

Usability Web Site Evaluation

Directions: Write your name, the name of the Web site that you will be evaluating, and the Web site’s address (URL) on the top three lines. Examine the criteria to be assessed when examining a Web site’s usability. Place a check mark or X in the column that best reflects how you rate each criterion. Finally, in the column labeled “Web Site Evidence,” write examples of text, graphics, links, etc. from the Web site that explain why you selected each rating.

Your Name _____				
Web Site’s Name _____				
Web Site’s Address _____				
	Rating			
Usability Criteria to Assess	Poor	Average	Very Good	Web Site Evidence (examples from the site that demonstrate your rating)
Design				
Color scheme is easy to read				
Logical site organization (content is grouped by topic and information is where you expect it to be)				
Search box is easily located and functions well				
Consistent (you know you are still on the Web site even though you are far from the home page)				
Content				
Readable by the intended audience (appropriate terminology and reading level)				
Clear labels for the sections of text				

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Usability Criteria to Assess	Rating			Web Site Evidence (examples from the site that demonstrate your rating)
	Poor	Average	Very Good	
Amount of text is manageable (not too much to read or navigate through)				
Information is mechanically error-free (e.g., correct spelling and punctuation)				
Easy Navigation				
Pages load quickly (text, graphics, and video)				
Hyperlinks to other Web resources are clearly identified				
Links back to the home page are included and easily identifiable				
You do not have to scroll horizontally to see all of the Web page				
Vertical scrolling is manageable, not overwhelming or irritating				