**The Good Website**

The website that I have chosen to evaluate on is <http://www.bbc.co.uk/>. I would say that this is a very good website to surf on even for the beginner stage of internet users. I will like to support my argument in the four main areas of the content, the information architecture, the navigation design, and the screen design.

In the area of the content, I think that the website development has done an excellent job in putting almost all the essential news and information of daily lives. The contents are very authentic. Surfers from all fields might use it as the contents are applicable, useful and reliable for most of the important fields in society. For instance, teachers can use the BBC Learning English sources in teaching and fishermen can get the latest updates of the weather forecast. The information collected is being kept confidential and being filtered before it is official posted on the websites. Moreover, the information linked to this website is updated at all time. Hence, you are never left behind the world even if you are glued to computer most of the time. Besides, the font colour and size used are just suitable enough for surfers to differentiate the titles and contents. In the grammatical aspect, the language used is simple yet accurate. Furthermore, it provides good sources of languages learning. Furthermore, there will be a toolbar popped out at the top of the web page for users to evaluate about the website. From here, we can see that the developer is very concern about improving the website for better use.

In the aspect of the information architecture, the content is much organised where you can find the main titles you would like to access at a corner o the main page. The titles are direct and simple. Hence, you can get the relevant links easily. In the area of the navigation design, I think that it is designed quite handy to users though scrolling down is still needed if you need to find out the content of the whole page. To enhance convenience, there is a *‘skip to top’* icon at the bottom of the web page where users can easily get to the top without scrolling. When you access to certain head title for example sports, you will see the word sports clearly at the top of the web page. Hence, you won’t get lost easily.

In the aspect of the screen design, the screen design is consistent throughout the site. Though it is simple, it’s identical. Besides, it does not content the unnecessary video clips or music that will consume lots of kilobytes. It would only be played when you request for it. Moreover, for some of the useful sources, the website provides a link for users to download the document easily in PDF or mp3 form. For instance, teacher can download the BBC Learning English listening for the use in teaching listening.

As a conclusion, the developer of this website has put a lot of effort in making this website surfing savvy and functional for people from all walks of life.

**The Bad Website**

The website that I have chosen to evaluate on is <http://www.lingscars.com/>. I would categorise this website as a bad website due to several reasons that will be listed in the following argument. The four areas that I took account of as the measurement tape of the quality of the website are the content, the information architecture, the navigation design, and the screen design.

In the aspect of content, this website has the sufficient information that a first user might need. However, the content is not organised properly. The website developer has compiled everything in the homepage. Hence, the homepage is very crowded with lots of information and links to the related titles. Besides, the website developer, Ling, has also overlooked some of the grammatical mistakes while designing it. For instance,

*“All you can do is compare prices on the sort of vehicle you want (ie deposit plus monthly payments).”*

There is a *‘to’* in between the underlined words in order to make the sentence grammatically correct. Besides, Ling, who is originated from the Republic of China, also uses quite some informal language such as *‘wah’, ‘ehh’* and etc which might be common in Chinese culture but not in western culture. Hence, there is a high possibility that the usage of these words might not be understandable for Westerners. In fact, his marketing targets are only UK citizens! Moreover, Ling also uses some improper words for his advertisement on the website. For instance,

*“Drive and show off & impress stupid friends”*

He uses this phrase as one of the steps in guiding the users to apply for a car lease. This can be an offense for customers. On top of that, some of the wordings are too tiny for reading and the fonts are not consistent.

In the area of the information architecture, I think that the homepage along is quite mess up. This is because not all the important navigation icons can be found organised. For example, the information about what car leasing is only found at the bottom of homepage. And it is unnoticeable unless you scroll till the very bottom of the page.

In the area of the navigation design instead, I think the developer has put in some irrelevant icons for the important link. For instance, he uses a clipart of a flying pig to represent the page to requesting car lease quote.

In the aspect of the screen design, I think the homepage is too crowded and too colourful. Some of the useful link can only be found when you scroll down the main page and there are too many colours used in the main page. Apart from that, it takes some time to navigate to a linked page as the page graphic consume quite a large number of kilobytes. Some of the important informations are not printable too.

In a nutshell, this website might have been useful for many consumers but there is always room for improvement. Every website is a great effort from the developer after all.