

Evaluate and compare a University Web site versus a Commercial Site - written

		Yes	No	
1	Firm or organization posting Web site (describe) URL (i.e., Web site address):Significance of URL			
2	Date visited			
3	Contents of Opening Page			
		1		
		2		
		3		
		4		
		5		
		6		
		yes	no	
4	Is scrolling required to access links?			
		no	yes (describe)	
5	Does the opening screen involve you or include a hook, i.e., something to capture your interest?			
		Too large?	Too small?	Just right
6	Opening page graphics			
	Relevance of opening page graphics: (describe)			
		yes	no (Why?)	
7	Does the opening page open, i.e., download quickly			
		yes	no (Why?)	
8	Is the design of the opening page appropriate to the theme of the Web site or the business the firm is involved in?			
9	Print Screen of the opening screen			
		yes	no	
10	Does the design of the links reflect the site's theme?			
		yes	no	
11	Are links intuitive?			
		yes	no	
12	Does the site contain frames?			
		Too long	Just right	
13	Line length (articles and text features)			
		yes	no	
14	Are subheads used to break up long articles?			
		yes	no	
15	Do links at the beginning of articles permit you to go directly to subheads within the article?			
		yes	no	
16	Is full contact information provided, i.e., telephone, mailing address, fax, e-mail?			
		yes	no	
17	Are forms used for visitor registration?			

		no	yes (What?)	
18	Are reasons given for visitors to register?			
	Quality of content Rate on a scale of 1 to 10, with 1 representing poor, 10 representing excellent.			
19	Describe importance of content below:			
		no	yes	
20	Does the site offer meaningful involvement,i.e. searchable databases, finance or lease calculators, custom-chosen views?			
			yes	
21	What design elements unity the Web site?	Background colors		
		Text colors		
		Logo		
		Links		
		Typeface choices		
		Graphic accents		
		Text margins		
		Size, location, or manipulation of graphics		
		Other (describe below)		
22	Screen Print a typical Web page at this site, indicating links and text placement			
			yes	
23	Links	Easy to locate		
		Easy to identify current location		
		Context-specific- i.e.,depend on current page location		
		no	yes ?(Describe)	
24	Does the Web site contain valuable links to other Web sites?			

		yes	no	
25	Does the site make effective use of color?			
		no	yes	
26	Does the Web site employ animation or movement?			
		no	yes	
27	Does the Web site contain sound?			
		no	yes	
28	Is the Web site useful and memorable?			
			yes	
29	Did you encounter	Out of date information		
		Lack of meaningful content		
		Is the text hard to read? (If so, why? Describe below)		
		Slow-loading pages throughout site		
		Oversize pages (i.e., need to use horizontal scroll bar) O		
30	Overall rating			
	Rate on a scale of 1 to 10, with 1 representing poor, 10 representing excellent			