

NEURODIVERGENT ACCESSIBILITY COMMUNICATION & DESIGN



Amber C. Moon

The Creative Shop - 2026

Designing for how people
PROCESS information –
not just how they
ACCESS information



WHAT IS NEURODIVERSITY?

Neurodiversity embraces the idea that everybody’s brain works uniquely and that neurodivergence is a normal variation.

Neurodiversity	A biological fact. Refers to the natural diversity in human minds.
Neurotypical	Having a brain that functions within the dominant standards of what society considers normal/typical/dominant.
Neurodivergent	An umbrella term for a person with a brain that differs from what is considered normal or typical.
Neurodiverse	Used to describe a group of people whose members differ neurocognitively from each other.



IT IS ESTIMATED THAT
UP TO
2 OUT OF 10
PEOPLE ARE
NEURODIVERGENT.

THIS IS NEURODIVERSITY

Autism

ADHD

Dyslexia

Dyspraxia

Dyscalculia

Dysgraphia

Hyperlexia

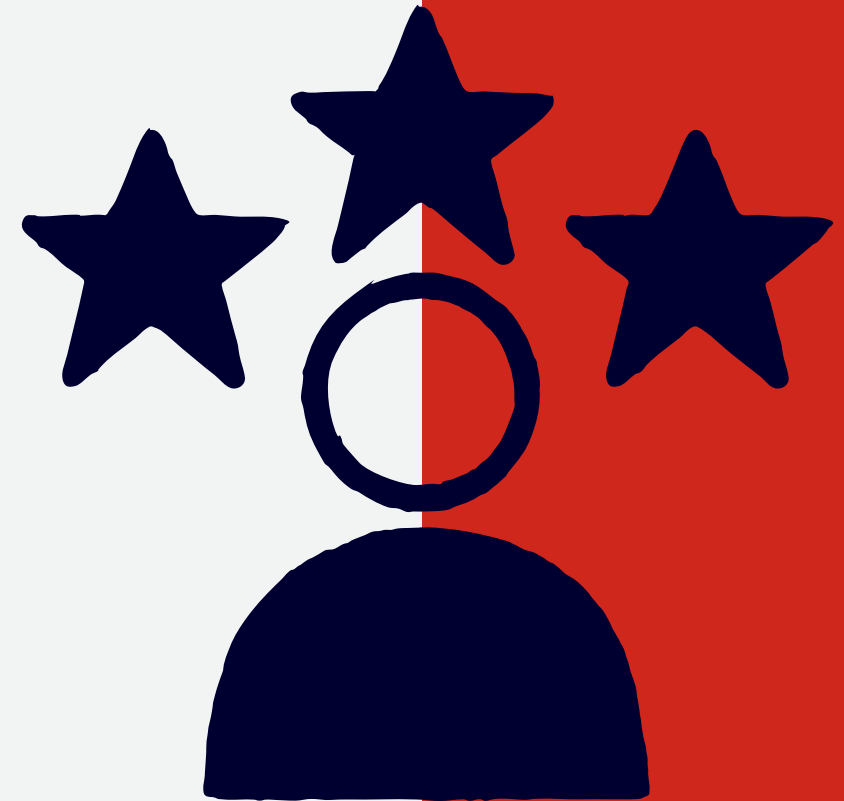
**Depression
Anxiety**

**Tourette's
Syndrome**

**Obsessive
Compulsive
Differences**

PTSD/CPTSD

**Sensory
Processing
Differences**



COMMUNICATION & DESIGN CHALLENGES



NEURODIVERGENT SYSTEMIC FRICTION POINTS

Cognitive Load & Information Processing

One-Format Communications

Lack of Clarity & Structure

Assumption of “Linear Thinking”

Executive Function Barriers

Overstimulation & Attention Competition

Ambiguity in Tone & Social Cues

Memory & Retention Gaps

Visual & Sensory Design Barriers

“Communication Style ≠ Competence”

DESIGNING FOR NEURODIVERSITY

Common Pitfalls



COMMON PITFALLS

Neurodivergent-Friendly Content Design



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Overwhelming visuals

Yes, you love those big icons with bold Taub Sans over a busy background -

Just...don't.

It's not helping anyone read your message.

