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| **Aaron Lack**  **Evaluator: Aaron Lack**  **Website Usability Worksheet** How usable is your site? Where should you focus your usability testing?  **Grade EACH CATEGORY on a scale of A to F Give each item in each category a PLUS (+), CHECK (✓) or MINUS (-)**  A – Absolute confidence by user  B – Better usability with minor adjustments  C – Change or modify to improve  D – Difficult / challenging for user  F – Frustration / people fleeing your site  **What website are you evaluating?** <https://www.palaceskateboards.com/>  **Layout B**  **✓**Clear **“call to action”** on the home page  **✓**Clear **emphasis** and **hierarchy**  **✓**Tasks prioritized on page  **Navigation and Page Links C**   * Navigation is easy to find and available from every page   **✓** Navigation labels make sense and represent the content found within  **✓** Navigation is consistent in design, location and connections  **✓** Navigation works on mobile as well as larger screens  *(Large enough buttons for fingers? Functional?)*  **✓** Links have active/hover effect and are an emphasis color  **✓** Links are descriptive (i.e. not “click here”)  **Design B**  **✓ Color palette has adequate range of contrast**  *(Can the content still be read by colorblind individuals?)*  **✓** No more than 3 typefaces, used and applied consistently  **-** Clear typographical hierarchy? No text is too small for sight-impaired viewers  **✓** Design elements are lined up. Evidence of an underlying grid  **✓** Repeated design patterns, elements or treatments to create unity  **✓** Related content placed more closely together -- proximity  **✓** Emphasis / Call to Action for the site supported by the design  **✓** Use of principles of design evident in the site  **✓** Overall design is appropriate and consistent  **Content: B**  **✓** Content is relevant to site topic and to audience  **✓ Content easy to scan and ranked by relative importance**  *(Clear hierarchy with whitespace, headers, bullets?)*  **✓** Language is visitor centric: “you” not “we”  **✓** Tone, language and material appropriate for expected users  **✓** Social media accessible and easy to find?  **✓** Content is free of grammatical and spelling errors  **+** Content is scaled down, with no unnecessary words  **✓** Error messages, form fields and pages in general are clear and  options are explained when possible |