

# The Complete Reference



# Appendix B

## Site Evaluation Form

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This appendix presents a sample site evaluation worksheet based upon the procedure outlined in Chapter 5. The purpose of this type of site evaluation is to determine the basic characteristics of a Web site to identify obvious usability and execution problems. Tools will be useful to uncover site execution flaws beyond what can be spotted by a competent evaluator. Site delivery and capacity will also require rigorous testing using a tool or server. Finally, further evaluations using actual site users may be required in order to fully understand the real usability of the site.

Electronic copies of the worksheet are available in Adobe Acrobat, Microsoft Word, and RTF format on the book support site at <http://www.webdesignref.com/evaluation>. Readers are encouraged to adapt the evaluation form to their own needs. Any useful modifications should be forwarded to the author at [tpowell@pint.com](mailto:tpowell@pint.com) for potential future inclusion.

■ **Site Evaluation Worksheet: Preliminary Information**

Site name: \_\_\_\_\_  
URL: \_\_\_\_\_  
Purpose of evaluation: \_\_\_\_\_  
Evaluated by: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
First Impression:—[ 1 (poor) – 5 (excellent) ] \_\_\_\_\_  
General Comments: \_\_\_\_\_

After the first impression, you should perform a few pretests.

■ **Navigation Pretest** Print the page or do not touch anything. Identify clickable areas on the screen by inspection:

Number of believed clickable areas: \_\_\_\_\_  
Actual number of clickable areas: \_\_\_\_\_  
Accuracy: \_\_\_\_\_  
Comments: \_\_\_\_\_

■ **Identity Pretest** Based solely on information presented, identify site owner and describe general type of site.

\_\_\_\_\_  
\_\_\_\_\_

- **Purpose Pretest** Based upon quick inspection, identify the basic points of the site. What basic functions would it likely provide?

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- **Audience Pretest** Based upon quick inspection, consider who the audience for the site would be.

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## GENERAL SITE CHARACTERISTICS

### Site Structure

Is a site diagram provided?

Are there any broken links in the site? (use a tool)

- Yes
- No

If yes, are they broken links to external sites or internal pages?

- External
- Internal
- Both

What is the maximum page depth in the site (clicks from the home page)?

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Are there orphaned files in the site?

- Yes
- No

Are there clear entrance and exit pages to the site?

- Yes
- No
- Describe: \_\_\_\_\_

Does the site use pop-ups?

- Yes
- No

If yes, in what situations?

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## Visuals and Layout

Describe the visuals used in the site:

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Do you like the visuals?

- Yes
- No

Why or why not?

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Are the visuals purely decorative, or do they add to the site's function or information?

- Only decoration
- Improve function

Print out the home page, as well as a subpage and content page. Mark up the printouts to illustrate previous answers and attach to report.

How is the screen contrast [ (poor) 1–5 (excellent) ]?

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If poor, describe why:

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Describe text size:

- Too small
- Just right
- Too large

Make browser text size larger or smaller using the browser.

Does the text change size?

- Yes
- No

Does the layout still work with text modifications?

- Yes
- No

Resize the browser very large or very small.

Does the layout still work?

- Yes
- No

Do the text or images scale with the window size?

- Yes
- No

Is the layout width static (stays the same size), or does it grow with the screen size?

- Static
- Stretchable

If the site has a static width, does the page fit, or is there rightward scrolling at:  
640 × 480?

- Fits
- Scrolls right

800 × 600?

- Fits
- Scrolls right

1024 × 768 and greater?

- Fits
- Scrolls right

With respect to vertical screen size, does the primary navigation fit on screen at:  
640 × 480?

- Fits
- Scrolls off

800 × 600?

- Fits
- Scrolls off

1024 × 768 and greater?

- Fits
- Scrolls off

**Note**

*You may want to perform this test at resolutions other than those mentioned, depending on your target platform.*

Do pages print correctly as is, or is a special print feature provided?