COMMON PITFALLS

Neurodivergent-Friendly Content Design

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Walls of text

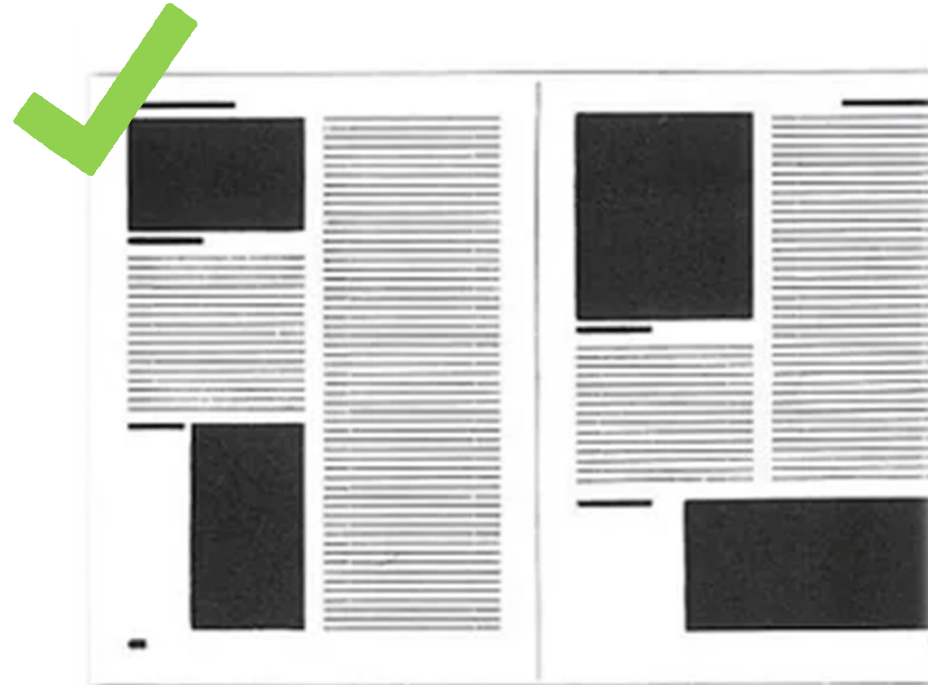
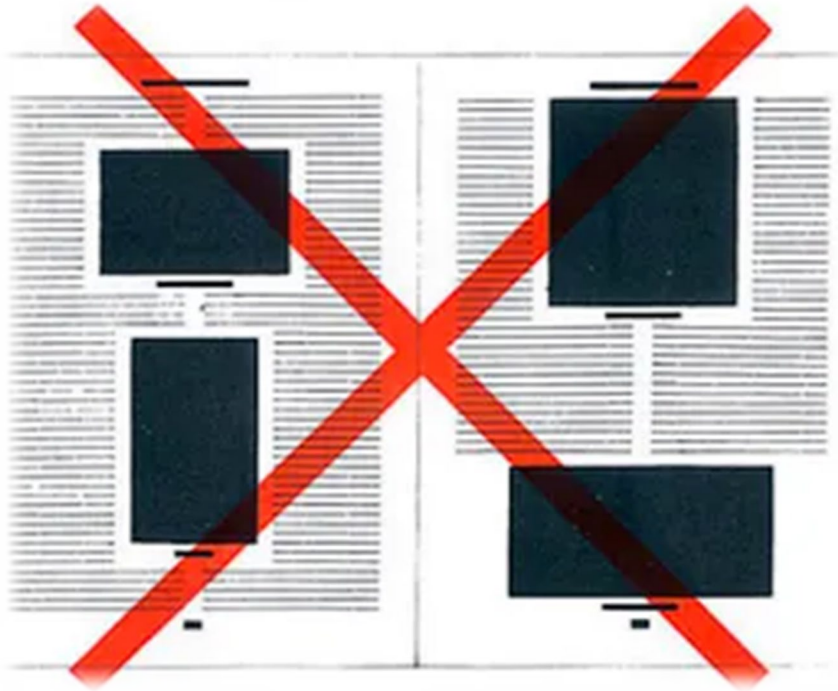
Paragraphs that go on forever without clear structure are basically a cognitive maze.

