***Broader key factors***

**Ethical** - What is right and what wrong/morals.

**Future Trends** –The way the society is changing, what could be used in the future?

**Design** – User friendly, layout principles, graphic’s used (appropriate) colour, size of fonts, fonts used. Basically what it looks like.

**Legal factors** – Copyright, privacy acts, software licenses, safety.

**Codes of practise** – Appropriate documentation, backup copies, testing files management, integrity of data.

**Innovation** – New ideas, modifying and changing ideas, inventions.

**Cultural** – No racism, Peoples customs, beliefs, values, cultural awareness and respect.

**Environmental** – Ergonomics, physical and emotional surroundings, eg light, ventilation, equipment used.

**Economic** – Anything to do with cost resources available and the use of them.

**Social** - Trends fashion, community, bias, e.g. gender. The feeling we get from other people that may influence our thoughts and behaviours.