

**CENTRE FOR INSTRUCTIONAL TECHNOLOGY & MULTIMEDIA**

**QMT 323E**

**Project 2: Website Evaluation**

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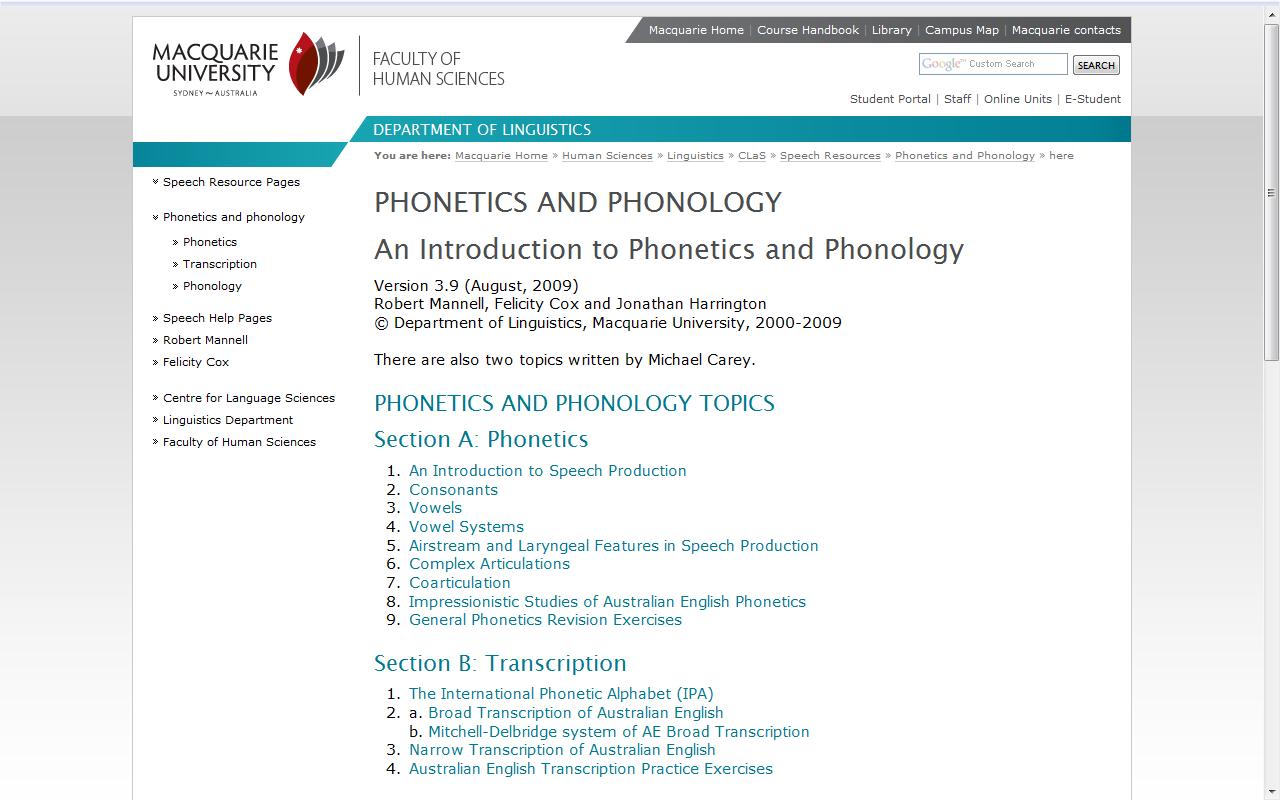
DATE OF SUDMISSION: 27 JANUARY 2011

In order to compare the effectiveness of different website architectures onto user, I have decided to evaluate two different websites based on a same subject: Phonology.

