



London Cycle Hire Scheme

Schedule 2

Service Systems and Back-Office Statement of Requirements

Appendix 9 – New Media Web Guidelines for Suppliers

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Transport for London
Website Guidelines for Suppliers
for externally hosted sites

Author: Group New Media

December 2008
Version 1.2

Website guidelines and development standards for externally hosted sites

All website development must conform to the TfL Group New Media development guidelines, available at <http://extranet.tfl.gov.uk/newmediatoolkit/>, and use the relevant page templates.

Below are some key highlights of the development toolkit

- **Accessibility:** All TfL online content must uphold, as a minimum standard, level 'AA' of the WAI's Web Content Accessibility Guidelines (WCAG 1.0). The templates provided by TfL in the toolkit are designed to this standard. The rendered pages must be W3C validated; XHTML 1.0 Transitional minimum. Further details are available in the toolkit. An accessibility test will be run by TfL.
- **Usability:** TfL mandate the use of an independent user experience consultancy delivered through Group New Media in the pre-design phase to derive customer needs and also during the development of the website to validate those needs are being delivered.
- **Design:** Global HTML templates for TfL websites will be supplied by Group New Media.
- **Security:** All personal data must be gathered securely using SSL. All applications must follow the secure coding guidelines set out by the Open Web Application Security Project. An independent security penetration test will be completed an independent security consultancy appointed by TfL.
- **Load Testing:** If the service is expected to generate significant web traffic, evidence of a load test must be provided to TfL . Group New Media can assist with the provision of this load testing service.
- **Website traffic monitoring:** TfL use the Omniture SiteCatalyst website analytics system for monitoring the usage of our suite of websites. All sites must implement the Omniture Javascript tag in each page. Details are contained within the toolkit.
- **Website domains:** The toolkit contains guidance on the registering of domains.

Development must not be started until you have read and understood the TfL Website Toolkit. Close attention must be paid to these guidelines as your project deliverables will be reviewed and assessed for compliance prior to acceptance.

Detailed information can be found in our development toolkit:

<http://extranet.tfl.gov.uk/newmediatoolkit/>

These web pages are password-protected and a login will be provided by your Group New Media Project Manager.



TfL's website was voted People's Voice Winner in the 2008 Webby Awards