

**SCHOOL OF EDUCATIONAL STUDIES**

**QMT 323E**

**DESIGN AND DEVELOPMENT OF WEB BASED INSTRUCTION**

**Question:  Website Evaluation. Find one good web site and one bad one.**

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**GOOD WEBSITE: BBC (**[**http://www.bbc.co.uk/**](http://www.bbc.co.uk/)**)**

Firstly, I would like to discuss about the good website. From my observation, I would like to say that BBC is one of the best websites I’ve ever found before, other than YouTube. It covered almost all information such like news, sports, business, entertainment, travel, channels, weather, environment, food, art, music, learning language and many more. But, I would like to emphasize more on BBC-GSCE Bitesize (<http://www.bbc.co.uk/schools/ks2bitesize/index.shtml> ) because I’ve totally explored and used it for my assignments. There are four main aspects to be evaluated. The first one is **content**. All intended content appear on the website. This website is mostly for learning purposes. For me, as a teacher to be, it helps a lot. I could find so many content and varieties of activity to be used in doing my assignments such as microteaching and designing an online module for students. This website is also very useful especially for educators and students. A lot of things that relevant to the school syllabus can be found in this website. For examples notes, exercises, games, quizzes, videos, and many more. This website includes other subjects such as Maths and Science. This website allows teacher to copy the code of the game and embed it into the blog for students or teachers theirselves to use the material. Students are not only get useful and interesting sources but they can also get extra knowledge by playing the games designed for them. The content is really appropriate for the users and it is really provides me or maybe the students the content that we look for. The format of the content is appropriate for the user’s computer systems and internet connections. I have software in my computer called Real Player where it can also be used to download. The download bar will pop-up at the top of the video when it is played. So, it can be easily downloaded. The domain name of this website is easy to memorize, pronounce and spell because it has only three alphabets which is BBC stand for British Broadcasting Corporation. The URLs and page titles are helpful in identifying the content and the supplemental content adequately secure user trust and client’s protection. The written text is in Standard English but of course with some jargon in subjects like Science and Maths. There are some of scientific terms used but students are familiar with it. It is well-written with suitable size of fonts, styles and colours and also grammatically correct. The text is easily scanned for online reading with clear structure, good heading and so on. When I first opened this page, I found it was a very cute website because they used colourful items and most of the materials were in animation. So, I can say that the titles are short, sweet and communicative. The texts are easily read by the users and it is likely to be installed on the users’ computer. I totally agree that the graphics and multimedia elements optimized for presentation on web and the quality is very good including audio and I’m so sure users will find the media files appealing and informative instead off annoying or irrelevant.

The second one is **architecture** aspect. All the content placed where it is supposed to be systematically and the information organized from the users’ point of view. Users can find the important pieces of information within 3 clicks and all the labels are short, sweet and communicative.

The third aspect is **navigation design**. The navigation design effectively and include all principles of graphic design, consistent, and users can easily know where they are, where to go and so on. The screen design is also appropriate for both content and users.

Last but not is **screen design**. The screen design is very consistent, effectively designed, good graphic design, audio, video and very interactive because most of the exercises are in games. The web page is quickly downloaded in my users’ system and the navigation for each web page is visible without scrolling. The colours are fully supported by the users’ system and they use striking and beautiful colours. Some of the screens are printable and some are not.

**BAD WEBSITE - Royal Kona Coffee Hawaii Shopping Hawaiian Isles Kona Coffee Blend Kauai Maui Molokai ground coffees and Fancy Beans ( <http://www.siphawaii.com/> )**

