**Web Technologies - Checklist Homepage Design / Usability**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Homepage (URL) |  | Date |  | Nr. |  |
| Tester |  | Size | kB | Score | % |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Nr** | **Topic** | **Recommended Design** | **Strength** | **Points** | **You** |
| **1** | Download time | 50 kB (<10 sec for your customer) |  | 3 | 3 |
| **2** | Window title | Start with Company Name |  | 3 |  |
| **3** | Title tag line | What about, Slogan |  | 3 |  |
| **4** | Readable URL | Hackable URL, URL is a UI part |  | 2 |  |
| **5** | Error page | Catch errors/dead links, to search |  | 2 |  |
| **6** | Meta tags | For search engines (trafficattack.de) |  | 3 |  |
| **7** | Alt Information | Images, accessibility, Lynx |  | 2 |  |
| **8** | Page width | 770 pixel (620-1024) |  | 2 |  |
| **9** |  Liquid vs. frozen layout | Liquid is better |  | 2 |  |
| **10** |  Page length | <2 pages (1000-1600 px) |  | 2 |  |
| **11** | Frames | No, Don’t use (search, bookmarks) |  | 3 |  |
| **12** | Logo placement | Upper left |  | 3 |  |
| **13** |  Logo size | Around 80x68 Pixel |  | 2 |  |
| **14** | **Search** | Yes, in a box, always |  | 3 |  |
| **15** |  Search placement | Upper part, right or left corner |  | 2 |  |
| **16** |  Search box color | White |  | 3 |  |
| **17** |  Search button | Call it “Search” or “Go” |  | 2 |  |
| **18** |  Width of search box | >=25 characters (30 best) |  | 2 |  |
| **19** |  Type of search | Simple search (Link to advanced) |  | 2 |  |
| **20** | **Navigation** | 4 types: left, tabs, top, categories |  | 2 |  |
| **21** |  Footer navigation links | Max. 7 links, single line |  | 1 |  |
| **22** |  Sitemap link | Name “Site Map”, Content |  | 2 |  |
| **23** | Routing page | No (www.logitech.com) |  | 2 |  |
| **24** | Splash page | No |  | 3 |  |
| **25** | Sign-In | “Account” or “Sign In” |  | 1 |  |
| **26** | **About** the company | Always include it |  | 3 |  |
| **27** |  About link | Call it “About <company>” |  | 2 |  |
| **28** |  Contact information | Call it “Contact us” |  | 2 |  |
| **29** |  Privacy policy | If you collect data |  | 3 |  |
| **30** | Home Button | Is there a home button visible |  | 3 |  |
| **31** | Job opening | Call it “Jobs” if you have it |  | 2 |  |
| **32** | **Help** | If it is a complex site (eBay, etc.) |  | 1 |  |
| **33** |  Help placement | Upper right |  | 2 |  |
| **34** | Auto-playing music | No |  | 3 |  |
| **35** | Animation | No |  | 2 |  |
| **36** | Graphics/illustration | 5-15% |  | 1 |  |
| **37** | Advertising | <= 3 ads |  | 2 |  |
| **38** | **Body** text color | Black |  | 2 |  |
| **39** |  Body text size | 12 points |  | 1 |  |
| **40** |  Body text size frozen | No (www.wired.com) |  | 3 |  |
| **41** |  Body text typeface | Sans-serif |  | 1 |  |
| **42** |  Background color | White |  | 2 |  |
| **43** |  Link color (unvisited) | Blue |  | 2 |  |
| **44** |  Link color (visited) | Purple |  | 1 |  |
| **45** |  Link color different | Yes (not light gray) |  | 3 |  |
| **46** |  Link underlining | Yes (except in navigation bar) |  | 2 |  |
|  | **Score of URL:** |  |  | 100 |  |

 Default Recommendation

 Strong Recommendation

 Essential Recommendation

from Nielsen, Homepage Usability adapted by Alexander Nischelwitzer V1.7

last update 10/2005 by NIS www.nischelwitzer.com