

Website Design Heuristic (a checklist for effective design)

Website to Evaluate:

<http://studentfolders.student.cascadia.edu/bit175/shyawndkarim/assignments/assignment-portfolio/experimental/index.html>

Purpose of the Site (one sentence):

Low gravity environment, HR department

Intended Users (list the different types):

kids

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	
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)
2		Site uses appealing elements that complement each other consistent with site purpose	
2		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)
1		Site should provide a clear “scent” of information to get to destination page	
0		Site provides for user search and/or site index	
0		Site provides appropriate information based on browser, device type and user location	
2		Site downloads quickly as appropriate to the device	
0		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)
1.7		Site is identified on every page	
2		Navigation elements are consistent and predictable throughout site	
0		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	
0		Headers and (optional) breadcrumbs show the user’s current location appropriate to the site	
General Site Comments (use complete sentences)			