

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and arcs, some with degree markings (40, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) and arrows indicating a clockwise direction. The text is positioned on the right side of the image.

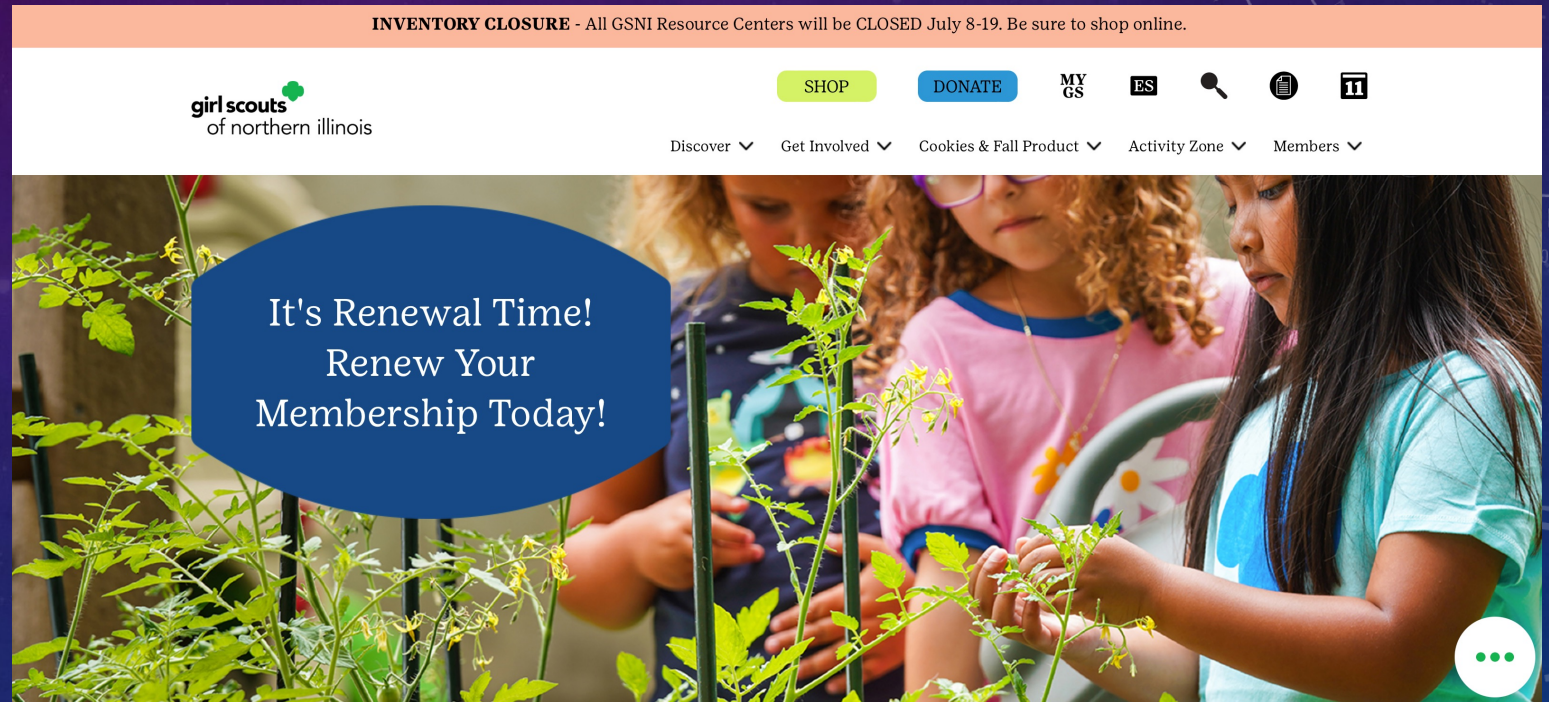
# KEY PRINCIPLES OF UNIVERSAL DESIGN FOR WEBSITES

PREPARED FOR GIRL SCOUTS OF NORTHERN ILLINOIS



# FOCUS ON THE USER'S NEEDS

- Can the user find what she wants easily?
- Are all links working?
- Are new windows opening making it hard for the user to use the back button?





# BE CONSISTENT

- Are the same words being used consistently across the site and in documentation?

## Become a Girl Scout



New friendships. Exciting adventures.  
Making a difference. Start your GSNI  
experience today!

**JOIN US**

# HAVE A CLEAR HIERARCHY

- Are all heading elements in sequentially descending order?

The screenshot displays the website for Girl Scouts of Northern Illinois. At the top, the logo is on the left, and navigation links (SHOP, DONATE, MY GS, ES, search, and a calendar icon) are on the right. Below the logo, a horizontal menu contains links for Discover, Get Involved, Cookies & Fall Product, Activity Zone, and Members. The main content area is divided into three columns: 'For Girl Scouts' (listing Badges and Journeys, Paths of Leadership, Highest Awards, Scholarships, and For Parents & Families), 'For Volunteers' (listing Troop Year Planner, Volunteer Essentials, Online Support for Volunteers, Girl Scout Experience Box, and Troop Update Form), and 'Renew Your Membership'. A large green sidebar on the right features a photo of four girls and text encouraging members to find resources for volunteering, Girl Scout activities, and family support.

**girl scouts**  
of northern illinois

SHOP DONATE MY GS ES

Discover ▼ Get Involved ▼ Cookies & Fall Product ▼ Activity Zone ▼ Members ▼

For Girl Scouts	For Volunteers	Renew Your Membership
Badges and Journeys	Troop Year Planner	
Paths of Leadership	Volunteer Essentials	
Highest Awards	Online Support for Volunteers	
Scholarships	Girl Scout Experience Box	
For Parents & Families	Troop Update Form	

**Resources for Girl Scout members!**  
Here you will find volunteer, Girl Scout, and family tools and support. Explore badges, highest awards, scholarships, and more.



# CONSIDER CONTEXT

- Are users accessing the site by computer or phone?
- Are most users in a hurry to find what they need when they use the site?





# MAKE EVERYTHING ACCESSIBLE

- Are the colors properly contrasted so low vision users can read the text?
- Are all images described with alt text?
- Can screen reader software read the site easily?

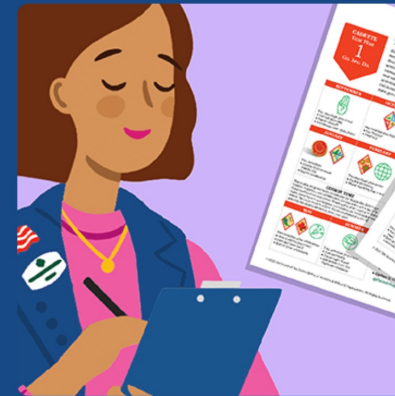
Everything you need to keep your troop running smoothly

Find resources, guides, and more that are essential to volunteers

Everyone can use a little guidance, whether you're a brand-new volunteer or a seasoned veteran. The resources on this page will help you along the way in your volunteer journey. Whether you're looking for guidance on managing troop finances or need help planning your first year of meetings, you'll find everything you need.



Volunteer Essentials



Troop Year Plans



Forms and Documents

Search for important forms and



# CONDUCT USABILITY TESTING

- Conduct usability testing with both new and existing users to make sure that both audiences can easily use the site.
- Make revisions to the site regularly based on user feedback.





# THANK YOU

For additional information  
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