COMMON PITFALLS

Neurodivergent-Friendly Content Design

Inconsistent navigation or layout

If people have to **relearn** how to use your interface every time they read your document, they're gone.



COMMON PITFALLS

Neurodivergent-Friendly Content Design

SINGLES SERIES @kenny.kenray

THIS GIVES CONTEXT

You will read this first.

And you will read this line next.

You will read this body copy if you want to find out more. That depends on whether the headline and subhead get your attention and interest.

It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. But this bold font can **highlight the key points***.

Many people will skim paragraphs like these if they are not immediately interested. This is why visual hierarchy is so vital for drawing attention to your message.

* Read this last as a visual cue to highlight a specific word or phrase.

Create concise CTAs with action-oriented verbs, such as "Sign the petition now." Usually in a button and is read before leaving the page.

[READ MORE](#)

 **Kenny Song**
Brand Designer

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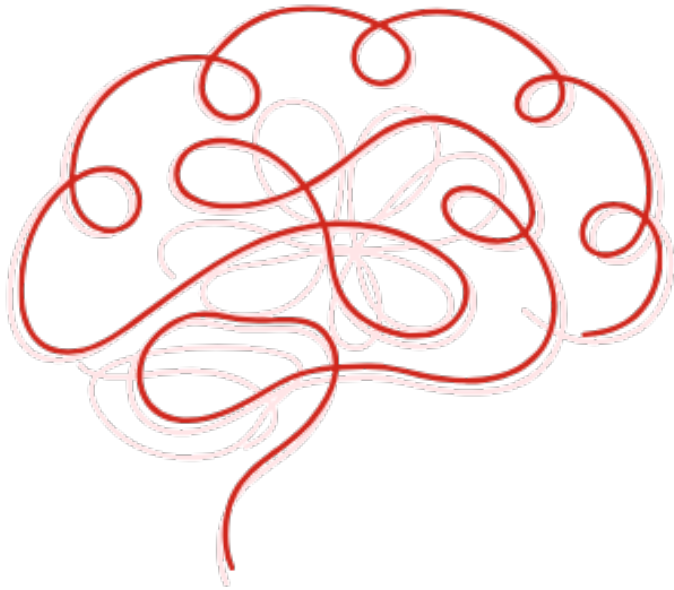
Save for reference 

Unclear Hierarchy

If everything is emphasized, nothing is.
Design needs to guide the eye, not confuse it.

BEST PRACTICES

Neurodivergent-Friendly Content Design



Keep things clear—visually and conceptually

Design for focus, not distraction

Support visual processing styles

Consistency = kindness

Color and contrast are not decorations

???

**What resources support
neurodivergent-inclusive
communication design?**

WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

Web Content Accessibility Guidelines (WCAG) 2.2 defines how to make web content more accessible to people with disabilities.

