

WORLD IA DAY 2019

LOCAL CONNECTIONS. GLOBAL IMPACT.

VICTORIA

The background is a vibrant, abstract composition of overlapping circles in shades of pink, orange, yellow, and blue. Scattered across these circles are numerous small, clear water droplets, each reflecting the colors of the background, creating a sense of depth and texture.

Accommodating Different Perceptions of Colour



World IA Day 2019

Liv
MacIntosh
Product Designer (UX)
Verb Interactive

@liv_ux

Let's Play a Game!



Say the name the colours in the next slides

It's Hard to Agree on Color



taupe color swatch



All

Images

Shopping

News

Videos

More

Settings

Tools

About 7,260,000 results (0.45 seconds)

Images for taupe color swatch



→ [More images for taupe color swatch](#)

[Report images](#)

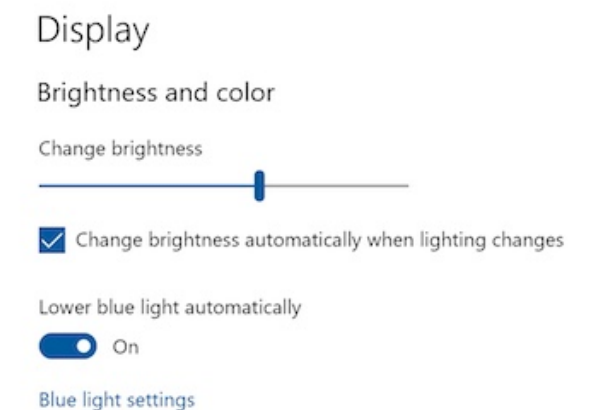
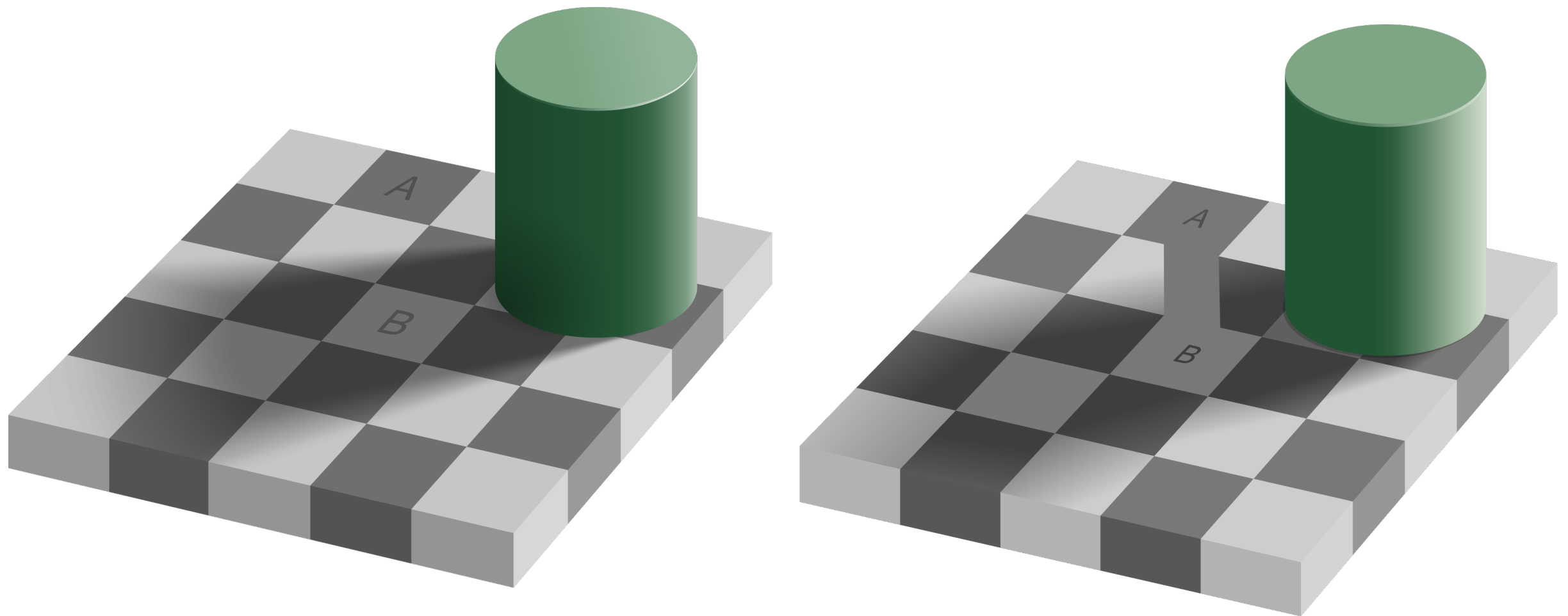


