

# Designing for users who are deaf or hard of hearing

## DO

## DON'T

Write in plain language

**Explain  
simply**

Use complicated words  
or figures of speech



Use subtitles or provide  
transcripts for videos



Put content in audio or  
video only



Use a linear,  
logical layout



Make complex  
layouts and menus



Break up content  
with sub-headings,  
images and videos



Make users read  
long blocks of content



Let users ask for their preferred  
communication support when  
booking appointments



Make telephone the only  
means of contact for users



**Credits:** Gov. uk <https://accessibility.blog.gov.uk/2017/12/18/what-working-on-gov-uk-navigation-taught-us-about-accessibility/>