Evaluating Website using Web Design Guidelines

In this assignment, you are going to evaluate two websites using the "Resource for Web Design Guidelines" that we have shared with you in this week. For each of the websites, you need to fill out a table. The left most column of the table has the criteria for evaluating the websites. You need to fill out the other three columns as per the column headings.

After you are done, save the file as *Lastname-WebDesignGuidelinesActivity.pdf* and upload it on Canvas at the Web-Design-Guidelines-Activity Submission Link.

URL of the first website you are evaluating: https://blinkee.com

Criteria	Explain your observation/s on how the given website meets/does not meets the criterion?	Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be improved, 4- good/ can be polished, 5- very good)	Specific suggestion/s for improvements or meeting the criterion
Effective home page including, clear purpose and name of the website	Displays the name and purpose however they are both small and somewhat hard to read.	3	Make the webpage name larger and make the purpose shorter but larger. Make it stand out more.
Adequate whitespace in each page	Uses a good amount of whitespace.	4	Give the items something to divide them up more.
Page length and width	Good length and width, does not waste too much space	5	Make the images fit with more space between them
Images of the webpages	Very flashy and bright which makes it distracting	3	Make the image clearer and allow user to determine what they look like in person more.
Color contrast and color style consistent across the webpages	The color style is consistent throughout all the pages, it is plain but consistent	4	Make the color scheme more visually pleasing.
Follow web writing guidelines including consistency of text formatting across pages	Text font is not consistent everywhere, formatting is similar on each page	4	Do not use a variety of different fonts

Navigation system including functionality of the links and their locations	Navigation works well and takes you to where it says. Links formatted correctly and exist when relevant.	4	Link such as custom blinkees and the phone number need looking into, custom is super slow to load and number is blank page
Relevance of the information, and Organization/layout of each page	The information contained on each page is relevant but not much description is provided. Organized together but not visually pleasing	3	Complete some pages on the cite such as contact us and give descriptions of what user has filtered by.
Alignment and proximity of items	Items are aligned well, but they are very close and seem cluttered.	3	Spread the items out some and make it have space to divide it.
User engagement	Gives users an easy way to filter and gain the information they are looking for. Users do not have to search to find simple buttons.	3	Make the home page have more engagement to the rest of the site and not just the top bar.
Usability	Easy to navigate and find what I am looking for. Heavy script makes it less than pleasing to use.	3	Make all of the animations and glowing less apparent or not there at all.
Works on different browsers like Google Chrome, Mozilla, Safari	Yes, it works the same on all, it even looks somewhat batter on mobile.	5	All browsers checked allowed the webpage to work correctly
Anything you want to add _____			

URL of the second website you are evaluating: www.apple.com

Criteria	Explain your observation/s on how the given website meets/does not meets the criterion?	Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be improved, 4- good/ can be polished, 5- very good)	Specific suggestion/s for improvements or meeting the criterion

Effective home page including, clear purpose and name of the website	Home page is well organized, looks pleasing and details products that they wish to sell.	5	Maybe scale down products to fit more with less scrolling
Adequate whitespace in each page	Space between each item is enough and gives the page room to breathe.	5	Less space on the sides of some items
Page length and width	Length and width are good and require no horizontal scrolling and little vertical scrolling.	4	The top items have some wasted space on the left and right on some pages.
Images of the webpages	Images are high quality and actually give a good representation of the appearance of the item.	5	Images are very well displayed nothing to fix in my opinion.
Color contrast and color style consistent across the webpages	The style and contrast of the site is pleasing and allow user to differentiate between different sections. The slight grey behind each section allows for a break in each piece you want to look at.	5	Color scheme is useful and looks very good. Keep it consistent like it is.
Follow web writing guidelines including consistency of text formatting across pages	Text font is consistent throughout and size of font is used correctly based on importance of info and location.	5	Such a big company has the resources to meet all the guidelines with no trouble.
Navigation system including functionality of the links and their locations	Navigation system works very well and allows you to get to what you want very easily.	4	If the navigation bar stayed as you scrolled or had a way to instantly get back to the top it would be nice.
Relevance of the information, and Organization/layout of each page	Information is always relevant to what you have accessed. Organized well and gives you the information you need.	5	The information has all that you need.
Alignment and proximity of items	Items are well placed are separated enough and do not waste much space as well.	4	Sometimes the sides of items are wider and feel as if it could be used better.
User engagement	Engages the user when it is relevant and brings the user in to explore more	5	User has a pleasant experience while on the website.

	than only what they intended.		
Usability	Easy to use and navigate. Any problems have easy solutions and you can find the solutions on the site.	5	Website is very easy to use I do not really know how to improve.
Works on different browsers like Google Chrome, Mozilla, Safari	Works in every common browser and has a mobile version that works well.	5	No need to improve if it works for all.
Anything you want to add _____			