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| **Implication** | **Explanation as to what the implication is and how it is relevant to your outcome** |
| Social | The development of a digital outcome should be approached with sensitivity. Avoiding any content that could be interpreted as insulting or being negative on things some people may enjoy is extremely important. A considerate approach where users are respected and enhances their experience is required. |
| Cultural | Types of spellings, language and cultural references used in the creation of a digital outcome align with usual cultural practices, making sure the development of the website is culturally acceptable as it is tightly linked to culture. Cultural norms are openly respected and accepted within the outcome, especially around North Shore’s history. 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 intuitively understands the different states of the website better (and structure of the digital outcome), meaning they can understand the purposes of different aspects around the website. 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 websites 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.  These features are important as it helps the user focus on learning, with minimal distractions.     * Flexibility and Efficiency of use   This could be a fixed header/navigation bar so that the user always has options to change the current 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 website without them realising or low distractions. They are different implications that are there to help the user with different tasks. |
| End user considerations | As the end user will be students and teachers (and others who might be interested in the topic), the website should include things that could help them learn, such as removing distracting colours or media and displaying information in an interesting way, an engaging manner that supports their educational needs. |
| Accessibility | Making sure that the website is easily accessible by primarily students and teachers, so large text, eye friendly colours and possible translations or explanations for certain aspects can enhance the way people more effectively access the design. |