Homepage evaluation DRAFT

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| Criteria from unit outline (this shoud be deleted for the final draft):   * “The Homepage – What have the designers done to make the scope of the website clear and obvious? Is there a well-designed tag line? How does the navigation clarify the website’s contents? What have the designers done to make it clear where to start? Provide a brief summary of key points discovered during usability tests.” |

To make the scope of the site obvious, the creators:

* Use branding and logos associated with their products.
* Use large images and icons that represent their products and services.
* Have their main products and services listed prominently in the main navigation bar.
* Put the most recent important news about their products in the center of their page in what’s known as the “Jumbotron”. They place the 3 next important news items below other important news below the jumbotron.
* Links to all of the topics on their site appear in the footer of the page.