



Inclusive Digital Design Veteran community

Do's

Use a linear, logical layout to make it simple for users.	Provide clear step by step instructions, to support key information and action points.	Give users choice and control options e.g. communication/contact methods.	Consider imagery and videos used to ensure they are appropriate and respectful.	Reduce the amount of time a client needs to spend navigating processes.
Write with warmth, respect and sensitivity.	Avoid labels, contentious terms, jargon or distressing language.	Limit opportunities for messages to be misunderstood or cause distress.	Explain why certain information is required to complete tasks.	Ensure that the diversity of the veteran community is represented in images and videos.

Don'ts

Make users re-explain sensitive circumstances across government services.	Assume users have prior knowledge of digital tools.	Play videos and audio content automatically.	Use complex, bureaucratic or overcomplicated language. If used, define it.	Separate related information across webpages
Display content in wordy paragraphs	Use excessive confronting formatting e.g. capitals, exclamation marks or red text	Hide any security or safety features of the site or app		