Resource link: <https://www.w3.org/WAI/cognitive/>



WCAG P.O.U.R. METHOD



PERCEIVABLE



OPERABLE



UNDERSTANDABLE

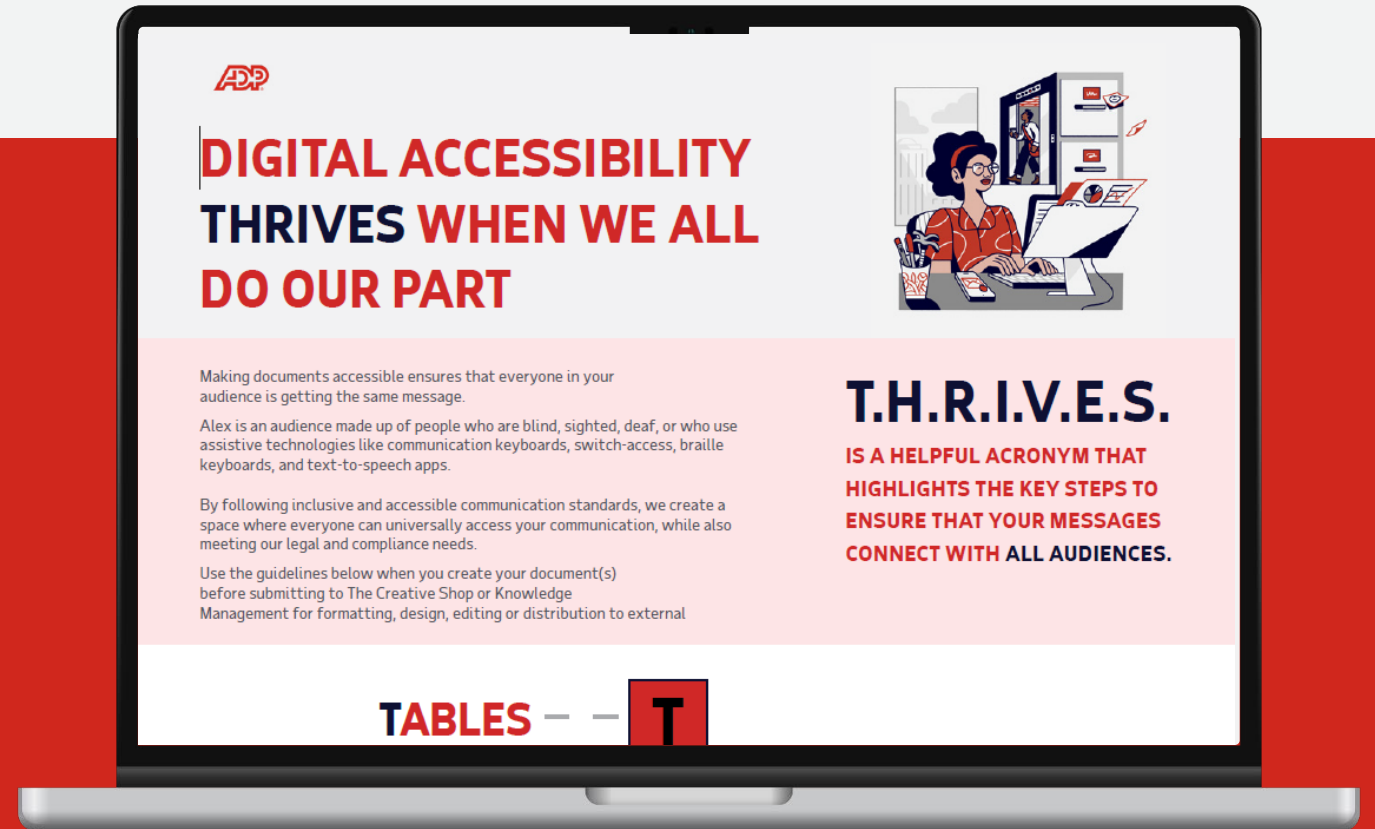


ROBUST

THRIVES

The HRO THRIVES Guide

- **T**ABLES
- **H**YPERLINKS
- **R**ECORDINGS
- **I**NCLUSIVE FONT
- **V**ISUAL AIDS
- **E**XAMINE



RESOURCES



•ADP CONTENT STYLE GUIDE

- WRITING FOR ACCESSIBILITY

THE NEURODIVERSITY DESIGN SYSTEM

UNIVERSAL DESIGN FOR LEARNING (UDL)

