

# Website Design Heuristic (a checklist for effective design)

<b>Website to Evaluate:</b>		
http://studentfolders.student.cascadia.edu/bit175/lucasrkostenko/animation.html		
<b>Purpose of the Site (one sentence):</b>		
For prospective employers to check out his animation skills.		
<b>Intended Users (list the different types):</b>		
Friends, family, students, prospective employers		
<b>Evaluation Scale:</b>		
<b>2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply</b>		
(-2 to 2 )	Purposeful	(comment using complete sentences)
0	Site purpose is clear	<b>This needs a description so the user knows what they are looking at. Also the page needs a title in the head of your html.</b>
0	Keywords and content match the site purpose	
2	Site content is current enough to be useful for purpose and intended audience	
2	Content is relevant to the specific page	
2	Content is relevant to purpose and intended audience	
(-2 to 2 )	Appealing Visual Logic	(comment using complete sentences)
1	Site uses appealing elements that complement each other consistent with site purpose	<b>Big Bird is a major boon here but the animation cuts off part of your header.</b>
2	Visual design establish a consistent mood and feel	
1	Visual hierarchy shows relative importance of information	
2	Design incorporates accessibility standards - Text is easily readable	
2	Site displays well in variety of browsers / readers / devices	
2	Simplicity of design, appropriate level of details, open space, chunking of information	
(-2 to 2 )	Functionally Appropriate	(comment using complete sentences)
2	Site should provide a clear "scent" of information to get to destination page	<b>Everything works as expected.</b>
NA	Site provides for user search and/or site index	
2	Site provides appropriate information based on browser, device type and user location	
2	Site downloads quickly as appropriate to the device	
2	Site uses appropriate security/privacy assurances (privacy policy, https, scripting, cookies, account info, login, security verification, external link notices)	
(-2 to 2 )	Navigation Clarity	(comment using complete sentences)
0	Site is identified on every page	<b>Make sure your header is always visible and easy to</b>
2	Navigation elements are consistent and predictable throughout site	
1	Accessibility for non-image browsers - Text-based navigation provided	
1	All navigation is clearly labeled and linked appropriately and visible at standard resolution (appropriate to the audience / device)	

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2	navigation labels use phrases familiar to the user and is categorized appropriately	read.
1	Headers and (optional) breadcrumbs show the user’s current location appropriate to the site	
General Site Comments (use complete sentences)		
Your responsive Big Bird images were unexpected and a joy.		