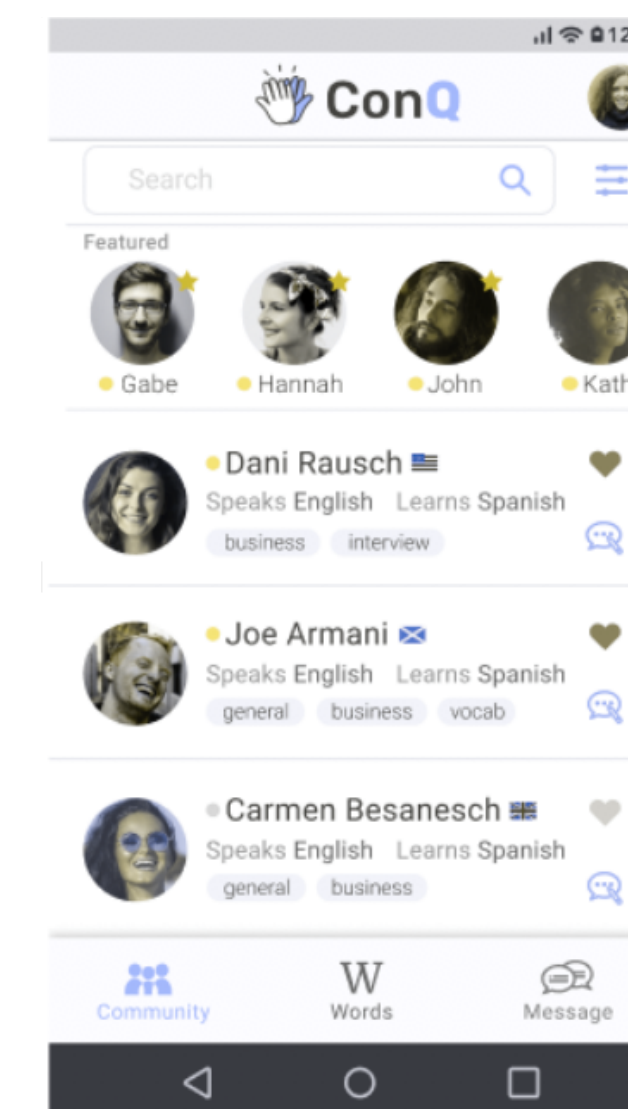
Protanopia
#A3B8FC

Overall, the light, playfulness of the original blue can be inferred even in the periwinkle color found in color blindness filters. However, the contrast in small icons are difficult to distinguish in all the screens.

Color Blindness - Deuteranomia



Color Blindness - Protanopia

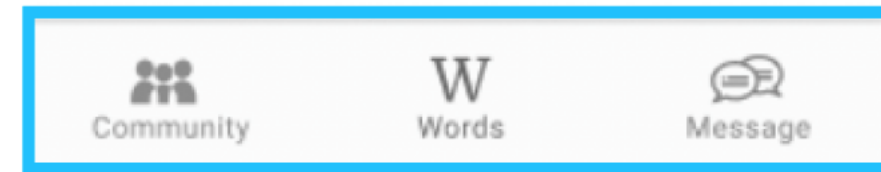




Visual Accessibility - Gray Scale

Using the same method as the color blindness testing, I used gray scale to check if the buttons were clearly distinguishable.

