

# Centre for Instructional Technology & Multimedia

# QMT 323E:

# Design & Development of Web Based Instruction

**Project 2: Website Evaluation**

**Name:** Lim Sin Ying

**Matric Number:** 102644

**IC Number:** 880119-07-5076

**Lecturer:** Assoc. Prof. Dr. Rozinah Jamaludin

**Submission Date:** 27th January 2011

Basically there are 4 major areas we need to investigate in order to evaluate a website. These four areas are content, information architecture, navigation design and screen design

**Good Website**

One of the good websites I’ve come across is Neil’s Toolbox - <http://www.neilstoolbox.com/>. The tagline of this website is – “A few things to make life a little easier”. The website is specially designed to help online users by providing them ready-to-use pile of web gadget s and more importantly, all of them are free.



1. **Content**

The home page of the website is clean and free of any irrelevant advertisements. The intended content is well organised with appropriate font and font size. Another thing is, the author did not insert too much information in every single page, which makes the reading of the information effortless.

The usability of the content embedded in the website is relatively high. The online tools provided are suitable for various kinds of user. Students, businessmen and even ordinary people will find the content of this website fits their need.

Furthermore, the website’s domain name is simple for memorization, pronunciation and spelling. Although the users might find it a bit difficult to recognize its content merely via the url name, the home page and the page titles of the website will definitely clarify their concern.

In term of secure user trust, the website does not provide any contact info of the website developer. However, it provides clear privacy statement which states out that it collects only user statistics to keep track with users’ preferences without violate the privacy of the users. The copyright act is noted in the bottom of each page.

The users will be able to comprehend the text written in the website with no sweat as the English language used is simple and straight to the point. There is no excess jargon available. There are very few grammatical errors and the structure of the writing is just fine. The headings used for the website are brief but concise, right adapted with the text. I would like to give an additional credit to the website developer, for using sans-serif font in the website. San-serif font guides the users along the line and font size is just fine for reading.

Not too many unnecessary multimedia are used in the website so it makes the loading of the website rather smooth and steady. The using of media such as pictures is pleasant and acceptable.

1. **Information Architecture**

From the user’s point of view, the information is located in the proper position. From the home page, users could access the information they want in less than two clicks. There are content labels to simplify the whole content of the website but there is no sitemap obtainable.

1. **Navigation Design**

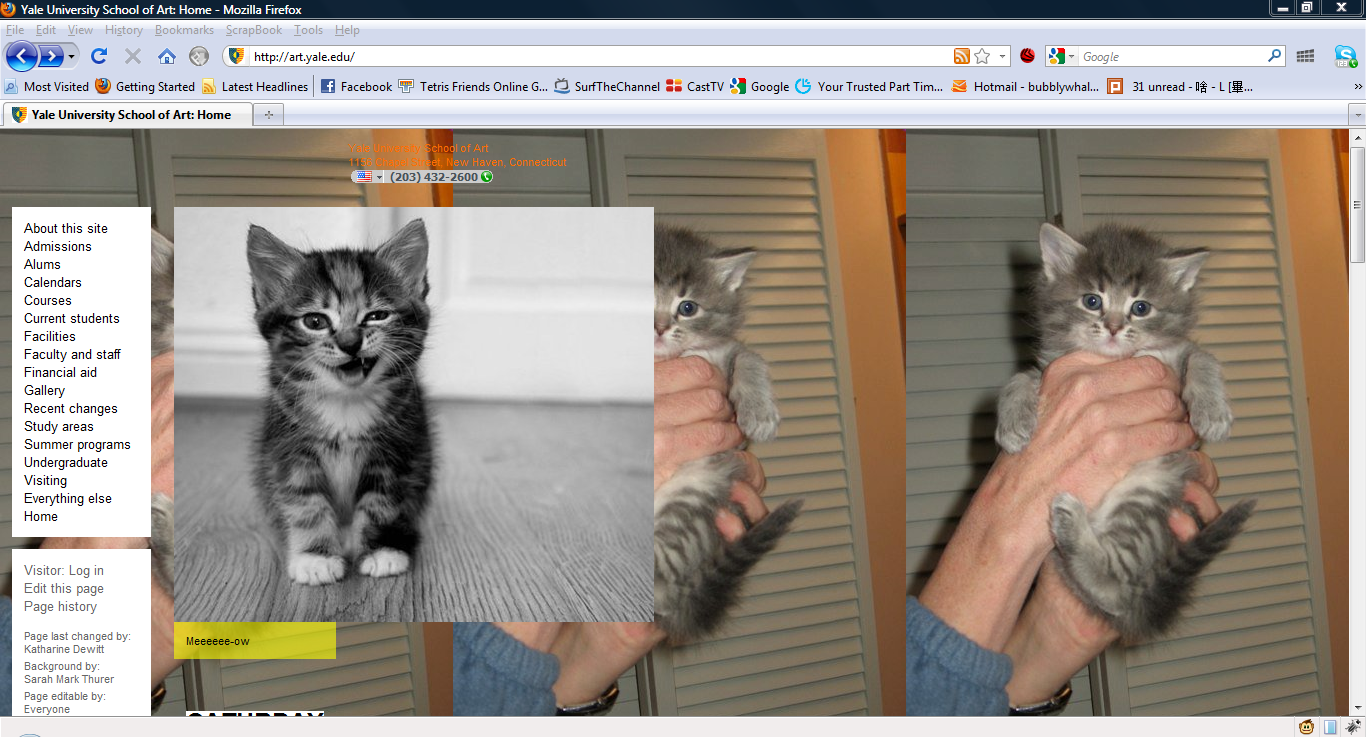
The navigation design upholds the information architecture as the navigation buttons are practical in usage. All of the navigation tags are placed on the top of the page, yet bringing the users a transparent direction of where to access. No audio design, motion graphics design or interactivity design is available since the website’s motive is to make the life easier. Nevertheless, the whole navigation design has plain and uncomplicated beauty in the sense of aesthetics. Its functionality is doubtlessly feasible.

