

Usability Web Site Evaluation

Directions: Write your name, the name of the Web site that you will be evaluating, and the Web site's address (URL) on the top three lines. Examine the criteria to be assessed when examining a Web site's usability. Place a check mark or X in the column that best reflects how you rate each criterion. Finally, in the column labeled "Web Site Evidence," write examples of text, graphics, links, etc. from the Web site that explain why you selected each rating.

Your Name: _____				
Web Site's Name: <u>Student Now</u>				
Web Site's Address: <u>www.studentnow.com</u>				
	Rating			
Usability Criteria to Assess	Poor	Average	Very Good	Web Site Evidence (examples from the site that demonstrate your rating)
Design				
Color scheme is easy to read		X		The blue and red are a bit jarring. The color scheme is unattractive.
Logical site organization (content is grouped by topic and information is where you expect it to be)		X		The category labeled <i>Life</i> is unclear; these articles are actually about romance and dating. <i>Features</i> is a hodgepodge of different topics.
Search box is easily located and functions well		X		You have to be on the home page to access this by clicking <i>Search</i> . It would be much more user-friendly to have an actual search window as part of the header.
Consistent (you know you are still on the Web site even though you are far from the home page)			X	The same Student Now logo appears in the left corner until you leave the site.
Content				
Readable by the intended audience (appropriate terminology and reading level)			X	High school and college students can easily handle the content's level of difficulty.
Clear labels for the sections of text			X	Sections are labeled or sometimes numbered. Under Politics, "Non-Partisan Information," "Progressive Sites," and "Conservative Sites" are some of the labels.

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Usability Criteria to Assess	Rating			Web Site Evidence (examples from the site that demonstrate your rating)
	Poor	Average	Very Good	
Amount of text is manageable (not too much to read or navigate through)			X	Paragraphs are usually short and are sometimes numbered.
Information is mechanically error-free (e.g., correct spelling and punctuation)		X		EX: Research: “Here a some great...” Top 10 Essay Writing Tips: “Is the language and style consistent or does seem... ”
Easy Navigation				
Pages load quickly (text, graphics, and video)	X			A number of pictures do not load; all you see is a box with a red X. The <i>Research</i> page is very slow to load.
Hyperlinks to other Web resources are clearly identified			X	They are underlined but in different colors.
Links back to the home page are included and easily identifiable	X			Student Now® in the header is the link back to the home page but is not identified as such.
You do not have to scroll horizontally to see all of the Web page			X	Very good—it is left aligned text.
Vertical scrolling is manageable, not overwhelming or irritating			X	Too much scrolling is required on the home page, but it is not a frustrating amount. Other pages are fine.