Melody Y. Ivory, Marti A. Hearst. (year). *Towards Quality Checkers for Web Site Designs.* [PDF] Berkeley: UC Berkeley. Available at: [Accessed 31 September 2016]

(Ivory and Hearst)

*Make the interface consistent.*

Studies suggest that poorly designed websites lead to large losses in productivity and revenue.

Webpage and site measures

*A web site interface is a complex mix of many elements (text, links, and graphics), formatting of these elements, and other aspects that affect the overall interface quality.*

Information design: focuses on determining an information structure and developing category labels to reflect the information structure.

Navigation design: focuses on developing navigation mechanisms to facilitate interaction with the information structure.

Graphic design: focuses on visual presentation.

Measures

Text elements: the amount of text on a page, the type, quality and complexity of text on a page.

Link elements & formatting: underlined and colors used for links.

Graphic formatting and elements: the number and type of images, the min max and ave width and height of images, the amount of page area covered by them.

Page formatting: color usage, font, page size, interactive elements, page style control, page characteristics. Quality of color combinations, functional type of a page.

Page performance: page download speed, accessibility to people with disabilities: HTML errors.

Site architecture: consistency of page elements(text, link and graphic elements), element formatting, page formatting and performance, size of the site.