

# FRAMEWORK FOR INTERNET “LOOK AND FEEL” STANDARDIZATION

Revised 12/12/97

- I. Ability to Easily Locate TSP’s “Informational Website”
  - A. Use same term for common information which would include the five required postings under Standard 4.3.6
    - **Informational Postings** will be used as the term for common information which would include the five required postings under Standard 4.3.6.
  - B. Provide access to common URLs for TSPs above-mentioned Websites from one Website (URL)
    - Access current URLs for TSP’s above-mentioned Websites from one Website (URL). This site would also link to each document category within each TSP. This site would further include links for TSP site maps.
  
- II. Ability to Easily Locate Information Within TSP’s Website
  - A. Use common terms and common order for categories of information, e.g., notices, capacity, affiliate information, index of customers, and tariff
    - Use the following five terms alphabetized for categories of information: affiliated marketer info., capacity, index of customers, notices, tariff.
  - B. Visually group together the common terms for the categories of common information
    - Visually group together the common terms for the categories of common information ahead of the other categories displayed.
  - C. Provide a “site map” (table of contents) section using above common terms and categories
    - Topics for discussion on site map at next Internet “Look and Feel” Team meeting: site map location, site map content, site map visual presentation format, site map navigation
  
- III. Ability to Easily Read Information Across TSP’s Website
  - A. Display name of the applicable TSP clearly at all times
    - Ask the Future Technology Task Force to come up with guidelines for implementation of displaying the name of the applicable TSP clearly in the upper one third of display at all times.
  - B. Whenever links to categories to information are displayed on the monitor they should appear in the same general area of the display.
    - The links to categories of common information should be displayed vertically on the left-hand side of the screen.
  - C. Define both the minimum and the optimum technical characteristics and guidelines for the developer and user of the site
    - Ask the Future Technology Task Force define both the minimum and the optimum technical characteristics and guidelines for the developer and user of the site.
  - D. Maximize display space for content