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**PUSAT PENGAJIAN ILMU PENDIDIKAN**

**QMT 323E**

**Development of Web Based Instruction**

**Assignment Topic: Web Evaluation**

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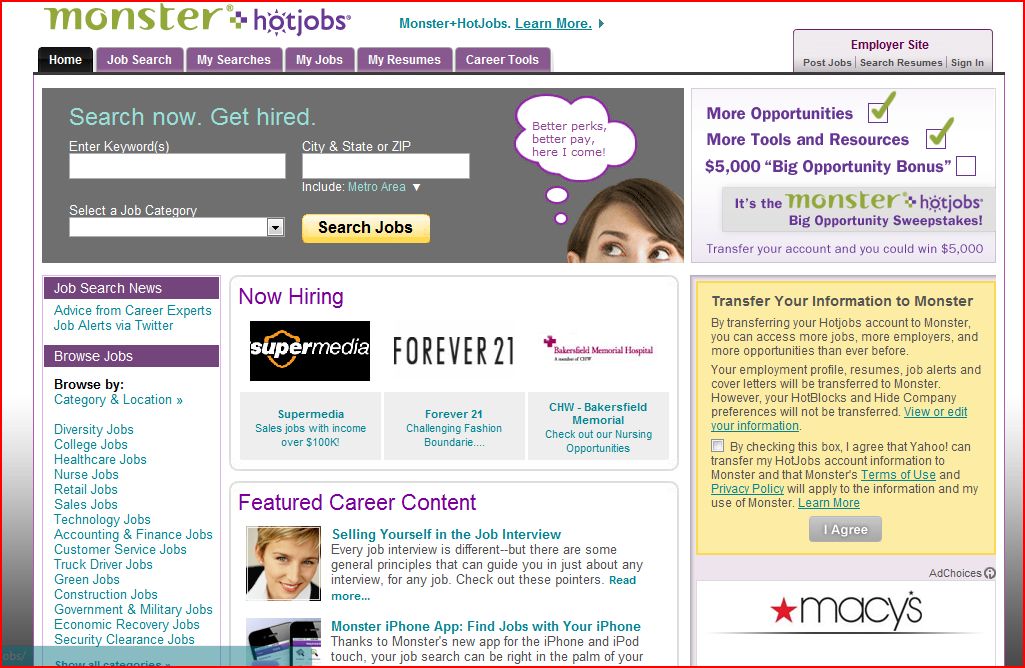
A Good Website: www.yahoo.com

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**1)Content Checks**

Yahoo! is chosen as a good website as it contains all the necessary content which is appealing and has a great user interface. The content is very appropriate for users as links are listed in an orderly manner that enables users to navigate easily throughout the webpage. The contents of the webpage are also relevant while listing the main ideas that enable readers to immediately grab a gist of the overall content, especially the news headlines and etc. It has a great variety of topics that caters to the users’ needs, ranging from Automobile, fashion, sports, travel, real estate and etc. Besides, there is ample integration of multimedia in the webpage, for example, clear pictures, videos, icons that ensures proper navigation and also provides a variety of information through different media. Moreover, the videos can be played with Adobe Flash, which is a common tool found on many computers. In Yahoo! Games, which is also one of Yahoo!’s servers, download is made easy and a great variety of games are available, with a friendly user interface. It loads relatively fast, but differs with different internet connection speed.

Because of its very popular use and an excellent search engine, Yahoo! is now widely used by people round the globe. The URL that Yahoo! provides is exact and precise, with links that identifies to the search key words, besides providing with an abundance of extra searches that aids the specific search field. As Yahoo! provides a myriad of applications, including mail as a supplemental content, it is very comprehensive and secures users’ personal information and client’s protection. Moreover, Yahoo! provides simple but relevant catch phrases that grabs attention and is hassle-free with appropriate usage of colours, graphics and animations that serves to entertain and inform. There are also extra advertisements, which are relevant and appropriate, for example, in Yahoo! Jobs, there will be ads of job vacancies and search engines that help one to search for the desired jobs. (refer below)



**2) Information Architecture Checks**

In terms of website architecture, Yahoo! has a comprehensive website construction. The respective contents of each field are placed accordingly that enables good view and eases the search process. Information is arranged in a consistent manner throughout the sites Yahoo! provides. It also enables users to find desired information just within 3 clicks. It is therefore hassle free as Yahoo! search engine goes by matching keywords from the Search title. Besides, the content labels are also very communicative, as it is short and simple and comprehensive. The site map also correctly reflects the site address and the structure of the site. It is organized, easy to be viewed and well constructed.