**Colour is a Matter of
Subjective Experience &
Other Factors**

Over 108 Million Web Users Experience Some Degree
of Color Vision Deficiency



Environment can Impact Colour Perception



Success  Participant 



1



4



5



6



7



8



11



12



13



14



15







17

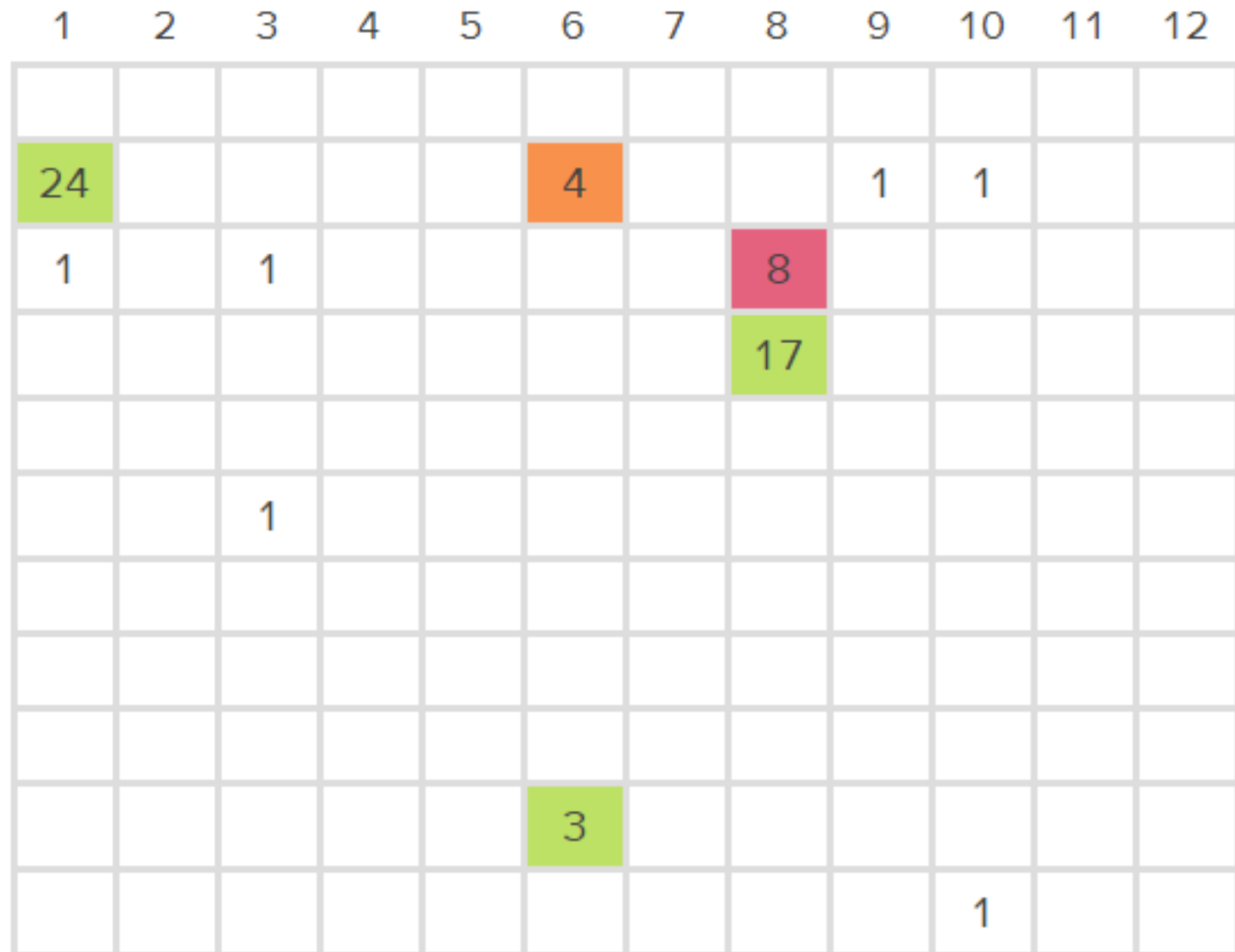


18

When Colour Enters UI & IA

Filter: ☒ Direct success ☒ Indirect success ☒ Direct failure ☒ Indirect failure ☒ Direct skip ☒ Indirect skip

