**Website Evaluation Exercise**

Rank these college websites

1. www.babson.edu
2. www.bc.edu
3. www.bu.edu
4. www.bentley.edu

On each of these factors

* Beauty of site
* Help in deciding whether to apply, general student
* Help in deciding whether to apply, baseball athlete
* Ease of finding a faculty profile/bio
* Ease of finding a map of the campus and directions to get there
* Ease in making a donation
* Other factor you think is important: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which is best overall? Why?

**Website Evaluation Exercise**

Rank these retail websites

1. www.macys.com
2. www.bedbathandbeyond.com
3. www.lordandtaylor.com
4. www.target.com

On each of these factors (ranking from high to low)

* Beauty of site: 3,2,4,1
* Ease of finding a product you want in a given price range: 2,4,3,1
* Ease of finding a store location: 3,2,1,4
* Determining if you can return item bought on web at a store: 2,3,1,4
* Ease of creating a wedding gift registry: 2,1,3, 4
* Ease of determining shipping price for item in shopping basket: 4,3,1,2
* Other factor you think is important | fluidity of site: 3,4,2,1

Which is best overall? Why?

In my opinion, Lord & Taylor had the best site. While Bed Bath and Beyond site came in close second, ease of use was the overtaking factor. L & T was the most simplistic / modern. It might just be my personal bias because I shop a lot but the site has many big pictures that lead you to section of the website so even if you cannot speak the language you can still find the products with ease. Overall, L & T is a very fluid site that can be used by anyone although targeting clothing I believe this site is the best in the majority of the fascist listed above.

**Website Evaluation Exercise**

Rank these city government websites

1. www.cityofboston.gov
2. www.lacity.org
3. www.nyc.gov
4. www.sfgov.org

On each of these factors

* Beauty of site
* Ease of finding the latest local news
* Ease of finding things for a tourist to do
* Ease of finding how to get a parking permit
* Ease of dealing reporting a missed trash collection
* Ease of determining what permits I need to open a restaurant
* Other factor you think is important: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which is best overall? Why?