

Evaluating Website using Web Design Guidelines

In this assignment, you are going to evaluate two websites using the “Resource for Web Design Guidelines” that we have shared with you in this week. For each of the websites, you need to fill out a table. The left most column of the table has the criteria for evaluating the websites. You need to fill out the other three columns as per the column headings.

After you are done, save the file as ***Lastname-WebDesignGuidelinesActivity.pdf*** and upload it on Canvas at the Web-Design-Guidelines-Activity Submission Link.

URL of the first website you are evaluating: <https://blinke.com>

Criteria	Explain your observation/s on how the given website meets/does not meets the criterion?	Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be improved, 4- good/ can be polished, 5- very good)	Specific suggestion/s for improvements or meeting the criterion
Effective home page including, clear purpose and name of the website	From the home page it seems like this is a website where you can buy party and holiday items. The only spot I see a name is in the top left where the logo is.	3	Describe more about what the website is and where you can find things on it.
Adequate whitespace in each page	I would say everything on the pages are nicely spaced.	5	Adjust for different sized screens. If the screen is shrunk it goes to one item per row and some elements move to weird positions and if the screen is enlarged all the way there are only 3 items per row when their could be a lot more.
Page length and width	The page length seems good because it is paginated. The width could better adjust to different screen sizes	4	Allow for more items to fit on the screen when it is enlarged.
Images of the webpages	All the images are nice clear images where you can easily see the product.	5	None

Color contrast and color style consistent across the webpages	The color is consistent across the site. The background and nav bar stay white throughout.	5	None
Follow web writing guidelines including consistency of text formatting across pages	The only text on the site is when you click on the item to get more details and it is formatted the same throughout.	5	None
Navigation system including functionality of the links and their locations	The links in the navbar seem out of place. It starts out with account, cart, and checkout which I think should be at the end. Then at the end there is a random phone number and then the about page.	2	I think it should be ordered About, Products, Custom Blinkies, Cart, Checkout, Account, Contact phone number.
Relevance of the information, and Organization/layout of each page	All of the information on the pages are relevant to the product or what they are trying to sell.	5	None
Alignment and proximity of items	All of the items are sized, aligned, and spaced evenly.	5	None
User engagement			
Usability	The site is easy to use and you can find what you are looking for.	4	Could clean up the number of links in the products tab, there seems to be a lot of options.
Works on different browsers like Google Chrome, Mozilla, Safari	Works on chrome, firefox, and edge	5	None
Anything you want to add _____			

URL of the second website you are evaluating: www.apple.com

Criteria	Explain your observation/s on how the given website meets/does not meets the criterion?	Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be	Specific suggestion/s for improvements or meeting the criterion

		improved, 4- good/ can be polished, 5- very good)	
Effective home page including, clear purpose and name of the website	The home page does not have a name but it does have a logo that everybody knows in the center. There is a clear purpose, you can see that there is a new iPhone coming out and it shows details about it and other products.	5	None
Adequate whitespace in each page	There is no extra white space. All the whitespace gives the perfect amount of room for the spacing.	5	None
Page length and width	The page length on some of the links such as iphone and mac are a little bit long. It seems like you just keep on scrolling with a lot of information.	4	Shorten the pages and maybe put some of the information in other places.
Images of the webpages	All of the images are really clear and look really nice.	5	None
Color contrast and color style consistent across the webpages	All of the colors on the website are nice and match well with each other. All of the pages have a color theme that goes with the product.	5	None
Follow web writing guidelines including consistency of text formatting across pages	All of the text formatting is centered and aligns well with each other.	5	None
Navigation system including functionality of the links and their locations	The navigation system is nice. It has a high level list of all the products then there is another navbar within that has a lower level selection of different models and accessories so everything is easy to find.	5	None
Relevance of the information, and Organization/layout of each page	All of the information is relevant to the product and laid out nice and easy to read.	5	None

Alignment and proximity of items	All of the items are center aligned and are nicely aligned well with each other.	5	None
User engagement			
Usability	The website is easy to use and everything is easy to find	5	None
Works on different browsers like Google Chrome, Mozilla, Safari	It works on chrome, firefox, and edge	5	None
Anything you want to add _____			