

# 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://pigsnpprints.github.io/islt\\_7360/PilotSite/Lloyd\\_pilot.html](https://pigsnpprints.github.io/islt_7360/PilotSite/Lloyd_pilot.html) \_\_\_\_\_
2. Author of site evaluated: \_\_\_\_\_ Katelyn Lloyd \_\_\_\_\_
3. Evaluator's first name: [Sydney Calabro](#)

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

1. Type of computer (Provide as much information as possible, i.e., Sony PC running Windows 7, Intel Pentium 4 , 2.80 GHz, 4 MB RAM):  
[Macbook Pro, 13 inch with Retina screen display](#)
2. Browser (e.g., Internet Explorer 10.0, Safari 7.0)  
[Chrome](#)
3. Internet connection (e.g., cable modem, DSL, corporate or institutional):  
[Corporate/Institutional](#)

### 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
<b>DESIGN</b>					
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. The tabs at the top are good, but having one that doesn't fit on the main line throws off the viewers and typically has them focusing on that instead of your products.	1	2	3	4	5
2. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors. There is not cluttered space, however some of the images of the shirt designs are not the same sizes. There are two routes to go with this. The first being the bigger the image, the more attention you wish to draw to it, so maybe your most popular ones are the biggest, which is good because it draws the viewer's attention to a product that you believe he/she will already like. The second is making them all equal sizes like the standard online apparel stores in order to have uniformity. I can see both options being effective, but that will simply be a design choice that is completely up to you! As for the basic design principles, I like the theme and colors you use! I would suggest maybe changing the font of your headers and body text to something that isn't as basic. I was always taught to be picky with fonts because the basic fonts tend to remind people of work or school since it is standardized across the world to use certain fonts in professional settings. Your brain tends to try to link things together and you would rather link your products with something more memorable.	1	2	3	4	5
3. Navigation is intuitive, easy to understand, and provides flexibility in movement. The format is good for now, but when you have more designs you might want to consider a different format for viewers to see their options. The reason other retailers choose to display their online variations side by side is because it is easier for the customer to envision on a person and if they are having a hard time deciding between multiple designs it allows their brain to compare and contrast in a visual manner.	1	2	3	4	5
4. Homepage is linked from all subsequent pages. The homepage is good on links. I would highly suggest coding or customizing the page so that it shows customers what page they are currently on either by highlighting the name of the page or the tab itself.	1	2	3	4	5
5. Multimedia elements have a clear purpose. Yes, but don't be afraid to add more. Don't be afraid to spice it up and add things like swipe menus or the option to have one tab labeled "Shop" and putting different subsections underneath it.	1	2	3	4	5
6. Multimedia elements load quickly or file size is indicated with user option to download. Everything is loading perfectly fine on my end. 53% of average computer users get annoyed when	1	2	3	4	5

things don't load in less than 5 seconds (PS I totally just learned that in my web design and computer programming class!). Your pictures load in 2! That's awesome! The quality is okay...it could be better! I would try to make your Pigs & Print logo and other pictures more defined if you can! If you need help with that, I would try and convert it to a TIFF file or increasing the pixels allowed in the file itself (Photoshop likes to default to 55pp or something ridiculous...I use 144pp).

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 7. Images include alt, height, and width attributes and offer initial thumbnail graphic if file size is large. | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

Yes, but I had to go to the code to find it...which is fine because if you are looking for minor details like that you normally know where to look.

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 8. Text is easy to read and contrasts with background. | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

Text and everything looks good, just be sure to write down the color # that you are using for all of your backgrounds, text, etc. because if you're business grows to be huge in the future you will need to know for copyright purposes and legal reasons. Also, it's just good in case you in need to re-make something quickly or need to hire someone outside of your company to do work for you.

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 9. Site content is widely accessible or appropriate adaptations or explanations have been made. | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

Yes! Directions are clear!

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>CONTENT</b>					
1. Pages have clear and appropriate title in title bar.	1	2	3	4	5

I am just super picky when it comes to title bars, but my immediate reaction was not to think of Family and Farm T-shirts and Game Day T-shirts even though that is what you are selling.

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 2. Links are appropriate, clearly labeled, and have a definite purpose. | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

There aren't many links, but the ones that are present are good and clearly labeled. If you start social media I would highly recommend putting direct links to your profiles.

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 3. Links are up-to-date and functional.<br><u>Please explain your feedback</u> | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 4. Useful content is embedded no further than two layers deep.<br><u>Please explain your feedback</u> | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 5. Site contains in-depth content that encourages users to return. | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|

Could use more, but I understand that it's a start up. Your website and your product should match, meaning that if both characters should align. Your t-shirts are fun and popping and in order to create subliminal messaging you would also want your online content to do the same. I would recommend looking into different t-shirt sites such as this one to find what kind of character you want your page to have.

[https://6dollarshirts.com/?gclid=EAlaIQobChMlu5isybja3QIVg7rACh3JKQ8\\_EAAYASAAEgJITPD\\_BwE](https://6dollarshirts.com/?gclid=EAlaIQobChMlu5isybja3QIVg7rACh3JKQ8_EAAYASAAEgJITPD_BwE)

6. Information is accurate and current.	1	2	3	4	5
---	---	---	---	---	---

Please explain your feedback

7. Site stimulates thinking and reflection or serves a useful purpose for an identified audience.	1	2	3	4	5
---	---	---	---	---	---

The site stimulates thinking and reflection due to the wide variety of t-shirt designs, however if you branch out in different directions it would also widen your target markets.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>CREDIBILITY</b>					
1. Credibility is established by including information regarding author, affiliations, and credentials.	1	2	3	4	5

Yes, but you'll gain more credibility as you progress with your business.

2. Contact person with e-mail address is included.	1	2	3	4	5
--	---	---	---	---	---

Yes! Good! Is this a separate email than your personal? Some people will try and hack emails in order to gain access to a site, so you want to make sure those things are separated to protect not only your personal information, but also your private business information.

3. Site is bias-free or explicitly states point of view.	1	2	3	4	5
--	---	---	---	---	---

Please explain your feedback

4. Material is original or includes appropriate citations with no copyright infringement.	1	2	3	4	5
---	---	---	---	---	---

Did you make the pig from scratch that you used for your logo? If not, there are ways to tweak designs to stay away from legal trouble, you'll just need to make it your own somehow, if not!

5. Correct punctuation, spelling, and grammar indicate care and attention to detail.	1	2	3	4	5
--	---	---	---	---	---

Please explain your feedback

6. Site indicates date(s) that material was created or updated.	1	2	3	4	5
---	---	---	---	---	---

It says the last time the site was updated, but I don't think you need the specific dates that material was created. I would just have a log of it for your own personal records.