 Correct  Incorrect (< 10% of responses)  Incorrect (10% - 20% of responses)  Incorrect (> 20% of responses)

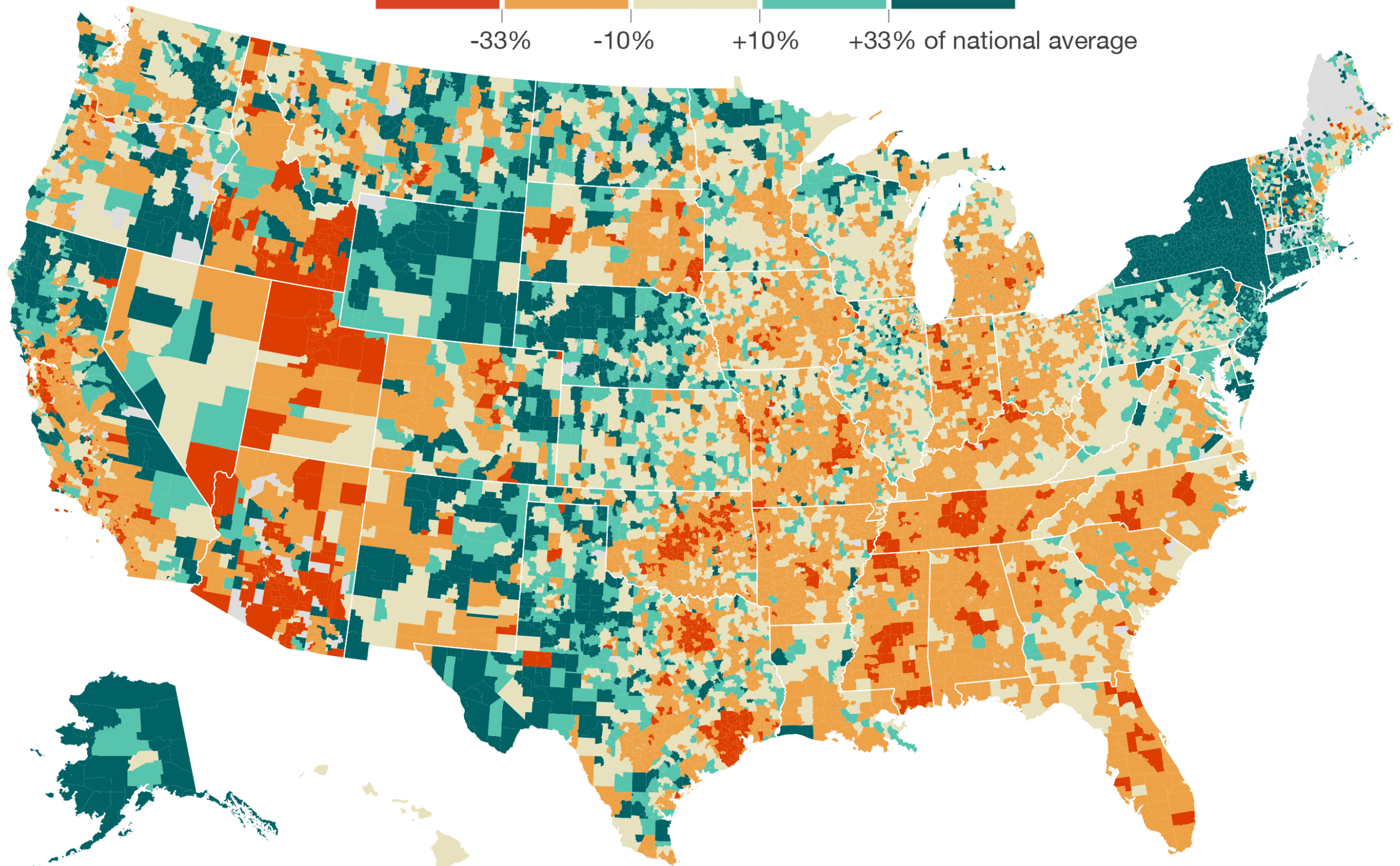
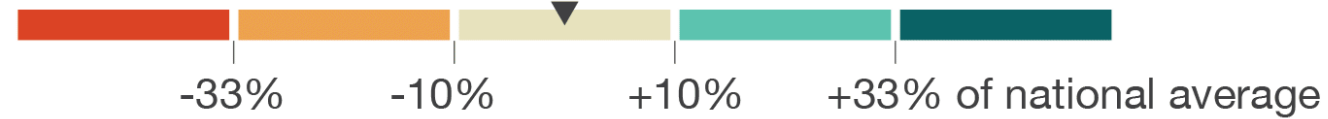


