When evaluating website, books, or other materials, it allows you to reflect and narrow down exactly what you want in your own work.  The purpose of theis evaluation report if to get perspective on the design, layout and accessibility of materials and similar websites to what I would like to create.  In my evaluation I have reviewed to websites from two different schools and teachers. Ms. Cambell's middle school classroom <http://www.brightonk12.com/webpages/dcampbell/> and Mr, Gabrielli's high school classroom <http://collieryouthserviceshs.ss8.sharpschool.com/staff/teacher_websites/Mr.%20Gabrielli/>.

Similarities and Differences

After looking at the websites I compared evaluations I had completed. I compared similarities and differences. the design was similar in that each website had a home page with tabs to link to other pages that were logical. They both used basic colors that coordinate with their companies and everything was very easy to read. Navigation with both websites was easy to understand and intuitive, as any user would easily navigate both websites. The subsequent pages had a home page tab at the top of each page, linking back easily. As far as multimedia, there was not much on either site. On Topps Paving and Sealcoating website they used videos to show exactly how a job may be performed, as well as giving explanatory videos to examine previous work, various jobs that the company performs, as well as positive attributes of a completed task. They also included pictures of services they have performed to show a customer exactly what they should expect after a jobsite is completed. Magruder Paving was dramatically different when examining multimedia, as they only had a few pictures, of which would only be helpful to a user that is familiar with the paving process and machinery.

Along with the design having similarities and differences, so did the content of each website. Knowing that both websites are based around companies that perform the same tasks, it would be expected that their content would be very similar. I found this to be true when looking at the title bars, links, useful content and clearly labeled links. Although both sites had links that were clearly labeled (home, employment, contact), Topps Paving and Sealcoating had a more links that would be more purposeful to a variety of users, as they have links that would be useful to customers, or anyone searching for employment. They also have content that is in-depth and would encourage users to return for more information, or to share information with another user. As for Magruder Paving, in-depth content is not included in the website and directs users to contact an employee via telephone for that information, which is not always the most convenient way of communication. Both websites displayed information that is accurate and current and would apply to an audience seeking employment in the asphalt field or a customer interested in services.

When comparing the credibility of the websites, it was evident that both sites have established credibility, include original material about each business, easily accessible contact information in multiple places, and have no spelling or grammatical errors.

Strengths and Weakness

                When looking at Topps Paving and Sealcoating website, many strengths were examined. As for design, a strength included using a picture of their work as the background, which worked extremely well. It made the page look more inviting to users that want to use this business, as they are seeing an end product right away when opening the website. Another strength that I think works well with the design is the use of multimedia. They have included before and after videos and pictures of parking lots and roads that they fixed, really advertising their company to make them look like the best. They also have an estimate request for that sends an email directly to an estimator so that communication can be more efficient.

                When looking at Magruder Paving website, some strengths and more weaknesses were evaluated. Strengths included having multiple places to contact the company. Weaknesses include little information on services, service area, and employment opportunities.

Scenarios

                When thinking about users that may use these sites, an obvious scenario comes to mind. Someone that lives in the area that may see that their business, local road, or driveway may need some blacktop, or asphalt, work, more than likely, a search engine will be accessed to see local companies that may be able to perform these tasks. Among finding a company, information for what services they perform, the area in which they work, and how much the work will cost is all important information that this user will be looking for.

                As for another user, someone that is looking for a seasonal job during the spring, summer, fall months may be looking for employment. Having information available about various job descriptions, payroll, and insurance may be information that they need to decide whether or not this is a job that they are willing to pursue.