**RUBRIC: WHAT MAKES A GREAT WEBSITE?**

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Capstone Project - IT-489-A

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February 8, 2023

# **Introduction**

**Why are you designing a rubric?**

The design of the rubric provides an insight of what aspects and functionality the website needs to have in order to have an ideal website for the correct organization. Creating the rubric breaks down the right aspects for the website criteria. On each row one can see the criteria that needs to be met to design the website. The rubric includes the following content, layout, user interface design, security, accessibility, and availability. Each criteria have its own purpose which allows one to see what aspects of design needs to be established for the design of the website.

**How will it assist with designing a web site?**

This rubric will assist in designing a website as it holds different graded criteria rather than acting as a guided list. This allows for distinct features of a website to be highlighted and graded.

# **Literature**

## **References**

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## **Key Ideas**

The literature provided has given us information about what questions we should be asking our client when it comes to web design. The literature provides us with elements of web design theory and what we should be looking for in terms of security for the client’s website.

**Rubric**

**How has this rubric been designed?**

This rubric has been designed to address not only the content of a website, but also other components that aid in the function and security of a website. Some of these components include availability of the website for devices, consideration of the human interface, and design of layout.

**Key Features of Rubric**

As stated earlier, this rubric holds various graded criteria that allows for the features of a website to be picked out.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary**  **4** | **Meets Standard**  **3** | **Developing**  **2** | **Beginning**  **1** |
| **Content** | The website has a clear purpose, and it is well presented. | The website has a clear purpose. However, few elements are not related to it. | The purpose of the website is still vague. | The website lacks a purpose with a poor presentation. |
| **Layout** | Appealing and proper web layout for this website. It is easy for the users to navigate and locate elements/data. | The data is organized, and the graphics convey the purpose. Users can easily navigate throughout the website and locate data. | Boring layout, and it is difficult for the user to find information but can still navigate through the website. | Poor layout with no theme. It only confuses the users and cannot navigate through the site. |
| **User interface design** | User friendly, and attractive website that allows users to easily navigate through the website. All input controls and navigational components are functional. | Fair interface for the user to navigate around | The website is accessible, but it is not user friendly and convenient yet. | Complicated and unresponsive website. |
| **Security** | The website provides a secured network and displays a locked key next to website URL. | Fair security | Can still access the website but it is not secured. | Invalid SSL and cannot access the website due to poor security. |
| **Accessibility** | Links that are attached to the website, navigational components, and input controls are functional | All images used for navigation are accessible by the user. | Images are displayed, but some of the tabs/links attached are not accessible. | Links and images attached are not functioning. |
| **Availability** | Website has a high availability, and it is accessible anytime/anywhere | Website is available online at the moment. | Website is available online, but it is difficult to locate it or access it. | Website is not hosted yet online |

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# **Questions:**

1. What is the purpose of your organization? would you be able to describe your organization?
2. What are your business goals?
3. What does your organization offer in terms of products or services?
4. Do you currently have a website? If so, what is/isn’t working for you?
5. What business goals is your current website not meeting?
6. What goals do you want to accomplish with the new website?
7. What do you want your website to do for your organization?
8. What would you need in your website?
9. What kind of website does your brand need?
10. What website examples seem ideal for your organization?
11. What do you like and dislike about other website examples?
12. What type of users do you expect to use your website?
13. How essential is security for your organization?
14. Does your organization use a physical data center or use the cloud?
15. How much data do you expect to use on this website?
16. Who is the end-user/targeted audience? What support will they have?
17. What specific features do you want on the site?
18. If they are in a competitive market: Who are your main competitors? -What makes you different from your competitors?
19. How can we avoid failure? E.g.: Asking them to show you their least favorite websites and point out the design elements, features, and styles that make them shudder. This way, you can strike out potential failures before you get into the nitty-gritty of the project.