

The designed UI provides direct consideration to the “Eight Golden Rules.” A detailed explanation is below.

- 1. Strive for Consistency:** Design scheme is not changed from page to page; the white-based homepage with black and blue text is the main theme of every page, with no page containing an extreme variation (such as a different colored background or text). Each site page contains the same style of heading, in which the site logo is held in the top left corner. A clear, well-sized header is included under the site logo on all pages, along with a description to explain to the user what to do for pages that may be confusing to use. Subheadings are utilized as needed to organize page information in a useful manner.
- 2. Enable Frequent Users to Use Shortcuts:** This application does not override the common shortcuts that are associated with browser windows. This includes any shortcut commands that may be used for closing the browser window, utilizing the browser’s “back” feature, refreshing the page, or any other commands that may be commonly used. Other shortcuts (such as key commands for copy and paste) may also be utilized while filling out the form section of the application. Links are provided on all pages to allow for “quick jumping” from site to site if desired.
- 3. Offer Informative Feedback:** Appropriate responses are included throughout the websites behavior that occur based off of the user’s interaction. For example, any items that are included as links will automatically have the mouse change to a hand symbol when it hovers over said link. This is true for items that aren’t even a link in nature, such as the site logo. Response to link clicks were also considered; clear change to the website (without overwhelming differences to the theme) indicate to the user that the site is functioning appropriately. “Dynamic” entries (such as radio button clicks) are embedded with a UI response based on input, furthermore providing feedback that is helpful to the user.
- 4. Design Dialogs to Yield Closure:** Dialogue is provided on each page for the user, so that they may know what to do on each page. Instructions will be given for questions where the submission entry is unclear. For example, a search entry box that is “free form” in style will have a placeholder text present indicating what should be inputted for that area.
- 5. Offer Simple Error Handling:** The application will include measures for aiding the user in their operations, but will also have a “fallback” if an error is occurred. For example, if the user does not enter a search term into the search box and clicks on submit, the system will not crash. Instead, the user will be redirected to a different area of the application so that functionality may not be interrupted.

6. **Permit Easy Reversal of Actions:** This application will work appropriately with the browser's built-in back button. It will also contain a "custom" back button on various pages to aid those users who are not familiar or comfortable with using their browser's back button.
7. **Support Internal Locus of Control:** Links will be provided on all webpages to allow the user to navigate to whichever portion of the application they desire. The user is also able to exit any page they would like by simply closing their browser window. These components allow for the user to feel that they are in control of the website.
8. **Reduce Short-Term Memory Load:** The user is not required to remember how to use the application. Simple and direct instructions will be provided for the user to quickly understand what they can do on the website.