

**Pusat Teknologi Pengajaran Dan Multimedia**

**QMT 323E Design and Development of Web Based Instruction**

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**Website Evaluation Assignment**

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**Project 2: Website Evaluation**

In this Information and Communication Technology era, net surfing has become a very common activity for us in our daily life. Sometimes we come across a real good, awesome website while we may also enter some bad websites, or in other words, irritating and annoying websites. For this project, the websites will be evaluated through four main categories. The four main categories are content, information architecture, navigation design and screen design.

**Good website**

The good website I have chosen is <http://en.wikipedia.org/>.

**Content**

In term of its content, all intended content appear on the website. Besides that, the content published on this website is appropriate for the user. It provides information to users which are the main purpose of user visiting the site. Users can search everything by typing the keywords at the search bar. Loads of information will appear with just a click. Thus, the content definitely supports the site goals of the website. Moreover, the format of the content is appropriate for the users’ computer systems and Internet connection. The web site is mainly document in words with some JPEG file, which are easy to load even in poor connectivity. The pictures are resized into suitable sizes, which is neither too big nor too small. It also does not require additional software installed in order to view the web site.

The domain name of this site, <http://en.wikipedia.org/> is easy to memorize, pronounce, and spell. Wikipedia is such an easy name to memorize, pronounce and spell. Besides that, the URL is very helpful in identifying the content of the side. The main website URL, <http://en.wikipedia.org/>, is easy to be identified. The page titles are helpful in identifying the content. Wikipedia is combination of WIKI, which means What I Know It, and encyclopedia. The slogan of Wikipedia is “The Free Encyclopedia” and it portrays the main purpose of the website. Moreover, the supplemental content adequately secure user trusts. User does not need to provide his/her information in order to view supplemental content. The supplemental content adequately secure client’s protection too. Reference in terms of notes, bibliography etc are inserted. Besides, every page includes when the page was last modified, which means that the content is correct at the time it was last modified.

The page was written in the users’ language. Each page is written in laymen term, which is easy for user to understand the explanation of each page. The text is well-written and grammatically correct. Besides that, the text is written to be easily scanned for online reading. It has a visible structure in every page. In every page there is short and brief explanation of the subject, followed by topic detailed information. If user is interested to have better understanding of the subject, he/she can click on the topic he/she is interested and it will link to the topic, which is located at the same page. If the subject is part of the series, user can browse and read other related subject. In addition, the headlines and titles are short, sweet and communicative. Headlines and titles are mainly the subject of the page. In term of fonts, the fonts used on the site are likely to be installed on the users’ computer. The point size of the text is large enough to be easily read by the users. The font size is 12, which is the common font size used. The graphics and multimedia elements are optimized for presentation on the web. Furthermore, the image is large enough to be viewed. Below each multimedia element there is explanation of the multimedia element inserted.

**Information Architecture**

All the intended content is placed where it is supposed to be. The important links to other page are placed on the left and top corner while the home page is placed at the middle. So users can see the content easily. The information is organized from the users’ point of view. The information displayed in main page is equally divided. If users are interested in certain information displayed, they can click into the link to read the information further. The information is organized in a consistent manner throughout the site. The link to main page and other important pages are put on the left and top corner in all the pages.

**Navigation Design**

The navigation design fully supports the information architecture. Every link in the website is functional and users can access information without any problems. The navigation design effectively employ principles of graphic design, audio design, motion graphic design, and/or interactivity design. The screen design is appropriate for both the content and the users.

**Screen Design**

The screen design is very consistent throughout the site. Every page or linked page of the website has the same design. The screen design’s colour palette is fully supported by the users’ system. Generally, all the screens are printable.

**Bad website**

The bad website I have chosen is [www.siphawaii.com](http://www.siphawaii.com), a website specializing in Hawaiian Kona coffee from Hawaii, Hawaiian Tea, Macadamia nuts-chocolates, island food, , Aloha tropical fashion wear, natural Health supplements, Relaxation, Music, Books, Bath & Beauty products, colorful premium Gifts and Souvenirs.

**Content**

All the intended content does appear on the website. This site looks ridiculous as it is so crammed with information that the users don’t know where to look or order. Besides that, pictures are scatter all over the page and it turned out to become a mess. Users will be confused and get lost when they enter the site as they do not know where to start looking at, either from the right corner or the left corner. The format of the content is not appropriate for users’ computer systems and Internet connections. The site has every photo of every product the owner is selling, on the main page. By then, it takes a long time to load a page.

The domain name, [www.siphawaii.com](http://www.siphawaii.com) is not easy to be memorized or pronounce and spell. The URL and the page title of the website are also not helpful in identifying the content of the web page. The text is written in English. Besides that, the font of the text is not big enough for users to read. The font of the text is flowery and the point size of the text is too small. Users could hardly read the words. Besides that, they have to be attentive and alert if they wish to search for the product they would like to know or buy. In addition, some of the image quality is bad and the sizes are rather small. When the user clicks on the respective image for bigger and clearer view, many of the images remain the same size.

**Information Architecture**

All the content is not placed at where it is supposed to be. The information is not well-organized and presented in a consistent manner. It's difficult to discern whether it is a link or not. It's just as difficult to figure out where the navigation ends and the content starts. The site is too messy and crowded, I feel like as I was lost in Hawaii. Besides that, the site map totally does not reflect the structure of the site.

**Navigation Design**

The navigation design does not fully support the information architecture. It does not employ the principles of graphic design, motion graphics design and interactivity design too. The screen design is not appropriate for both thee content and the users.

**Screen Design**

The screen design is not consistent throughout the site. The screen design’s colour palette do not fully support by users’ system. On the other hand, the screens are printable.

In a nutshell, the website is worst still, improvement such as improving the users readability should have done as soon as possible. The site is so crammed with information and pictures. The forecast, local time, the Hawaiian flag make it looks unorganized. The messiness has affected the content, information architecture, navigation design and screen design.

**Conclusion**

There is a large difference between a good website and a bad website. The websites are evaluated through the four main categories, there are content, information architecture, navigation design and screen design.