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Pesticide Risk Tool Policy on Website Look and Feel

Goal: Ensure project website reflects the interests and aesthetic preferences of our diverse user group, providing rich content in an easy to navigate format.

General Policies:

1. Content: The website will provide three types of content: 1) The core tool for calculating risk assessments for pest management scenarios, along with all the underlying data tables required to estimate risk indices and risk index documentation; 2) Information on data sources and methods to measure IPM adoption and pesticide use and risk, including documentation on and applications of the models incorporated in the tool; and 3) general project information (e.g. team members, sponsors, goals, events, etc.) and the results of completed tool applications, when available for posting; 2. Simplicity: Use of the core tool will be as intuitive and user friendly as possible, including the shortest possible paths to key features. Given that many of our users may not be well versed in computer technology, we will seek grower input at all stages of development to ensure a user friendly design.
3. Aesthetics: Our primary users will be growers and other agriculture professionals, therefore the website will represent an agricultural, as opposed to an academic, aesthetic. The colors will be earth tones, and the main navigation pages will avoid unnecessary text.
4. Advertising/Solicitation: The website will acknowledge contributors to the project. The website will also contain solicitations for contributions from users. Advertising will be low-key and not interfere with usability or aesthetic.
5. Customizability: User login and customized workspaces will provide continuity to returning users.
6. Quality of Service: The webpage will use technologies including AJAX to ensure user is not frustrated by waits and page-flashes on updates.
7. Interoperability: The webpage graphic designer will use technologies that are interoperable with the other tiers of the overall web application. The webpage must be interoperable with Microsoft ASP.NET technologies that are optimized for presentation of query results.