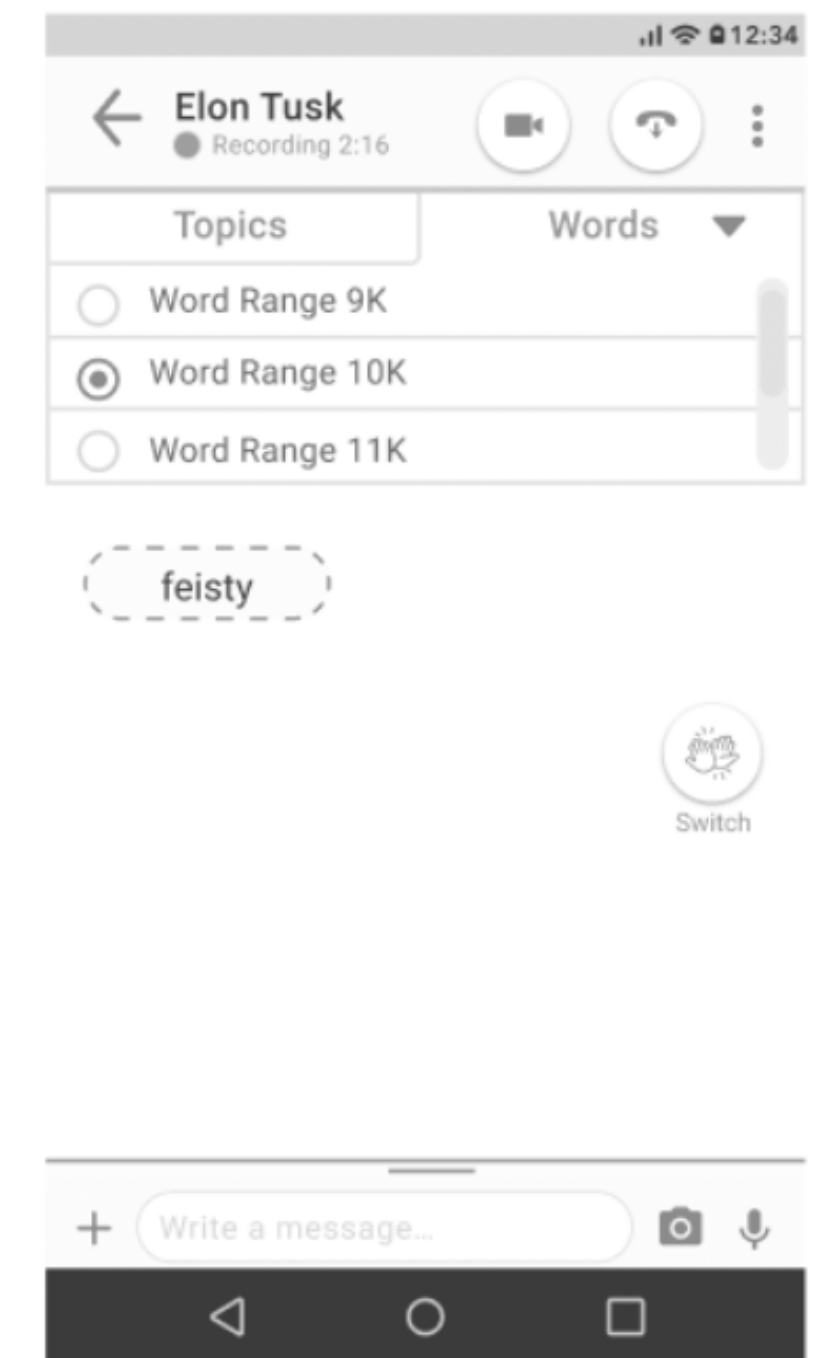
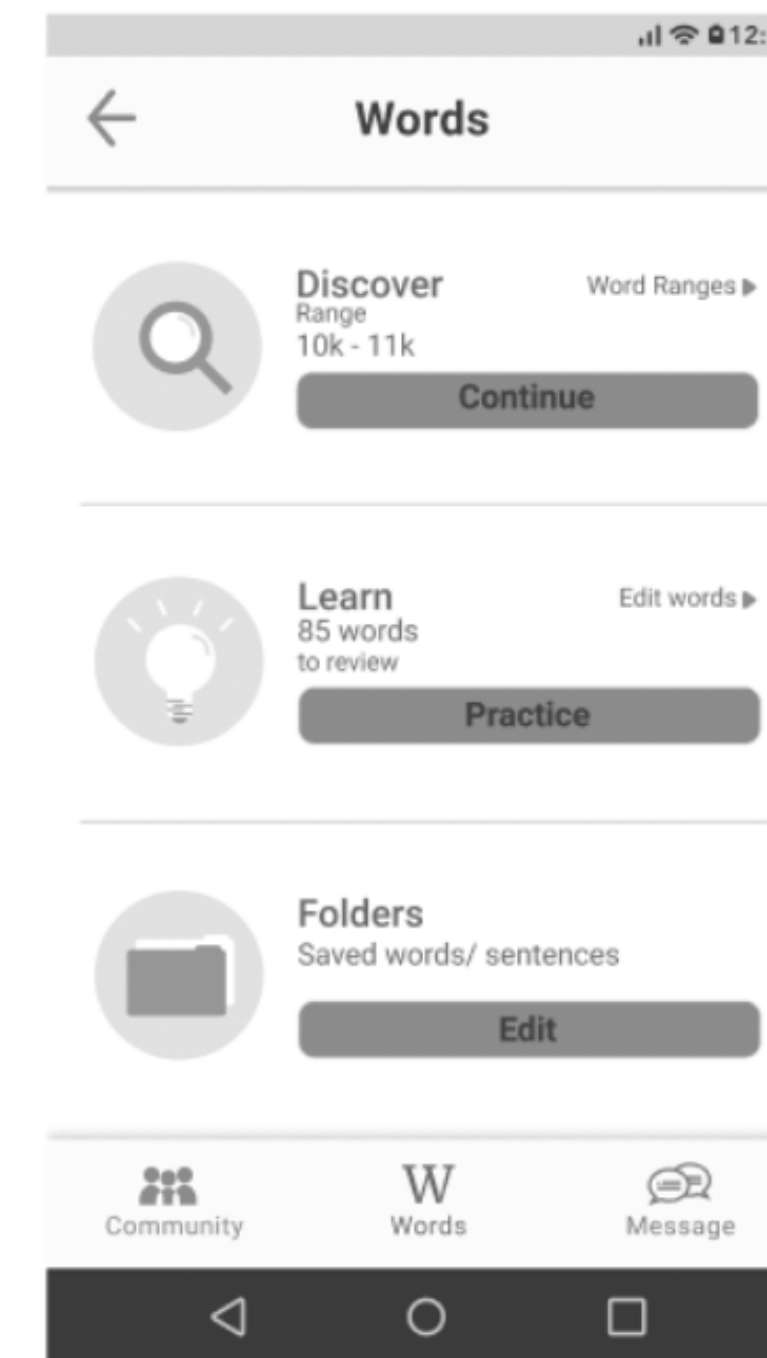
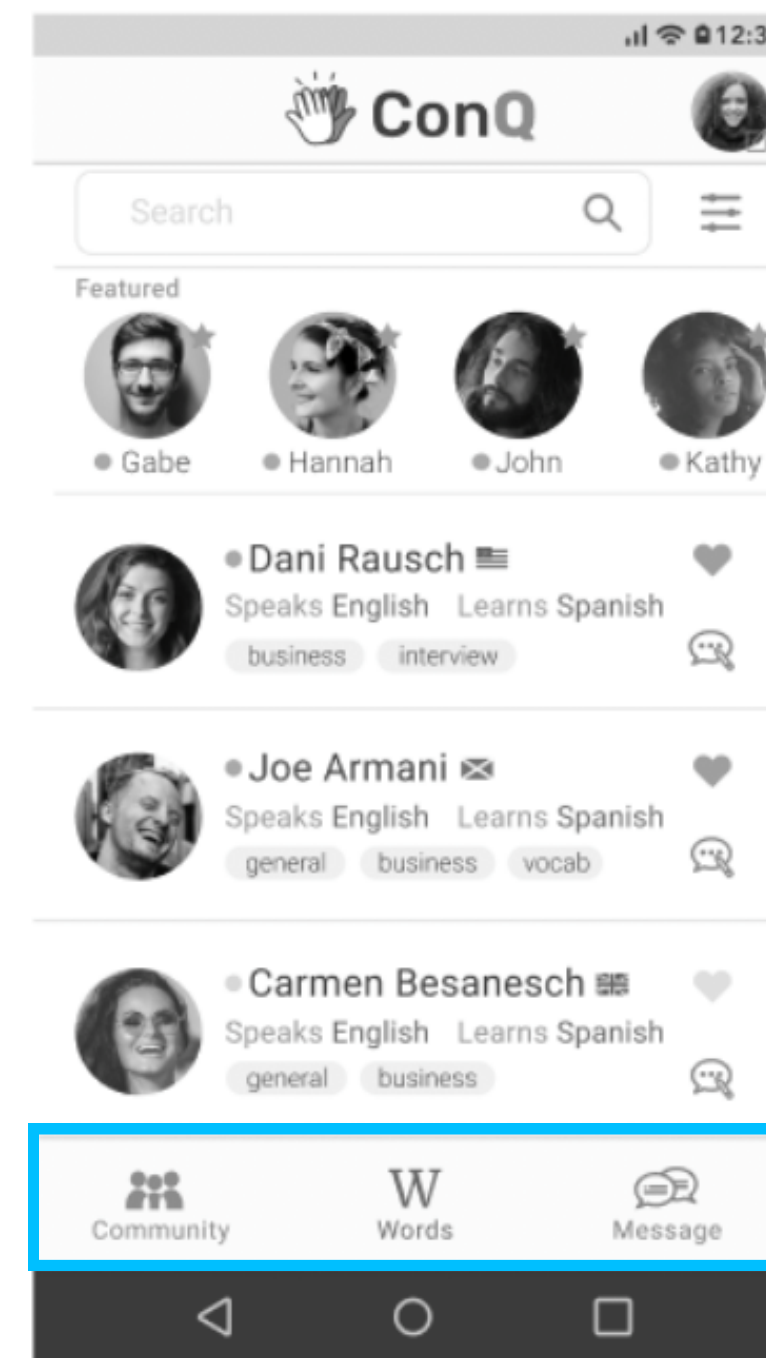
One thing that stood out to me was that the bottom navigation buttons all had similar gray scale. It was unclear which tab we were currently in.



