Website Evaluation Assignment

Step One:
Visit the *Web Pages That Suck* website and navigate through some poorly designed websites. Focus on the design and navigational structure of the sites.
http://www.webpagesthatsuck.com/

Step Two:
Visit the *Blast Radius* web site and navigate through some well designed websites. Focus on the design and navigational structure of the sites.
http://www.blastradius.com/#/RESULTS/1/

Step Three:
Read through the Page Design and Navigation PowerPoint presentations and you can do some additional research of your own (optional) and make a list (point form is sufficient) of the relevant things to consider when creating a navigation system for a website. List qualities that make a navigation system a good one. What things should you consider when designing a navigation system? Create a second list of things to consider when designing a webpage. What makes for good design? How does color factor into design?

Step Four:
Find two websites that you feel have good design and/or good navigation systems. Record the complete URL (i.e. http://www.sitename.com) of the two websites in the word document you type up.

Step Five:
Describe in 1-2 paragraphs why you think these sites have good design and/or navigation. Support your reasoning with the information you gathered in your research.

Marking Scheme:

<table>
<thead>
<tr>
<th>Area:</th>
<th>Mark:</th>
<th>Out of:</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of relevant considerations in site and navigation design</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Two web addresses and the accompanying paragraphs discussing their design and navigation</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>
The following two forms will assist you in evaluating the Website design and content of a site.

**WWW CYBERGUIDE RATINGS FOR WEB SITE DESIGN**

<table>
<thead>
<tr>
<th>Site Title:</th>
<th>Subject:</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL:</td>
<td></td>
</tr>
<tr>
<td>Audience:</td>
<td>Web Site Developer:</td>
</tr>
</tbody>
</table>

Evaluate the Web site you have selected according to the criteria described below. Circle "Y" for "Yes", "N" for "No", "NA" for "Not Applicable".

1. **Speed**
   - A. The homepage downloads efficiently.  
     | Y | N | NA |

2. **Home page**
   - A. The homepage is attractive, has strong eye appeal.  
     | Y | N | NA |
   - B. You can tell where you are immediately (clear title, description, image captions, etc.)  
     | Y | N | NA |
   - C. There is an index, table of contents, or some other clear indicator of the contents of the site.  
     | Y | N | NA |
   - D. Site sponsor/provider is clearly identified.  
     | Y | N | NA |
   - E. Information/method for contacting sponsor/provider is readily available.  
     | Y | N | NA |
   - F. Copyright date or date site was established is easy to determine.  
     | Y | N | NA |

3. **Ease of navigation**
   - A. User is able to move around within the site with ease.  
     | Y | N | NA |
   - B. Directions for using the site are provided if necessary.  
     | Y | N | NA |
   - C. Directions are clear and easy to follow.  
     | Y | N | NA |
   - D. The links to other pages within the site are helpful and appropriate.  
     | Y | N | NA |
   - E. Internal and external links are working properly (no dead ends, no incorrect links, etc.)  
     | Y | N | NA |

4. **Use of multimedia**
   - A. Each graphic, audio file, video file, etc., serves a clear purpose.  
     | Y | N | NA |
   - B. The graphics, animations, sounds clips, etc., make a significant contribution to the site.  
     | Y | N | NA |

5. **Browser compatibility**
   - A. Site is equally effective with a variety of browsers such as Netscape and Internet Explorer.  
     | Y | N | NA |

6. **Content Presentation**
   - A. There is sufficient information to make the site worth visiting.  
     | Y | N | NA |
   - B. The information is clearly labeled and organized.  
     | Y | N | NA |
   - C. The same basic format is used consistently throughout site.  
     | Y | N | NA |
   - D. Information is easy to find (no more than three clicks, for example).  
     | Y | N | NA |
   - E. Lists of links are well organized and easy to use.  
     | Y | N | NA |

7. **Currency**
   - A. The date of last revision is clearly labeled. Date last revised  
     | Y | N | NA |
   - B. Out-dated material has been removed.  
     | Y | N | NA |

8. **Availability of further information**
   - A. A working link is provided to a contact person or address for further information.  
     | Y | N | NA |
   - B. Links to other useful Web sites are provided.  
     | Y | N | NA |

**Totals:**

9. Based on the total of "yes" and "no" answers, give this site your overall rating of:
   - 1 - Very well designed and easy to use,  
   - 2 - Design needs to be improved but site is usable, or  
   - 3 - Poorly designed, difficult to use.)
To determine the worth of the Web site you are considering, evaluate its content according to the criteria described below. Circle “Y” for “Yes”, “N” for “No”, “NA” for “Not Applicable”.

1. First look
   A. User is able to quickly determine the basic content of the site. Y N NA
   B. User is able to determine the intended audience of the site. Y N NA

2. Information Providers
   A. The author(s) of the material on the site is clearly identified. Y N NA
   B. Information about the author(s) is available. Y N NA
   C. According to the info given, author(s) appears qualified to present information on this topic. Y N NA
   D. The sponsor of the site is clearly identified. Y N NA
   E. A contact person or address is available so the user can ask questions or verify information. Y N NA

3. Information Currency
   A. Latest revision date is provided. Date last revised Y N NA
   B. Latest revision date is appropriate to material. Y N NA
   C. Content is updated frequently. Y N NA
   D. Links to other sites are current and working properly. Y N NA

4. Information Quality
   A. The purpose of this site is clear: business/commercial - entertainment - informational - news - personal page - persuasion Y N NA
   B. The content achieves this intended purpose effectively. Y N NA
   C. The content appears to be complete (no "under construction" signs, for example) Y N NA
   D. The content of this site is well organized. Y N NA
   E. The information in this site is easy to understand. Y N NA
   F. This site offers sufficient information related to my needs/purposes. Y N NA
   G. The content is free of bias, or the bias can be easily detected. Y N NA
   H. This site provides interactivity that increases its value. Y N NA
   I. The information appears to be accurate based on user's previous knowledge of subject. Y N NA
   J. The information is consistent with similar information in other sources. Y N NA
   K. Grammar and spelling are correct. Y N NA

5. Further Information
   A. There are links to other sites that are related to my needs/purposes. Y N NA
   B. The content of linked sites is worthwhile and appropriate to my needs/purposes. Y N NA

Totals:

Based on the total of "yes" and "no" answers and your overall observations, rate the content of this site as:
   (1 - Very useful for my information needs, 2 - Worth bookmarking for future reference, or 3 - Not worthwhile coming back to)
Comments: