

Category	Criteria Questions	Maximum Score
Visual Design and User Experience	How innovative is the landing page?	2
Visual Design and User Experiences	How easy is the site to navigate for a new member or prospective member? A "seasoned" student member and volunteer?	6
Visual Design and User Experience	Is all the information featured important for student members? Is any important information missing or hard to find?	6
Visual Design and User Experience	Is all the information featured important for student branches? Is any important information missing or hard to find?	6
Visual Design and User Experience	How well organized is the information?	4
Visual Design and User Experience	Is this website accessible on mobile devices? Is it consistent across different browsers?	4
Visual Design and User Experience	Is the balance between text and imagery appropriate? Appealing?	2
Visual Design and User Experience - Total		30
Futureproofing	How easy will this website be to maintain?	3
Futureproofing	How does this design fit with existing web technologies? How adaptable is it to emerging technologies?	1
Futureproofing	Does the design minimize the cost associated with implementing and maintaining this website?	2
Futureproofing	How easy is it to integrate or adapt this web design into the current IEEE web presence? Into future IEEE web presence?	3
Futureproofing	How coherent and plausible is the accompanying written component on website maintenance, upgrading and updating?	1
Future Proofing - Total		10
Contribution to Student Development	How much and how well does this site include other IEEE initiatives?	3
Contribution to Student Development	How well does this website allow students to access developmental opportunities within the organization, like conferences, networking opportunities, and professional development?	8
Contribution to Student Development	Does this site demonstrate or embody the IEEE tagline "Advancing technology for humanity" in design? In content?	6
Contribution to Student Development	Does this website provide access to non-IEEE information of importance to student development?	3
Contribution to Student Development - Total		20
Promotion of Larger IEEE	How well does this website demonstrate the general value of IEEE membership (in terms of tangible and intangible benefits) to students?	9
Promotion of Larger IEEE	How well does this website highlight new opportunities for students to get involved with, beyond those specifically student-related?	4
Promotion of Larger IEEE	How well does this website link to other relevant IEEE OUs and demonstrate the breadth and depth of IEEE as an organization?	7
Content and Promotion of Larger IEEE - Total		20
Completeness of student content	Are new tools proposed that would be of value to the larger organization?	2
Completeness of student content	How well does this site socialize students with the <u>materials and resources</u> that are important to them?	6
Completeness of student content	How well does this site socialize students with the <u>training and networking materials</u> that are important to them?	4
Completeness of student content	How well does this site socialize students with the <u>contest and competition information</u> that is important to them?	8
Completeness of Student Content - Total		20