In order to clarify the current tab some actions can be considered including, inverting the color of the icon, putting a shadow, changing the word style to bold, or putting an underline above or below the symbol.

I think something subtle will be more suitable like putting a thick line below will be enough to create a distinction without detracting from the overall style.

Gray Scale





Visual Contrast

	Foreground	Background	
	 Bright Blue #00BFFF	 White #FFFFFF	= 2.12 : 1
	 Charcoal #3E433F	 Bright Blue #00BFFF	= 4.75 : 1
	 Deuteranomia Bright Blue #95AFFC	 Deuteranomia Clear Sky #FBFCFF	= 2.08 : 1

The icon buttons and text color of blue against the white background failed all tests for normal text, large text, and graphical / UI components.

The charcoal color against the bright blue passed all the tests except for WCAG AAA for Normal Text Guidelines. While this color combination has a high score, visually it's not an appealing combination.

The color contrast under color blindness filter, the contrast ratio was even lower than the original test. It failed all aspects of WCAG guidelines and it may be worth reconsidering a higher contrast color.



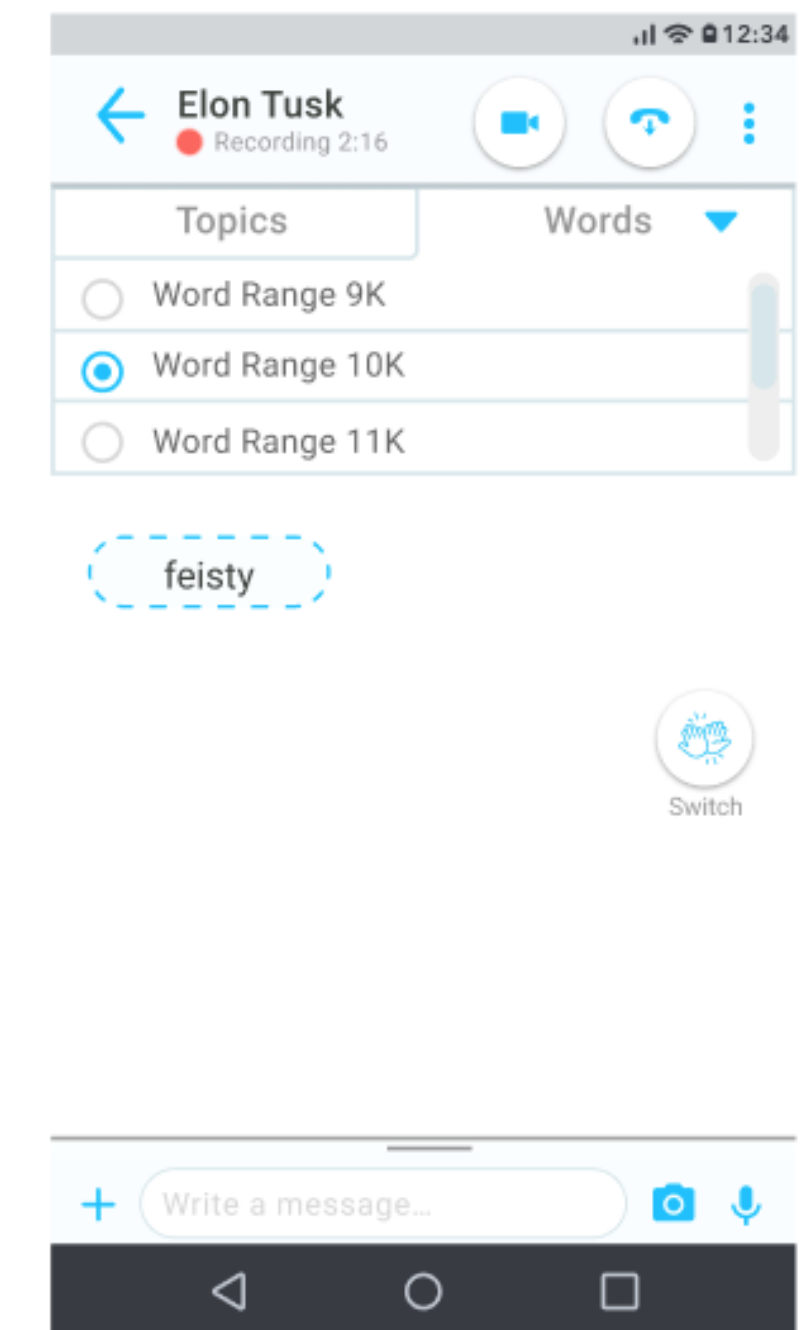
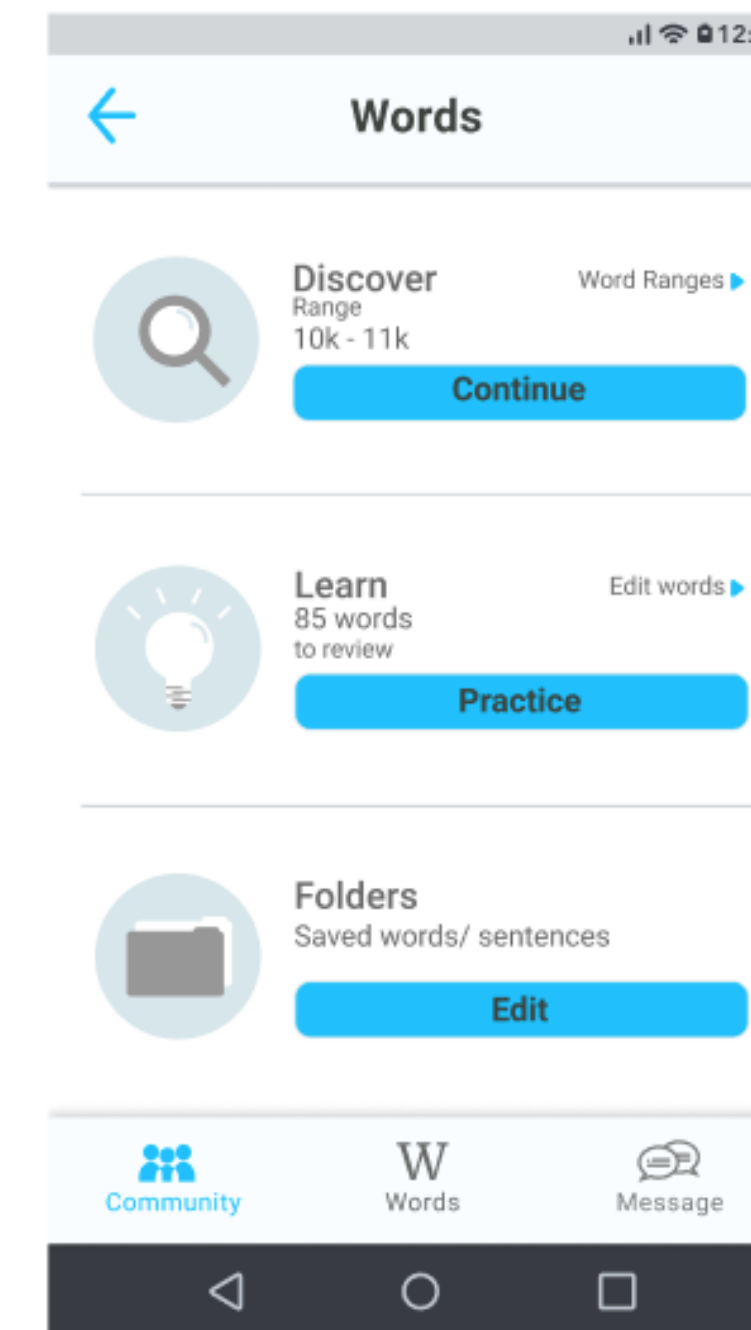
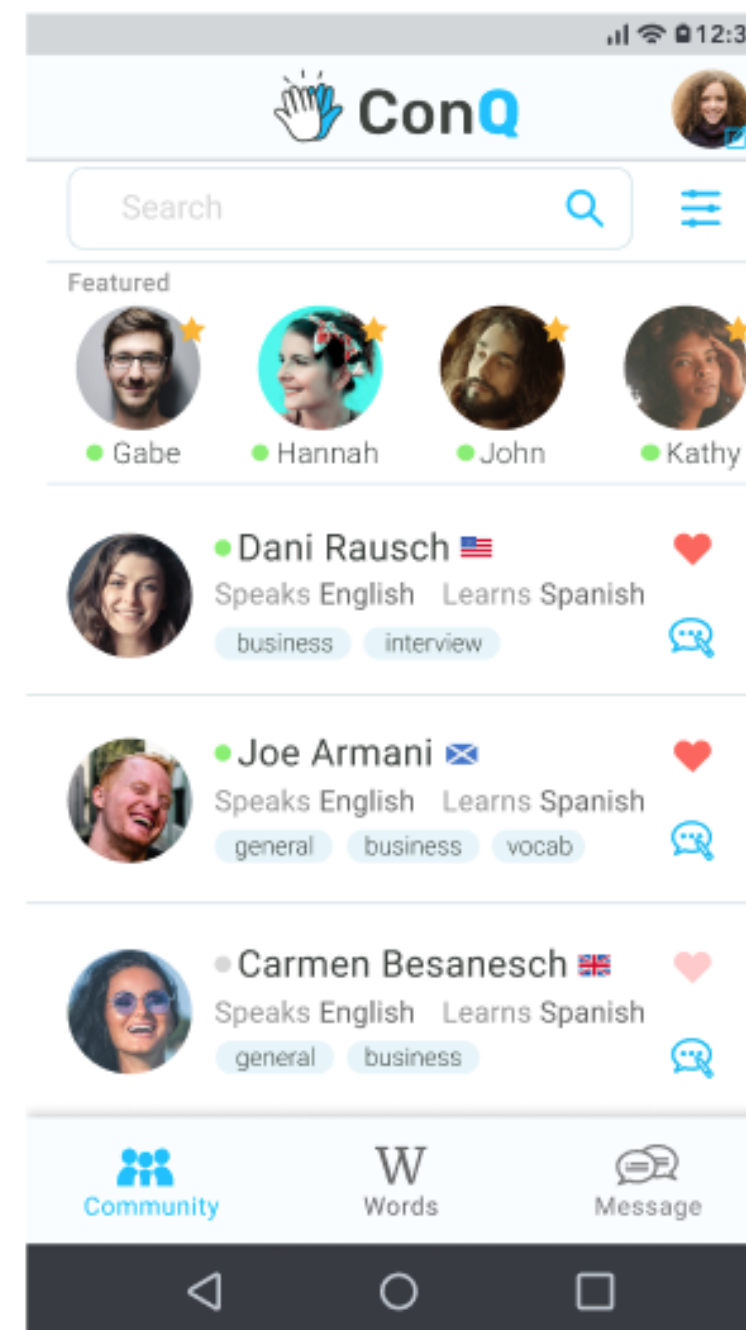
Improvement Suggestions