- Prints correctly without special print page
- Prints correctly with special print page
- Doesn't print correctly

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**If a special print feature is provided, describe:**

- Special printer page
- Printer style sheet
- Adobe Acrobat file
- Other: \_\_\_\_\_

**What kind of images are used in the site?**

- GIF
- JPEG
- PNG
- Other: \_\_\_\_\_

**Are the images generally used correctly (e.g., GIF for illustrations, JPEG for photos)?**

- Yes
- No

**Are the images optimized properly (e.g., small file size, safe colors)?**

- Yes
- No

**Are there image execution problems (e.g., color matching, seams showing in background tiles, etc.)?**

- Yes
- No
- Describe: \_\_\_\_\_

**Is ALT text used for images?**

- Yes
- No
- Partially

**Is the site usable without images on?**

- Yes
- No
- Partially

## General Content Statistics

Approximate number of content pages in the site:

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Percentage of content pages in site (content pages/total pages):

Content Quality:

Is there enough detail to answer simple user questions?

- Yes
- No

Is there enough content detail to answer complex user questions?

- Yes
- No

Does content appear accurate and truthful?

- Yes
- No

If no, describe what suggests this belief:

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Are there obvious misspellings in the site?

- Yes
- No

Are there egregious spelling errors such as misspellings in buttons or headlines?

- Yes
- No

Are there obvious grammar or usage errors in the site?

- Yes
- No

If yes, describe these errors: (e.g., fragments, run-ons, heavy use of acronyms without explanation)

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Describe the tone of content in the site (e.g., playful, business like, serious, humorous):

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**Does the tone of content fit what is presented?**

- Yes
- No

**If no, describe why not:**

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**Is content updated on the site?**

- Yes
- No

**Is update necessary?**

- Yes
- No

**Answer the following questions only if content is being actively updated:  
If content requires update, is it fresh?**

- Yes
- No
- Partially

**On average how often does it appear the content is updated?**

- Daily
- Weekly
- Monthly
- Yearly
- Other

**How was freshness determined? (copyright, label of last update, etc.)**

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## TECHNOLOGY USAGE

**HTML**

**Version(s) used:**

- HTML 2.0
- HTML 3.2
- HTML 4.0 Transitional
- HTML 4.0 Strict



- XHTML Transitional
- XHTML Strict
- No consistent compliance

**Proprietary tag use:**

- Yes
- No

**Home page validation:**

- Pass
- Fail
- Comments
- \_\_\_\_\_

**Subpage validation:**

- Pass
- Fail
- Comments
- \_\_\_\_\_

**Style of HTML: (e.g., tag case, formatting, comments, etc. [ (poor) 1–5 (excellent) ]**

\_\_\_\_\_

**HTML style consistency [ (poor – many styles) 1–5 (excellent – strict guidelines) ] :**

\_\_\_\_\_

**Method of creation:**

- By hand
- Editor/editor(s) used: \_\_\_\_\_
- Translator (e.g., Save as...) From what: \_\_\_\_\_
- Dynamically created/Method: \_\_\_\_\_

**CSS**

**Version(s) used:**

- CSS1
- CSSP (Positioning features)
- CSS2
- CSS3

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**Proprietary properties:**

- Yes
- No

**If yes, provide examples:**

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**Do all CSS rules work correctly?**

- Yes
- No

**CSS rules inclusion method(s):**

- Linked style sheet
- Document-wide style sheet
- Inline style

**Quality of rules (e.g., simplicity, style, naming) [ 1 (poor)–5 (excellent) ]:**

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**CSS use consistency [ 1 (poor, many styles)–5 (excellent, strict guidelines) ]:**

---

**Method of creation:**

- By hand
- Editor/editor(s) used: \_\_\_\_\_
- Translator (e.g., Save as...) From what: \_\_\_\_\_
- Dynamically created/Method: \_\_\_\_\_

**Compatibility: (CSS compatibility with browsers)**

- Site works only in the latest CSS browsers
- Site uses CSS conservatively
- Site uses browser-specific CSS based upon viewer

**Degradability: (works without CSS)**

- Perfect degradation
- Degradation with cosmetic or subtle differences
- Degradation with serious differences in appearance
- Significant layout problems without CSS

## XML

Is XML Used?

- Yes
- No

If yes, where is it used (client side or server side)?

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If present, what is it used for?