1. **Screen Design**

The screen design of the website is harmonious along the pages, using the same colour scheme-blue, green and yellow. The website does not supply any downloadable material so the evaluation of the speed of download is not applicable. In addition, the essential information for every page is noticeable without scrolling. The screen design’s colour palette certainly supported by the user’s systems considering the colours employed are primary colours. All of the screens are printable with ease by the users.

**Bad Website**

Despite we hate ugly thing, there is always some on the net. So here we are to evaluate a bad website. I’ve located a spoiled website in the following link: <http://art.yale.edu/> , that is Yale University School of Art. The website is an educational platform or wiki for the members of Yale University School of Art.



1. **Content**

The intended content is right on the website but there is too much information. All of the information are scattered everywhere. The content is certainly proper for the target users and somehow it maintains the site goals to create a collaborative sphere for the members of Yale University School of Art to interact with each other. Yet, the authority given to the members to edit the websites has given rise to the unfavourable inconsistency of the website content.

Not much multimedia except text and pictures are used in the website so all of computer systems would be able to support them.

The domain name is not a problem to be memorized, pronounced and spelled. Once the users look at the url and the page title, they might easily distinguish the content of the website. But it is such a shame as the users would have to scroll down to view the website title from the homepage.

The website supplies the official contact info such as email, contact number and address of the Yale University School of Art, enabling the users to give feedbacks and reach the web developers. However, there is no privacy statement or security notices available. The website allows the members of the Yale University School of Art to log in and edit the content. Any editing works done by them will be shown on the website and be viewed by everyone. The outsider users like us can view the website without the need oflog in, which providing a sense of security user thrust. The website is protected by copyright law.

The text in the website is all written in English. Users will find it easy to comprehend certain texts while some of the texts are quite wordy. As the content is edited by various writers, the diverse styles of writing fail the readability and the users might find it rather confusing. The accuracy of grammar and the structure of the language used differ according to the writers.

The website does not take full advantage of using appropriate headings and bullet point list, which the content is muddled up altogether. The headlines and the titles are short and communicative but somehow puzzling. When all of the information mingled up together, it is really laborious for the users to hunt for the information they want.

The font and font size used is okay. But the pictures employed in the website are sort of irritating. The background pictures are irrelevant with the content and unnecessary.

1. **Information Architecture**

Some of the information is positioned in the correct location but some of them are dispersed to nowhere. There is no consistency in organising the information of the website. Each page has their kind of way to present the information. Certain information would be found within few clicks from the website while certain information is hard to be disclosed. The content labels used in the website are short and informative but some of them are somewhat vague. There is no sitemap available up to this moment.

1. **Navigation Design**

All of the main navigation buttons are placed in the right side of the website. But the homepage button is placed at the end of the list, which makes the users hardly locate it. There are too many hyperlinks for some pages, and the users might be lost in the website. The steadiness of the navigation design swings according to different designers. At first glance, the navigation design is undoubtedly dull and boring. In fact, it kills the eagerness of the users to continue surfing the content.

1. **Screen Design**

Different editors or designers put various background pictures in each page. When the users browse through the website, their thoughts is going to be fuzzy after bombarded by those pictures. Their eyes will be fatigued and they give up browsing the website.

Users need to scroll and seek for the information they want with a lot of efforts. In overall, the screen design is deplorable.