

NDIS Web Designer Selection Checklist

Use this checklist when interviewing web designers, reviewing portfolios, and evaluating proposals for your NDIS website project.

NDIS Industry Knowledge

- Designer can explain the difference between plan-managed, self-managed, and NDIA-managed participants
- Familiar with NDIS support categories (Core, Capacity Building, Capital)
- Understands NDIS Practice Standards and compliance requirements
- Has built websites for multiple NDIS providers
- Can show examples of NDIS websites they've created
- Knows NDIS terminology without needing explanations
- Understands the participant journey and decision-making process

Accessibility Expertise

- Can explain WCAG 2 AA standards in detail
- Tests websites with actual assistive technologies (screen readers, keyboard navigation)
- Understands colour contrast ratios and can demonstrate compliance
- Knows how to implement proper heading structures for screen readers
- Designs forms that work for people with motor difficulties
- Creates navigation suitable for people with cognitive disabilities
- Builds accessibility in from the start (not as an afterthought)

NDIS Compliance Experience

- Familiar with NDIS provider obligations around truthful service representation
- Understands what claims NDIS providers can and cannot make
- Knows how to present qualifications and experience compliantly
- Has process for ensuring website content meets NDIS guidelines
- Can provide examples of compliant NDIS website copy

Portfolio Review

Clear Service Information

- Services organised by NDIS support categories
- Plain language explanations (not jargon-heavy)
- Examples of how support helps participants
- Clear pricing information (where appropriate)

Accessibility Features

- Text readable without zooming on mobile and desktop
- Sufficient colour contrast throughout
- Proper heading structure (not just visual styling)
- Forms work with keyboard navigation
- Images have descriptive alt text

Portfolio Review

NDIS-Specific Functionality

- Participant referral forms that capture plan details
- Service area maps or suburb lists
- Team profiles with relevant qualifications
- Resource sections for participants and families
- Integration options with NDIS-specific tools

Mobile Responsiveness

- Text readable on phone screens
- Buttons large enough to tap easily
- Forms work smoothly on mobile devices
- Fast load times on mobile connections

Trust-Building Elements

- Real team photos (not stock images)
- Genuine testimonials from participants or families
- Clear information about qualifications and registrations
- Transparent about NDIS registration status

Professional Polish

- Consistent design throughout all pages
- No broken links or missing images
- Professional, error-free copywriting
- Content appears current and up-to-date

Essential Questions to Ask

About NDIS Experience

- "How many NDIS provider websites have you built?"
- "What types of NDIS providers have you worked with?"
- "Can you show me examples of NDIS websites you've created?"

About Accessibility

- "How do you ensure websites meet WCAG 2 AA standards?"
- "What tools and processes do you use to test accessibility?"
- "Can you explain your approach to accessible design?"

About Compliance

- "How familiar are you with NDIS marketing and compliance requirements?"
- "How do you ensure website content meets Quality and Safeguards Commission standards?"

About Process

- "What's your typical timeline for an NDIS website project?"
- "How do you handle revisions and feedback?"
- "What ongoing support do you provide after launch?"

About Results

- "Can you share examples of how your NDIS websites have helped providers generate enquiries?"
- "Do you track any metrics or outcomes for the sites you build?"

Red Flags to Watch For

- Designer asks "What does NDIS stand for?" or similar basic questions
- Vague answers about accessibility ("We make things accessible")
- No specific examples of NDIS websites in portfolio
- Generic promises without NDIS-specific knowledge
- Doesn't understand the difference between participant types
- Can't explain compliance requirements
- Portfolio shows no evidence of accessible design
- Tries to convince you that you need features irrelevant to NDIS providers
- Timeline seems unrealistically short for a quality NDIS website
- No clear process for ongoing support or updates

Green Flags to Look For

- Asks informed questions about your specific NDIS services
- Uses NDIS terminology correctly without prompting
- Explains accessibility features in technical detail
- Proactively mentions compliance considerations
- Shows understanding of participant needs and behaviour
- Portfolio demonstrates consistent NDIS work
- References specific NDIS requirements without being told
- Suggests features you need before you ask
- Clear, realistic timeline based on NDIS website complexity
- Offers ongoing support for NDIS requirement changes

Final Evaluation

Overall Score

Count your checkmarks above. A qualified NDIS web designer should tick at least 80% of the boxes in each category.

Industry Knowledge: / 7

Essential Questions: (Satisfactory answers to majority)

Accessibility Expertise: / 7

Red Flags: (Should have ZERO red flags)

Compliance Experience: / 5

Green Flags: (Should have at least 7-8 green flags)

Portfolio Review: / 6 categories

Decision

- Proceed:** Designer demonstrates strong NDIS expertise
- Proceed with caution:** Some gaps in NDIS knowledge but strong general skills
- Do not proceed:** Insufficient NDIS experience or concerning red flags

Notes

Use the space below to record specific answers, examples, or concerns from your conversation with the designer.