- Data storage
- Document structure
- Data exchange
- For presentation using CSS or XSL

Is the name of XML language used? If not indicate "unknown" or "proprietary".

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Is DTD available?

- Yes
- No

DTD clarity [ 1 (complex and confusing)–5 (simple and commented) ]:

---

Is the site usable with non-XML aware browsers?

- Yes
- No

If no, describe how dealt with:

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## PROGRAMMING

### Server-side Technology

Are server-side programming facilities used?

- Yes
- No

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If yes, which ones?

- CGI (using Perl, C, etc.)
- Cold Fusion (.cfm)
- Traditional Active Server Pages (.asp)
- ASP.NET (.aspx)
- PHP (.php)
- Java Server Pages (.jsp)
- Server-APIs (ISAPI, NSAPI)
- Other

Describe usage of server-side technologies: (e.g., form processing, dynamic page generation, etc.)

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Describe the performance of the server application:

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Describe any errors encountered:

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Is a database used in the site?

- Yes
- No

If yes, describe how the database is used:

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### Client-side Scripting: JavaScript

Is JavaScript used?

- Yes
- No

If yes, describe uses:

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How are scripts included?

- Directly in document
- Linked to external .js file

Do the scripts function properly?

- Yes
- No

JavaScript version(s):

- 1.0
- 1.1
- 1.2
- 1.3
- Other

JavaScript style [ (convoluted and not commented) 1-5 (clear and well commented) ]:

---

Is the JavaScript degradable (works on older browsers or without scripting)?

- Yes
- No

## Client-side Component Technology

### Java

Are Java applets used?

- Yes
- No

If yes, describe how they are used and applet(s) name:

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Is the Java degradable (warning messages or alternate for no Java)?

- Yes
- No

Are there functionality problems (e.g., errors)?

- Yes
- No

If yes, describe how they are used:

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Are there performance problems?

- Yes
- No

If yes, describe:

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Are there security problems?

- Yes
- No

If yes, describe:

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## ActiveX

Are ActiveX controls used? (e.g., Flash)

- Yes
- No

If yes, describe:

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Does the site work properly without ActiveX controls?

- Yes
- No

Are there functionality problems? (e.g., errors)

- Yes
- No

If yes, describe:

---

Are there performance problems?

- Yes
- No

If yes, describe:

---

Are there security problems?

- Yes
- No

If yes, describe:

---

### Netscape Plug-ins

Are Netscape plug-ins used? (e.g., Flash)

- Yes
- No

If yes, describe how they are used and the plug-in(s) name:

---

If a plug-in is not present, is assistance provided to obtain it?

- Yes
- No

Does the site work properly without plug-ins?

- Yes
- No

Are there functionality problems? (e.g., errors)

- Yes
- No

If yes, describe:

---

Are there performance problems?

- Yes
- No

If yes, describe:

---

Are there security problems?

- Yes
- No

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If yes, describe:

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### **Cookies**

Are cookies used on the site?

- Yes
- No

If yes, describe:

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If cookies are used, does the site work with cookie support off?

- Yes
- No

If yes, describe:

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Is a privacy policy used on the site explaining cookie use?

- Yes
- No

## **BROWSER SUPPORT**

Does the site work in Netscape or Mozilla? What versions?

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Does the site work in Internet Explorer? What versions?

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Does the site works in Opera? What versions?

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Are there other browsers supported?

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Does the site identify a browser that it does not work in?

- Yes
- No



If compatibility problems exist, are they explained in the site?

- Yes
- No

## NAVIGATION

### Placement of navigation elements:

Primary Navigation (select one or more):

- Top
- Bottom
- Left
- Right

Secondary Navigation (select one or more):

- Top
- Bottom
- Left
- Right

Tertiary Navigation (select one or more):

- Top
- Bottom
- Left
- Right

Does the site use assistance links (breadcrumbs)?

- Yes
- No

Consistency of navigation placement [ 1 (random)–5 (very stable) ]:

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Comments on navigation placement:

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Is a navigation hierarchy used? Describe:

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Average number of navigation items per page:

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What is the average number of navigation items per navigation cluster?

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Are alternative forms of navigation provided? Describe:

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Does navigation in the site rely on the Back button?

