**HTTP 511 – Assignment 2**

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**San Diego Zoo**

<http://zoo.sandiegozoo.org/>

**1. Assess the website mission**

* **Determine the mission of the website.**

The mission of the website is to attract families, schools and individuals to visit the zoo, book an event or make a private donation.

* **Explain how you came to the decision of what the website mission was.**

I determined the mission based on an assessment of the homepage, the different nav options and the central features of the website.

On the homepage, the first thing that stands out are the big buttons in the top header for “tickets” and “donate,” as well as nav options for “tickets” and “support us.” The repetition on the page suggests that those are important sections and actions on the website. Delving into the navigation more, there’s a section for “visitor info” that provides maps, directions, hotel options and other information related to visiting the zoo. There is also a nav section titled “experiences” that contains a comprehensive list of education programs, activities and what kind of private events can be booked at the zoo.

Finally, there’s a feature on the website dedicated to customizing your visit called “animal finder” that allows users to pick and choose different animal exhibits at the zoo and plan out an itinerary. It requires users to register and login to the website, which makes it a very central feature connected to getting users to think about visiting the zoo.

* **Does it convey this message easily or in a difficult manner?**

Easily

**2. Assess the target population**

* **What is the target population for the website?**

The target population is families and kids.

* **Does it target a specific sub-category?**

Teachers and school groups could be considered a sub-category since there is a section under “Experiences” in the nav called “teacher resources”

* **Is there any tiered user group?**

No

**3. Type of navigation**

* **what is the type of navigation used?**

Multi-layered, drop down nav and a search bar

* **why is it effective for this website?**

It is effective because there is a lot of hierarchical information on the website that is grouped into specific sections (e.g. booking info, visitor info, donations, etc.)

* **Would you implement another type? Why?**

No. For the most part the website is simple to navigate and the mobile menu is well done.

**4. Website features**

* **Explain how the website features affect the experience on the website.**

There are a lot of images and content related to the animals at the zoo that promote a good user experience. The content is exactly what you would expect from a zoo website and it is easy to find both zoo information as well as educational information. There is a really interesting page that allows you to view live video feeds of animals at the zoo. That feature is something that probably attracts users to stay and explore the website further. Also the day planner feature that allows users to create a custom itinerary of which animals they want to see during their visit seems to be easy to use, though I’m not sure how useful or necessary it is. It does however keep the user occupied for a while as they click around and read about different animals.

* **Be specific to which features stand out.**

The day planner stands out because it’s advertised on the homepage and it involves a good deal of interactivity

* **Are there any accessibility options? If so, what are they and how are they implemented?**

TBD

**5. Heuristic Evaluation**

* **Personally perform a heuristic evaluation on the website.**
* **How did it fair? Explain reasons why you gave it that particular score.**

1. There is a clear indication of the current location (ex. breadcrumb)

Sometimes

2. Font size/spacing is easy to read

Always

3. Company logo is in the same place on every page and links to the home page

Always

4. Home‐page is digestible in 5 seconds

Yes

5. Links are consistent & easy to identify

Never

6. All images have ALT text assigned

Never

7. Error messages are in plain language (ex. site has custom not‐found/404 page)

Always

8. Links match titles of the pages to which they refer

Always

9. Site search is easy to access

Always

10. No unnecessary plug-ins (ex. flash) are used

Always

I was thinking for each question we could evaluate our sites with always, sometimes and never.