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| **Implication** | **Explanation as to what the implication is and how it is relevant to your outcome** |
| Social | Not offending anyone. This could be not insulting anybody personally or things that they might enjoy, for example |
| Cultural | Types of spellings etc that’s correct for the language displayed, making sure the development of the website is culturally acceptable as it is tightly linked to culture. This is important as the website is primarily to teach students and teachers about the history of different areas on the North Shore, and as Māori culture and beliefs play a huge part in that history, it should be displayed properly and appropriately. |
| Usability | 5 Usability Heuristics most relevant to this webpage development:     * User control and freedom   Allow the user to have a clear exit from any unwanted states, such as going back to the home page or leaving a certain part of the webpage without having to go through multiple clicks or menus. This allows the user to have more control over the webpage and more effectively get things out of it, this is relevant to the development of my outcome as the students/teachers will need to learn information from the site, so staying on wanted pages is important.     * Consistency and standards   Keep layouts of navigation bars and buttons similar so that the user understands the different states of the design better, meaning they can understand the purposes of different aspects around the design. This is important so that the students/teachers can learn how the site works and use it more effectively.     * Recognition rather than recall   Follows trends or basic ideas of design where the user can understand the purpose of different things from memory instead of having to figure them out, such as commonly used ‘home’ buttons or actions, options and objects that are familiar. This is important for the user to navigate the site more enjoyably.     * Flexibility and Efficiency of use   This could be a fixed header/navigation bar so that the user always has options to change the design state and easily be repeated (with minimal scrolling for example). Things that can speed up the interaction with the user are important as it can aid their experience with your design without them realising or low distractions. They are different implications that are there to help the user with different tasks.     * Aesthetic and minimalist design   Make sure that the site lacks distractions such as colours, images or unreadable text making it harder for the user to focus on the true purpose of the site. Although it should still be visually appealing to attract the user, the design should not negatively alter the way they can interpret the information or have unnecessary content distracting them. |
| End user considerations | As the end user will be students and teachers (and others who might be interested in the topic), the design should include things that could help them learn, such as removing distracting colours or media and displaying information in an interesting way. |
| Accessibility | Making sure that the design is easily accessible by primarily students and teachers, so large text, eye friendly colours and possible translations or explanations for certain aspects can help people more effectively access the design. |