

Web Design Final – 2008-2009 Semester 1

Student: _____

Web Site Usability Evaluation

Basics

Web site address: _____

Company/Organization: _____

What are the goals for this Web site? Why does the company/organization have a Web site?

What are the goals for any given visitor? When they reach the site, what might they hope to find or do?

Checklist

Complete the following checklist and make recommendations:

Link Color, Behavior and Text

Issue	Always	Sometimes	Never	Recommendations
Link text is meaningful and understandable to users (no “mystery meat”).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Link text is consistent with the titles and headings on the destination pages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Items that are not clickable do not look like links (e.g. underlined, colored, looks like button.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Items that are clickable look like links (e.g. underlined, colored, looks like button).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Links work/are not broken.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Navigation

Issue	Always	Sometimes	Never	Recommendations
All interior pages have a link back to the home page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Navigation is consistent throughout the site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Navigation items are grouped together in an easy-to-find location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Navigation items are distinct from each other so it is obvious how to click one rather than another.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Provided feedback to let users know where they are in the Web site (headings, title, “down state” image on nav bar).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Main navigation is visible without scrolling when the browser is maximized (full screen).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Navigation is easy to learn and takes little thought to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Page Layout

Pages are an appropriate length and do not require significant use of the scroll bar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pages have good alignment of text and images.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pages have good hierarchy: information decreases in importance as you move down the page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pages do not require you to scroll horizontally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pages do not feel “cluttered”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pages have good proximity: things that go together are grouped together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Home Page

All the major Web site pages/sections are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The company/organization name and the purpose of the Web site are clear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Writing is clear and succinct (brief and to the point).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The text contrasts strongly with the background, is sufficiently large, and is easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	