

How do I evaluate a website's design?

Background:

- Is it distracting?
- Is it eye-catching?

Text Size:

- Is the text large enough to be read easily?
- Is the text too big so I have to scroll down the page?

Text Font

- Is the font readable?

Text Style

- Is the text too bold? Are items underlined that aren't links?

Text Color

- Is the text color too close to the background that it's difficult to read?
- Is the text color too light to be readable?
- Is the text color hard on the eyes? (too vividly bright, etc.)

Navigation Menu

- Is there a navigation menu?
- Is the navigation menu at the same spot on every page?
- Can I get to any page from any page?
- Is the navigation menu consistent from page to page?
- Is the navigation menu organized well? Does it make sense?
- Is the navigation menu consistent regardless of page size?

Tables

- Are there tables present to keep text contained?

Consistent Design

- Do all pages in the site have a similar look and feel?

Spacing

- Are images, links, text boxes, animations, tables spaced out on the page in a neat and organized fashion?
- Are items spaced in such a way as to avoid unnecessary scrolling?

Audience

- Who is the audience?
- Is the audience too broad or too specific?
- Does the design match the intended audience?

Images

- Are the images on topic, or merely a distraction?
- Are images of high quality?
- Are images consistent? (all illustrations vs. all photographs)

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Animations

- Are the animations on topic, or merely a distraction?
- Are there too many animations/too much movement?

Links

- Do links work?
- Are links of high quality?
- Are links on topic?

Update Frequency

- How often does this website NEED to be updated based on the content?
- Is there out-of-date material on the website?