Maps Can Be A Challenge

SPENDING PER STUDENT, BY SCHOOL DISTRICT

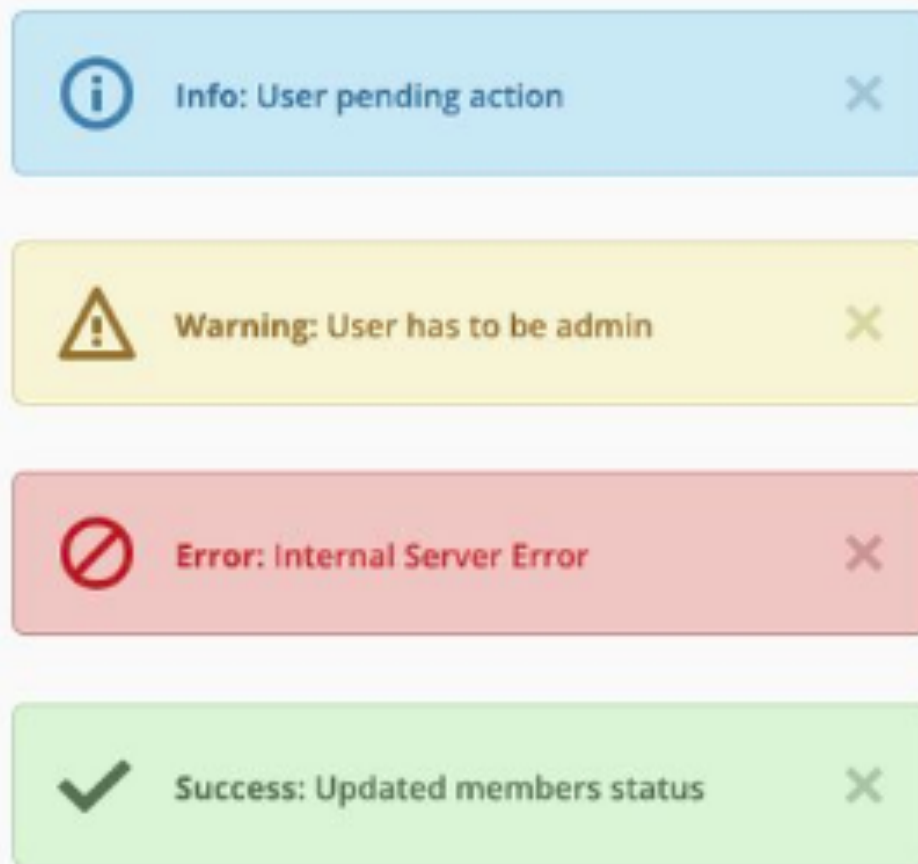
Adjusted for regional differences, for primary and unified school districts