Here, I would like to discuss on the bad website that I found. At first, I felt terrible when I saw this website. Actually, this is a very good intended web but it had become bad because there are so many things were putted in one page. It is too crowded until my eyes couldn’t even choose which sentence to be read and which picture to be looked. This website is all about selling products from Hawaii. First, I would like to discuss about **content**. The intended content appears on the website and the content appropriate for the users especially for the one whom hopped-up for coffee. It provides what the users looking for. The format of the content appropriate for the users’ computer systems and internet but the content doesn’t include any video. Users also cannot even preview anything even a second for example, before they buy the CD, so, the users’ computer unable to download for them and view it. As we know, videos are the most effective element to persuade people to buy our product in business world. The domain name is very difficult to memorize, pronounce or even spell because it is too long and it contains some of the Hawaii words which are not familiar if the users do not know the language. The page title may helpful in identifying the content but it is really confusing because there are thousands of words and pictures there. The URLs and page titles are helpful in identifying the content and the supplemental content adequately secure user trust and client’s protection. The text is written in users’ language but it doesn’t avoid the unnecessary jargon. The text written is not well at all. Some fonts are big, some are small, thousands of word, lots of colour combination, different types of font but still grammatically correct. The text is very difficult to read for online reading and I’m so sure it will be the same if we printed it out because it’s too much and crowded. It makes me feeling dizzy. It does not concisely written and not clear visible structure that takes full headings, bullet point lists and so on. But, there are a lot of links here and there, everywhere in the website until the users don’t know where to click. The headlines and titles are quite short, quite sweet and quite communicative but the selection of size, colour and types of font are not appropriate. The font is small until the size is just the same to the sub-heading in the website. The title should be bigger, clear and able to catch attention. The fonts used on the site likely to be installed on the users’ computers. The point size of the text is not large enough to be easily read by the users. It is totally difficult to read because as I said before, the fonts are too small, too colourful and too crowded and too much. The file and format, compression, quality may be good but the size is not appropriate. It is too much and quite small. For me, users will find the media files more annoying and irrelevant instead of appealing and informative.

The second aspect is **architecture**. All contents are not placed where it is supposed to be. Everything was putted on the main page and some of them are not necessary such as long explanation about the symbol that can be seen at the bag to be sold. Users can find the important pieces of information within 3 clicks but all the labels are not too good.

The next one is **navigation design**. The navigation design ineffectively and doesn’t include all principles of graphic design, not consistent, and users are not easily know where they are, where to go and so on. The screen design is also not appropriate for both content and users.

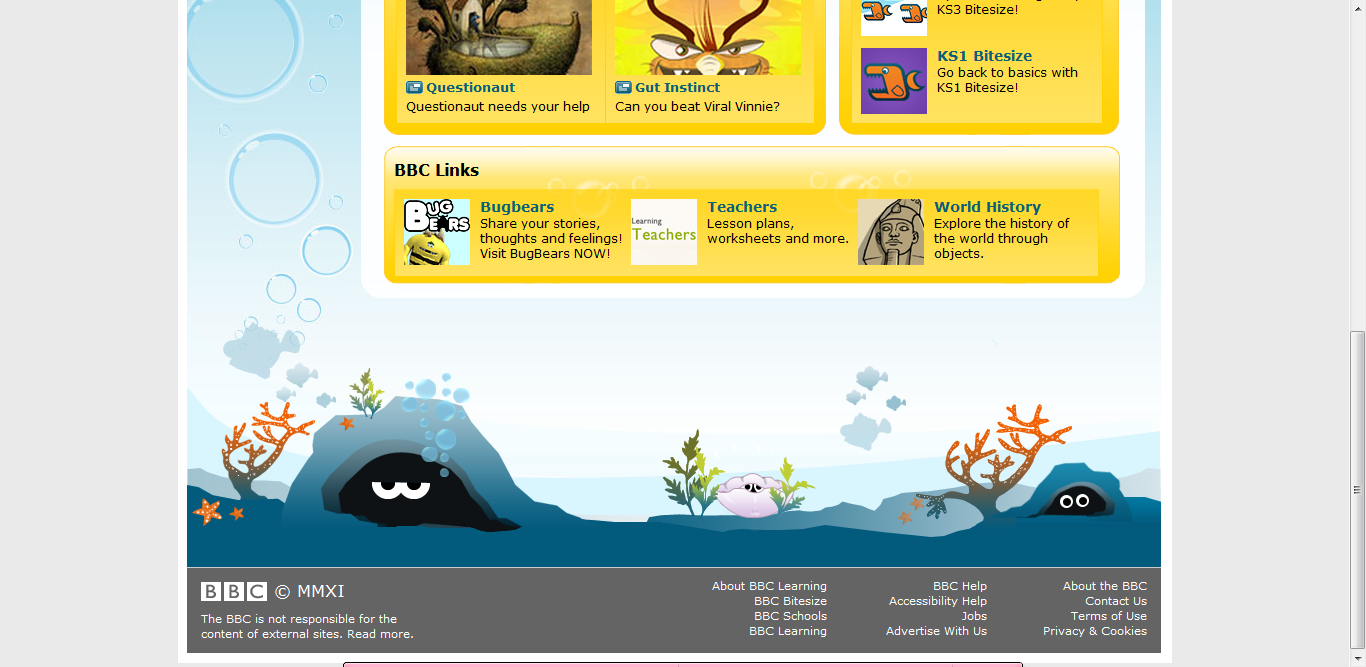
The last aspect is **screen design**. The screen design is very heavy which this website is full of words, colours, graphics, links but doesn’t have any element of audio in it. The web page is quickly downloaded in my users’ system but the navigation for each web page is not visible without scrolling. Sometimes we need to scroll up to find the navigations button when we at the bottom of the page. The colours are fully supported by the users’ but the selections of the colours are terrible. All the contents on screen are not printable.

