HTTP511 – Assignment 2

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Zoo Comparison Infographic

Marki – Toronto Zoo

1. Assess the website mission

* Mission

To entice families and schools to

* + Come visit the zoo
  + Become members
  + Adopt an animal
  + Volunteer

Corporations to

* + Host events (private function)
  + Become sponsors and partners
* How did I find this?

By looking at the information and links presented on the homepage

* Conveys simple are confusing message?

Many simple messages

1. Asses the target population

* Who?

Families

Schools

Corporations

* Is there a sub-category?

People who think conservation and the environment is important

* Tiered user group?

1. Type of navigation

* Type of navigation

There are two static menus at the top of every page.

One is made up of links and the other is a dropdown menu.

A sidebar navigation also appears on

* Effective?

The links are small, but obvious.

* Would you do it differently?

The ‘Contact Us’ link appears when hovering over the zoo logo. This is unusual.

They have a link to the mobile site. When you click on it everything becomes mobile even when you navigate backwards in the browser. Took me a while to figure out that the only way to turn it off is to click on the full site link (which is in a different place than the mobile link)

The sidebar navigation is not consistent across all pages.

1. Website Features

* How do the features affect the experience?
* Which features stood out?
* Accessibility options?

1. Heuristic Evaluation

|  |  |
| --- | --- |
| There is a clear indication of the current location (ex. breadcrumb) | Never |
| Font size/spacing is easy to read | Sometimes |
| Company logo is in the same place on every page and links to the home page | Always |
| Home‐page is digestible in 5 seconds | Never |
| Links are consistent & easy to identify | Sometimes |
| All images have ALT text assigned | Never |
| Error messages are in plain language (ex. site has custom not‐found/404 page) | Always |
| Links match titles of the pages to which they refer | Always |
| Site search is easy to access | Always |
| No unnecessary plug-ins (ex. flash) are used | Sometimes |