# Relevant Implications Resource

When you design a digital outcome you make choices. These choices have **implications** (possible future effects or results) for the developer, for the end user and for wider society.

Your choices obviously have implications for how the outcome looks and functions, but there are other implications that may be relevant too. Depending on the kind of digital outcome you are making, different implications will be relevant.

The success or failure of your outcome depends on how well it addresses the relevant implications.

### Aesthetics

Aesthetics is about the looks and attractiveness of a digital outcome

If your website is unattractive, lacks style or looks out of date then it will not be popular

[Terrible-looking websites](https://www.elegantthemes.com/blog/resources/bad-web-design-a-look-at-the-most-hilariously-terrible-websites-from-around-the-web)

### Cultural

Your website might look great, but it will probably fail if it doesn’t respect all cultures or misunderstands a culture

[Coke's New Zealand Blunder - Hello, Death](https://www.stuff.co.nz/business/107881064/cokes-hello-death-blunder-goes-viral)

### Social

Your website will not be successful if it is racist, sexist or homophobic, or treats any group of people unfairly.

If you break the rules of spelling and grammar, your outcome might look very silly.

[Apple Health app fails women](https://splinternews.com/apple-has-a-lady-problem-the-new-version-of-healthkit-1793846504)

### Legal

A website needs to follow all relevant laws, including copyright law, the Fair Trading Act, the Harmful Digital Communications (cyberbullying) Act.

[Photographer accidentally breaks conservation laws with photobook](https://www.stuff.co.nz/environment/114191801/photographer-accidentally-runs-afoul-of-conservation-rules-with-pics-of-mt-taranaki)

### Ethical

Even if your website doesn’t break the law, it won’t be successful if it breaks people’s moral codes. A website that encourages or glorifies bad behaviour, bullies people or mocks deeply held beliefs might come in for harsh criticism.

[Junk food websites target children](https://www.stuff.co.nz/life-style/food-wine/89491906/unhealthy-food-websites-targeting-children-auckland-university-study-suggests)

### Intellectual property

If you create digital media, such as images, text or video, then you automatically own the copyright to that material and you might need to protect it. If you use images, text or media that someone else made, you’d better make sure you are licenced to use it; you might need to attribute it, too.

[National Party in trouble for using song copied from Eminem](https://www.stuff.co.nz/national/politics/111395649/copyright-claim-in-supreme-court-for-ripoff-of-eminems-lose-yourself)

### Privacy

If you are collecting any data about your users, or storing any data to be accessed by your users, you need to make sure that you respect the privacy of the people involved.

[Privacy breach causes website shutdown](https://www.stuff.co.nz/business/90307451/looksee-wellington-privacy-breach-forces-website-shutdown)

### Accessibility

Can people with diverse needs use your website? If your users include people with physical disabilities, people with low vision or colour blindness, people with dyslexia, or autistic people, then you might need to take steps to make sure they can.

[Disabled demand more from Apple](https://www.stuff.co.nz/technology/gadgets/60142239/)

### Usability

It is important that any interactive digital outcome (like a website or app) is easy to use. You can achieve this by sticking to the 10 Usability Heuristics

[Disasters caused by poor usability](https://www.cracked.com/article_19776_6-disasters-caused-by-poorly-designed-user-interfaces.html)

### Functionality

Digital outcomes need to work correctly every time, without glitches, errors and faults

[15 Worst Computer Software Blunders](https://www.intertech.com/Blog/15-worst-computer-software-blunders/)

[10 Software bugs with major consequences](https://royal.pingdom.com/10-historical-software-bugs-with-extreme-consequences/)

### Sustainability and future proofing

Is there content on your website that could go out of date? Could the way you store data become obsolete?

[New Plymouth parking system obsolete after just 5 years](https://www.stuff.co.nz/taranaki-daily-news/news/100190456/new-plymouths-million-dollar-parking-system-out-of-date-after-just-five-years)

[Digital Domesday Book last 15 years](https://www.theguardian.com/uk/2002/mar/03/research.elearning)

### End-user considerations

Your end-users will have their own individual needs. You should know exactly who your end-users are and what they need. If your end-users are children or school students, they may need age appropriate content.

[Display for dyslexic people ironically not accessible to dyslexic people](https://drive.google.com/open?id=1zvuH1WafsfZMG2UIRzIsoF_3DaQfV0oP)

### Health and safety

Your digital outcome could be dangerous if it gives bad health or safety advice, encourages risky behaviour or is likely to be used while driving.

[Dangerous health advice on Goop website](https://www.huffpost.com/entry/goop-false-health-claims_n_58a34e7ee4b03df370dac7d0?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAETVztImIq820LYhO6acQ3EjhF8wXTcASxDcOfYhnVlLRSBMAbJ9w0Q2hioyYKoa8Y41obTdjP4djC_s7a_F9AlEcuxCVxIrHlB7yBQ8fZdjzVF7LFirJ48qRsdjMroWqFkYT0RpNJgXtwb-pOKw_BhI8H7XfEJWzbVViQ05WH_T)