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:(a) [www.beyond.com](http://www.beyond.com)

(b) <www.linkedin.com>

1. Author of site evaluated:(a)Beyond is a Registered Trademark of Nexxt, Inc.

(b)Reid Hoffman – Co Founder, owned by Microsoft.

1. Evaluator’s first name: Shawn Fernandes

**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):

Operating System: Windows 10 Enterprise 2016 LTSB 64-bit (10.0, Build 14393) (14393.rs1\_release.170731-1934)

Language: English (Regional Setting: English)

System Manufacturer: Dell Inc.

System Model: Latitude E6440

BIOS: BIOS Date: 04/11/15 02:05:59 Ver: A11.00

Processor: Intel(R) Core(TM) i7-4610M CPU @ 3.00GHz (4 CPUs), ~3.0GHz

Memory: 8192MB RAM

Available OS Memory: 8098MB RAM

Page File: 4105MB used, 5271MB available

1. Browser (e.g., Internet Explorer 10.0, Safari 7.0) :

Chrome Version 60.0.3112.113 (Official Build) (64-bit)

1. Internet connection (e.g., cable modem, DSL, corporate or institutional):

Mizzou Tiger-Wifi

**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 |
| **DESIGN** |  |  |  |  |  |
| 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. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 3 : The webpage is divided into logical supporting pages and single webpage has different portions, however scrolling is a must in order to view contents of entire webpage.  Linkedin: Rating : 3 : The webpage is divided into logical supporting pages and single webpage has different portions, however scrolling is a must in order to view contents of entire webpage. | | | | | |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 4 : The webpage has organized the content in distinct fields, but is not very aesthetic.  Linkedin: Rating : 5 : The webpage has organized the content in distinct fields, and has the right blend of colors, provides a good feel to browsing the page. | | | | | |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 4 : The webpage has links for navigation, but still not all the information is available unless all the links are visited.  Linkedin: Rating : 4 : The webpage has links for navigation, but still not all the information is available unless all the links are visited. | | | | | |
| 1. Homepage is linked from all subsequent pages. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Homepage is linked to all pages, we have URL button to navigate back to homepage.  Linkedin: Rating : 5 : Homepage is linked to all pages, we have URL button to navigate back to homepage. | | | | | |
| 1. Multimedia elements have a clear purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : All graphics are a part of a post or feed.  Linkedin: Rating : 5 : All graphics are a part of a post or feed. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Multimedia elements load quickly or file size is indicated with user option to download. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 4 : Webpage loads fast, but no option to view file size before download  Linkedin: Rating : 4 : Webpage loads fast, but no option to view file size before download | | | | | |
| 1. Images include alt, height, and width attributes and offer initial thumbnail graphic if file size is large. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 3 : Webpage loads all thumbnails, not original pic, but we cannot see original media attribute.  Linkedin: Rating : 3 : Webpage loads all thumbnails, not original pic, but we cannot see original media attribute. | | | | | |
| 1. Text is easy to read and contrasts with background. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : All text is easy to read, with apt colors based on background  Linkedin: Rating : 5 : All text is easy to read, with apt colors based on background | | | | | |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 3 : Webpage has links for additional content, but not enough widgets/ notifications beside the webpage.  Linkedin: Rating : 5 : Webpage has links for additional content, and widgets beside the webpage. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CONTENT** |  |  |  |  |  |
| 1. Pages have clear and appropriate title in title bar. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Title bar shows name and website brand  Linkedin: Rating :5 : Title bar shows website brand | | | | | |
| 1. Links are appropriate, clearly labeled, and have a definite purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : All links serve a definite purpose  Linkedin: Rating : 5 : All links serve a definite purpose | | | | | |
| 1. Links are up-to-date and functional. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : All links were working as expected  Linkedin: Rating : 5 : All links were working as expected | | | | | |
| 1. Useful content is embedded no further than two layers deep. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating: 5 : Each link has content either at first or second level  Linkedin: Rating : 5 : Each link has content either at first or second level | | | | | |
| 1. Site contains in-depth content that encourages users to return. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Site has lots of useful information and feed  Linkedin: Rating : 5 : Site has lots of useful information and feed | | | | | |
| 1. Information is accurate and current. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Feed and posts contain latest information and news  Linkedin: Rating : 5 : Feed and posts contain latest information and news | | | | | |
| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 4 : Site offers feed to aid and help in career growth, networking and future job prospects.  Linkedin: Rating : 5 : Site offers feed to aid and help in career growth, networking and future job prospects, but with more features. | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CREDIBILITY** |  |  |  |  |  |
| 1. Credibility is established by including information regarding author, affiliations, and credentials. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Trusted by a lot of people  Linkedin: Rating : 5 : Trusted by a lot of people, now owned by Microsoft. | | | | | |
| 1. Contact person with e-mail address is included. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : The webpage has the option of site details, about page, carrers, etc  Linkedin: Rating : 3 : The webpage has the option of site details, about page, carrers, etc, but could not find about page easily | | | | | |
| 1. Site is bias-free or explicitly states point of view. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 Webpage is non biased  Linkedin: Rating : 5 : Webpage is non biased | | | | | |
| 1. Material is original or includes appropriate citations with no copyright infringement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : All articles are links from other reliable sources  Linkedin: Rating : 5 : All articles are links from other reliable sources | | | | | |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 5 : Not seen any grammar, typo or punctuation mistakes.  Linkedin: Rating : 5 : Not seen any grammar, typo or punctuation mistakes. | | | | | |
| 1. Site indicates date(s) that material was created or updated. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback  Beyond.com: Rating : 2 : All feeds and posts have creation timestamp in hours, days, months, but not editing timestamp  Linkedin: Rating : 1 : Some feeds and posts have creation timestamp in hours, days, months, but not editing timestamp | | | | | |

The two websites that I had evaluated are [Linkedin.com](http://www.linkedin.com) and [Beyond.com](http://www.beyond.com/). Both the websites are free / unpaid / unsubscribed versions, and are created, owned and maintained by Microsoft and Nexxt respectively.

