

Website Design Heuristic (a checklist for effective design)

Website to Evaluate:		
http://www.learn4good.com/kids-games/kids/play_easy_games.htm		
Purpose of the Site (one sentence):		
Upon landing on the site a game loads up immediately for the user to play.		
Intended Users (list the different types):		
Small children.		
Evaluation Scale:		
2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply		
(-2 to 2)	Purposeful	(comment using complete sentences)
2	Site purpose is clear	Upon landing on the site the message is easy to understand and all content relates to the site's purpose.
2	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	The site has a dated look and feels but it is still easy to navigate and understand.
1	Visual design establish a consistent mood and feel	
2	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	Links I clicked worked and behaved in the way I expected.
2	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)
2	Site is identified on every page	It's easy to navigate the site using the nav bar at the top of the page.
2	Navigation elements are consistent and predictable throughout site	
-	Accessibility for non-image browsers - Text-based navigation provided	
2	All navigation is clearly labeled and linked appropriately and visible at standard resolution (appropriate to the audience / device)	
2	navigation labels use phrases familiar to the user and is categorized appropriately	

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2	Headers and (optional) breadcrumbs show the user's current location appropriate to the site
General Site Comments (use complete sentences)	
Overall this site is functional and has quality games for children to play but the feel is a little dated.	