The biggest issue I've found is the diminished color contrast when putting deuteranomia color blindness filter. The light blue color, while it contributes to the playfulness, it fails in all aspects of WCAG Color Contrast Test. I feel there can be a balanced approach in choosing a slightly darker color to bring up the contrast.

The bottom tab can improve on clarifying which page we are on by adding a line under or above the icon.

Overall the changes are minor but I think they'll make a significant impact on the overall experience.

Old Screens



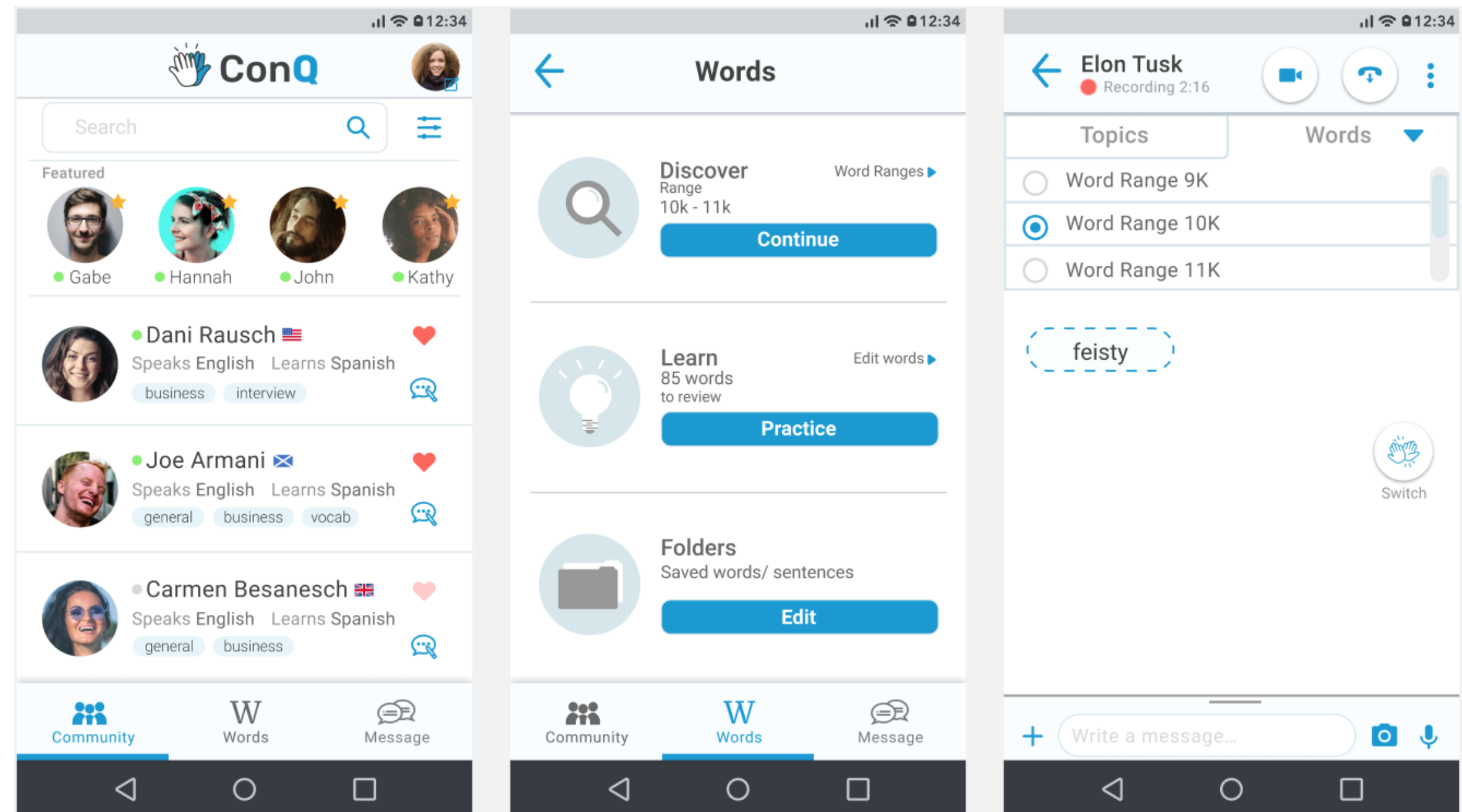


