



TechsmARTs

January 26, 2011

**Today's Topic:
Website Evaluation**

Poll: Who Manages?

	Domain	Host	Design	Content
Insourced				
Pro Bono Outsourced				
Paid-for Outsourced				

Why is this important?

Top-Level Purposes of a Website

- **To provide information**
- **Gather information**
- **Facilitate transactions**
- **Facilitate mission fulfillment**
- **Strengthen company brand/image**
- **???**

Resource:

<http://7designavenue.com/2010/03/what-is-the-purpose-of-a-website>

Method: Checklist

- **Take a snapshot and grade on a set of criteria**
- **Afterward, take action on areas you've identified as having greatest need**
- **This is time-intensive, and “too perfect”**

Resource:

<http://www.mcil.co.uk/review/7-site-review-homepage.htm>

Search string: “evaluate website effectiveness”

Method: Use Case Scenario

- **Determine key tasks for site visitors**
- **Try to carry out each of those tasks yourself and see how far you get**
- **This method is more goal-focused (your goals + the user's goals)**

Resource:

<http://www.audiencedialogue.net/webeval.html>

Method: DIY Usability Testing

- **Host a regular evaluation session**
- **Have users run through a few tasks**
- **Find the easiest problems to fix, based on feedback**
- **The focus is incremental change from one cycle to the next**

Resource (book):

Rocket Surgery Made Easy, Steve Krug

A Few Notes on Accessibility

Or: Why Adopt Web Standards?

- **Easier for machines**
 - **Greater visibility in web searches**
 - **Older browsers understand standards-compliant code**
- **Easier for people**
 - **Accessible for people with disabilities**
 - **Accessible via mobile browsers**
 - **Graceful degradation**
- **Non-compliance = restricting access**

What To Ask

(not comprehensive)

- **Why follow web (or w3c) standards?**
- **How are you flexible with your design process and client communication?**
- **How do you stay up-to-date with standards and tools?**
- **Which site do you consider to be the most well-designed?**
- **What do you most dislike about the web design industry?**
- **What other creative hobbies do you have?**
- **???**
- **(Additional Resources on next slide)**

Additional Resources

- **Search string: “questions for web designer interview”**
- **<http://www.webstandards.org/learn/faq/>**
- **To get technical: <http://w3.org>**
- **Also: <http://validator.w3.org/>**