

**SEMESTER 2**

**ACADEMIC SESSION 2010/2011**

**QMT 323E: DESIGN AND DEVELOPMENT OF WEB BASED INSTRUCTION**

PROJECT 2: WEBSITE EVALUATION

NAME : MARIYAH BINTI MAHMOOD

MATRIC NUMBER : 102647

I/C NUMBER : 901005-03-5340

LECTURER’S NAME : DR. ROZINAH BINTI JAMALUDIN

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**The Good Website.**

The website that I have chose to evaluate is <http://www.eslgamesworld.com/> . This website is an educational website that provide the users with many interesting and fun ESL games. Users have full access over the content of the website without have to log in to the website. I would consider this website as a good website since it meets all the four main criteria in evaluating a website. According to the website evaluation form that was provided by Dr.Rozinah, there are four main criteria that we have to take note when evaluate a website. The four main criteria are content, information architecture, navigation design, and screen design. I would like to justify my argument accordingly in the paragraphs below.

For the first criteria, which is the content, all the intended content needed by the users does appear in the website. The content would absolutely support the site goal. The goal of this site is clearly stated in the home page. The format of the content is appropriate for the users’ computer systems and internet connection. This website contains both online games and printable games. Most of the online games are in flash format (flash game). If the users did not have the flash player in the computer system, there are direct link to download and install the player. The game will start once the system done with the installation. Beside online games, there are also printable games. These printable games can be easily downloaded to the users’ hard disk. The format of the printable games can be either in power point 1997-2003 or word 1997-2003 documents. And these are all free. The URLs is absolutely helpful in identifying the content. The URLs and page title reflects the content of the website. The supplemental content does adequately secure user trust and client’s protection. This website provides the users with supplemental content like contact info and copy right at the bottom of the page. The text written is to be easily scanned for online reading as the text is concisely written in point forms. And, the fonts’ size used are big enough to be easily read by the users. The graphics and multimedia elements are completely optimised for the presentation on the web. This website only takes a few second to load pages, games and to download files. This website also give immediate feedback to the users’ actions. As a user, I find the media files used in this website are appealing and informative instead of annoying or irrelevant. The images and audio quality is also great.

This is some graphic details of the website for the content criteria;



The URL <http://www.eslgamesworld.com/> reflects the content, which is ESL games.

The page title is helpful in identifying the content. It is also short, sweet and communicative.

The site goal. The content does support the site goal.

The supplemental content of the website.

Then, for the second criteria, which is the information architecture, all the content is placed where it is supposed to be. All vital content is placed in the homepage. Games are placed in game page, printable games are placed in printable page and so on. All links in the website are function well. As far as I know, there is no broken link in this website. I think the information is organised from the users’ point of view and it is consistent throughout the site. The site map provided in the website does correctly reflect the structure of the site. All the links are there in site map. The site map was last updated on 2nd of July 2010.

The third criteria that must be evaluated is navigation design. The navigation design of this website does fully support the information architecture. The essential navigation buttons are placed on the top of the website, under the page title to ensure that users can navigate through the website. These buttons appear consistently in every pages of the website. Thus, the users will not lost their way in the website. They can always go back to the homepage of the website. Moreover, users can always navigate the back button on the web browser if they did lose in the website.

Finally, the fourth criteria is screen design. The screen design of this website is consistent throughout the site. The screen design remain the same if we click a link to go to another page on the same website. There is search engine on the top of every page of the website. Users can use this search engine if they want to browse something in the website. The vital information such home navigation button, search engine, and a few essential navigation buttons for each web page are visible without scrolling.

In conclusion, this website is a very good website since it meets all the four main criteria for web evaluation. Thus, users will not have much difficulties in navigating throughout this web site.

**The Bad Website.**

The website that I have chose to evaluate is <http://www.eslgame.com/>. This website is an educational website for ESL games. As a user, I expect this website would provide me with interesting and fun language games. But, this website provides me nothing except frustration. First, users have to log in to the website in order to have full access on the website. Without registering, users only have limited access on the website. I would consider this website as a bad website since it does not meet all the four main criteria in evaluating a website. According to the website evaluation form that was provided by Dr.Rozinah, there are four main criteria that we have to take note when evaluate a website. The four main criteria are content, information architecture, navigation design, and screen design. I would like to justify my argument accordingly in the paragraphs below.

For the first criteria, which is the content, not all intended content does appear on the website. This website contains very little information which is the most basic information needed by the users. And, some users might not need this kind of information. I think the goal of the website is to make learning English fun through ESL games. But, the content does not support this goal as there is very limited content in this website. The format of the content is not appropriate for the users’ computer systems and internet connection. I was unable to play or download anything from this website. This site does not response to some users’ actions. Although the site title and URL is helpful in identifying the content, there is no content in this website. Thus, it is waste for the users who manage to find the website without content. This website does not provide users with supplemental content like contact info or copy right. Some of the text written is not in users’ language. In example, the word ‘[Physhee Fonix](http://www.eslgame.com/activities/physheeFonix.php)’. Users might have difficulty in guessing what is actually a ‘[Physhee Fonix](http://www.eslgame.com/activities/physheeFonix.php)’. The titles are short and sweet, but it is not communicative since users may not know the meaning of the title itself. The written text is to be easily scanned for online reading because there is only several word in the site and the fonts are large enough to be easily read by the users. The graphics and multimedia elements are not optimised for presentation on the web. The quality of the images, audio and games are low. The images and games are not attractive enough. The media files in this website is annoying and irrelevant.

This is some graphic details of the website for the content criteria;



The page title is helpful in identifying the content.

The URL is helpful in identifying the content.

The site goal. The content does not support the site goal due to limited content.

The content is limited. The images is not attractive enough. Some links are broken.

‘Physhee Fonix’ is not users’ language.

Then, for the second criteria, which is the information architecture, the content is not placed where it is supposed to be. In example, the content of the Home is exactly the same content as the Activities. Furthermore, the Community page is a blank page. There is nothing in the Community page except for the title. The information in this website is not organised well. Throughout the site, the information is not organised in a consistent manner. The information is mixed around here and there. As the user of this website, I cannot find important pieces of information within three clicks from the home page. This may due to the unorganised information and lack of content provided in this website. As I navigate through this website, I cannot find any site map. I think the site map does not correctly reflect the structure of the site since the website is not organised well.

The third criteria that must be evaluated is navigation design. The navigation design of the website does not fully support the information architecture as most of links in this website are broken. The broken link will lead the users to an error page which might make the users frustrated. There are only few links that function well. But, the page takes forever to load. There are also navigation button that is no function well. In example, two different navigation buttons ( Home and Activities) lead to the same page. The navigation design is not consistent throughout the site. Each page has its own navigation design. This will definitely make the users feel irritating and annoying. This might demotivate the users to use the website.

Finally, the fourth criteria is screen design. The screen design is not consistent throughout the site. Each page will have its own screen design as well as navigation design. The design of the screen does not effectively employ the principle of graphic design and interactivity design. The colouration of the screen design for the Program page is not suitable at all. It does not employ the colour contrast principle. This website use the same colour for background and text. Thus, users might not be able to read the text properly.

In conclusion, this website is a very bad website since it fails to meet all the four main criteria for web evaluation. Thus, users may have much difficulties in navigating throughout this web site.

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| **Table 1: Evaluation Form for Good Website**  <http://www.eslgamesworld.com/> | | |
| **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? | √ |  |
| **Table 2: Evaluation Form for Bad Website**  <http://www.eslgame.com/> | | |
| **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.eslgamesworld.com/>
2. <http://www.eslgame.com/>