Wireframes for Content Usable illustrations

Last updated **June 8, 2021**
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Short link to this document:

bit.ly/content-usable-images

Document purpose

We are working on illustrations of successful examples for each pattern.

We are working on only a few patterns at a time. Once the task force agrees that we have a **successful wireframe**, then we will ask a designer to turn the wireframe into a beautiful image for the document.

Example integration

We are thinking that these would be integrated directly into the document with clear "do" and "don't" examples.

§ ➡ *4.2.1.2 What to Do*

Help the user know the purpose of the content. Use:

- a clear title or heading that summarizes the purpose of a page, or
- other clear signposts that have been tested by users with cognitive and learning disabilities.

Illustration of 4.2.1.2

✅ **Do this**

Home   Flowers   FAQ   Contact Us

Shop for our flowers and other products

The title, "Shop for our flowers and other products," lets the user know exactly what they can do on this page.

The main navigation links clearly indicate what the pages will do, and provides icons to visually reinforce the text information.

⚠ **Don't do this**

MAGNOLIA FLOWER SHOP   BUY   MORE INFORMATION

We have the best flowers around

The page title doesn't help the user understand that this is where they will purchase flowers or other products.

The navigation links do not clearly inform the user about what will happen on each page. "Buy" may be interpreted as "check out" and "more information" is ambiguous.

§ *4.2.1.3 How it Helps*

This helps many people, including those with impaired memory and attention as well as anyone who is easily distracted due to age-related forgetfulness and AD(H)D.

For example, someone with mild dementia is using online shopping. They get distracted and then when they look at the screen again they have forgotten what they were doing. A clear heading at the top of each page shows clearly **what the page is about and what they are doing**.

In another example, a user with AD(H)D is looking for information in a video. They can tell by the video title that this video has the information they need.

Start here:

4.2 Objective 1:

Help users understand what things are and how to use them

- [4.2.1 Make the purpose of your page clear](#) **(wireframe sent to designer)**

- 4.2.2 Use a familiar hierarchy and design

- [4.2.3 Use a consistent visual design](#) **(wireframe sent to designer)**

- 4.2.4 Make each step clear

- 4.2.5 Clearly identify controls and their use

- 4.2.6 Make the relationship clear between controls and the content they effect

- 4.2.7 Use icons that help the user

4.2.1 Make the purpose of your page clear (pattern)

User need:

I need to know the context and purpose of the page.

Note: this wireframe intentionally excludes the site header and structure. For the full site structure, see 4.3.2 Make the site hierarchy easy to understand and navigate (pattern)

What to do:

Include a clear title or heading that summarizes the purpose of a page, include clear signposts.

Link to pattern in Content Usable

Manage my insurance benefits and records

Summaries of coverage
- Dental
- Mental health
- Prescriptions
- Primary care (health)

Current status
- Bills to pay
- Current claims
- Upcoming appointments

Important contacts
- Get help with existing claims
- General questions
- Request insurance approval for specific care

Essential records
- Address on file
- Proof of health insurance
- Request health records
- Tax documents

Clear title explaining the purpose of the page

Signposts including both an icon and a plain language heading help the user find exactly what they need

Example status: wireframe approved for art

Start here:

### 4.2.3 Use a consistent visual design (pattern)

User story: I need to understand my options and the tasks I can perform and I can identify the controls I can interact with in order to complete actions.

What to do: Use a consistent visual design across groups of pages.

Link to pattern in Content Usable
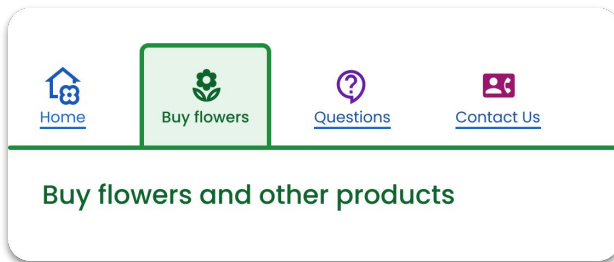
The indications of which section is currently active are the same across all pages

Buy flowers and other products
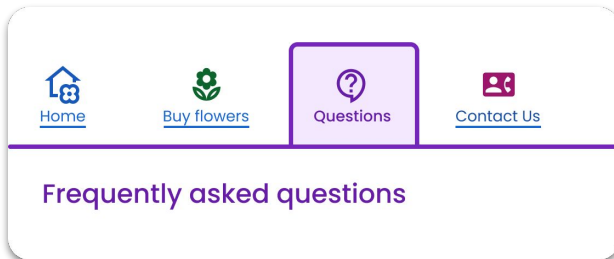
Color coding sections is also used to support awareness of the active section

