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| **Website to Evaluate:** | | |
| Primary Home Site - <https://www.fiverr.com>  Site reviewed - <https://www.fiverr.com/cleotorrezz/be-your-female-voice-actor-for-a-professional-voiceover?funnel=e225df97eba0e277981dfd055ce5769e&pos=40&source=top-bar&pckg_id=1&imp_id=16b11087-a3ac-4694-bcc8-3b2b53844c3d&context_type=auto&context_referrer=search_gigs_with_recommendations_row_1&ref_ctx_id=e225df97eba0e277981dfd055ce5769e> | | |
| **Purpose of the Site (one sentence):** | | |
| To sell a person’s skills to a buying customer | | |
| **Intended Users (list the different types):** | | |
| People looking to buy a person’s skills / service | | |
| **Evaluation Scale:  2=strongly agree; 1=agree; –1=disagree; –2=strongly disagree; 0= doesn't apply** | | |
| **(–2 to 2 )                 Purposeful (please use complete sentences)** | | |
| 2 | Site purpose is clear- The site is for selling one’s skills/ services. It is easily seen |  |
| 2 | Content is relevant to purpose and intended audience- The site is for people that wish to buy a service |
| 2 | Page keywords, headers, and content match. The keywords, header and content match what they are selling on this site. |
| 2 | Site content is current enough to serve audience’s purpose – The site is very current and is updated daily |
| **(–2 to 2 )                 Appealing Visual Logic (please use complete sentences)** | | |
| 2 | Site is appealing, graphics fit well with site purpose. I find this site to be visually appealing. |  |
| 1 | Visual design establishes a consistent mood / feel. The feeling of the site is professional and clean. |
| 2 | Visual hierarchy shows relative importance of information. The site tracks what you were looking at and the related search that match what you were previous seeking. |
| 2 | Text is easily readable. The text they use on this site is easy to read and does not go over the margins. |
| 2 | Site displays well in variety of browsers / readers / devices. I can’t test any of this option but the site fits in my browser and a simple reader somewhat works. |
| 1 | Site includes an appropriate level of details, open space, and chunking of information. The site has an appropriate level of detail in what it is selling. |
| **(–2 to 2 )                 Functionally Appropriate (please use complete sentences)** | | |
| 2 | Site provides good sign-posts (headers/nav) to identify content and it also show how you are logged in. |  |
| 2 | Site provides for user search and site index at the top of the page. In the search bar it show “What service are you looking for today?” |
| 2 | Site provides appropriate functionality for its purpose and it is easy to use. |
| 2 | Site downloads quickly and does not load more the one image at a time on a user’s marketing page and it loads only a few images on the home page. The load time is extremely short. |
| **(–2 to 2 )                  Navigation Clarity (please use complete sentences)** | | |
| 2 | Site is identified on every page. Every page has the logo at the top. |  |
| 2 | Navigation elements are consistent and predictable throughout. Navigation element stays in the same place on changing of webpage. |
| 2 | Navigation labels are familiar to the user, chunked by need. |
| 2 | Sub-navigation is organized well and linked correctly. All the links work and are organized at the top. |
| 2 | All navigation is visible at appropriate resolutions. The navigation bar is easy to read and changes only when changing size of screen. Navigation has a collapsing side panel that remains when changing screen sizes while the top menu disappears. |
| **General Site Comments (use complete sentences)** | | |
| This website is designed to sell the voice acting skills of the person to a buyer. It goes in to detail about cost, time it will take to complete and about of word per cost. It gives a brief demo of voice acting skills. The webpage gives a bio of what country they live in and their contact information. The navigation bar does not move when changing webpages. Navigation has a collapsing side panel that remains when changing screen sizes while the top menu disappears. | | |