# Duke Energy's Proposed "Common Look and Feel" Standards for Posting Non-Transactional Information on a Transportation Service Provider's Web Site 08/13/1997

Duke Energy introduces the following "strawman" in response to the GISB request number R97102 to provide "common look and feel" standardization for posting non-transactional information on a Transportation Service Provider's Web site. This request was issued by the GISB Executive Committee on June 11, 1997, and the precedent resolution was expressed by the GISB Board of Directors on May 13, 1997:

**Be it resolved that the GISB Board of Directors requests the GISB Executive Committee to further evaluate such standards as are necessary to ensure that the five postings in GISB Standard 4.3.6 version 1.1 are implemented by Transportation Service Providers in a consistent and user friendly manner including the development of common Web page structures, viewing formats, nomenclature, logon procedures, and download capabilities.**

In addition to the objectives stated in the resolution from the Board of Directors, Duke Energy has considered several other principles in developing a model and related standards for "common look and feel". Duke considers these principles essential in introducing a reasonable level of technology which will be used to design Web sites given the rapid pace in technology advancement and diversity of implementers and users in the gas industry:

- design for the "most common" denominator with respect to the client technology used to ensure access to a wide range of users.
- design a model that can be implemented with a variety of development tools in terms of cost and sophistication.
- design with the future in mind, enabling modifications and additions as needs in the industry evolve.

In an effort to address the key objectives listed in the resolution and the additional principles Duke Energy deems vital for the gas industry, Duke Energy proposes the following standards for implementation of the requirements under GISB Standard 4.3.6 for non-transactional information provided on the transportation service provider's FERC-mandated World Wide Web site. To better understand what is described in the points provided below, please visit Duke Energy's FERC-mandated Web site at **http://www.panenergy.com/gaspost**.

1. Features provided in Hypertext Markup Language (HTML) 3.2 will be supported as a minimum for the Web site. The frames feature, considered desirable for navigability and supported by most browsers in the user community, will be derived from HTML 4.0 which is the new proposed standard from the World Wide Web Consortium.

2. The use of frames for navigation and displaying of information in a browser will be used as follows:
    - The top, or "general frame", will contain the company name or identifying logo for the company. If a parent company provides more than one subsidiary's FERC-mandated information on the Web site, the hyperlinks to such subsidiaries' pages will be contained in this general frame. Otherwise, the general frame is to be used by the transportation provider as desired.
    - The right side of the screen, or "content frame", will be for content display.
    - The left, or "navigation frame", will contain GISB-defined links for a company's non-transactional data appearing in the content frame.

3. Page navigation for tabular lists or individual documents displayed in the content frame will be displayed at the bottom of the content frame.

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4. The Web site will not require applets or plug-ins to execute on the client PC to enable the user to view the required postings.

5. The background for the content frame will be non-textured white with black text for displaying documents.

6. Text as an alternative for graphic images will be required when graphic images are used in the HTML pages.

7. Access to the non-transactional information posted on the Web site cannot be denied to the general public by the transportation service provider.

8. The download format, other than HTML, for individual documents presented on the Web site shall be ASCII. The download format, other than HTML, for tabular information presented shall be tab-delimited ASCII.

9. Areas of standardization to be determined in the GISB process for the navigation frame:
    - Common nomenclature for the mandated hyperlinks to non-transactional data will be established by the appropriate GISB task forces.
    - A standard categorization shall be established that determines under which hyperlink a particular group of documents may be placed.
    - A beginning level of mandated hyperlink structure shall be established and the levels for drill-down shall be determined.
    - A standard order and grouping of the mandated hyperlinks that are listed shall be determined.
    - A company may choose to present information in the navigation frame which is not mandated. Mandated hyperlinks will be presented first in order, followed by a divisor symbol to separate the non-mandated hyperlinks.

**Specific Features / Restrictions**
**Duke Energy Considered**
**for the Model Web Site**
**08/13/1997**

The Use of Frames -

- Frames allow for ease of navigation. The user can scroll down in the content frame on the right without losing the original position in the navigation frame on the left or lose the company identifier or any cross-company links provided in the top frame.
- Printing and saving a text file from just one section of the Web page is provided for if it is sectioned into a frame. This will be very helpful for the users who want to print or save a text version of a document appearing in the content frame, but when viewing the content online, can still see links to other information published on the Web site.

Use of Color and Graphics -

- Color-cueing should not be used to delineate information. Specific colors have no implicit meaning and are of little value in providing distinction or categorization of information to the color-blind.
- The colors to be used for the content frame for presenting the mandated information shall be limited to a solid white background with black text to provide a crisp appearance of text. This restriction would save time on loading newly selected information in the content frame since the information shown in this frame is likely to change often. Also, the high level of contrast would provide more readability for the color-blind. An introductory page presented in the content frame when the company's Web page first appears may be an exception.
- For the navigation frame on the left or the general frame at the top, a color and/or textured background may be used at the discretion of the transportation service provider since these two areas will be cached for re-use and not adversely effect the loading of newly-selected information.
- Special colors or graphics may be used for the company logo in the top frame and for the links to the various pipeline subsidiaries to allow for creativity at the site.

# Attributes Duke Energy Found Desirable at Other Web Sites
# 08/13/1997

A predictable pattern for the site layout from page to page provided easier navigation for the user.

Navigation to other topics was more easily found and understood when appearing to the left of the detail or content area, not at the bottom of the content area.

The use of frames allows for leveraging of Windows technology. When a user scrolls down in one frame, the other frames remain stationary.

Page navigation appearing at the bottom of the page being scanned was more logical for functions such as next, previous, etc. and common among existing Web sites.

Consistency in format of headers for documents appearing at the top of document pages being displayed was less confusing.

Consistent position, naming, and function of navigation links (hyperlinks) provided ease of use.

Consistency in the use of font types and sizes made the site easier to scope visually.

Consistency in the use of colors in the text and background colors and texture made the site easier to follow.

Where there was a considerable amount of text, white was the best choice for background color with black text on top. The text was more readable against the white background.

Careful, limited use of color made for a simpler application to absorb mentally and quicker to load on the client PC.

Limiting the heavy use of graphics or animation to the entry pages of the Web site was less distracting.

Reuse of graphics in Web page design saved time in loading pages on the client and took advantage of the caching of already viewed graphics.

An interlaced gif or progressive jpeg allowed text to appear first and allowed for fading in of the whole image as it loaded.