

**PRINCIPLES, DEFINITIONS, AND STANDARDS  
APPROVED BY THE INTERNET "LOOK AND FEEL" TEAM  
as of March 5, 1998**

The Internet "Look and Feel" framework is an outline used by the team to guide standards development.

**Principles approved by the team based on the roman numeral items of the framework:**

Principle 1 -

Informational Postings Web Sites should be easy to locate.

Principle 2 -

Information within an Informational Postings Web Site should be easy to locate.

Principle 3 -

Information across Informational Postings Web Sites should be consistently displayed.

Principle 4 -

Information across Informational Postings Web Sites should be easy to download.

Principle 5 -

Display space for content on Web sites should be maximized.

Principle 6 -

On the Web sites, the use of scrolling, especially left to right, should be minimized.

**Definitions approved by the team based on items under the framework:**

Definition 1 -

"Informational Postings" is the term that identifies common information, which would include the five required postings under Standard 4.3.6.

Definition 2 -

"Download" is the term used to describe the retrieval of information from a Web site in a format suitable for storage.

Definition 3 -

"Display" is the term used to describe the typical visual presentation derived by a browser as a result of retrieval of information from a given URL.

Definition 4 -

"Printing" is the term used to describe the typical printed layout derived when a document is printed from a display tool (browser, word processor, etc.).

Definition 5 -

"Site Map" is the term used to describe a Web page of URL links, which resembles a table of contents or directory tree structure, of categories and subcategories of information.

Definition 6 -

"Central Address Repository" (CAR) is the term used to describe: 1) the Web site providing links to all Transportation Service Providers' Informational Postings, and 2) the entity administering and maintaining the above Web site and repository.

**Standards approved by the team based on items under the framework:**

Standard 1 -

"Informational Postings" should be the label used for navigation to or within the Web site.

Standard 2 -

Transportation Service Providers should provide and keep current the addresses (URLs) for the following to the Central Address Repository (CAR) in a CAR specified format:

- Informational Postings
- Site Map
- Affiliated Marketer Info.
- Capacity
- Index of Customers
- Notices
- Tariff

Standard 3 -

The Central Address Repository should make available a consolidated repository of the Transportation Service Providers' current URLs listed in Standard 2 in two ways: 1) a vehicle to link to sites and categories, and 2) a downloadable list.

Standard 4 -

A user ID or password should not be required to access the Central Address Repository or the Transportation Service Provider's Informational Postings.

Standard 5 -

The categories and the labels for Informational Postings required under Standard 4.3.6 should be as follows:

- Affiliated Marketer Info.
- Capacity
- Index of Customers
- Notices
- Tariff

These categories and labels should appear in the order specified above and before any others.

Standard 6 -

The Site Map should be the last category of Informational Postings and should be labeled "Site Map".

Standard 7 (withdrawn)

Standard 8 -

The subcategories and labels for the categories of Informational Postings should be as follows:

- Affiliated Marketer Info.
  - Capacity Allocation Log (when applicable)
  - Discount Offers
- Capacity
  - Operationally Available
  - Unsubscribed
- Index of Customers
- Notices
  - Critical
  - Non-Critical
- Tariff
  - Title Page
  - Table of Contents
  - Preliminary Statement
  - Map
  - Currently Effective Rates
  - Rate Schedules
  - General Terms and Conditions
  - Form of Service Agreement
  - Entire Tariff
  - Sheet Index

Standard 9 -

Where a General Terms and Conditions Table of Contents exists, the categories within the subcategory General Terms and Conditions should be the items listed in the General Terms and Conditions Table of Contents.

Standard 10 (failed)

Standard 11 -

The Transportation Service Provider's Informational Postings Web Site should include the name, nickname, or name abbreviation of the Transportation Service Provider so that it will appear first in the browser title bar.

Standard 12 -

The Site Map should be provided in the content area and should include links to all levels of categories described in Standard 5 and Standard 8. Each level of category and subcategory

should be indented to show its relationship and should be presented in text form to best utilize space.

Standard 13 -

Transportation Service Providers should provide search for a word or phrase within the text, headers, and footers of the entire tariff and within any of the following tariff subcategories: 1) Rate Schedules, 2) General Terms and Conditions, and 3) Form of Service Agreement. The results of the search should provide a list of links to the pages containing the word or phrase. "Search" should appear as a link and be labeled as such, appearing immediately above the Site Map link.

Standard 14a -

The "Notices" category (as shown on the left\*) should expand to a list of subcategories (on the left) when clicked; there is no display requirement on the right\*. Each subsequent level of subcategory should expand to display (also on the left) the associated sub-subcategories. When clicked, each of these subcategories and any sub-subcategories within them should display a list of notices for that category (sub or sub-sub) on the right\*.

\*Within this standard, the left refers to the navigational area and the right refers to the content area.

Standard 14b -

For the subcategories of Notices, the first five column headings in the content area should be Notice Type, Posted Date/Time, Notice Effective Date/Time (and Notice End Date/Time, when applicable), Notice Identifier (optional\*) and Subject, with the list sorted in reverse chronological order by Posted Date/Time.

\*When used as a reference, the Notice Identifier should be displayed.

Standard 15 -

The links to categories of Informational Postings should be displayed vertically on the left-hand side of the screen at all times.

Standard 16 - (tabled)

Standard 17 - (tabled)

Standard 18 - (tabled)

Standard 19 -

Each line of the tariff "Table of Contents" should provide a link to a corresponding sheet by clicking on the sheet number shown. The subcategories Currently Effective Rates, Rate Schedules, General Terms and Conditions, and Form of Service Agreement should provide either a table of contents or a similar breakdown, when applicable, and a link function to a corresponding sheet. For example, if "General Terms and Conditions" has a separate table of contents, it should provide corresponding links.

Standard 20 -

For tariff documents, "previous" and "next" links should be displayed at the top of each HTML document. If the "previous" and "next" links may scroll off the display, they should also be provided at the bottom of the HTML document.

Standard 21 - (tabled)

Standard 22 - (tabled)

Standard 23 - (withdrawn)

Standard 24 -

The following categories and subcategories should be downloadable in tab-delimited ASCII format:

- Capacity Allocation Log
- Operationally Available Capacity
- Unsubscribed Capacity
- Index of Customers

#### **Request for insertion in the Explanatory Comment in the Implementation Guide**

For purposes of GISB standards, Uniform Resource Locator (URL) is as defined by the Internet Engineering Task Force (IETF).