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**WEBSITE EVALUATION**

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Good Website

How do we judge whether a web site is good or bad? There are four features which can be used to determine how good a web site is – the content, the information architecture, the navigation design and the screen design. This web site with the URL <http://www.toyota.com.my> is one of the examples of good web sites. Below would be the explanation of how this web site is evaluated based on the four criteria mentioned.

The first and most important area is the content of a web site. This particular web site contains all intended content on its page. Since it is a web site of a vehicle’s company, the web site provides all appropriate information needed by the users or customers. Hence, the content supports the goals of the site – to provide useful information and to attract more customers. Furthermore, this web site does not contain any multimedia that may cause frustration to the users. The most important thing is that the format of the content appropriate for all users’ computer systems and internet connections. This web site is user-friendly in the sense that the domain name is relevant to the web site itself, easy to memorize, pronounce and spell. The URL of the web site ([http://www.toyota.com.my](http://www.toyota.com.my/)) is also helpful in identifying the page as well as the content. The content of the web site is written English, an international language; hence, there should be no problem for all users.

Besides, the text is all well-written and grammatical error-free. The information is all concisely written, not too lengthy and wordy. The fonts and the sizes of the text are also suitable as the fonts are standard fonts which are likely to be installed on the users’ computers and can be easily scanned for online reading. The creator has made the web site easy to be accessed as the headlines and titles are short, communicative and understood. The graphics used in the gallery especially the gallery of the model vehicles in this site are attractive yet not distracting. In short, the media files that appeal in this site are informative and relevant instead of annoying.

Next, this web site has a very good information architecture whereby all the content is placed where it is supposed to be. Unlike some web sites which use a lot of variations, this web site organizes the information in a consistent manner throughout the site. As mentioned above, this site is user-friendly that users can find important pieces of information within three clicks from the home page. This is important as too much clicks to reach the target page would discourage users to continue viewing the site. The information architecture is also clearly presented on the web site and the site map correctly reflects the structure of the site.

Apart from that, the navigation design does support the information architecture too. The navigation design employs motion graphic design and interactivity design effectively. These designs are standardized and consistent throughout the site without lag. Hence, the aesthetics of the navigation fully support its functionality. The navigation design is very user-friendly that all users are able to access the web site easily without getting confused of which page they are accessing. As for the screen design, the choices of the colours applied are suitable in the sense that the contras are of the appropriate pairs and are supported by the users’ system. Thereby, the screen design fully supports the navigation design and is appropriate for both the content and the users. The screen design which employs principles of graphic designs and motion graphic designs as well as the interactivity designs effectively are consistent throughout the site. Users are also allowed to print certain useful information in alternative printable version such as the pdf file available in the site.

In conclusion, this web site [http://www.toyota.com.my](http://www.toyota.com.my/) is considered a good web site as it fulfils all the four basic and main criteria of good web site. A good web site is important to attract and encourage users to view the pages on the site with satisfaction.

Bad Website

Same goes to the bad web site; it is evaluated upon the four main areas – the content, the information architecture, the navigation design and the screen design. Here is one example of a bad web site: <http://www.cartoonnetwok.com>. This web site is unable to give a good first impression to all users.

The web site does contain all intended content but in a messy structure. This web site provides all cartoons, games and videos for the users. Some content is not appropriate for the users’ computer systems. The multimedia such as the videos takes a long time to load before downloading them. Such problem would cause frustration to the users. The domain name is no doubt easy to memorize, pronounce and spell but the URL contains spelling error. For instance, “cartoon network” is spelled as “cartoon netwok”. Such error should be avoided in order to prevent misleading. The page titles are helpful in identifying the content but there are too much graphics and words in a single page that the users may find it difficult to search for certain important information.

The texts in the site are written in English but with lots of grammatical mistakes. For example, it should be “earn this badge” rather than “earned this badge”. It is undeniable that the texts are easily scanned for online reading and are concise, yet almost all graphics are placed with captions and this make the whole page a little too complex and eyesore. Moreover, many headlines and titles are too long that certain parts are not visible in the page. The fonts used are also not standardized; some are small and some are big. This is quite a serious matter as users may find it difficult to read online. Besides, there are too much graphics and multimedia elements on the site in which all these make the pages take longer time to load. The audio in the headings is also irrelevant besides making annoying and distracting sounds.

The second area to be evaluated would be the information architecture. The content is not all placed where it is supposed to be but all over the place instead. The information is not organized in a consistent manner throughout the site. Users are led to the page of information desired but the multimedia on the page may not load or even if it is possible to load, it takes time. Overall, the information architecture is not presented clearly on the web site and the content labels used are not communicative. In short, the site map does not actually reflect the structure of the site as the whole web page in too messy with abundance of graphics, words and videos.

Other than that, the navigation design does not fully support the information architecture. They do not match each other. The worst part of the navigation design is that it does not employ the principles of graphic design, audio design, motion graphics design and interactivity design. The varieties of designs are all over the page and this makes the site less user-friendly in such whereby users are unable to easily access what they want. Furthermore, the navigation design is not consistent throughout the site. Besides, this site does not provide site wide context in case users get lost in the page. Besides, the screen design may be appropriate for the content but not the users. Users may get frustrated with the complex and messy layout of the site. The screen design does not fully support the navigation design too. As the colour of the layout changes with the page, the screen design is not consistent throughout the site. In addition, the vital information, including navigation for each web page is not visible or obvious without scrolling. The colours of choice are not suitable too, as there are too many colours in a single page and the contras are not suitable.

In conclusion, this web site is not user-friendly and users may face difficulties in searching things they want. Many improvements should be done in order to make the web site more useful.