

Web Site Design

Protocols and Design



LAWS Project

- Part of Priority Outcomes
- Now Disbanded
- <http://www.laws-project.org.uk>



Content Management Systems

- Preserve integrity
- Look and Feel
- Allows content to be easily updated
- Allows ownership
- Ensures compliance to standards
- Ease of use
- Comply to W3C Standards
 - To lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web.
- The Website Accessibility Initiative (WAI)
 - You now have a legal obligation - following the implementation of section 21 of the Disability Discrimination Act - to make reasonable adjustments to ensure blind and partially sighted people can access your service. **RNIB, 2005**



Navigation Levels



Pictures



- Not digital camera
- Size
- Use of thumbnails
- Jpeg or Gif
- Titles
- People
- Copyright free
- Body parts
- Children – Suitable dress



Pictures

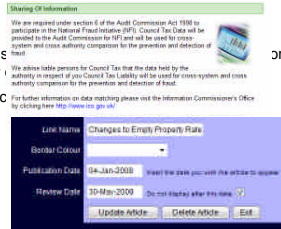


- Placement
- Cartoons

Other Documents/Links



- Open in new Pages
- Hyperlinks?
 - Where hyperlinks are used, for example, in "Click here to view" or "view our services" not on "C"
- Contact us
 - Format and Content
- Currency
- Rotation of Articles



Writing Styles



- Use first or second person sentences
 - We provide the following
 - Luton BC provide the following
- Use Active voice rather than passive voice
 - We offer the following services (Active)
 - The following services are offered (Passive)
- Be consistent
- Avoid slang and Idioms
 - "Putting the word to rights"
- Avoid marketing
 - (use facts rather than promotional language)
- Avoid humour

Writing Styles 2



- Write succinctly
 - For example, write half the number of words that you would do for conventional writing.
 - <http://www.useit.com/alertbox/9703b.html> for further advice
- Write short paragraphs with one idea in each
- Use images to illustrate key concepts
 - citizens may find difficult to understand when expressed in words alone
- Use Pyramid Style
- Where information can be summarised, use bulleted lists
- Use highlighting and **emphasis** to make keywords stand out

Other Protocols

- Data protection
 - Links to outside web sites
 - Deep linking
 - Will allow users to leave the site
 - Use content on own site
 - Facts not commentary
 - Security of Documents
 - Secure PDF – avoid Word Excel
 - Avoid names?

Forms

- Group fields together
 - Name Address
- Label fields (used by assistive technology)
- Avoid open ended comment boxes
 - Use of enter key will take to new line and not submit form
- Build in validation
 - Drop down lists
 - Critical data twice email/password change
 - Validate dates
- Opt in policy
 - Privacy and Electronic Communications Regulations 2003
- Success Pages
 - Thank user for using

Web Design



- What do you like?
