# Relevant Implications

## Accessibility

A screenshot of a cell phone

Description automatically generatedA screen shot of a person

Description automatically generatedA picture containing food

Description automatically generatedA picture containing food, table

Description automatically generatedA sign on the screen

Description automatically generatedA close up of a sign

Description automatically generatedA close up of a sign

Description automatically generatedThis implication looks at making a website that is able to be used by a wide range of potential users in a wide range of circumstances and technical ability. The two main ways I have addressed this is through the use of alt tags for non-css images and a mobile display. All of my images displayed through HTML (all except the background images as they are unsupported) have an alt text which displays a description of an image if images cannot be loaded on a page. It also means that for visually impaired users utilizing a text-to-speech process they are able to know and understand what the images on my page are of and what their purpose is compared to if they weren’t included then the entire visual aspect of my site would be lost to them. I have also provided a mobile friendly version of my site through the use of CSS @media queries which allow me to change the styling of my page based on the size of the screen. This means that on top of my original website which supports desktop and laptop computers, it is also able to be used effectively on phones and tablets. This is incredibly important as most web users nowadays access sites via their mobile devices on the go so having support for them means that the majority of my web traffic won’t be clicking away due to the site being small and unusable on a tiny mobile display.

## Aesthetics

Aesthetics is mostly concerned with the design, or ‘look and feel’ of a website. It is concerned with making an interface that is appealing and easy to understand in order to enhance user experience. I have addressed this through use of colour scheme and minimalistic design. For my colour scheme I have utilized the tool CANVA to produce a neutral and plain colour scheme. The reason for doing this is because the colours work well in conjunction with each other, they are easy on the eyes and don’t clash. This means that a user is able to focus primarily on the content of the page instead of trying to see past a distracting mess of bright, clashing colours. According to colour psychology, the use of brown is strongly associated with security and protection which is an important message to communicate when dealing with real estate. In conjunction with the soft toned greys and smooth gradients it creates a calm, safe feeling so a user feels comfortable and trusting when browsing my website for houses. I have also made efforts to keep my design as minimalistic as I can. The most prominent examples of this are where I have additional content that is initially hidden which can be expanded by a user if they wish. This can be seen in my additional options for my search and in my info and agent cards. If all of these items were ‘expanded’ initially then there would be a lot of information on the page for a user to digest which will probably confuse or overwhelm them. By having only the most important content initially visible it creates a much cleaner, calmer interface while still allowing A picture containing photo, player

Description automatically generatedA screen shot of a person

Description automatically generatedA close up of a sign

Description automatically generatedA screenshot of a video game

Description automatically generatedmore information and options to a user if they desire it.

## Intellectual Property

Intellectual Property addresses adequate rights and licensing of media and other products used on and in the creation of my website. I have made sure I have not violated or stolen intellectual property through the creation of my website by ensuring all of my medias are under creative commons (CC) licenses and that all software is either free to use or has been purchased legally. The methods I have used to ensure this for my media is by using combined google search criteria (returning only results with CC licensing) and through websites such as Pexels and Pixabay which provide free to use images with no crediting required. This ensures that my images have been obtained and used legally so the company won’t face any copyright lawsuits for use of improperly licensed images without permission. I have also ensured that the software I have used in the creation of this project (eg. Google Chrome, Atom, and various plugins) have all been free to use and open source. This means that I have not obtained or used any licenced software without permission or paying for it which respects the intellectual property of those who created and are selling the software because I am not stealing their work.