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**SCHOOL OF EDUCATIONAL STUDIES**

**QMT 323E**

**Development of Web Based Instruction**

**Assignment Topic: Web Evaluation**

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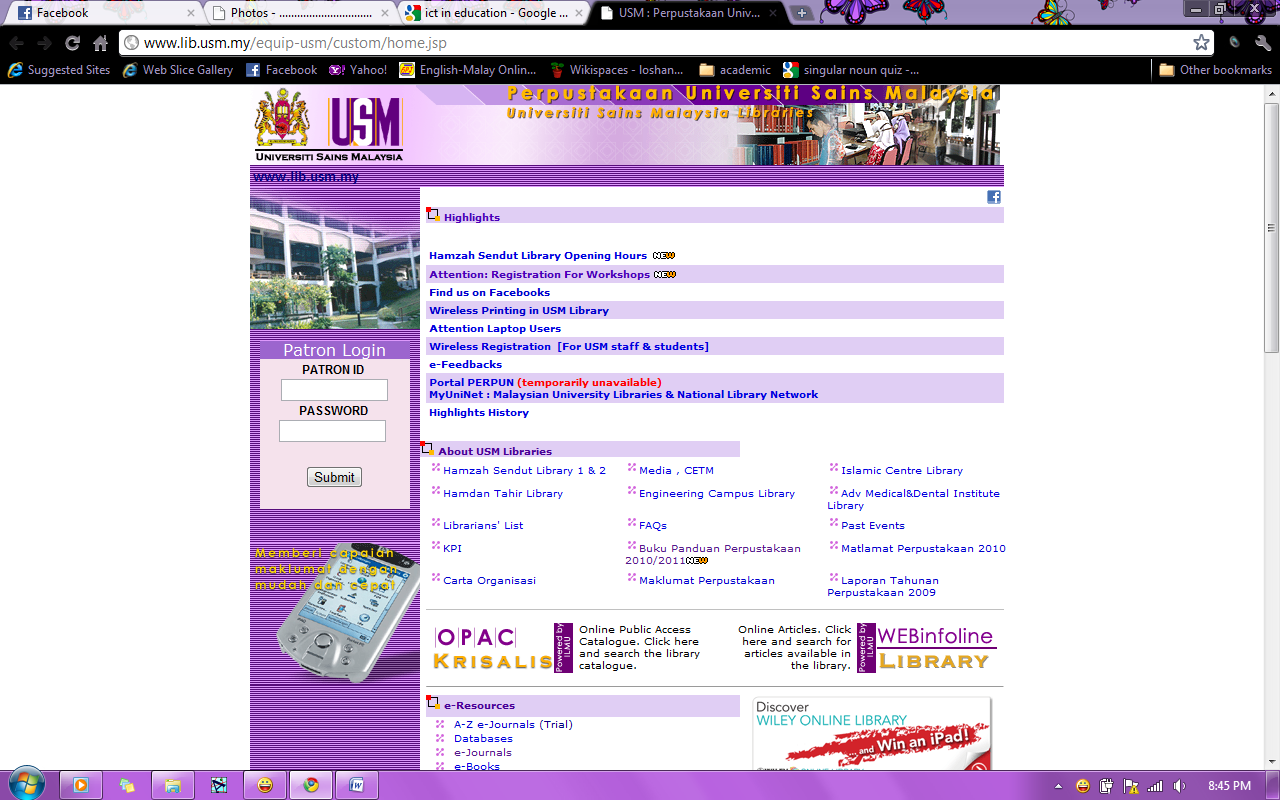
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**Due Date**  : 27 January 2011

**Good Website:** [**www.lib.usm.my**](http://www.lib.usm.my)



The website that I have considered as a good website is [www.lib.usm.my](http://www.lib.usm.my) which is Universiti Sains Malaysia’s (USM) library’s official website. I have chosen Universiti Sains Malaysia’s library website as a good website because it fulfils most of the criterion of a user friendly and functional website. When I was browsing this website I found that it fulfilled its overall purpose therefore my evaluation for this website is that it is a proper website that is quite useful.

**Content**

I find that the website has good content structure. I was able to access all the intended content in the website. The website also seemed to comprehend its goals very well. The goal of this website is to give the user more information about the library system in USM and also to aid students to look up materials in the library. The content in the website truly helps the website achieve its goals. Even the language that is used in the website is simple and easy to understand thus making navigation much easier. The website also has good organisation of content. The website has taken full advantage of using highlights, bulleting and listing. The website provided different lists for the many types of information that can be found. Even the titles or headlines were helpful in determining what the content is about. For example the heading ‘library publications’ clearly indicated that the links in this list will all direct to articles related to the publication made by the library. Even the URLs of this website clearly identify the content of the webpage. One may be able to identify what is the content of the webpage by reading the URL.

**Information Architecture**

All of the content in this website are placed at the correct links and can be accessed easily. The information in this website is also organised in the user’s point of view to ease the user. Users are also capable of finding important information within three clicks from the homepage. All of the content labels and link titles in the website are short, easy to comprehend and communicative.

**Navigation Design**

This website has a good navigation design. Users are able to navigate trough the website quite easily. The navigation design of this website effectively employs the principles of graphic design. The websites uses contrasting text colours and also graphics that are friendly to the users instead of annoying them. The website also uses a consistent navigation design in all its pages.

**Screen Design**

The website’s screen design is consistent which is good for the users. The website also uses good clour contrasts and a variety of text and graphics. Therefore the website has effectively employed principles in graphic design. This website can also be downloaded quickly and its colour palate can be supported by all user’s systems since the website uses quite basic colour schemes.

**Bad Website:** [**http://poocolezions.webs.com/**](http://poocolezions.webs.com/)



The website that i have selected as a bad website is <http://poocolezions.webs.com/>. This website is owned by a boutique named Poo Fashion to promote its products. I choose this website as a bad website beause the website does not seem completed and lacking certain aspects of a well constructed website.

**Content**

The content in this website is quite scarce. Most of the intended content are not available. Most of the information that would be searched by users are not available. Many of the links in the website go to empty pages. Because of this lack of content the website is not able to fulfil its goals. I also find that the text in the website is a little confusing. For example for their pricing list they used the dollar sign but since this boutique is based in Malaysia it is unclear which currency they are using for their pricing. The website has failed to give such important information. I also found that the song they have uploaded in their home page quite annoying and the website does not provide a mute button to mute the background music for those who are not interested in listening to the music.

**Information Architecture**

The content in this website is not placed where they are supposed to be. Most of the content cannot be found. Although the information is organised in a consistent matter but there are certain factors in the organisation of the information that doesn’t make it appealing to the user.

**Navigation Design**

The navigation design of this website does not provide side wide context. Therefore the users cannot be sure of where they have been and where to go next. They have to explore the website based on their memory of which link they have visited and which they haven’t. The navigation only follows principles of graphic design to certain extend. This is because the text colours for links do not use contrasting colours. Only the hover colour is contrasting and the link texts are rather small.

**Screen Design**

The screen design of the website is consistent throughout the website but the design is rather dull and not very eye catching. For a website that is trying to attract attention, the screen design is not going to be much of help. I would also say that the screen design does not employ the principles of graphic design fully. This is because even though the text colours are of contrasting colours from the background but the texts are arranged in a manner where it is too close with each other making it hard to be read. The website is also not printable and does not offer alternatives to print the website.