Frequently asked questions
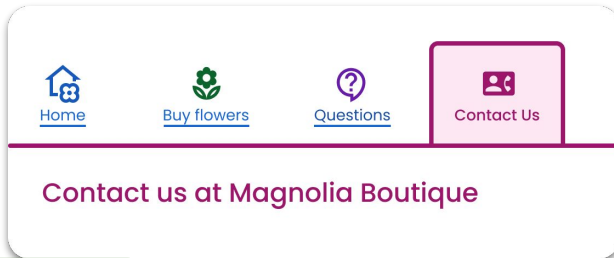
The page title matches the color coding of the section for more reinforcement

Contact us at Magnolia Boutique

Example status: wireframe approved for art

4.3 Objective 2:

Help users find what they need

- 4.3.1 Make it easy to find the most important tasks and features of the site
- [4.3.2 Make the site hierarchy easy to understand and navigate](#) **(not ready for review)**
- 4.3.3 Use a clear and understandable page structure
- 4.3.4 Make it easy to find the most important actions and information on the page
- 4.3.5 Break media into chunks
- 4.3.6 Provide search

4.3.2 Make the site hierarchy easy to understand and navigate (pattern)
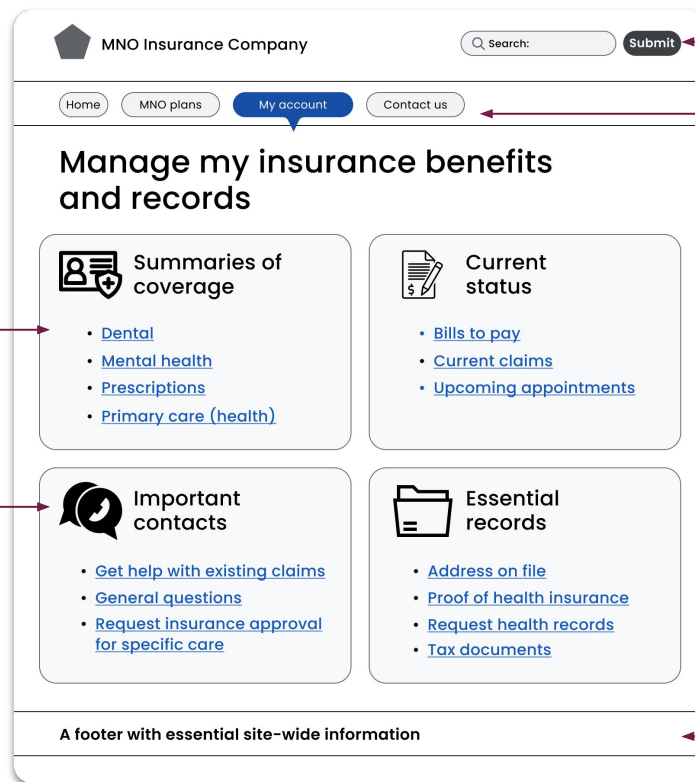
User story

I need to easily understand, navigate, and browse both the site and page structure.

[Link to pattern in Content Usable](#)

Visual clarity so that the user can see content relationships

Clear semantic layout with headers that indicate hierarchy

Sitewide search in predictable location

Simple primary navigation and clear indication of current location

Predictable placement of essential information in a universally available footer

MNO Insurance Company

Search: | Submit

Home | MNO plans | My account | Contact us

Manage my insurance benefits and records

Summaries of coverage
- Dental
- Mental health
- Prescriptions
- Primary care (health)

Current status
- Bills to pay
- Current claims
- Upcoming appointments

Important contacts
- Get help with existing claims
- General questions
- Request insurance approval for specific care

Essential records
- Address on file
- Proof of health insurance
- Request health records
- Tax documents

A footer with essential site-wide information

Example status: reworking the concept

Archived examples

[archived]

