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**Pusat Teknologi Pengajaran Dan Multimedia**

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

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**Website Evaluation Assignment**

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**Title: Website Evaluation**

**1.0 Introduction:**

For this assignment, we are asked to evaluate two websites based on four categories which are content, information architecture, navigation design and screen design. The good website I have chosen is *www.Maybank2u.com* while the bad website I have chosen *www. steelandpipe.com/pages/indexen.html.* There are big contrast and different between the good website and bad website that I have chosen.

**2.0 Good Website**

The good website I haven chosen is <http://www.maybank2u.com.my/>. Maybank2u.com is a website that offers many online services and facilities to its users. For examples, users can get variety of online services such as online banking, online buying, insurance and stock broking from the website. It also provides users with a lot of friendly shopping facilities such as online merchants and online ticketing.

Furthermore, users can pay bills, enquire balance and conduct other financial services transactions through Maybank2u.com. Hence, I think that http://www.Maybank2u.com can be categorised as one of the best websites in our country as it brings us many conveniences in our daily life. Anyway, there are many reasons that I choose Maybank2u.com as my option in this assignment.Maybank2u.com is granted as good website as it possess many criteria that makes it a good website. The three major criteria that we must consider are content, information architecture, screen design, and navigation design.

**2.1 Content**

I would like to evaluate the content of the good website that I haven chosen. All the intended content is appeared on the website and the content are also appropriate for the users. The users can search for any information easily which is related to financial info. The content is organised in nice manner. According to an analysis of Alexa.com, approximately 93% of the site's visitors are in Malaysia. The users of the website also tend to consist of women browsing from home who have more children. From this analysis we can see that Maybank2u.com.my is quite famous in Malaysia because its content is quite friendly to nation of Malaysia.

Besides that, the domain name of the website (Maybank2u) is easy to memorize, pronounce, and spell by the users. It can avoid the cases where the users failed to search for the site because they forget the name of the site. Furthermore, the page title is helpful in identifying the content.

Maybank2u.com is a trustful website as it protects users’ privacy well. Any personal particulars, privacy statements, contact information, real-world context definitely secure under this site. For example, the privacy particulars of users who do online buying or other services are fundamental to securing public trust.

The text written of this site is totally written in user’s language which is English language. This site also avoids unnecessary jargon and grammatical errors hardly found in the written texts. Furthermore, the text written is concisely written and it has a visible structure and takes full advantages of headings, font sizes and so on. The font used on the site also likely to be installed on the users’ computers and point size of the text is large enough to be easily read by users.

**2.2 Information architecture**

Besides that, Maybank2u.com has good information architecture structure. The information is organised in a consistent manner throughout the site. Users can find important pieces of information within three clicks from the home page. Furthermore, users can search

any related information through the provided search engine on the site.

**2.3 Navigation design**

The navigation design effectively employs principles of graphic design and interactivity design. In my opinion, I think that navigation design is the most important element in web design.

Anyway, Maybank2u.com fulfils the qualities of good navigation design. It consists of consistent navigation menu which guide users through the site. What can we observed from this site is the navigation design is navigation design fully support the information architecture.

**2.4 Screen design**

The screen design’s colour palette fully support by the users’ systems. All the vital information, including navigation, for each Web page is visible without scrolling. I would like to say that the screen design of Maybank2u.com effectively employs principles of graphics design, motion graphics design, and also interactivity design.

**3.0 Bad website**

I found that http://www. steelandpipe.com/pages/indexen.html is a bad website which has poor organization of content, poor information architecture, lack of screen design element and also navigation design.

### The website is owned by a company which supplies steel and pipe nationwide to the heavy constructions and marine industries. The services provided by the website include the purchasing, [selling](http://www.steelandpipe.com/pages/beams.html) and [buy-Back](mailto:master@steelandpipe.com?subject=Buy%20Back) of steel beams, pipe and wood for the Construction Industry.

### 3.1 Content

### Not all the intended content appears on the website. For an example, the website should provide more details about their company’s products to customers by giving explanation of the products and also putting more graphics or pictures of their products. The visitors of the website never know what actually the company does if they don’t landing all the pages. What we can find on the website is only written text and three small pictures. As a result, the website lacks of excitement and too dull to visitors. I believed that visitors can’t stay long on the website as there is lack of information and interesting stuffs on the website.

### Besides that, the page title is quite hard to memorize, pronounce and spell by their customers. The page title (**Master Steel and Pipe Inc)** is too long and hence hard to remember by users. Furthermore, the URL is also hard to remember as it is too long and complicated. Although the text written can be scanned easily by users for online reading but the website is too cluttered with text. The users also have to scroll up and down to see everything on the homepage as the home page is not in one screen.

### 3.2 Information architecture

### Furthermore, the information is not organized from the users’ point of view. All the information is not placed at where at it should be. The users can’t important pieces of information within there click from the home page. This will cause the users of the website need to spend more time in searching for certain information. As an overall, the side is too messy as the information is not organized in a good manner.

### 3.3 Navigation design

### Besides that, I think that the navigation design should be improved. Although the navigation design quite consistent throughout the site but it does not effectively employ the principles of graphic design, audio design, and interactivity design. The design of navigation is too simple and not creative at all.

### Apart from this, the website does not provide site-wide context so that the 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?” This will causes users feel annoying when search something on the site.

### 3.4 Screen design

### I think that *www. steelandpipe.com/pages/indexen.html* is a website which has poor screen design. The colors and design of the site can’t create a friendly atmosphere to the users of the website. There are only two colors used in the site which are white background with blue written text. The website will look more attractive if the website uses good combination of colors for each page to attract the attention from users.

### What I found from the website is that the screen design does not effectively employ principles of graphics design, audio design, motion graphics design, and interactivity design. There are still a lot of spaces for improvement for the screen design.

### 4.0 Conclusion

### As a conclusion, there is a big contrast or difference between the good website and bad website. In my opinion, websites developers should consider the four main elements before developing a website. The four elements are content, information architecture, navigation design and screen design. Good website design is not an easy task. A web designer should take into account the web’s goals, audiences’ needs and the four elements before starting to develop a certain website.