Website Design Heuristic (a checklist for effective design)

Website to Evaluate:	
http:// www.uptoten.com/kids/kidsgames-coordination-findmarcelino.html	

Purpose of the Site (one sentence):	
Children's game where the user must locate Marcelino on the screen before the timer runs out.	

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	**Site is easy to understand and games are easy to choose.**
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	**Each game has it's own visual style and color scheme.**
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)
2	Site should provide a clear "scent" of information to get to destination page	**All of the buttons I clicked worked and took me to content I expected to see.**
NA	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	**Upon landing on the site the different games are the focus and it is easy to pick one. I had no problems**
2	Navigation elements are consistent and predictable throughout site	
-2	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	
2	Headers and (optional) breadcrumbs show the user's current location appropriate to the site	

Website Design Heuristic (a checklist for effective design)

	reading text or accessing different parts of the site.

General Site Comments (use complete sentences)
This looks great to me and I would allow my child to play the games on this site.