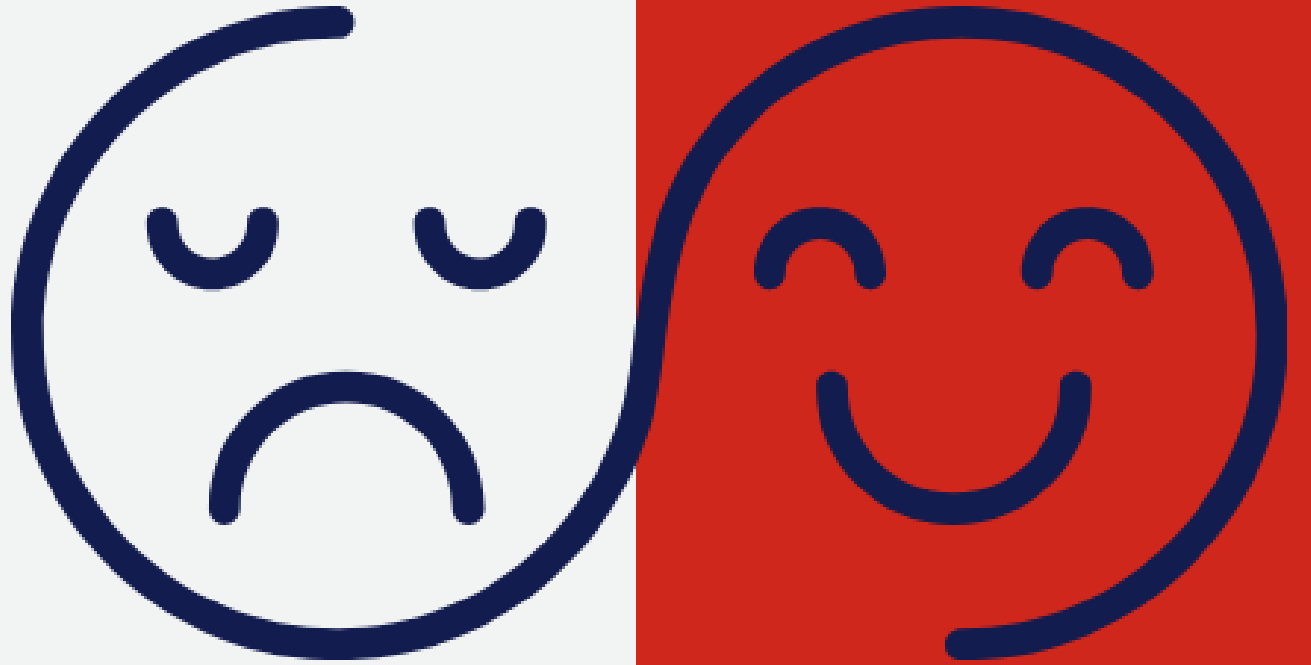
WCAG

- NEURODIVERSITY DESIGN

MICROSOFT ACCESSIBILITY

- TOOLS FOR NEURODIVERSITY

BEFORE & AFTER



BEFORE & AFTER

EMAIL STRUCTURE

BEFORE



HELLO
READ THIS.

ADP acquired Sora in August 2023, a company excelling in intelligent workflow automation and data integrations. Now known as Enhanced Workflows, this new WFN offering is designed to replace the current Onboarding feature and introduces additional workflows that can be customized to include standard forms (i.e., Direct Deposit, Tax Withholding, Form I-9), custom forms, email notifications, and tasks for Practitioners, Managers, and Employees.

Enhanced Workflows is a WFN tool for both Current Gen and Next Gen that allows practitioners to create workflows to streamline various HR processes for managers and employees, including:

- Onboarding
- Offboarding
- I'm Getting Married
- Promotions
- Employee Validations

Project Impact

With an internal pilot in MAS already underway, this is an opportunity to leverage early insights and proactively prepare Enhanced Workflows for expansion into Comprehensive Services, targeted for FY27, and further allows us to better align across the organization.

As we understand it today, GPT will eventually cease support for our current Onboarding feature, though a specific timeline has not yet been finalized. While still in its early phase, this project will ensure all Comprehensive Services clients are migrated to Enhanced Workflows well in advance of losing our current Onboarding support.

Regards,
ADP Employee

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AFTER



HELLO
READ THIS.

INTRODUCING, ENHANCED WORKFLOWS

In August 2023, ADP [acquired](#) Sora, a company recognized for its [expertise](#) in intelligent workflow automation and data integrations. Now introduced as Enhanced Workflows, this new Workforce Now (WFN) offering [is designed](#) to replace the current Onboarding feature while expanding functionality across [additional](#) HR processes.

Enhanced Workflows is a WFN tool for both Current Gen and Next Gen that allows practitioners to create workflows to streamline various HR processes for managers and employees, including:

- Onboarding
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- I'm Getting Married
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PROJECT IMPACT

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While still in its [early phase](#), this project will ensure all Comprehensive Services clients are migrating to Enhanced Workflows well in advance of losing our current Onboarding support.