**GOOD WEBSITE**

**PAGE TITLE IS SIMPLE AND SWEET**

**BBC-GSCE Bitesize**

**(**[**http://www.bbc.co.uk/schools/ks2bitesize/index.shtml**](http://www.bbc.co.uk/schools/ks2bitesize/index.shtml) **)**



**NAVIGATIONS**

**SUPPLEMENTAL CONTENT**

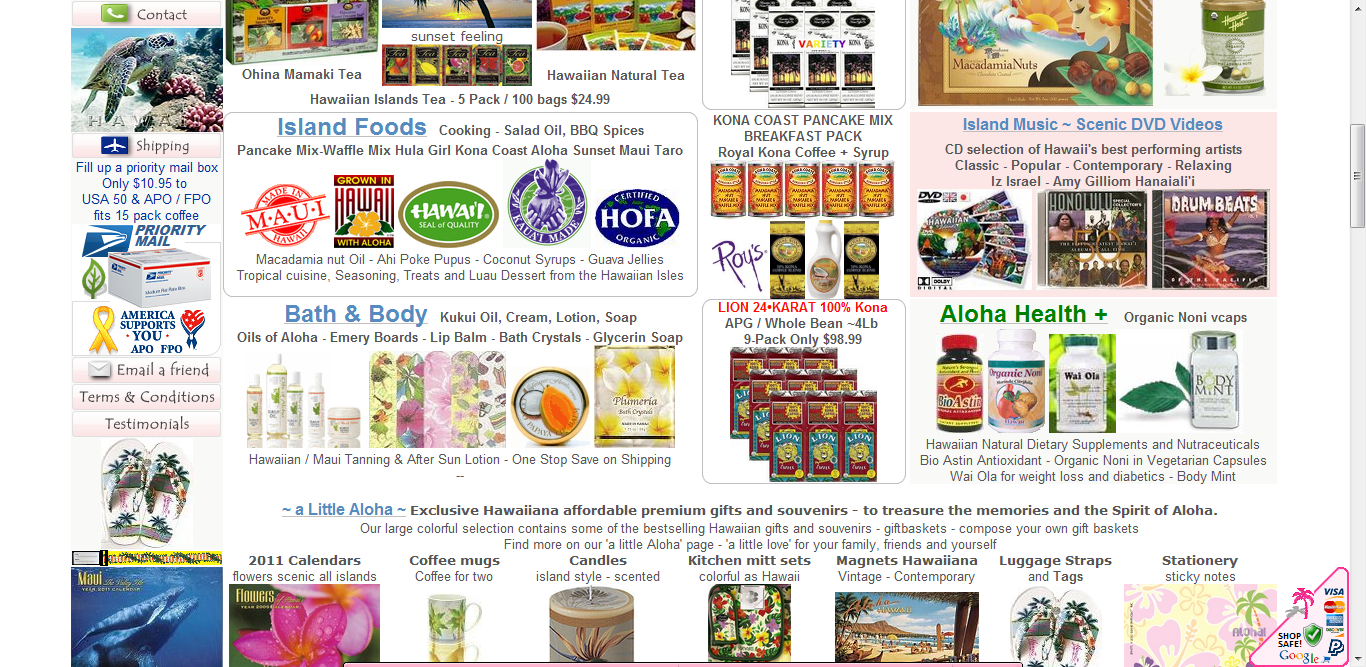
**BAD WEBSITE**

**Royal Kona Coffee Hawaii Shopping Hawaiian Isles Kona Coffee Blend Kauai Maui Molokai ground coffees and Fancy Beans**

**( <http://www.siphawaii.com/> )**

**THE TITLE IS TOO SMALL**

**HOME BUTTON IS TOO SMALL**



**NAVIGATIONS**



**THE EXPLANATION OF THE BAG WHICH IS NOT NEEDED AT ALL BECAUSE THE GRAPHIC IS ALREADY THERE**



**SUPPLEMENTAL CONTENT**

|  |  |  |
| --- | --- | --- |
| **GOOD WEBSITE** | | |
| **Content Checks** | Yes | No |
| Does all intended content appear on the Web site? | √ |  |
| Is the content appropriate for the users? Does it provide what they are looking for? | √ |  |
| Does the content support the site goals? | √ |  |
| Is the format of the content appropriate for the users’ computer systems and Internet connections? For example, if the content includes multimedia, will the users’ computers be able to download it quickly enough for them to view it without causing frustration? | √ |  |
| Is the domain name easy to memorize, pronounce, and spell? | √ |  |
| Are the URLs helpful in identifying the content? | √ |  |
| Are the page titles helpful in identifying the content? | √ |  |
| Does supplemental content adequately secure user trust, e.g., privacy statements, security notices, real-world context, contact info, and so on? | √ |  |
| Does supplemental content adequately secure your own or your client’s protection, e.g., copyright notices, disclaimers, and so on? | √ |  |
| Is the text written in the user’s language? For example, does it avoid unnecessary jargon? | √ |  |
| Is the text well-written and grammatically correct? | √ |  |
| Is the text written to be easily scanned for online reading? For example, is it concisely written, and does it have a clearly visible structure that takes full advantage of headings, bullet point lists, and so on? | √ |  |
| Are the headlines and titles short, sweet and communicative? | √ |  |
| Are the fonts used on the site likely to be installed on the users’ computers? | √ |  |
| Is the point size of the text large enough to be easily read by the users? | √ |  |
| Are the graphics and multimedia elements optimized for presentation on the Web? This would apply to file size, file format, compression, and image or audio quality. | √ |  |
| Will users find the media files appealing and informative instead of annoying or irrelevant? | √ |  |
| **Information Architecture Checks** |  |  |
| Is all the content placed where it is supposed to be? | √ |  |
| Is the information organized from the users’ point of view? | √ |  |
| Is the information organized in a consistent manner throughout the site? | √ |  |
