Chase Harrison

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Assignment #3 – Evaluating sites using Norman’s Concepts

**Site 1: The Daily Beast**

Structure:

The structure of this site is poor. The site features no headers explaining the content of the page – every header is a h2, and every h2 is just the title of an article (of which there are dozens). Beyond that, there is almost no organization, save for a navigation block at the top and a footer at the bottom, and a “main” block of articles that seems no different from the articles listed below it.

Alt Text:

This site is good about alt text – every image on the site save for one header has proper alt text.

Contrast:

The site has some issues with contrast. Many tags on various articles are in bright colors, such as red and pink, making them difficult to read.

Keyboard Accessibility:

This site has poor, although technically functional, keyboard accessibility. The site does allow the user to navigate through links with tab, but there are far too many links (over 200) to scroll through, with every piece of text on the page being a link. It feels very cluttered to use with only a keyboard.

Norman’s Concepts:

Visibility – it is very hard to process the information on this site as there is very little organization and it’s difficult to tell the difference between important and non-important articles.

**Site 2: New America**

Structure:

The structure of this site isn’t bad, with smaller headers grouped under larger headers, with those being grouped by the section of the page they’re on. However, nearly every element is marked as a header, which is unnecessary and clutters the structure.

Alt Text:  
The alt text on this page isn’t terrible, but it’s not great. Many images have null alt-text, as they’re not critical to the site’s content, but it’s implementation is inconsistent.

Contrast:

The contrast is great. There are no issues.

Keyboard Accessibility:

The keyboard accessibility is good. Many duplicate links are grouped together when tab-navigating, and the site has a hidden button that appears when using tab to automatically jump to the main content of the page.

Norman’s Concepts:

Feedback – every link on the site has a small animation where an underline or a drop shadow appears when you mouse over it.

**Site 3: start.gg**

Structure:

The structure of the site is well organized, separated into broad sections like header and content with the subsections each receiving their own h2.

Alt Text:

Although the presence of user-submitted content makes consistent alt-text difficult, all of the images (including user-submitted ones) have proper alt-text.

Contrast:  
There are some minor contrast issues, with much of the text being grey on white or grey backgrounds.

Keyboard Accessibility:

The keyboard accessibility is great. It is very easy to navigate links with tab, submenus are easy to access and navigate, and it also features a skip to main content button that appears when keyboard navigating.

Norman’s Concepts:

Affordance – the presence of arrows on the sides of each section implies the ability to scroll, which is in turn possible.