

Consumer Understanding Checker - techniques to improve

Good

Improvement

Poor

Comments

Logical flow of information/layering: Ensure that information is presented in a logical and intuitive order, with more detailed information provided in layers.

Bite-sized chunks: Break down information into small, easily-digestible pieces to improve comprehension.

Headings: Use clear and descriptive headings to organize information.

Bullet points: Use bullet points to break down complex information into digestible chunks.

Font size: Use an appropriate font size that is easy to read.

Clarity of font: Choose a clear and legible font to enhance readability.

Tables: Use tables to present data in an organized and easy-to-understand manner.

Colour: Use colour sparingly and purposefully to highlight important information or add visual interest.

Diagrams: Use diagrams to illustrate complex concepts and make them easier to understand.

Graphics: Use graphics to enhance visual appeal and aid comprehension.

Jargon-free: Avoid using technical jargon that may be difficult for some readers to understand.

Removal of technical terms (or explanation): Consider removing technical terms altogether or providing clear explanations to ensure that all readers can understand.

Vulnerability: Consider how you present information to support vulnerability - (e.g. audio / Video / CC etc)

Summaries: Include summaries or key takeaways to help readers quickly understand the main points.

Case studies/examples: Use case studies or examples to make information more relatable and understandable.

Unbiased: Present information in an objective and unbiased manner.

Key information visibility: Ensure that key information is prominently displayed and not hidden away.

Brief and to the point: Keep communications concise and to the point to avoid overwhelming users with too much information.

Consistency: Ensure that all communications are consistent with each other in terms of words, tone, style, and formatting.

Other considerations: Take into account timing and placement of communications within the larger process.

Consumer feedback: Incorporate feedback from consumers to improve the clarity and effectiveness of communications.

Interactivity: Consider incorporating interactive elements to engage users and improve understanding.



www.moneyalive.co.uk