Improved Screens

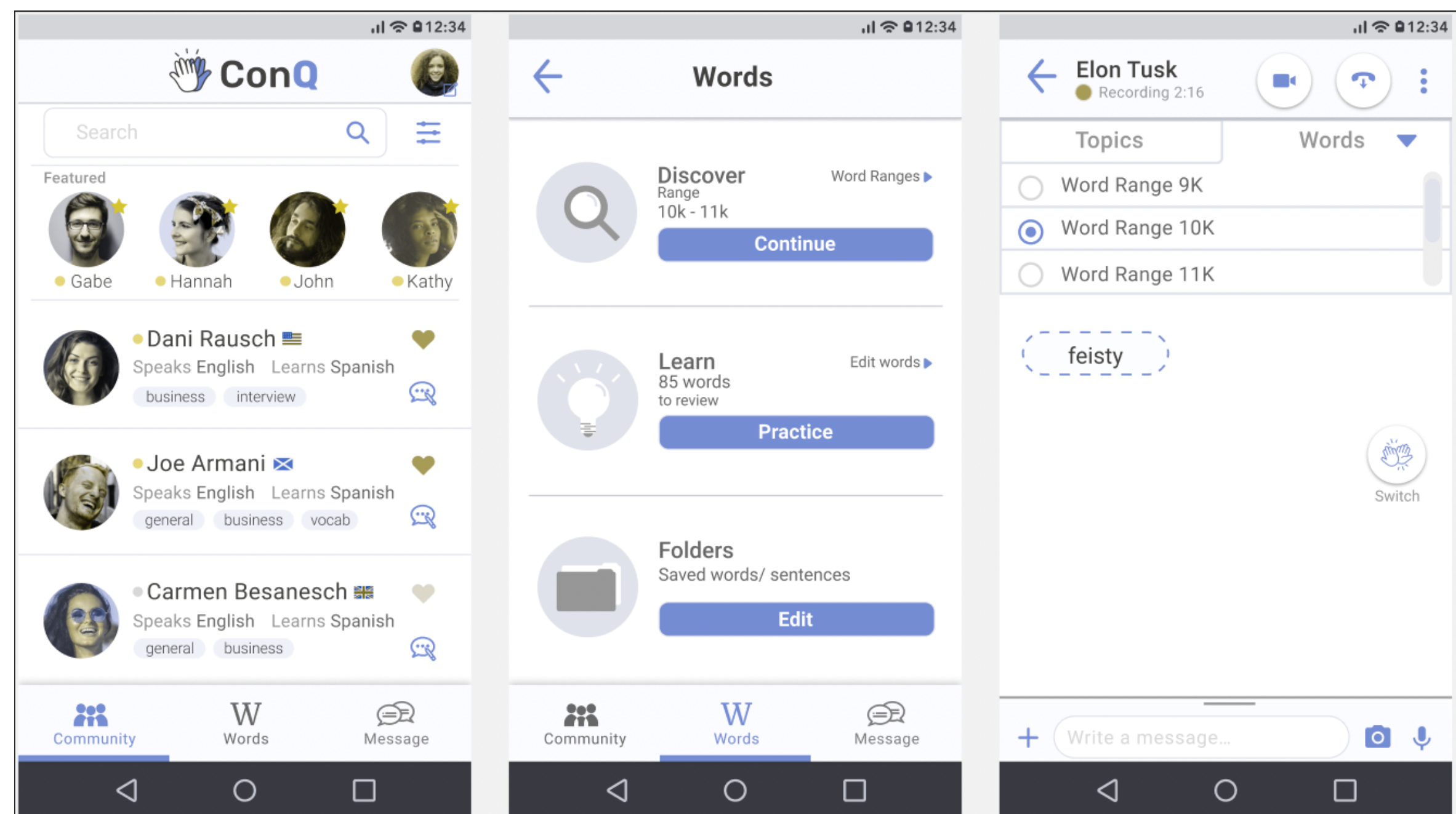
Considering the small handheld screen will limit the size of the icons and buttons to be smaller than a website, I prioritized functionality over playful color to commodate different abilities.

The new color provides a better contrast for the small icons against the white backdrop. The large buttons with white text fit the overall color scheme better than the blue with black text. Finally, the line under the icon on the bottom tab visually aids the user to understand which page they are on with ease.

