

SUCCESS CRITERION 3.2.4 · LEVEL AA

Consistent Identification



“Why is 'Sign Out' called 'Log Off' on another page? Are you trying to confuse me?”

Who this helps: Cognitive Impairments, Visual Impairments

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Consistent Identification

Components that have the same functionality within a set of web pages are identified consistently.

Principle 3: Understandable

Guideline 3.2: Predictable

What each role can do

Product manager

Adopt a uniform naming convention for similar functionalities.

Designer

Use consistent icons and labels for the same actions across the site.

Developer

Implement a style guide to keep naming and actions consistent.

Tester

Test to ensure that similar actions are consistently identified across the site.

Once it is fixed



> “Now I don't need a decoder ring to use your site. High five!”

WCAG Quotes

Every WCAG 2.2 success criterion, told by the person it helps.

mpaiva.com/wcag-quotes/3-2-4-consistent-identification

The quotes are written to illustrate the criterion. They are not testimonials from real people.