National average: \$11,841

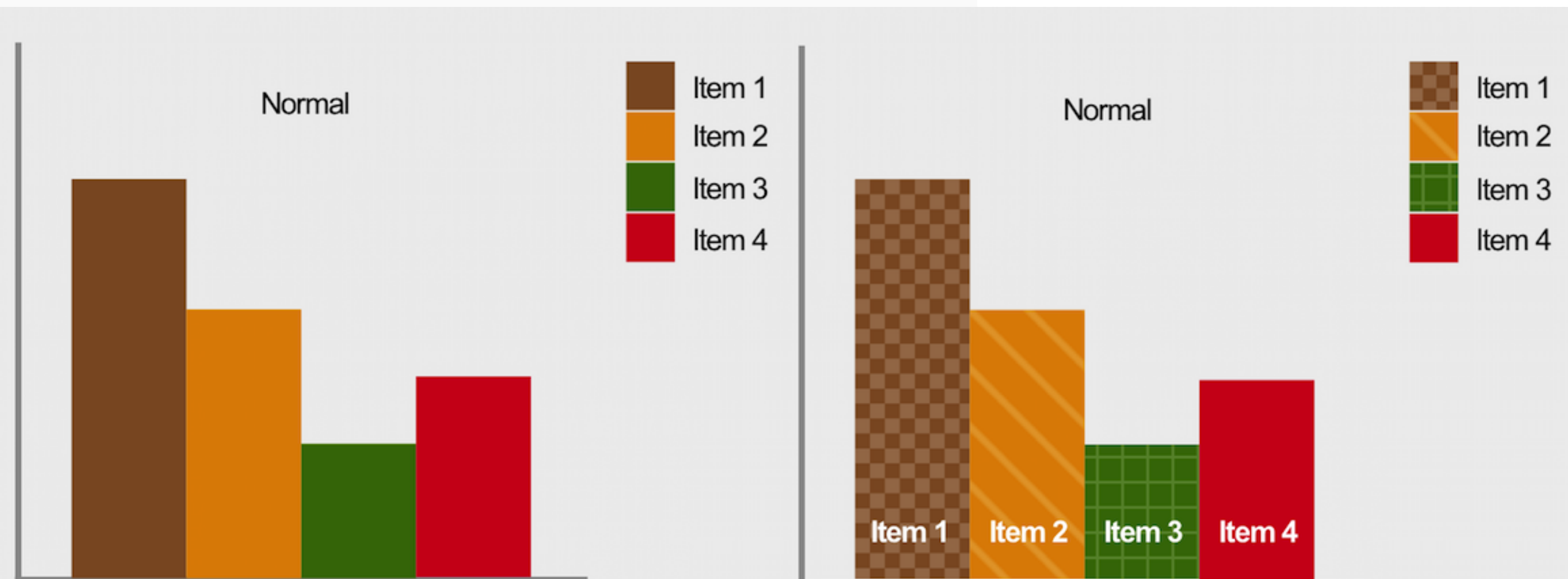




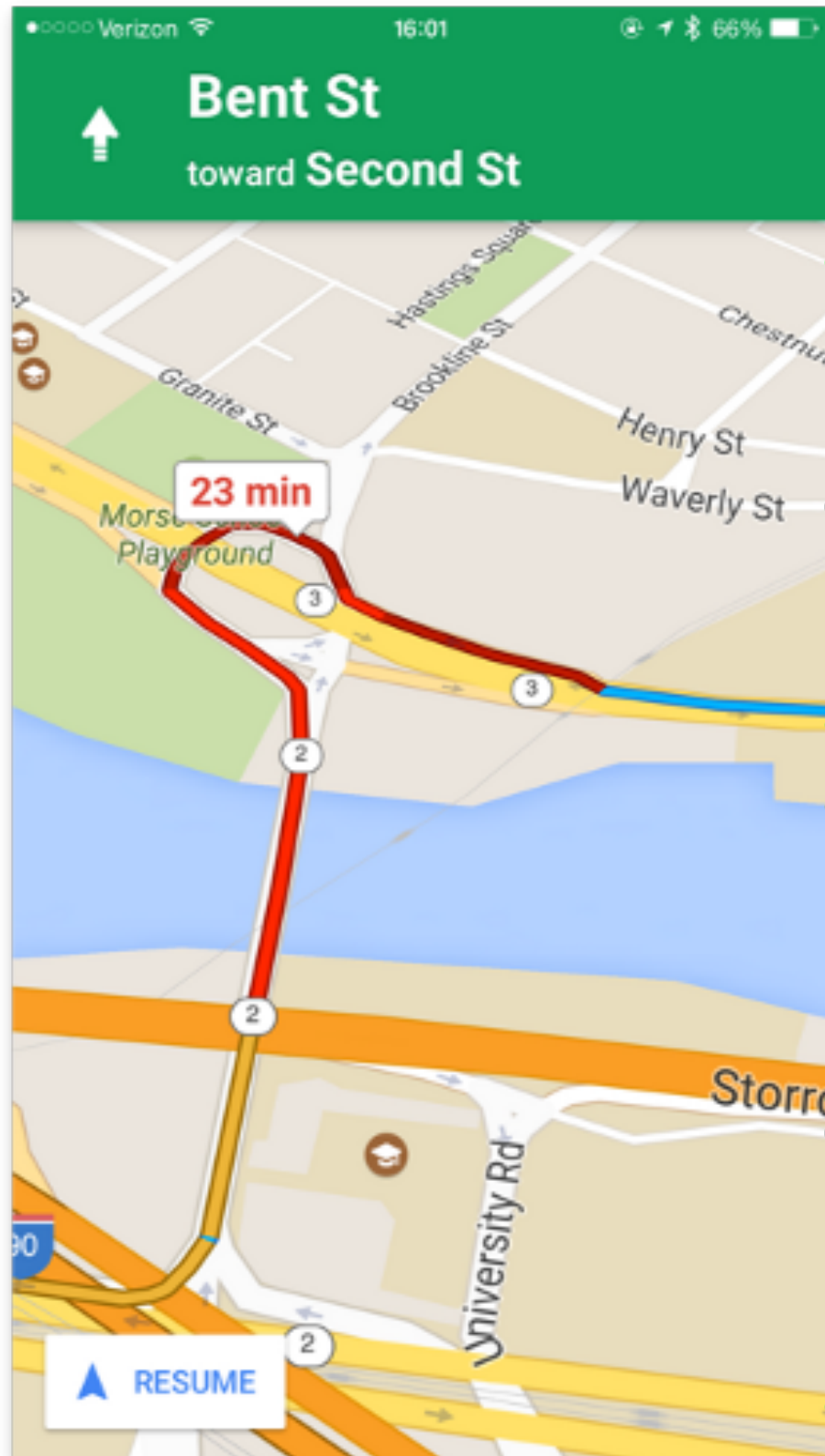
Guidelines for
Color Accessible Design



Leverage Labels, Symbols & Patterns



Test Your Designs in Grey Scale*



Use High Contrast & Light vs Dark

Global Breakdown of Obesity and Being Overweight

32%
are obese
(BMI ≥ 30 kg/m²)



68%
are overweight
(BMI 25-29.99 kg/m²)



Effective



Not as effective



Effective



Not as effective



Effective



Not as effective

There is No “Average Colour Blind User”



