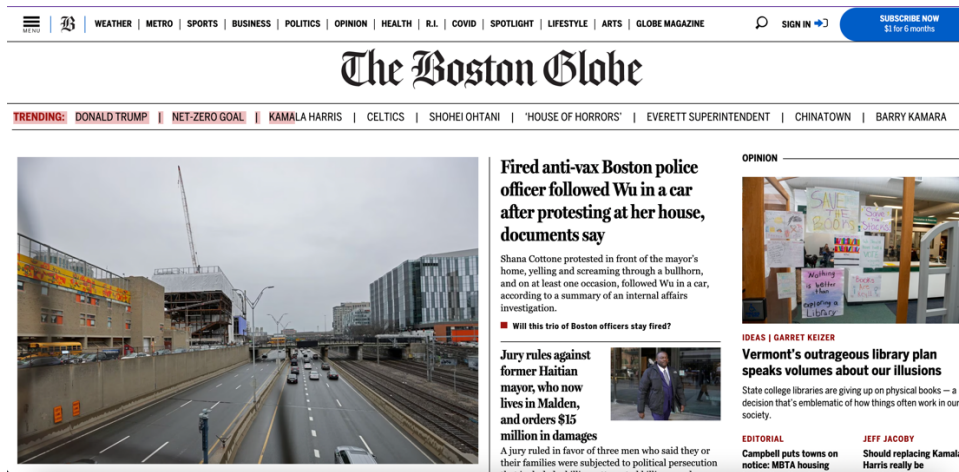


Website Design Evaluation.
Chapter 3, review and apply

Boston Globe

1. URL- <https://www.bostonglobe.com/>
2. Name of website – The Boston Globe
3. Target Audience- Younger readers/professionals – millennials
4. Screenshot of the home page



5. Indicate the type(s) of navigation evident. – Text navigation, Left Vertical navigation bar, 2 horizontal header navigation bars, Dynamic navigation.
6. Describe how the design principles of contrast, repetition, alignment, and proximity are applied. Be specific. - There is a lot of black and white contrast, making this website easy to follow and read, ordered lists and organized tabs with positive and negative space. Titles and descriptions are aligned and satisfying to look at.
7. Complete the Web Design Best Practices Checklist (see **Table 3.1**). - Pasted below
8. Recommend three improvements for the website. – one less horizontal navigation area, looks overwhelming. Smaller ads. Eliminate squares around text when clicked- Highlight letters instead.

Page Layout Criteria	
yes	1. Consistent site header/logo
yes	2. Consistent navigation area
yes	3. Informative page title that includes the company/organization/site name
yes	4. Page footer area—copyright, last update, contact e-mail address
yes	5. Good use of basic design principles: repetition, contrast, proximity, and alignment
yes	6. Balance of text/graphics/white space on page
yes	7. Home page downloads within 10 seconds on a mobile device
yes	8. Viewport meta tag is used to enhance display on smartphone
yes	9. Responsive page layout is configured for smartphone and tablet display
Navigation Criteria	
yes	1. Main navigation links are clearly and consistently labeled
yes	2. Navigation is structured within an unordered list
yes	3. When the main navigation consists of images and/or multimedia, the page footer area contains plain text hyperlinks (accessibility)
yes	4. Navigational aids, such as site map, skip to content link, or breadcrumbs, are used
Color and Graphics Criteria	
yes	1. Use of different colors is limited to a maximum of three or four plus neutrals
yes	2. Color is used consistently
yes	3. Background and text colors have good contrast
yes	4. Color is not used alone to convey meaning (accessibility)
yes	5. Use of color and graphics enhances rather than distracts from the site
yes	6. Graphics are optimized and do not slow download significantly
yes	7. Each graphic used serves a clear purpose
yes	8. Image elements use the alt attribute to configure alternate text (accessibility)
yes	9. Animated images do not distract
Multimedia Criteria	
	1. Each audio or video file used serves a clear purpose
	2. The audio or video files used enhance rather than distract from the site
	3. Captions or transcripts are provided for each audio or video file used (accessibility)
couldn't watch videos unless subscribed	
	4. The file size is indicated for audio and video downloads
Content Presentation Criteria	
no	1. Common fonts such as Arial or Times New Roman are used
yes	2. Techniques of writing for the Web are applied: headings, subheadings, bulleted lists, short sentences in brief paragraphs, use of empty space

yes	3. Fonts, font sizes, and font colors are consistently used
yes	4. Content provides meaningful, useful information
yes	5. Content is organized in a consistent manner
yes	6. Information is easy to find (minimal clicks)
yes	7. Timeliness: The date of the last revision and/or copyright date is accurate
yes	8. Content is free of typographical and grammatical errors
yes	9. Avoids the use of "Click here" when writing text for hyperlinks
yes	10. Hyperlinks use a consistent set of colors to indicate visited/nonvisited status
yes	11. Alternate text equivalent of content is provided for graphics and media (accessibility)
Functionality Criteria	
yes	1. All internal hyperlinks work
yes	2. All external hyperlinks work
yes	3. All forms function as expected
yes	4. No error messages are generated by the pages
Additional Accessibility Criteria	
yes	1. Use attributes designed to improve accessibility such as alt and title where appropriate
yes	2. The html element's lang attribute indicates the spoken language of the page
Browser Compatibility Criteria	
yes	1. Displays on current versions of Edge, Internet Explorer, Firefox, Safari, Chrome, and Opera
yes	2. Displays on popular mobile devices (including tablets and smartphones)