**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://blinkee.com](https://blinkee.com/)

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| **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 Blinkees, 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

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| --- | --- | --- | --- |
| **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 | 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 \_\_\_\_\_\_\_\_\_\_ |  |  |  |