ICTWEB513 - Q2.1

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# Executive summary

This document will provide a list of business requirements and a list of applicable legislation rules for the FPS Review company website.

# Business requirements

## “I Want To Increase My Profits”

**Specific:** I will increase revenue while cutting down on expenditure. Moving to a more affordable premise that will cut my rent by 7% will reduce the operational costs.

**Measurable:** I will increase sales over the next 3 months by signing in 5 more potential clients.

**Attainable:** I will improve my current customer relationships and promote the business through referrals, networking and through social networks. This will help me find more leads and therefore see to an increase in revenue for the business.

**Relevant:** moving to a cheaper establishment will reduce the operational cost of my business and therefore give room to the growth of profits.

**Time-bound:** I will have increased my profit by the end of the coming three months.

## “I Want To Improve My Response Time to Customer Complaints”

**Specific:** I will improve the response time to customer complaints by increasing my customer service staff from 3 to 8 in the next one year.

**Measurable:** the increase in customer service staff is scheduled to take place within one year. It should bring the number to a total of 8.

**Attainable:** as I plan on moving to a new establishment I will ensure the place has enough room to accommodate the additional staff members I intend to have in the next one year.

**Relevant:** I will find ways to manage the complaints meanwhile in order to maintain the customer base I have and strive to grow the client base even further to match the additional customer service staff.

**Time-bound:** I will have hired the customer service staff by the end of one year

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# Legislation requirements

## Compliance Standards

This project is following the W3C compliance standards and will be checked against the following list:

1 Screen reader compatible web pages.

2 Alt tagged images.

3 Alt tagged tables.

4 Automatic scripting.

5 Stylesheet independence.

6 Accessible forms.

7 Text links to plugins.

8 Inclusive colour schemes.

9 Keyboard friendly browsing.

10 Harmless website design, i.e., removal of seizure creating material.

## Copyright and Intellectual Property

This website is in accordance with the Australian Copyright Act of 1968, covering the 10 areas within the creative fields below:

1. computer programs
2. Artistic works
3. Dramatic works
4. Cinematography films
5. Musical works
6. Published editions.
7. Broadcasts
8. Textual material
9. Compilations
10. Sound recordings

Moreover, these are the primary key points the required to understand the system:

There is no registration system for copyright in Australia.

What this means, is that in Australia, any words that are generated do not have to register with the government for you to claim legal ownership.

Copyright itself, does not protect styles, techniques, information, or ideas.

what this means, is that for copyright to apply there needs to be a prototype or finalized object to be present.

In Australia, copyright protection is free and is automatically applied once the material is created.

Copyright is the legal framework for control of the creations and is a method to incentivize creators to create.

Australian copyright law applies only to actions that take place in Australia come up even if the material is usual created in another country.

The Copyright Act itself, does not cover the following elements,

Ideas, styles, techniques, information, and concepts

An example of this, is if somebody wrote a script to a TV show, this show never gets published, but somebody bases a brand-new script off the core ideas without infringing specifically upon the copyright of the original. Specifically, when dealing with web, a style of displaying information such as layout, font choice, color choice and so forth can be used as long as it doesn't breach another person's copyright.

Names, slogans, and titles

Elements such as name slogans and titles, are considered unlikely to be protected by copyright. In this particular case, to protect such items one would need to trademark to ensure legal protection.

People

Copyright does not protect people and people’s images, however there are other areas of Australian law such as defamation and the competition and consumer act in which a person's image can be used.

## 

## Provisions of Privacy Legislation

This website is in accordance with the 13 Australian privacy principles listed below:

1. Open and transparent management of personal information
2. Anonymity and pseudonymity
3. Collection of solicited personal information.
4. Dealing with unsolicited personal information
5. Notification of the collection of personal information
6. Use or disclosure of personal information.
7. Direct marketing
8. Cross border disclosure of personal information
9. Adoption, use or disclosure of government related identifiers.
10. Quality of personal information.
11. Security of personal information.
12. Access to personal information.
13. Correction of personal information.

## Accessibility and Equity Legislation

This website is in accordance with the Discrimination Act of 1992 and follows the W3C web content accessibility guidelines:

* Perceivable
  1. Provide text alternatives for non-text content.
  2. Provide captions and other alternatives for multimedia.
  3. Create content that can be presented in different ways, including by assistive technologies, without losing meaning.
  4. Make it easier for users to see and hear content.
* Operable
  1. Make all functionality available from a keyboard.
  2. Give users enough time to read and use content.
  3. Do not use content that causes seizures or physical reactions.
  4. Help users navigate and find content.
  5. Make it easier to use inputs other than keyboard.
* Understandable
  1. Make text readable and understandable.
  2. Make content appear and operate in predictable ways.
  3. Help users avoid and correct mistakes.
* Robust
  1. Maximize compatibility with current and future user tools.

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# Layouts/Mockups



