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| **Website to Evaluate:** | | |
| <https://www.voices.com/> | | |
| **Purpose of the Site (one sentence):** | | |
| Selling professional voice acting services. | | |
| **Intended Users (list the different types):** | | |
| People seeking professional voice actors | | |
| **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 purpose is clean and consists. Using bold letters to display the purpose of the website at the top part of the header. |  |
| 2 | Content is relevant to purpose and intended audience. It is relevant to the purpose and intended audience of the customer and client. |
| 2 | Page keywords, headers, and content match. |
| 2 | Site content is current enough to serve audience’s purpose. The contents serve its purpose and do not go overboard in the visuals. |
| **(–2 to 2 )                 Appealing Visual Logic (please use complete sentences)** | | |
| 2 | Site is appealing, graphics fit well with site purpose. The contents server if purpose and does not go overboard in the visuals. In this case it should be less is more. |  |
| 2 | Visual design establishes a consistent mood / feel. The feeling of the website is professional and clean. It uses the color white and blue to give the feeling of clean. |
| 2 | Visual hierarchy shows relative importance of information. It has the home page have blue on white drawing your eyes to their statement (#1 Marketplace For Voice) |
| 2 | Text is easily readable and clean. The text font size and color is readable. The font type is also professional and does not distract from the purpose of the page. |
| 2 | Site displays well in variety of browsers / readers / devices. The site does not change with the change of display size. |
| 2 | Site includes an appropriate level of details, open space, and chunking of information. The website has open space use correctly and the information on the website spaced out. |
| **(–2 to 2 )                 Functionally Appropriate (please use complete sentences)** | | |
| 2 | Site provides good sign-posts (headers/nav) to identify content. The log and sign up button is visible and easy to find. |  |
| 2 | Site provides for user search and/or site index. Site has a search bar at the top of page. |
| 2 | Site provides appropriate functionality for its purpose. While going through the website, it shows a list of projects and people that are posted on this website with pricing. |
| 2 | Site downloads quickly (<30 seconds on 56 k). The site loaded quickly and without error. The website load time is 784 ms with a page size of 1.2 MB. |
| **(–2 to 2 )                  Navigation Clarity (please use complete sentences)** | | |
| 2 | Site is identified on every page. Their logo “V” is at the top left of each page. |  |
| 2 | Navigation elements are consistent and predictable throughout. Their logo at the top left of the page acts as a home button. The search bar is always at the top of the page. |
| 1 | Navigation labels are familiar to the user, chunked by need. The navigation bar are familiar to users that use phone but not to user that don’t. I did not see it until I started to hunt for the navigation bars. |
| 2 | Sub-navigation is organized well and linked correctly. Sub-navigation in a collapsing side panel. It is hidden with an icon until clicked on. |
| 2 | All navigation is visible at appropriate resolutions. The navigation bar is at the top of the page, where most people will want it. Navigation has a collapsing side panel that is on the right top corner. |
| **General Site Comments (use complete sentences)** | | |
| Visuals - This is a case of less is more as excess visuals will distract from the sites purpose. The visuals that are used show the products that the actors worked on.  Navigation – This website uses collapsing side panel and a search bar as navigation. . | | |