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| **Website to Evaluate:** | | |
| <https://www.linkedin.com/search/results/PEOPLE/?keywords=voice%20actors&origin=SWITCH_SEARCH_VERTICAL&sid=(mc> | | |
| **Purpose of the Site (one sentence):** | | |
| Help people connect and network themselves to be able to be found by recruiters. | | |
| **Intended Users (list the different types):** | | |
| Anyone looking for a job, Recruiters looking for new workers, Businesses looking to create a group and get their name out there on the internet. | | |
| **Evaluation Scale:  2=strongly agree; 1=agree; –1=disagree; –2=strongly disagree; 0= doesn't apply** | | |
| **(–2 to 2 )                 Purposeful (please use complete sentences)** | | |
| 1 | Site purpose is clear | Its generally obvious with its intentions. Its not completely obvious but after a click or 2 you understand it easily. |
| 2 | Content is relevant to purpose and intended audience |
| 1 | Page keywords, headers, and content match |
| 1 | Site content is current enough to serve audience’s purpose |
| **(–2 to 2 )                 Appealing Visual Logic (please use complete sentences)** | | |
| 1 | Site is appealing, graphics fit well with site purpose | I personally very much despise LinkedIn’s visuals. It is very bland and eye destroying with how white it is by default. However, viewing it from a general populace stance, this takes makes sense and works. |
| 0 | Visual design establish a consistent mood / feel |
| 2 | Visual hierarchy shows relative importance of information |
| 2 | Text is easily readable |
| 1 | Site displays well in variety of browsers / readers / devices |
| -1 | Site includes an appropriate level of details, open space, and chunking of information |
| **(–2 to 2 )                 Functionally Appropriate (please use complete sentences)** | | |
| 1 | Site provides good sign-posts (headers/nav) to identify content | This site clearly labels everything, and it makes it somewhat hard to get lost. The code for the site is very well optimized as it loads very quick and does not crash easily from what I can see. |
| 2 | Site provides for user search and/or site index |
| 1 | Site provides appropriate functionality for its purpose |
| 1 | Site downloads quickly (<30 seconds on 56 k) |
| **(–2 to 2 )                  Navigation Clarity (please use complete sentences)** | | |
| 2 | Site is identified on every page | The navigation on this website is very easily laid out to where you know exactly where to look and exactly what page you are on. |
| 2 | Navigation elements are consistent and predictable throughout |
| 2 | Navigation labels are familiar to the user, chunked by need |
| 2 | Sub-navigation is organized well and linked correctly |
| 2 | All navigation is visible at appropriate resolutions |
| **General Site Comments (use complete sentences)** | | |
| On default settings looking at this site almost feels like looking at a very elderly persons phone where certain parts are just oversized, and text is split between too huge and too small. Although despite that the site’s overall structure is of course consistent and easy to navigate to a degree. | | |