

**CENTRE FOR INSTRUCTIONAL TECHNOLOGY & MULTIMEDIA**

**QMT 323E**

**DESIGN AND DEVELOPMENT OF WEB BASED INSTRUCTION**

**Assignment:**

**WEBSITE EVALUATION**

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Nowadays, developing a website is not as challenging as it used to be as compared to the early days when internet was first introduced. In spite of this, it is not easy to design and develop a “good” website because there are four main aspects to be taken care of, namely, Content, Information Architecture, Navigation Design, and Screen Design. Sometimes, we still come across some very “bad” websites and some of them show no improvement until today. To compare the so-called “good” and “bad” websites, I have chosen [www.havenworks.com](http://www.havenworks.com) (Havenworks) as the “bad” website and [www.thestar.com.my](http://www.thestar.com.my) (TheStar) as the “good” website.

The most important aspect of all is the Content. Although it may seem like Havenworks has more content than TheStar, but it is very difficult for users to find certain particular information. Even the domain name (Havenworks) does not make sense with the content. It is also very hard to identify which are the headlines in Havenworks. Hence, it is not as communicative as it appears in TheStar. Also, the text written in TheStar can be easily scanned for online reading because of its well-structured headings. In TheStar, one of the most captivating points is the graphics and multimedia elements. It is not the usual annoying advertisements floating on the screen, instead, users can choose to only click on those particular media files which they wish to look at.

When it comes to Information Architecture aspect, TheStar shows all of its content placed at where it is supposed to be. All the information is organized in a consistent manner where users can easily get used to its architecture. On the contrary, Havenworks does not have all the above mentioned qualities. It is also inevitable that the content labels used to present the information architecture on the website are not as appropriate as in TheStar.

Undoubtedly, the Navigation Design of a website can help users to find what they want in a convenient way. It is ought to be simple and concise as it appears in TheStar. Contrastingly, Havenworks has a poor navigation design and users can easily get carried away and have no idea where they have been exactly. The figure below shows the inappropriate navigation design in Havenworks.



Last but not least, a good Screen Design can capture users’attention at the first sight. Usually, users will decide whether to continue surfing a particular website based on what they see at the first impression. For example, users will choose another website offering the same content like MSN.com, if it is not attractive enough. The problem with Havenworks is that the screen design throughout the site is not consistent which only makes users to feel more irritated about it.

All the aspects mentioned above are only the general points of view. To design a good website, one must take into consideration about all the other good and bad websites available today so that we do not repeat the same mistakes that they did and we can learn from the good ones as well.

[www.thestar.com.my](http://www.thestar.com.my)

|  |  |  |
| --- | --- | --- |
| **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? | √ |  |

[www.havenworks.com](http://www.havenworks.com)

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| Does supplemental content adequately secure your own or your client’s protection, e.g., copyright notices, disclaimers, and so on? |  | √ |
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