Website Evaluation Form

**Instructions for use:**

This form is intended to serve as a starting point for the form you will distribute to your web site evaluators.

*Before you distribute this form to your evaluators,* you should complete Section I General Information with the URL of your web site and your name.

**I. General Information**

1. URL of site evaluated: https://jhormd.github.io/PilotSite/olson\_pilot.html
2. Author of site evaluated: Jackie Olson
3. Evaluator’s first name:­­ Elizabeth

**II.** **Web site was evaluated on the following system**

1. Type of computer: Macbook Pro
2. Browser: Safari
3. Internet connection: TigerWifi

**III Design and Development**

**Instruction**: For each of the questions below, rate your answer between one (strongly disagree) to five (strongly agree), and **explain your rating for the clarification**. Please take the time to explain your rationale in this form as it will help me write my Evaluation Report.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **DESIGN** |  |  |  |  |  |
| 1. Document is subdivided into logical supporting pages or, if presented as a single page, it offers a table of contents with section links to avoid scrolling through entire document. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I like how the navigation is up at the top and the tabs are self explanatory. | | | | | |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors. | 1 | 2 | 3 | **4** | 5 |
| Please explain your feedback: I don’t like Times New Roman on portfolios, it looks cluttered. | | | | | |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I like the menu. | | | | | |
| 1. Homepage is linked from all subsequent pages. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: The menu is still good. | | | | | |
| 1. Multimedia elements have a clear purpose. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I like the Work page it is all relevant to marketing professionals. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Multimedia elements load quickly or file size is indicated with user option to download. | 1 | 2 | 3 | **4** | 5 |
| Please explain your feedback: The SOY report takes a moment to download. | | | | | |
| 1. Text is easy to read and contrasts with background. | 1 | 2 | 3 | **4** | 5 |
| Please explain your feedback: Times New Roman is not a good professional choice. | | | | | |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: Even the long work page makes it easy to get from point A to point B. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CONTENT** |  |  |  |  |  |
| 1. Pages have clear and appropriate title in title bar. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: There are four well-established pages. | | | | | |
| 1. Links are appropriate, clearly labeled, and have a definite purpose. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: LinkedIn is very important for this target user and it is well linked and clearly displayed. | | | | | |
| 1. Links are up-to-date and functional. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: Every link I click works. | | | | | |
| 1. Useful content is embedded no further than two layers deep. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: It is all direct. | | | | | |
| 1. Site contains in-depth content that encourages users to return. | 1 | 2 | 3 | **4** | 5 |
| Please explain your feedback: I’m a little bored. | | | | | |
| 1. Information is accurate and current. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I can see that all of your photos are recent. | | | | | |
| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience. | 1 | 2 | **3** | 4 | 5 |
| Please explain your feedback: The main thing I see is your picture. You should break up the work a little more so I reflect on it. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CREDIBILITY** |  |  |  |  |  |
| 1. Credibility is established by including information regarding author, affiliations, and credentials. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback; Your photo lends credibility, and I can cross reference with the information on your LinkedIn. | | | | | |
| 1. Contact person with e-mail address is included. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I can see it in the footer. | | | | | |
| 1. Site is bias-free or explicitly states point of view. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: It’s clearly about you. | | | | | |
| 1. Material is original or includes appropriate citations with no copyright infringement. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: Yes | | | | | |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail. | 1 | 2 | 3 | **4** | 5 |
| Please explain your feedback: I see commas where they should be. You did not capitalize “Photoshop.” | | | | | |
| 1. Site indicates date(s) that material was created or updated. | 1 | 2 | 3 | 4 | **5** |
| Please explain your feedback: I can see from the footer that the site was updated three days. | | | | | |