Website Design Heuristic (a checklist for effective design)

Website to Evaluate:
http://studentfolders.student.cascadia.edu/bit175/lucasrkostenko/experimental.html

Purpose of the Site (one sentence):
For prospective employers to check out his web interactive skills.

Intended Users (list the different types):
Friends, family, students, prospective employers

Evaluation Scale:
2=strongly agree; 1=agree; –1=disagree; –2=strongly disagree; 0= doesn't apply

(–2 to 2)	Purposeful	(comment using complete sentences)
0	Site purpose is clear	**This little drawing tool servers it's purpose to show off your skills.**
0	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)
0	Site uses appealing elements that complement each other consistent with site purpose	**Your experimental needs instructions and description of why it is there. Also, the color fonts cover part of your navigation.**
0	Visual design establish a consistent mood and feel	
1	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	
0	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	**The colors don't always seem to work and I can barely make out the green on the gray background. (probably because I am color deficient.)**
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	

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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)
0	Site is identified on every page	**Make sure your header is always visible and easy to read. Label each page in the head of your html.**
2	Navigation elements are consistent and predictable throughout site	
1	Accessibility for non-image browsers - Text-based navigation provided	
1	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	
1	Headers and (optional) breadcrumbs show the user's current location appropriate to the site	
General Site Comments (use complete sentences)		
This is a cool experimental piece. I might also include a "canvas" or "easel" for the user to draw on.		