| Can users find important pieces of information within three clicks from the home page? | √ |  |
| Is the information architecture presented clearly on the Web site? | √ |  |
| Are the content labels used to present the information architecture on the Web site short, sweet and communicative? | √ |  |
| Does the site map correctly reflect the structure of the site? | √ |  |
| **Navigation Design Checks** |  |  |
| Does the navigation design fully support the information architecture? | √ |  |
| Does the navigation design effectively employ principles of graphic design, audio design, motion graphics design, and/or interactivity design? | √ |  |
| Do the aesthetics of the navigation design fully support its functionality? | √ |  |
| Is the navigation design consistent throughout the site? | √ |  |
| Does the navigation design provide site-wide context so that users can easily answer each of the following questions from any point in the site: “Where am I?” “Where have I been?” “Where can I go?” | √ |  |
| Is the screen design appropriate for both the content and the users? | √ |  |
| Does the screen design fully support the navigation design? | √ |  |
| **Screen Design Checks** |  |  |
| Is the screen design consistent throughout the site? | √ |  |
| Does the screen design effectively employ principles of graphics design, audio design, motion graphics design, and/or interactivity design? | √ |  |
| Does each Web page download quickly on your users’ system? | √ |  |
| Is all the vital information, including navigation, for each Web page visible without scrolling? | √ |  |
| Is the screen design’s colour palette fully support by the users’ systems? | √ |  |
| Are the screens printable, or are alternative printable versions made available? | √ |  |
| **BAD WEBSITE** | | |
| **Content Checks** | Yes | No |
| Does all intended content appear on the Web site? | √ |  |
| Is the content appropriate for the users? Does it provide what they are looking for? | √ |  |
| Does the content support the site goals? | √ |  |
| Is the format of the content appropriate for the users’ computer systems and Internet connections? For example, if the content includes multimedia, will the users’ computers be able to download it quickly enough for them to view it without causing frustration? |  | √ |
| Is the domain name easy to memorize, pronounce, and spell? |  | √ |
| Are the URLs helpful in identifying the content? |  | √ |
| Are the page titles helpful in identifying the content? |  | √ |
| Does supplemental content adequately secure user trust, e.g., privacy statements, security notices, real-world context, contact info, and so on? | √ |  |
| Does supplemental content adequately secure your own or your client’s protection, e.g., copyright notices, disclaimers, and so on? | √ |  |
| Is the text written in the user’s language? For example, does it avoid unnecessary jargon? |  | √ |
