Evaluation Criteria Notes

Personality or Voice:

Color – Are the colors appropriate for the site, its purpose, and its intended audience?

Layout – Is the layout appropriate for the site, its purpose, and its intended audience?

Typography – Is type readable and appealing. Are the typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and the space within letters pairs appropriate for the site, its purpose, and its intended audience?

Images - Are the images appropriate for the site, its purpose, and its intended audience?

Integral Characteristics:

Aesthetical appeal – Is the site an attractive and engaging sensory experience for its target audience?

Easy of use – Is the site user-friendly, effective, and download rapidly? Can the visitor find what they are looking for or accomplish their mission without wasting time?

Technically solid – Does the site behave predictably without any broken links?

Content:

Content should be king. Does the site contain good content?

Usability Principles:

Self-evident – The site should be easy to use. Does the design do the thinking so that the users don't have to? Is there a consistent and predictable organization, presentation, interaction style?

Speed – Is there a clear and concise navigation so the user will not take wrong turns? Can the user get to his or her destination within three clicks?

Feedback – If the user has to wait for something, are they warned of the fact? When waiting, is there some small animation that visually illustrates that progress is being made and that the system has not locked up?

Accuracy – Are there any broken links, missing images, JavaScript errors, or anything else that obviously does not work? Does the site work with multiple browsers?

Branding:

Does the site have visual consistency? That is, are all of the pages cut from the same cloth with regards to logo, color scheme, and (for the most part) layout?

Does the site give an overall impression made by a product, service, or the entire organization?

Web Site Appeal:

Aesthetically pleasing – Does the site have the "right look" for its purpose; it's branding, and its audience? Does every single element on every single page sustain the site's style?

A unique experience – Is the experience unique to the medium? Is the experience immersive, captivating, and intriguing?

Evocative – Does the site bring up positive emotions for such things like satisfaction in a job accomplished, pleasure from viewing an artistic design, or eagerness to read a fascinating article?