Default Colour Pallet



Deuteranopia Pallet



User Customizable Colour Palettes

Column BG



#4D5250

Menu BG Hover



#444A47

Active Item



#E07CE6

Active Item Text



#FFFFFF

Hover Item

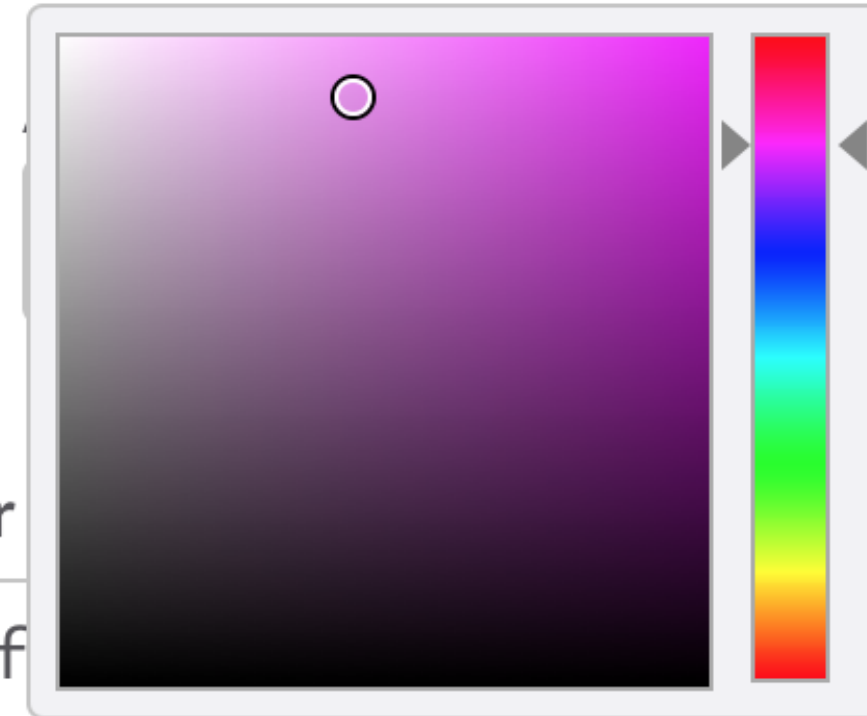


#434745

Text Color



#FFFFFF



Badge

#DB6668

Copy and paste these values to share your

#4D5250, #444A47, #e07ce6, #ffffff

#004A, #db6668

COLOR BLIND OPTIONS

ENEMY



COLOR BLIND MODE

COLOR BLIND STRENGTH



FACE

RESTORE DEFAULTS

ENTER

Explore Over a Million Color Palettes

You'll find over 2,951,714 user-created color palettes to inspire your ideas. Get the [latest palettes RSS feed](#) or use our [color palette maker](#) to create and share your favorite color combinations.

NEW MOST LOVED MOST VIEWS MOST COMMENTS MOST FAVORITES

Browse Palettes

DAY

WEEK

MONTH

ALL



Giant Goldfish



7476

LOVES

663

COMMENTS

Thought Provoking



5549

LOVES

351

COMMENTS

(• "•)



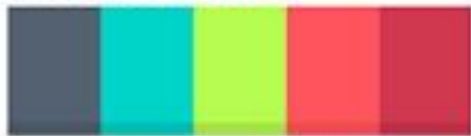
5383

LOVES

346

COMMENTS

cheer up emo kid



4342

LOVES

221

COMMENTS

Adrift in Dreams



4033

LOVES

365

COMMENTS

let them eat cake



3576

LOVES

255

COMMENTS

(• "•)



3212

LOVES

247

COMMENTS

Terra?



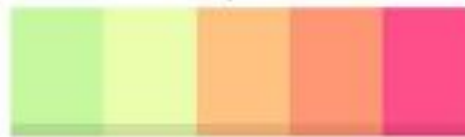
3167

LOVES

549

COMMENTS

mellon ball surprise



3088

LOVES

259

COMMENTS

I demand a pancake



2888

LOVES

379

COMMENTS

Ocean Five



2750

LOVES

94

COMMENTS

Good Friends



2506

LOVES

94

COMMENTS

Leverage & Elevate
Community
Driven Design



Send Extra Questions to
livmacintosh@gmail.com

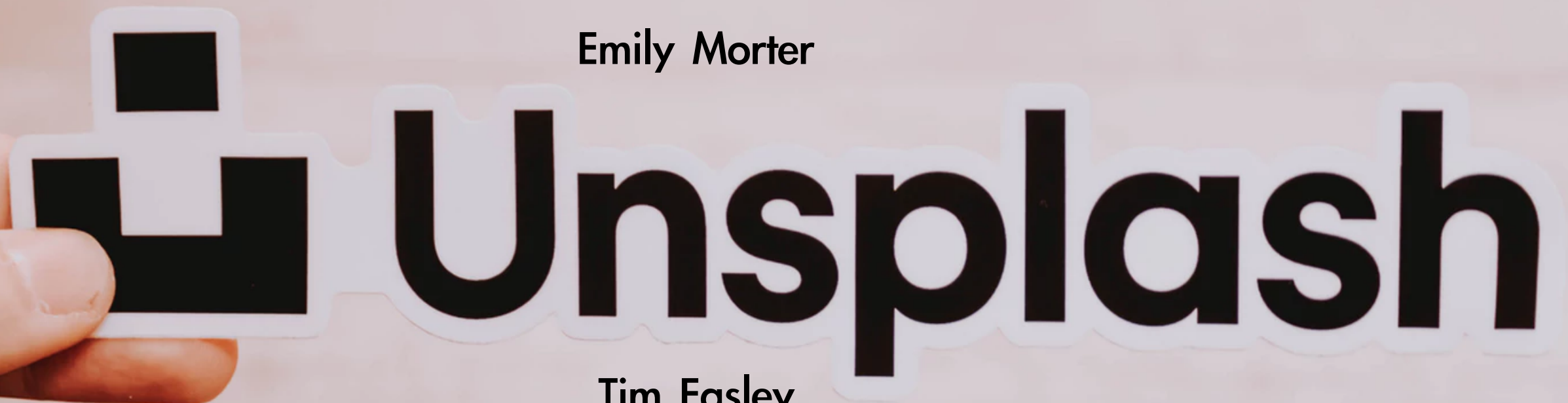
Rodion Kutsaev

Marc Sendra Martorell

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