• RELEVANT IMPLICATIONS •

SOCIAL

WILL IT HAVE A POSITIVE SOCIAL IMPACT?

Does it (mis)represent any social group?

Could it cause offence to anyone?

Could it stigmatise or stereotype?

Does it appeal to all social groups?

Consider age / gender / ethnicity

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INTELLECTUAL PROPERTY

WHO OWNS THE IDEAS, IMAGES AND TEXT?

Trademark and Copyright law
Have you protected your IP?
Who owns the ideas, images and text?

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ACCESSIBILITY

CAN ANYONE ACCESS IT ON ANY DEVICE?

Is it accessible for:

dyslexic / colourblind / autistic /
impaired vision / disabilities

Can it be accessed on different devices?

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FUTURE PROOFING

CAN IT BE KEPT UP TO DATE?

Is it easy to update?

Can it automatically update?

Can it be expanded and improved?

Does it need an expiry date?

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ETHICAL

IS IT MORAL? IS IT RIGHT?

Could it cause anyone harm?
Is it violent or pornographic?
Does it encourage responsible choices?
Does it exploit users?

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PRIVACY

IS DATA KEPT PRIVATE?

Have you kept personal data safe?
Are you sharing personal information?
Do you need permission from people in images?

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END USER

WHAT SPECIFIC NEEDS DOES YOUR END USER HAVE?

Does it do what the user needs?
Suitable language and reading level
Appeal to the right demographic
Accessible on the right devices

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AESTHETICS

DOES IT LOOK GOOD?

Does it appeal to the right audience?
Does it follow design conventions?
Does it convey the right image?

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LEGAL

DOES IT OBEY ALL RELEVANT LAWS?

Copyright and Intellectual Property
Harmful Digital Communications Act
Data Protection / Privacy / Libel

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FUNCTIONALITY

DOES IT WORK WELL?

Does it load quickly?
Are there glitches or bugs?
Do all the links work correctly?
Will it work on all browsers and devices?

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USABILITY

IS IT EASY TO USE?

Does it follow the Usability Heuristics?
Can the user avoid and correct errors?
Does it use recognised conventions?
Does it match the real world?
Is the system status visible?

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CULTURAL

IS CULTURALLY APPROPRIATE?

Appropriate use of Te Reo Māori with correct spelling / punctuation / macrons

All cultures treated fairly

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HEALTH & SAFETY

IS IT SAFE?

Is it safe to use?
Does it encourage safe practice?
Should you include warnings?

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