Regards,
ADP Employee

BEFORE & AFTER

DESIGN STRUCTURE

BEFORE

The 'BEFORE' design shows a 'CEU Portal' header with a 'LOGOUT' button. Below the header is a navigation bar with links: 'CEU Handbook', 'FAQs', 'CEU Portal Guide', and 'CEU Portal Tutorial'. A progress bar indicates the current step: 'CEU Activity Dates' (completed), 'CEU Information' (current), 'Apply CEUs', 'Review CEU', and 'CEU Submitted'. The main section is titled 'Select a CEU Type' and features four tabs: 'Contributions to the Profession', 'Education' (selected), 'Professional Development', and 'Unique Work Experience'. Under the 'Education' tab, there are six radio button options: 'Book/Magazine/Whitepaper', 'Education Courses and Seminars' (selected), 'Higher Academic Course', 'Industry Conference', 'Online webinars, podcasts and other online materials', and 'Vendor Presentation'. Below this is the 'Enter Details' section with two columns of form fields. The left column contains 'Course Name *' (with a placeholder 'Course Name'), 'Credits *' (with a placeholder 'Credits (0 - 40)' and a red border), and a red error message 'Complete the required field.' The right column contains 'Training Provider/Organization *' (with a placeholder 'Training Provider/Organization') and a 'Review Text' field with a placeholder 'Review Text'.

AFTER

The 'AFTER' design shows a 'CEU Portal' header with a 'Log Out' button. Below the header is a navigation bar with links: 'Add CEUs', 'Handbook', 'FAQs', 'Portal Guide', and 'Portal Tutorial'. The main section is titled 'Enter New Continuing Education Unit'. A progress bar indicates the current step: 'Activity Dates' (completed), 'Information' (current), 'Apply CEUs', 'Review', and 'Submit'. The main content area is divided into two sections. The top section is titled 'Select a CEU Category' and contains a dropdown menu with 'Contributions' selected. Below the dropdown is a section titled '* Select CEU Type' with six radio button options: 'Book/Magazine/White Paper', 'Education Courses & Seminars' (selected), 'Higher Academic Course', 'Industry Conference', 'Online webinars, podcasts, other online material', and 'Vendor Presentation'. The bottom section is titled 'Enter Details' and contains two columns of form fields. The left column contains 'Course Name' (with a placeholder 'Course Name'), 'Training Provider/Organization' (with a placeholder 'Training Provider/Organization'), and 'Credits' (with a placeholder 'Credits' and a red border). The right column contains a 'Review Text' field with a placeholder 'Review Text'.

BEFORE & AFTER

PRESENTATIONS

BEFORE

UNVEILING TOTALSOURCE SEGMENTATION

Audience: Associate Meeting
(will replace slide 3)

TODAY IS ABOUT

- 1** Introducing TotalSource Segmentation

- 2** Explaining the "why" behind this change.

- 3** Describing how it improves our business.

- 4** Clarifying what it means for you.

- 5** You will hear more about this during the Town Hall, and...

- 6** We will keep you informed along the way.


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AFTER

UNVEILING TOTALSOURCE SEGMENTATION

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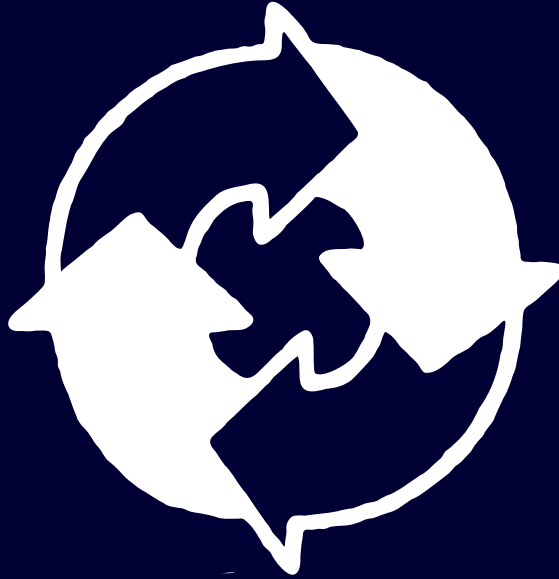

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WHAT YOU'VE LEARNED

KEEP IT NEAT



**KEEP IT
ORGANIZED**



KEEP IT SIMPLE



**“TO ASK THE
RIGHT QUESTION
IS ALREADY
HALF THE
SOLUTION OF A
PROBLEM.”**

- Carl Jung