Revised Screens



Color Blindness - Deuteranomia



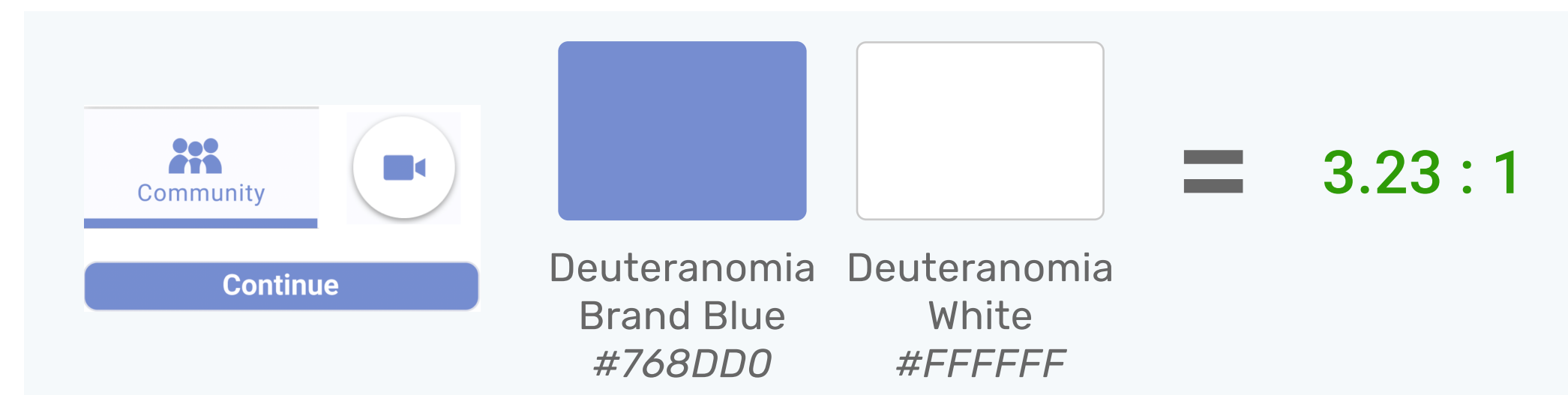
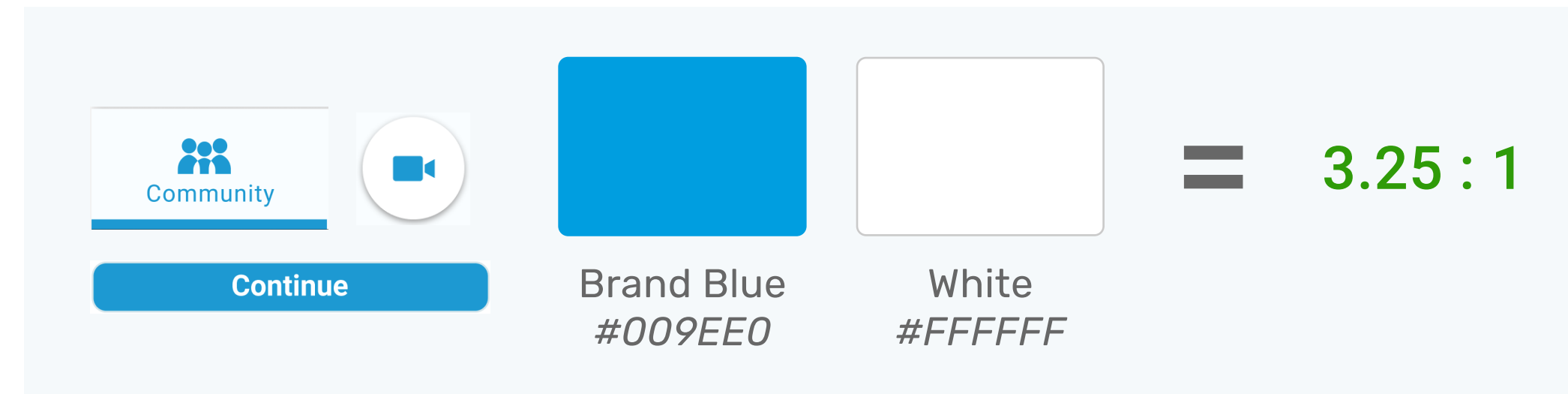


Improved Color Contrast

The Brand Blue color I chose passes WCAG AA Large Text and Graphical Objects and UI Components. While it hasn't passed WCAG AA Normal Text, this is a good compromise that stays true to the Brand Personality. The saturated blue is professional and functional, and subtly whimsical.

The subdued playfulness can still be found in the logo, the rounded edges, and colorful accent colors.

The small changes surprisingly bring significant changes in the way the product feels overall. Revisiting the Brand Platform to justify the changes were very helpful. While it's less bright, it's more functional and more welcoming for differently abled communities.



Brand Personality:

ConQ is a professional and friendly space where language learners can both practice speaking in professional contexts by role playing or trying to form questions in their target language.

Brand Attributes

Friendly, empowering, communicative, ambitious, open