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**CHECKLIST OF QUESTIONS FOR TO EVALUATE THE EFFECTIVENESS OF YOUR STRATEGY IN WEBSITE DESIGN**

* What is the category of the business, and is this obvious on the website?

The Business is a Document Tracking System, it is evident in the website.

* What is the purpose of the website and is the design accomplishing this?

The purpose of the website is to present an interface for document tracking, the current design is aimed on reaching the set standard for that.

* Who is the target audience and how does the design take this into consideration?

The target audience are those workers or administrators that requires a system to help them manage the documents on hand. The design is simple and straight to the point, which fits the requirement for a professional user.

* What should the audience do and is this design encouraging them to take that action?

The audience records files and also view them, the current design havnt fully implemented the said requirements yet.

**Usability**

This is all about the practical consideration of what makes a good web site design, such as user-friendliness, speed, security, site maps and other technical details, etc. Many of these details are not visually apparent—you will not see a website's security when typing in the URL. Even so, usability will make or break a website. If the visitor is not able to find what they are looking for because of bad navigation, the user will generally leave. If a page takes too long to load, not only will visitors notice but search engines will notice as well. To evaluate how usable your website is ask the following questions:

* How long does it take for pages to load and will the visitors get bored waiting? Due to the limited amount of data in the page the pages are able to load quickly
* Can information be found easily? Yes
* Is there a search button available for visitors? Yes
* Are all the links working? All links are working
* Does the website work in different browsers? Yes
* Does the website work on mobile devices? The website automatically adjusts to the size of the screen.
* If asking for personal details for taking part in e-commerce, is the customer's information secure? Has this been communicated to the users?

The content of this web app is sensitive to a company or owner’s privacy there the login function has been implemented.

**Content and Readability**

The two main things to take into consideration when regarding content are its usefulness and readability. Content needs to matter to the readers or you will lose them. Readability is vital, because if the visitors cannot make sense of your content whether it be because it is too small or in a strange color or unreadable font, there's no way to convey the message. These are some questions to ask yourself when considering the content of the website and how to evaluate its quality:

* Are the fonts that of been chosen easy to read?

The fonts are chosen by their uniform and readable nature, although the sizes are a small.

* Is there considerable contrast between the font color in the background color?

I made use of two bright colors are the background in order to reduce the contrast of these colors.

* Is the text an appropriate size?

no

* Will the content be relevant to the reader?

All the content will only be relevant to the required function of the web app

* Is the content concise yet still useful?

Yes

* Does the overall design make content easy to find?

Yes

**Aesthetics**

Some say beauty is relative, but that does not mean that there are not defined aesthetic principles that should guide website design. The best type of design will align with the brand, create a positive impression for visitors, be clean, and it will complement the content that is being communicated. To test the effectiveness of the website's aesthetic, ask yourself the following:

* Does the website's style align with the brand in terms of color, graphics, feel, etc.?

The colors used for the web app are chosen and are aligned with each other

* Is the style consistent throughout the entire website?

yes

* Does the style suit the target audience? (An elegant layout on the website, cartoons on a toy company website etc.)

A simple style suits the user of the website

* How do visitors view the site? Sparse or crowded, orderly or messy, formal or playful? And how does this align with the goals?

The website is ordered and formal

* Are there any photos or decorative touches that are getting in the way of the message?

No photos and decoration are added/

**EO and Social Networking**

There are a lot of ways that the design of a website will impact search optimization. SEO and social networking starts with a strong website design. For example, does the website have a lot of graphics? If it does, remember that the search engines cannot see them. You will need to add ALT tags to the image descriptions so that the search engine will know what is being shown. Is the HTML efficient? If it is not this will hurt search rankings. Consider asking yourself the following questions to ensure that the website design is optimized:

* Are all of the images optimized with ALT tags?

As of now no images are associated with the website

* Is the coding efficient or are there extra lines that can be eliminated?

The codes are made as efficient as possible

* Are relevant keywords being used in title tags, heading tags, meta-descriptions, etc.?

As of now no

* Is there a site map?

The site map is still unavailable















