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| **Web Assets** Use this to have a sense of your starting point with the website you are evaluating  **Grade EACH CATEGORY on a scale of A to F Give each item in each category a PLUS (+), CHECK (✓) or MINUS (-)**  A – Absolute confidence by user  B – Better usability with minor adjustments  C – Change or modify to improve  D – Difficult / challenging for user  F – Frustration / people fleeing your site  **What website are you evaluating?** https://www.idsnews.com/  **Layout \_\_\_\_\_\_**  \_\_\_/\_ Clear “call to action” on the home page  \_\_-\_\_ Clear emphasis and hierarchy  \_\_/\_\_ Tasks prioritized on page  **Navigation and Page Links \_\_\_\_\_**  \_\_\_+\_ Navigation is easy to find and available from every page  \_\_+\_\_ Navigation labels make sense and represent the content found within  \_\_-\_\_ Navigation is consistent in design, location and connections  \_\_+\_\_ Navigation works on mobile as well as larger screens  (Large enough buttons for fingers? Functional?)  \_\_/\_\_ Links have active/hover effect and are an emphasis color  \_\_/\_\_ Links are descriptive (i.e. not “click here”)  **Design \_\_\_\_\_\_**  \_\_-\_\_Color palette has adequate range of contrast  (Can the content still be read by colorblind individuals?)  \_\_/\_\_No more than 3 typefaces, used and applied consistently  Clear typographical hierarchy? No text is too small for sight-impaired viewers  \_\_-\_\_Design elements are lined up. Evidence of an underlying grid  \_\_-\_\_Repeated design patterns, elements or treatments to create unity  \_\_-\_\_Related content placed more closely together -- proximity  \_\_/\_\_Emphasis / Call to Action for the site supported by the design  \_\_/\_\_Use of principles of design evident in the site  \_\_/\_\_Overall design is appropriate and consistent  **Content \_\_\_\_\_**  \_+\_Content is relevant to site topic and to audience  \_\_/\_\_Content easy to scan and ranked by relative importance  (Clear hierarchy with whitespace, headers, bullets?)  \_/\_\_\_Language is visitor centric: “you” not “we”  \_\_+\_\_Tone, language and material appropriate for expected users  \_\_\_-\_Social media accessible and easy to find?  \_\_\_+\_Content is free of grammatical and spelling errors  \_\_/\_\_Content is scaled down, with no unnecessary words  \_\_/\_\_Error messages, form fields and pages in general are clear and  options are explained when possible |