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CIS 4378 Lab 2 Assignment

Part A - Metrics

Our group split the pdfs up and created a list of factors mentioned in the articles for each one. After creating the lists, we chose which metrics seemed the most relevant to us. We did this based on how many of the articles a factor showed up in e.g. if the same metric was mentioned in 2 or 3 of the articles we chose it. We also chose a couple based on group agreement, for example Endorsement from a 3rd party authority was only mentioned in one of the articles, however our group felt as if it was a metric that could have a large impact. The article it was mentioned in also gave it a fairly high impact rating. After coming up with our list of metrics, we created definitions for them based on how the articles defined them. We then used this final list to complete part B and C. The definitions and chosen metrics are below:

Good Customer Service - Customer service includes providing ways to reach out to the organization responsible for the website, and being able to get a hold of a customer service rep with the organization. Customer service requests should be handled in a timely and professional manner.

Clean / Professional Design - The website should convey a sense of professionalism with the layout and styling of the website. Content should be organized in an intuitive manner that's easy to read and digest.

Lack of Errors - The website should be free of outward facing development errors. For example, the content should be free of spelling mistakes, links should work, buttons should execute tasks as expected, the page shouldn't crash from any user inputs. The organization behind the website should diligently check for errors as they greatly reduce user trust. Errors and spelling mistakes make the website look unprofessional and unmaintained.

External Information from Credible Sources - When a website is using information it got from outside sources, the organization needs to ensure that the sources are professionally cited and noted on the webpage. Providing information from known credible sources will make the website more credible

Update Frequency - the more frequently a website is updated, whether that's with new content or refreshing the styling and branding, the more credible the website appears. If the website is being updated, that shows there's a dedicated organization behind the site who is looking to put in effort to improve the site.

Ease of use/ Navigation - Users should not encounter issues when navigation through the website. The website should emphasize simple and intuitive design over having flashy features. If users had a good experience using the website, they were much more likely to use it again and trust it.

Contact Info - The website should provide information about the physical location of its company, as well as phone numbers and email addresses that can be used to contact the company.

Name Recognition/Branding - If a brand is one that is recognized people will feel like they can trust it assuming the brand has a good reputation. E.g. Amazon is a well known large company with a reputation for good customer service.

Expertise/Endorsement - Backing from 3rd party organizations that try to provide information on how reliable or trustworthy a business is. E.g. Trustpilot, BBB. Reviews from other customers can also help make a website more trustworthy.

Information Bias/Tone of Writing - Information should be as objective as possible, presenting facts about the topic the website covers, as opposed to subjective statements like "We're the best" or "This is the best method" without providing reasoning to back up the statements. The tone should be professional and empathetic when appropriate, e.g. health information. When dealing with financial information a more objective/fact based tone comes off as more credible.