Assignment 2

1.Assess the website mission

-**Determine what is the mission of the website?**

To promote the zoo and attract more traffic.

* ~~school~~
* adopt animals
* venue hire
* membership

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

When landing the site, the users are greeted with slide show about the upcoming event of the zoo. The primary navigation and quick links contains section for school, adoption, venue hire, and membership.

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

It convey this message in a easy manner.

2. Assess Target Population

-**What is the target population for the site?**

Target couples that have young kid & school & corporate

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

Target couples that have young kid

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

People seeking for memberships, school, people who want to adopt

3. Type of the navigation

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

Horizontal navigation, Quick Links

**Why is it effective for this site**

No annoying drop down

* **Would implement another type?**

No. It is perfect!

4.Website Feature

* **Explain how the website features affect the experience on the site?**

game, book ticket, video, interactive map for desktop and mobile

* **Be specific to which features stood out**

Game (kids can experience a tiger’s life)

* **Are there any accessibility option? What and how are they implement .if any?**

No accessibility option. Missing alt attribute. Font size may be too small

5.Evaluation

|  |  |
| --- | --- |
| There is a clear indication of the current location (ex. breadcrumb) | Always |
| 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 | Always |
| Links are consistent & easy to identify | Always |
| 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 | Always |