| Is the text well-written and grammatically correct? |  | √ |
| Is the text written to be easily scanned for online reading? For example, is it concisely written, and does it have a clearly visible structure that takes full advantage of headings, bullet point lists, and so on? |  | √ |
| Are the headlines and titles short, sweet and communicative? |  | √ |
| Are the fonts used on the site likely to be installed on the users’ computers? | √ |  |
| Is the point size of the text large enough to be easily read by the users? |  | √ |
| Are the graphics and multimedia elements optimized for presentation on the Web? This would apply to file size, file format, compression, and image or audio quality. |  | √ |
| Will users find the media files appealing and informative instead of annoying or irrelevant? |  | √ |
| **Information Architecture Checks** |  |  |
| Is all the content placed where it is supposed to be? |  | √ |
| Is the information organized from the users’ point of view? |  | √ |
| Is the information organized in a consistent manner throughout the site? |  | √ |
| Can users find important pieces of information within three clicks from the home page? | √ |  |
| Is the information architecture presented clearly on the Web site? |  | √ |
| Are the content labels used to present the information architecture on the Web site short, sweet and communicative? |  | √ |
| Does the site map correctly reflect the structure of the site? | √ |  |
| **Navigation Design Checks** |  |  |
| Does the navigation design fully support the information architecture? |  | √ |
| Does the navigation design effectively employ principles of graphic design, audio design, motion graphics design, and/or interactivity design? |  | √ |
| Do the aesthetics of the navigation design fully support its functionality? |  | √ |
| Is the navigation design consistent throughout the site? |  | √ |
| Does the navigation design provide site-wide context so that users can easily answer each of the following questions from any point in the site: “Where am I?” “Where have I been?” “Where can I go?” |  | √ |
| Is the screen design appropriate for both the content and the users? |  | √ |
| Does the screen design fully support the navigation design? |  | √ |
| **Screen Design Checks** |  |  |
| Is the screen design consistent throughout the site? |  | √ |
| Does the screen design effectively employ principles of graphics design, audio design, motion graphics design, and/or interactivity design? |  | √ |
| Does each Web page download quickly on your users’ system? | √ |  |
| Is all the vital information, including navigation, for each Web page visible without scrolling? |  | √ |
| Is the screen design’s colour palette fully support by the users’ systems? | √ |  |
| Are the screens printable, or are alternative printable versions made available? |  | √ |

**REFERENCES**

1. <http://www.bbc.co.uk/schools/ks2bitesize/index.shtml>
2. <http://www.siphawaii.com/>