Task 5.1

1. **What platform are you going to build for?**
    We will create a website that will be used on windows PCs and Mac.

2. **Design Guidelines and Standards**
    Because we will be building a website that will be affiliated with Swinburne it will require the use of a particular look and feel. This look and feel is generally makes use of the Swinburne colours Red, White and Black, it should also have a professional look as it is a representation of Swinburne.

    In addition to following Swinburne design standards, our website will also have certain accessibility needs which need to be considered during development. These include:
    - Perceivable information and user interface
        o Text alternatives for non-text context
        o Captions and other alternatives for multimedia
        o Content can be present in different ways
        o Content is easier to see and hear
    - Operable user interface and navigation
        o Functionality is available from a keyboard
        o Users have enough time to read and use the content
        o Content does not cause seizures
        o Users can easily navigate, find content, and determine where they are
    - Understandable information and user interface
        o Content appears and operates in predictable ways
        o Users are helped to avoid and correct mistakes
    - Robust content and reliable interpretation
        o Content is compatible with current and future user tools

    2.1. Guidelines and how we might implement them in our interface
    1. **Perceivable information and user interface:** The information provided on our website will need to be easily viewable by all users. Some of the ways in which we will ensure this is the case are:
        - Assigning alternate text tags to images to provide a description of the image if it fails to load.
        - Content is easy to view and read on all devices and adjusts based on whether it is being viewed from a PC, Phone or Tablet. We will do this by using a dynamic layout so the website elements will adjust based on the resolution of the device. Developing a separate version of the website for mobile devices is also a possibility at a later date.
        - Content is easier to see and hear for users who may have some special needs considerations such as poor vision or hearing. This can be achieved by

having our websites text originally at an appropriate size with the option of also adjusting it if the traditional web browser zoom is not enough.

2. **Swinburne design style:** Because the application will be affiliated with Swinburne the website will need to be of a professional standard to represent Swinburne respectably.

   - To ensure users are aware it is affiliated with Swinburne we will include the Swinburne logo on the website.
   - Using CSS the colour scheme of the website will follow Swinburne's own site based off the Universities colours of Red, White and Black.
   - The layout and theme of the website will be of an acceptable professional standard to ensure it maintains the quality expected by Swinburne.

3. **General Usability Design Principles**

   In addition to the specific website guidelines there are some more general usability principles that will be relevant to the development of our website. These are:

   - Simplicity – We want our website to be simple and easy for users of all levels of technological expertise to be able to successfully use our website. Things that will help with this are reducing clutter and eliminating unnecessary elements.
   - Efficiency – The website should be efficient in how long it takes a user to organise a ride to University and require the minimum number of clicks possible to achieve the outcome.
   - Consistency – Follow appropriate standards for websites to ensure that actions, commands and terminology are used consistently throughout the entire website.
   - Communication – Providing a method for users to provide feedback on their experience with the website that can be used to improve it as time goes on. Also providing help documentation for new users to assist them in completing the tasks they came to the website for.

References

http://www.w3.org/WAI/intro/people-use-web/principles#standards

http://www.usabilitybok.org/principles-for-usable-design

http://faculty.washington.edu/jtenenbg/courses/360/f04/sessions/schneidermanGoldenRules.html