The following websites are websites that I found compatible with how I would like to present my ideas:

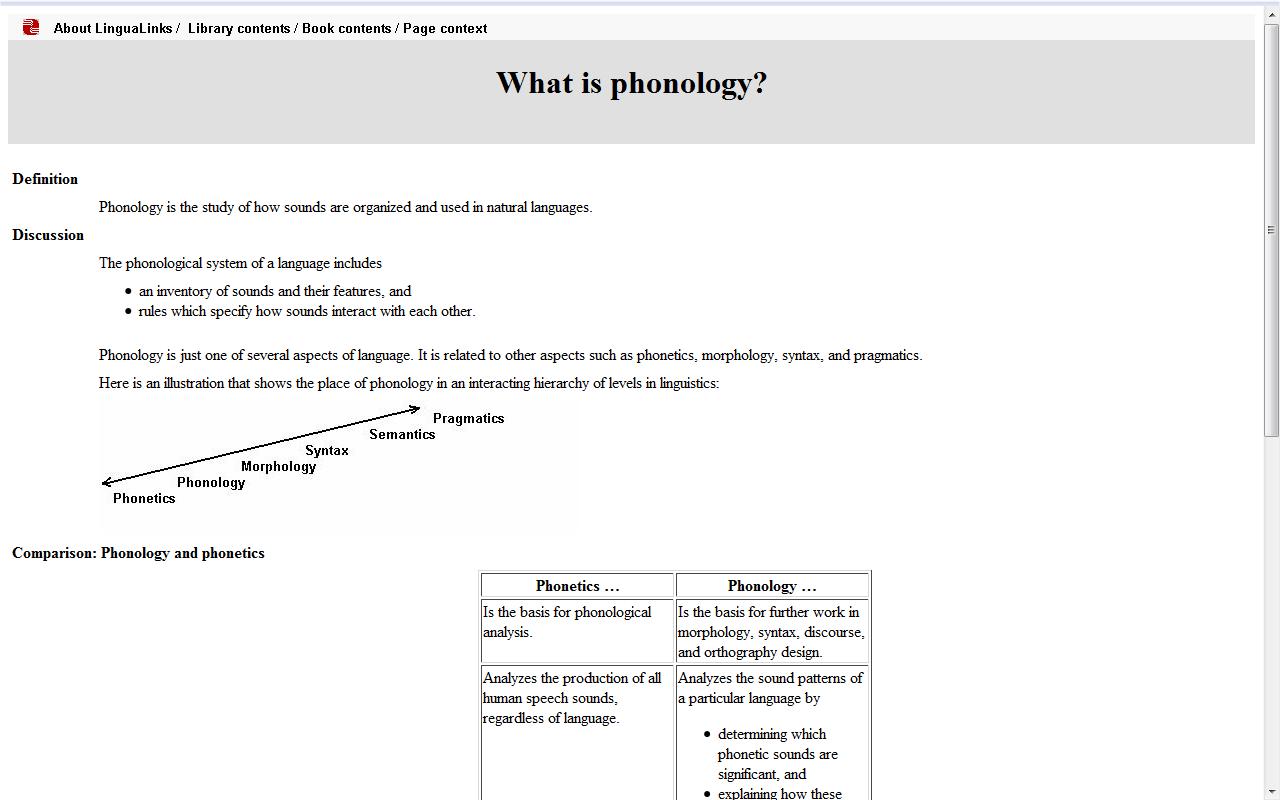
**Good website:**

<http://clas.mq.edu.au/phonetics/index.html>



**Bad website:**

<http://www.sil.org/linguistics/GlossaryOfLinguisticTerms/WhatIsPhonology.htm>



**The Good and Highly Recommended Website**

Content

Intended content has been displayed on the website in a thoughtfully planned manner. Contents are highly recommended for users who do not know what Phonology is since proper English of intermediate level is used. The content has definitely supported site goals as sub-pages were introduced to give extra indication onto phonology.

The format is universal as no plugins are needed to read or to load the complete page. Domain names are not only easy to be memorized, pronounce and spell but easy to be identified, for example, the first domain, speech resources page has introduced the learners to different kinds of phonology in different countries while the second domain brings the users into knowing phonetics and phonology.

Both URLs and page titles are relevant to the content, users can identify what kind of information is displayed in a certain page, for example:

<http://clas.mq.edu.au/phonetics/phonetics/consonants/index.html>

[Page title: consonants]

And

<http://clas.mq.edu.au/phonetics/phonetics/vowels/index.html>

[Page title: vowels]

Naming of the URLs and page title tell the users exactly what they will be exposed to and that they will prepare themselves for the information they are going to learn.