**About:**

LinkedIn.com is a web portal that helps create and maintain network of people amongst the corporate world. Unlike other social media websites such as facebook or twitter, the main goal of this website is to foster and retain professional connections. Most of the content of the website is oriented towards the individual career aspirations, along with corporate news feed, career development and other corporate related information. People can also post their online version of their curriculum vitae over here, and this serves as a reference tool for majority of the corporations. Many prospective employers use LinkedIn to post available jobs which aspiring employees can apply to. Social communication is not encouraged over here.

Beyond.com is another web portal whose sole purpose is to server as a medium of communication between employers and employees. Unlike LinkedIn, we cannot form professional networks amongst other people. Apart from careers and job postings, we can see different sort of corporate related and career development feed from different organizations. People can also post their online version of the resume over here, and prospective employers can view them.

**Comparison / Contrast:**

Similarities: Both the webpages, LinkedIn.com and Beyond.com have options to comment / share a post. We can also post an online version of our individual resume on both of them. Employers can post available jobs, and prospective employees can apply for them on both the portals. Both webpages offer navigation buttons on top of the webpage, offering different segregated content. Both have data organized in different sub webpages. Both portals display adverts on the side in their freeware version. Both webpages offer recommended jobs. Both portal offer subscribing or becoming a member of different communities (Beyond) or group (LinkedIn) of people.

Differences: Only LinkedIn has the option of forming professional networks, we do not have such an option with Beyond. The Graphical User Interface (GUI) on Linked in is more appealing and refined compared to Beyond. LinkedIn has now offered an option of allowing trending latest newsfeed in a separate tab. We can see people who have viewed our profile on LinkedIn, but not on Beyond. LinkedIn offers additional features such as Profinder for freelancers, slideshare for sharing different presentations which is not seen in Beyond.com. LinkedIn also offers potential salary based on your current designation, which is not offered by Beyond.

**Strength / Weakness**

Strengths:

Design: Both the webpages have great user interface design, LinkedIn being more appealing and feel good factor compared to Beyond. Despite having a lot of content, navigating through both the webpages is easy, thanks to many links and buttons throughout the web pages. Both webpages feature the Home and other sub webpages links on top of the webpages. The multimedia feed in both webpages have a clear and well defined purpose, and it would not lag either of the webpage, as the smaller thumbnails of the media is displayed. The font color, size and styles blend easily with the backgrounds on both webpages, and offer optimal contrast for easy reading and skimming. Both the webpages offer additional content and links, but LinkedIn offers more than Beyond.

Content: Both the webpages display the brand and page title on top of the page. All the URLS in both the webpages serve a definite purpose, with no URLS / content being out of scope of discussion. The links and URLS on both the webpages are up to date, current and accurate, and all links were functional. All content was embedded within two layers, i.e. first click on the link lead to content, and second click on link led to external webpage that was the source of the content. The content offered by both of the webpages was comprehensive and in-depth, which made users to browse through again. Overall the content of the webpages aided the users to fulfill their goal of using the webpage.

Credibility: Most of the information posted on the websites is from credible sources, and is trusted by a lot of people. The contact details of both the webpages and the profile information was detailed, and people could reference them easily. Both the webpages offer an unbiased point of view. All content is offered from other sources, and thus referenced and cited appropriately. Both the webpages have appropriate grammar and punctuation.

Weakness:

Design: Both the webpages have a lot of content, so it would not be possible to display all the information without scrolling through both of them. Even if the thumbnails of the uploaded media is displayed, we cannot see the attributes of the uploaded media.

Content: Could not find any weaknesses in the hosted content on both webpages.

Credibility: The only drawback in credibility is verification of user posted content on their profile. We could not accurately get the timestamp of the posted media on both webpages, it was given in days, months, and hours.

**Use cases:**

LinkedIn.com: LinkedIn offers a good platform to apply for jobs, get career advice and maintain professional networks. Users would be able to search and apply for available jobs via the portal. Employers can refer and also contact prospective employees. Users can also network, foster and maintain their professional connections through this website.

Beyond.com: Beyond offers a good platform to apply for jobs and get career advice. Employers can post jobs through this website and refer, search and single out suitable talent for available positions. Prospective employees can apply for available job postings.

**Comments from Peers:**

**(1)**

* Hey, Shawn,

The assignment is laid out a little strange but I'm pretty sure we're supposed to write a report, not just fill out the form.

From the assignment:

**Summary: You will create an evaluation report** using headings, complete sentences (without spelling/grammar errors, etc…) to discuss the design and layout for each of the two sites that you selected. **You will use the website evaluation form as the data for your evaluation**report **but should write it as a text summary of what you observed from critically comparing the two sites.** This report will be approximately 500 - 750 words in length.

(2)

Good Morning!

I too interpreted that we were to copy and page the evaluation form in the discussions and type up the summary with the form as the final assignment that is due tonight.

I agree with your analysis of both websites.  I was more familiar with LinkedIn compared to Beyond.com so my viewpoints may be biased and lean towards LinkedIn as being more accessible and easy because I am used to using that particular website.

When I looked over Beyond.com there is a lot of information but it is organized into different panes making it easy to navigate and maneuver.