Grading Categories	Websites	
	CIBC	TD
Usability		
Navigation	5	4
Navigating the site	5	5
Addresses Primary Audience	5	5
Completing a task	5	4
Use of Headers	5	4
Clear on what is clickable	5	4
Responsive/Adaptive	4	4
Number of clicks needed/taken	3	3
Total:	37	35
Accessibility		
Links have title attribute	5	4
Images have alt attribute	3	4
Use of HTML5	3	4
Use of WAI-ARIA	3	4
Skip to links	1	5
Tabbing	4	5
Use of meta tags	5	3
WAVE Test	3	1
Total:	27	30
Design		
Colour Contrast	4	2
Use of Images	5	5
Use of colour	5	5
First Impressions of the site	5	4
Simplicity	5	5
Efficiency/Quality	5	4
Layout	5	5
Unity	5	4
Total:	39	36
Content		
Calls to action	5	4

Social Media icons/links	5	5
Organization	5	4
Amount of links	5	4
Amount of actual written content	3	4
Engagement level	4	3
Above the fold	5	3
Mobile app	5	5
Total:	37	32

Branding

Logo Design	5	4
Logo Position	5	5
Logo is also a button	5	5
Use of brand colours	5	5
Consistency/Continuity	5	4
Effectiveness	5	4
Slogan/Company name	5	3
About Page	5	1
Total:	40	31
OVERALL TOTAL:	**180**	**161**

RBC

3
4
5
5
5
5
2
5

34

1
5
1
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4
3
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3

20

5
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32

5

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33

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5
4
1

33

152

Reasons for failing score

The drop down navigation feels too cluttered, has too many links.
Too many links, a bit overwhelming, wasn't sure where to start navigating.
No failing score, they all address the primary audience well.
Finding information about car loans was a bit confusing.
Headers should be bigger font size.
Somethings are unclear on what is clickable.
Mobile site doesn't load and it isn't very responsive.
Took too many clicks to where I wanted to go.

Links use little or none title attributes.
Images use little or none alt attributes.
Little or no use of HTML5 elements
Little or no WAI-ARIA attributes used.
Doesn't have any skip to links.
Doesn't tab through the items on the drop down navigation.
Barely any Meta Tags used.
Had too many errors/alerts.

Colours are too similar in contrast.
Not enough images.
Not enough colours used.
Wasn't impressed at first.
Design isn't very simple
Could use more styling. E.g. the links and hovering.
The design/layout feels too cluttered.
Site feels unbalanced.

Not enough calls to action

Social media icons/link hard to find.
Could be organized better.
Too many links per page.
Not enough actual written content
Site is kinda boring.
Some of the content is above the fold.
No failing score, they all have a mobile app.

Logo is a little too simple.
Good positon but logo should be bigger.
Isn't a button on every page.
No failing score, they all use brand colours very well.
Logo and name isn't in same page as home page.
Logo/brand could be more effective.
No slogan and no company name on home page.
No about page found.