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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?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **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 |