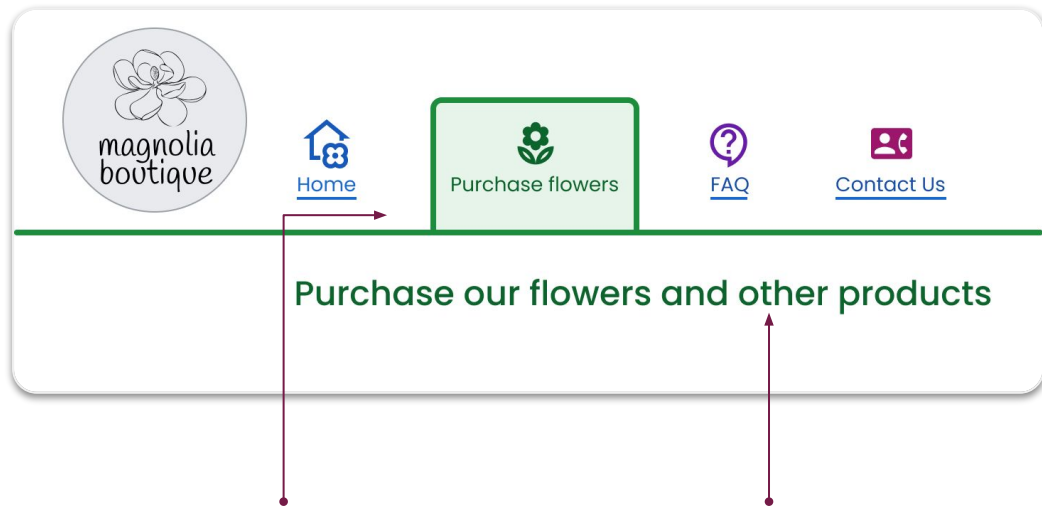## 4.2.1 Make the Purpose of Your Page Clear (Pattern)

User need:

I need to know the context and purpose of the page.

Example image:

Top left navigation and page title, when the user is on the "Purchase flowers" sub-page.

Link to pattern in COGA

magnolia boutique

Home

Purchase flowers

FAQ

Contact Us

Purchase our flowers and other products

Clearly indicate which sub-page the user is on

A clear page title that tells the user what the page is for

Example status: not using, archived

[archived]

4.3.2 Make the site hierarchy easy to understand and navigate (pattern)

User story

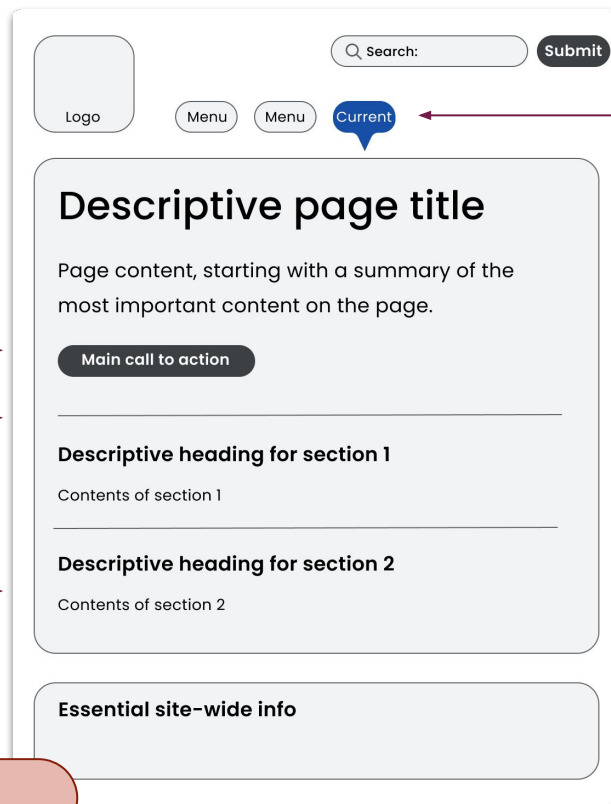I need to easily understand, navigate, and browse both the site and page structure.

[Link to pattern in Content Usable](#)

A single call to action with expected placement

Visual clarity so that the user can see content relationships

Clear semantic layout with headers that indicate hierarchy

Sitewide search in predictable location

Simple primary navigation and clear indication of current location

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Logo

Search: | Submit

Menu | Menu | Current

Descriptive page title

Page content, starting with a summary of the most important content on the page.

Main call to action

Descriptive heading for section 1

Contents of section 1

Descriptive heading for section 2

Contents of section 2

Essential site-wide info

Predictable placement of essential information in a universally available footer

Example status: not using, archived

Status collection

Example status: reworking the concept

Example status: wireframe ready for review

Example status: wireframe approved for art

Example status: reworking the art

Example status: art ready for review

Example status: complete, ready to use

Example status: not using, archived

Fonts

Roboto

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think?

1 2 5 7 9

Poppins

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think?

1 2 5 7 9

Avenir

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think?

1 2 5 7 9

Arial

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think?

1 2 5 7 9

Comic Neue

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think? 1 2 5 7 9

Comic Sans

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think? 1 2 5 7 9

Verdana

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think? 1 2 5 7 9

Century Gothic

Hello? We are previewing fonts with the question of what is most readable! Can you tell us what you think? 1 2 5 7 9