**Web design**

All design must take into account the properties of human beings; for example for the visually impaired, bold fonts and colours and stronger contrast is necessary.

Effectiveness: does the system do what it was designed to do and does it allow people to accomplish what is needed

Efficiency: how easy is it for someone to gain a high level of productively using the system

Safety: the system must prevent human error and the cause of serious issues

Utility: the system must be provided with appropriate functions to enable the users to carry out all the tasks efficiently, the user will need to be able to go back and redo what they have done/entered.

Learn ability: make the system easy to use, ease for novice users

Memorability: the system needs to be easy to remember and provide support to help users remember how to do the tasks. Bad design requires a user to remember too much for too long.

Disability: there are ½ million blind people in the UK and 2 million with sight defects how will they use the site?

**Guidelines for website**

• Know the user population (target audience) – speak their language

• Reduce cognitive load – provide computer aids such as online check lists and summary displays

• Engineer for errors – use clear error messages, use of undo buttons

• Maintain consistency and clarity – use a consistent design, present all data and error messages clearly, have the same thing in the same place on all pages, do not over use animation, use good navigation

Only use well know abbreviation such as ISBN

Use short simple sentences

Begin with the main topic e.g.DO To start the print sequence press P, choose your printer and specify the print options

DON‟T Press P, choose your printer and specify the print options to start the print sequence

Use affirmative statements e.g. DO Clear the screen before entering data

DON‟T Do not enter data before clearing the screen.

Use active sentences DO Press P to print file

DON‟T The file is printed by pressing P

Use standard informal language, refer to the computer as the 3rd person, and always use please

Use colours sensible; do not overload the page with random colours – remember the cultural links to colours and colour blind people maybe have a high contrast version? Black and yellow?

Navigation

The users should know:

• Their current position (e.g. breadcrumbs)

• What they can do at this current position

• Where can they go next (i.e. the alternatives and what happens there)

• Where have they just been (default colours for visited links)

Pages

Homepage: - clear description of what the business does, have summary of items select; allow the user to search for the CDs that they want to purchase e.g. a search bar that links to the CD page. Menu bar that matches the other pages, images of latest’s CDs, login and sign up function

Sign up: - fields for required information,

CD/stock: - list of stock, with picture allowing the user to select the ones they want and the quantity that want, could also have an others you may like section? Have the basket on the side to the user can see what they have already added.

Special order:- allow the user to submit a special order form similar to the one in store

Order: - allow the users to buy the products that are in their basket, have a back button so that they can add or remove items, completing this going to checkout

Checkout: - takes the user through the payment process, allowing them to go back at any time.

Account: - allow the user to edit the information on their account, e.g. name, address and email, also allow the user to view previous orders and allow them to track them if they were posted, they could also arrange the return of a purchase if it is faulty.