

CE206 – HCI & Visualization

Spring 2019

LAB 6 – Online website evaluation tools

The objective of this lab is to automatically evaluate a website using a number of metrics and online tools.

All files for this lab are to be downloaded from Moodle:

<https://moodle.essex.ac.uk/course/view.php?id=3649>

Step 1: Choose a website to evaluate

The goal of this lab is to test how a website performs on a mobile platform. Choose a website with which to run the tests (either a site you use frequently or one you have designed).

You will now test this website using 5 evaluation areas (see Lecture 4 for more details):

1. Strategy
2. Usability
3. Style
4. Content
5. Search engine optimisation

Step 2: Measuring *Strategy*

First, we want to make sure the content of the website is getting the message across to our audience. Use <http://tagcrowd.com> to enter the website URL (second tab along) and view the tag cloud it creates. If the URL will not analyse then copy and paste the site text directly into the textbox.

What are the largest words and what are small/not mentioned?

Step 3: Measuring *Usability*

Now go to <https://developers.google.com/speed/pagespeed/insights/> and test the usability of the website by copying the URL into the URL textbox. Make sure you have the mobile tab selected.

You should now see a score for user experience and speed with a breakdown of issues to fix.

Step 4: Measuring *Style*

Next we will test the HTML compliance of the website by using <https://validator.w3.org/> and the CSS compliance by using <https://jigsaw.w3.org/css-validator>

Look at the number of errors and consider how to improve the code.

Step 5: *Measuring Content*

Now we'll test the readability of the website here

<http://juicystudio.com/services/readability.php>

Look for the Flesch Reading Ease figure to get an idea of how easy the content is to read (over 60 is easy to read).

To test the contrast of a website go here <http://www.checkmycolours.com/> The results from this test are slightly more difficult to interpret as it tests all CSS elements and the errors may not be relevant. Look for the contrast of menu items, main text and hover states of buttons.

Step 6: *Measuring Search Engine Optimisation*

For our last measure, go to <http://seositecheckup.com/> and test how easy search engines can index and find your website.

How can you improve the SEO score?

Step 7: *Prioritising changes*

Finally, consider the order in which you would fix these issues. Consider Krug's advice when it comes to improving the usability of websites:

- Do the least you can do...
- Tweak don't redesign
- Take something away rather than create something new