

**Pusat Teknologi Pengajaran Dan Multimedia**

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

**Website Evaluation Assignment**

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| **Lecturer** | **:** | **Assoc. Prof. Dr. Rozinah Jamaludin** |
| **Tutorial Date** | **:** | **Thursday** |
| **Tutorial Time** | **:** | **11-12pm** |

**Academic Session : 2nd Semester (2011/2012)**

1. **INTRODUCTION**

Based on the assignment given by Dr. Rozinah, there are only two websites that I will evaluate. They are considered the good website and the bad website. The good website is “Charles Stacey Fine Art” ([www.fine-art-dealer.com](http://www.fine-art-dealer.com)), while the bad website is “Lingscars.com” (www.lingscars.com). Therefore, my current justification on the two websites are based on four main features- content checks, information architecture checks, navigation design checks and screen design checks. The four main factors contribute to the difference that separate the good website from the bad website. In addition, below is in relation to the website evaluation table or checklist which was already provided.

1. **CONTENT**

2.1 **Good Website**

2.1.1 Content Checks

According to “Charles Stacey Fine Art”, it is an independent art studio selling website in Leominster, one of the United Kingdom’s leading centres of antique and fine art commerce. It stocks an extensive range of eighteenth, nineteenth, and twentieth century prints, watercolours, oil paintings and sketches. Thus, it targets art lovers that appreciate art pieces. Firstly, all intended content seems to appear on the website. The content is appropriate for the users by providing them the art pieces that they are looking for. The content also support the site goals. The domain names are easy to memorize, spell and pronounce. The words used are simple and informative, unlike the usage of bombastic words. Besides, the page titles that are provided are helpful in identifying the content. For instance, page titles like Home Page, Services, Gallery, Contact and so on are given. There are also supplemental content that adequately secure client’s protection. For example, the section “Terms and Conditions” are provided for customers’ better understanding of how payment should be done, shipping and handling, delivery schedule, privacy policy and returns policy. The text written is in English Language, straight forward, easy to comprehend and grammatically correct to enable readers to scan them easily for online reading. Bulleted point lists are used in “Services” section. The headlines are short, sweet and communicative too. The text size is large enough to be easily read by the users.

2.1.2 Information Architecture Checks

The contents and page titles section are placed neatly and based on priority. Thus, information is organized according to users’ point of view and in a consistent manner throughout the site. Users can find essential information just by a click on the page titles. For instance, if users want to know the services provided by Charles Stacey Fine Art website, they can click on the “Services” section. In addition, users may click on “Gallery” to have an overall view on a variety of oil paintings, drawings, prints and watercolour paintings. However, the painting titles are also provided in the page titles. The information architecture are also presented clearly on the website. The content labels that are used to present the information architecture on the website are short, sweet and communicative.

2.1.3 Navigation Design Checks

The navigation design is fully support the information architecture. It also designed effectively and employed principles like graphic design and interactivity design. Users can click on the menu links very easily. The navigation design is consistent throughout the website. It also provide site-wide context so that users have a sense of direction and know where he or she is reading or looking at. The screen design is appropriate for both the content and users and it fully support the navigation design.

2.1.4 Screen Design Checks

The screen design is consistent throughout the website. It also have effective graphics design and interactivity design principles. In addition, users can download the webpage quickly without any difficulty. Users can easily scroll down for viewing vital information for each webpage. The screen design’s colour palette also fully support by users’ systems. This is because the colour background design and colours palettes used are simple like in black, golden brown and beige colours. The texts used are only black or white colour. Users may submit their contact form provided by the website very easily.

2.2 **Bad Website**

2.2.1 Content Checks

According to “Lingscars.com”, it belongs to one of the United Kingdom’s car leasing website provider. It is considered as the country’s favourite car leasing company that provides contract with hire cars and vans. Although it is ‘popular’ but the content is not appropriate for the users. The contents are jumble-up everywhere and it is really hard to find any information that is needed. Most importantly, the texts were written in different fonts, sizes and colours! Some words are big, some words are small. They are everywhere in green, red, blue, purple and other colours. Thus, it is hard to understand the content and it is not grammatically correct. There is no bulleted point lists and it is very hard to scan for online reading. The words used are informal and unprofessional. For example, the sentence structure is a translation from Chinese words. Although the headlines and page titles are short and simple, but it is not informative enough. Moreover, the website’s content is inadequately secure client’s protection as there are no copyright notices or privacy statements.

2.2.2 Information Architecture Checks

Even though the content is placed where it is supposed to be, but it is in a very messy condition. Thus, the information did not even organize from user’s point of view and in a consistent manner throughout the website. Personally, I think that users may be facing difficulty in searching for information within three clicks from the homepage as it was placed in a messy and confusing manner. The information architecture apparently did not presented clearly on the website. Nevertheless, at the “how it works” section, the website did include several guidelines for contract hiring a car.

2.2.3 Navigation Design Checks

The navigation design still can support the information architecture but not in an organized manner. This is because the contents were organized in a lousy and messy manner like I have mentioned just now. The navigation design did not effectively employ principles of graphic design and interactivity design. Users could only click certain navigation buttons like “more info” and “order now” just to get the information that they want. Hence, the navigation designs are not really consistent throughout the website. It also did not provides site-wide context for users to answer questions like “Where am I?”,   
“Where have I been?” or “Where can I go after this section?” Besides, the screen design is not appropriate for both the content and users. Thus, it does not fully support the navigation design.

2.2.4 Screen Design Checks

The screen design is not consistent throughout the website. This is because it does not effectively employ principles of graphic design and interactivity design. However, the users can watch the videos provided quickly without loading that long. The screen design’s colour palette still can support by the user’s systems. Nevertheless, too many colours and blinking words may cause dizziness. Users may find it hard to focus on the content. Too many unimportant words may annoyed users. For instance, words like “me!” or “cheap cheap!” will distract users.

1. **CONCLUSION**

In a nutshell, there is a big difference between a good and a bad website. Thus the judgement is based on four main features- content checks, information architecture checks, navigation design checks and screen design checks. Web developers must be aware of them to enable them to design professional and pleasant websites. Therefore, they should be careful in selecting font size of words, colours, background design, the organization of information, pictures, videos and audio.