Moreover, sizes of the fonts and the matching of the background colour with font colour enable the users to read the information displayed, hence the texts are definitely suitable to be scanned for online reading. Media files are presented in a professional and mature manner, users are able to sense professionalism in autopsying phonology in this website.

Information Architecture

Content has been carefully arrange and correspond to every single page titles. Information has been organized by the author in a professional manner throughout the website. Since the content is carefully arranged and categorized, users are able to find themselves clicking into the page carrying contents they need.

Navigation Design

Navigation has been designed based on the information architecture, domains are categorized into the correct categories. Moreover, the navigation design has been successfully employed the principle of graphic and interactivity design, correct colours have been used and appropriate linkages are provided to assist users during the navigation. The navigation is design based on a simple but clear and powerful concept, users can easily understand where they are and where they should go next because appropriate linkages have been introduced to the users. Screen design, content and navigation design are completing with one another in a thoughtful way, the screen design is simple but enable users visualize the content they are about to learn from the website.

Screen Design.

The screen design of this website is consistent throughout the site, screen design has only been altered one to two times only to completing the information that is presented in a clearly manner to the users. The screen design has effectively integrated employ principles of graphic and interactivity design which enable the users visualize what are being presented and scan for necessary information.

Since no plugins were attached onto this website, users are able to load the page quickly without wasting their time to wait, crucial information are neatly arranged on the top of the page which helps the users to allocate the information they needed, less vital information is provided at the middle and bottom part of the website. The screen design has used excellent colour palette which not only ensure the fonts are outstanding but also easy for the users to scan for information they wanted, cold and mature colours are combined and used in the screen design to secure the user with a sense of professionalism, making the users believe what they obtaining from the website are proficient. Since simple colours are chosen in the screen design, colour palettes can be loaded by any computers. The screen is definitely printable, since the screen design can be loaded onto any computers, it is also connected to the user’s print setup function and is hence bounded to the

**The Bad and Least Recommended Website**

Content

Intended content has been displayed on the website, however the content appears to be too deep for users to compromise and the language that has been used might not be appropriate for all users. Format of the content is quite universal and possible for all users to load it within a second. However, no domain has been integrated into the website, hence user can only bear with what have been given on the first page.

The text is definitely not written in the user’s language, too many jargonized word or terminology have been introduced in the texts, quite a number of users might not able to understand the intended content. Headline and title are short and precise but users might found themselves lost in the title because the title is too brief and users unable to know what kind of side information they will get in the content.

The font presented might appear to be a little bit too small for users in senior citizen level. Media files such as graphics have only been introduced to give pictorial information on the content but not for screen display intention, thus users might found media files are less appealing and less attractive to them.

Information Architecture

Information is organized from the point of view of an expertise, thus terminology is introduced throughout the website, this might make users find themselves difficult in composing the knowledge they have absorbed from the website.

Vital and crucial points are filled in every single sentence of the website, thus users might find themselves a bit lost and it is hard for them to scan for information they needed from the website. We can conclude that information architecture is not emphasized on this website, crucial information are all clustered within one sentence which make the users feel uneasy and difficult to scan for what they need. Linkages are introduced to lead users to extra information on this website, personally I think it is better to divide the crucial information into domains instead of clustering everything into one single sentence and expect the users to understand what are given.

Navigation Design

The main reason that makes this website a bad website is its exclusion in practising effective navigation architecture. No proper navigation is introduced in this website, information is displayed only on one page in a clustered manner, the facts are not divided into appropriate domains which make the users need to scan for information they want on the first page.

Users might find themselves lost in this website while acquiring information since navigation design is excluded in the building of this website. To give extra information or to lead users to further information, linkages are introduced. I found the linkages are troublesome as well because once you click into the linkages you will have to use the ‘previous’ button on your browser to get back to where you come from.

Screen design is fairly appropriate for the content and users, texts are clear and not vague in a non appealing manner.

Screen Design.

The screen design is consistent throughout the website in a dull and unappealing manner, as a user I am extremely disappointed with the screen design because it failed to arouse my desire to learn the information that has been provided by this website. Principles of graphic design is not strictly emphasized, it appears that the aim of this website is only to display information rather than encouraging users to learn along the way they scan or skim through the provided details about phonology.