**3) Navigation Design Checks**

The navigation system in Yahoo! fully supports the information architecture. Users are able to navigate their way in Yahoo! without minimal guidance. It also effectively employs principles of graphic design, audio design, motion graphics design, and/or interactivity design, whereby a variety of audio, video, animation, colors and texts are found. Since it has an organized system, the navigation design is consistent throughout the web. The navigation in Yahoo! is designed in a manner that users are able to understand their location immediately as there are connecting links that informs users and links that guide users directly to the home page.

**4) Screen Design Checks**

In terms of screen design, Yahoo! is consistent throughout all its pages. Aforesaid, it effectively employs principles of graphics design, audio design, motion graphics design, and/or interactivity design, providing users with a variety of media. Webpage are easily accessible where download can be done quickly without the need to subscribing any payment. All the vital information, including navigation, for each Web page are visible to users without the need to scroll, words are easily read and understood. The screen design’s colour palette is also very visible and has a good contrast with the background colours, besides also being fully supported by the users’ systems. Another advantage in Yahoo! pages is where screens are easily printable, besides having alternative printable versions made available, for example in Yahoo! mail. *(refer highlighted section below)*



Bad Website: www.siphawaii.com



**1) Content Checks**

This page was found from <http://www.siphawaii.com/>. It is an online business. All the intended content appears on the webpage but it appears to be very unorganized and confusing. Users may face difficulties with the content as there are too many information provided simultaneously. The website’s interface is very distracting and not user friendly. Although the site’s name is simple yet it is quite uncommon, where users may have to ask twice to get the name correctly. This website has less variety of multimedia, where there is no video or audio provided to the users. Nevertheless, although having only texts and pictures, this website is very heavily bombarded with too much text and unnecessary pictures, which makes reading and searching process to be tedious. Since the page title is small, it takes effort to identify the actual content of the webpage. Since this page also involves online merchandise, it provides security to buyers but yet again it is not in a well arranged manner. The text in the website overwhelms the readers as it provides too much detail in the merchandise they are selling. Therefore, the text fails to serve its purpose, which is to inform and effectively communicate. Besides, the text written has small fonts and can be very tedious for online reading. Since it has insufficient space between different information, it does not have a clear and visible structure that takes full advantage of headings, bullet point lists, and so on. The redundancy of graphics and multimedia elements in this website proves to be a nuisance rather than providing extra information and grabbing attention.

**2) Information Architecture Checks**

In terms of the information architecture, the content are all placed in the first page of the web, where this may prove to be very messy and distracting. The information is cramped in a single space, whereby this confuses buyers as it is not user-friendly. Buyers can easily miss products offered. Besides, the information is not organized consistently throughout the web as the alignment of different information was not done orderly. Moreover, users will have to click more than thrice to get to their desired info as the linking webpage are not immediate. The content labels are long and detailed, which may raise confusion among readers especially when they read online.

**3) Navigation Design Checks**

The navigation design in this webpage proves to be very unorganized and confusing. It does not fully support the design architecture. Moreover, the navigation design does not fully employ principles of graphic design, audio design, motion graphics design, and/or interactivity design as spacing arrangement is quite poor besides having a low consistency in the navigation design throughout the web. Since the organization of the entire web is confusing, therefore the navigation design does not provide site-wide context whereby users will miss their direction when venturing further into the web contents. Screen design wise, it is rather inappropriate for both the content and the users because of its failure to communicate effectively.

**4) Screen Design Checks**

The screen design is rather consistent throughout the site, where fonts and font size are similar. Yet, the screen design does not effectively employ principles of graphic design, audio design, motion graphics design, and/or interactivity design as there are only two medias in the site-text and graphics. Vital information, including navigation, for each Web page are only visible with scrolling, yet because of the overwhelming number of text, instead of providing users with important information, it confuses readers. Although the screen design’s colour palette comes in a variety of choices, too much of it annoys readers. Often products come with a great variety of mixed colours which therefore confuses users.