

Web Ethics

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User Code of Conduct

- Respect other users
 - No cyber bullying
 - No hacking
 - Don't post on behalf of others
 - Post as if face to face
- Don't share personal data with strangers

User Code of Conduct

- Promote social responsibility

Legal Ethics – Business Perspective

- Respect Intellectual Property (IP)
- Observe data protection laws and storage
 - Don't access accounts without permission
 - Don't pass data to third parties
- Clear Internet Privacy and Cookies Policy

Legal Ethics – Business Perspective

- Use only age appropriate content and advertisers
 - No annoying pop ups or ads with links to malware
- Freedom of expression, but need to censor if offensive, abusive, libelous etc
 - Add ability to report issues

Legal Ethics – Business Perspective

- Act with integrity, use warnings
 - eg: online gambling “when fun stops STOP”

WHEN THE **FUN** STOPS 

gambleaware.co.uk

18+

Legal Ethics – Business Perspective

- Don't mislead... be honest
- Promote corporate responsibility

Designer & Developer Principles

“55% of users spend less than 15 seconds on a website”

Time.com

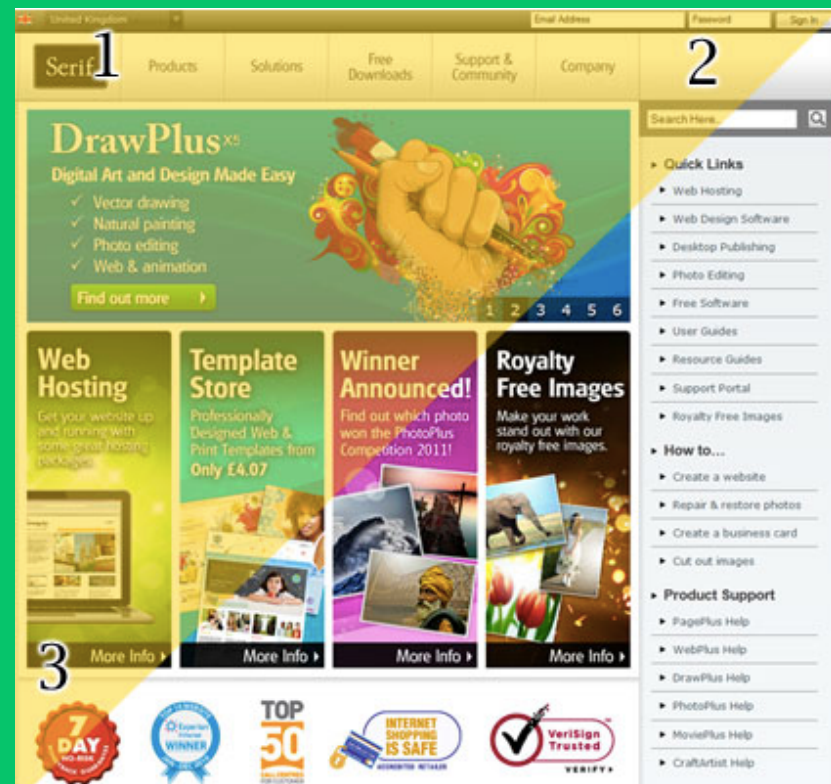
- Suitability
- Usability
- Readability

Designer & Developer Principles

- Suitability
 - engage TA / users with appropriate tone and content
 - use themes to evoke brand/product/service
 - consider image/photograph to text ratio
 - use of graphics and multimedia if applicable
 - style of navigation
 - simplicity

Designer & Developer Principles

- Usability
 - Use web layout conventions, golden triangle for hotspots, “above the fold”
 - Keep content in same place for each web page
 - Use recognisable control symbols and icons



Designer & Developer Principles

- Readability
 - Use legible font sets
 - colour and contrast
- Develop for multiple browsers, and media players eg: tablets, mobile
- Design and develop for high and low screen resolutions and slow processors
- Find out about spec of your average user

Be User Friendly...

- Accessibility
 - Easy and intuitive to navigate
 - No dead ends, always one click away from home
 - Include site map and search function
- Consider likelihood of disabilities in your TA
 - use off white b'grds and sans serif fonts for dyslexics
 - Adjustable font size for partially sighted
 - Problem colour combinations for colour blindness, eg red/green
 - Keyboard navigable for physical disabilities