- Yes
- No

Is a "Back-to-top" button used on longer pages, which requires the user to scroll?

- Yes
- No

Navigation label clarity: [ 1 (unclear)–5 (very clear) ]

---

Are scope notes used for labels?

- Yes
- No

Are tool tips used?

- Yes
- No

What is the organization of navigation labels?

- Alphabetical importance
- Random
- Other

What forms of navigation feedback are employed?

- Font type
- Font size
- Color
- Position
- Looks pressable
- Underlined
- Rollovers\*
- Sound
- Other

Is the navigation feedback useful?

- Yes
- No

Discuss:

---

If a link results in a download (e.g., PDF), is the size of the download clearly indicated?

---

Are link colors modified from the blue, red, and purple defaults?

- Yes
- No

If yes, is the color combination logical?

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Are link colors used consistently throughout the site?

- Yes
- No

How is location indicated?

- URL
- Page label
- Deselected labels
- Depth gauge/breadcrumbs
- Color
- Design style

Are frames used?

- Yes
- No

If yes, are they for navigation or layout?

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Can pages be bookmarked?

- Yes
- No

## Search

Does site have an internal search system?

- Yes
- No

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**If No should one be included?**

- Yes
- No

**Why?**

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**How is search accessed?**

- Within page
- Separate page
- Both

**Search integrated with design?**

**Type of search:**

- Free text
- Parametric
- Both

**If parametric is used, describe search parameters:**

- Search forms
- Simple
- Advanced
- Both

**Clarity of search form—[(poor) 1–5 (excellent)]**

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**Are instructions for search form included?**

- Yes
- No

**Do negative queries provide reasonable result and help?**

- Yes
- No

**Do positive queries provide reasonable results?**

- Yes
- No

**Is refinement of queries easily performed?**

- Yes
- No

Known item searching accuracy [ (poor – not found) 1–5 (excellent - #1 position) ]:

---

Is meta information provided (for internal and external search engines) on all pages?

- Yes
- No

If yes, what meta tags are used?

- Title
- Description
- Keywords
- Others

## Navigation Aids

### Site map

Is the site map included?

- Yes
- No

If no, should a site map be included?

- Yes
- No

Reason:

---

What is the method to access the site map?

- Link on all pages
- Link on one or few pages
- Help system or search engine

What is the scope of the site map?

- Whole site
- Most pages
- Main sections
- Unknown scope

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**What is the format of the site map?**

- Graphical
- Text

**Is the site map static or dynamic?**

- Static
- Dynamic

**If static, is it up to date?**

- Yes
- No

**Comments on site map:**

---

## Site Index

**Is a site index used?**

- Yes
- No

**If no, should a site index be included?**

- Yes
- No

**Reason:**

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**What is method to access the site index?**

- Link on all pages
- Link on one or few pages
- Help system or search engine

**What is the scope of the index?**

- All topics
- Main topics
- Unknown selection of topics

**Is the index static or dynamic?**

- Static
- Dynamic

If static, is the index up to date?

- Yes
- No

Comments on site index:

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## Glossary

Is the glossary included?

- Yes
- No

If no, should a site term glossary be included?

- Yes
- No

Reason:

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What is the method to access the glossary?

- Link on all pages
- Link on one or few pages
- From the help page

Number of terms in glossary:

---

Comments on glossary:

---

## Form Usage

Are required fields clearly indicated in the form?

- Yes
- No

Are clear messages and indicators used to show form errors?

- Yes
- No

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Is the first field focused on the form?

- Yes
- No

Does the form use accelerator/access keys?

- Yes
- No

Does the form support tabbing well?

- Yes
- No

Does the form support browser auto-fill in?

- Yes
- No

Is an adequate confirmation page provided upon form submit?

- Yes
- No

### Help and General Site Error Handling

Does the site deal with common DNS typos? (e.g., ww.xyz.com, wwwwww.xyz.com)

- Yes
- No

Is there helpful information with broken links (404 errors)?

- Yes
- No

If yes, describe:

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Is there helpful information when a page has been moved?

- Yes
- No

If yes, describe:

---



Does the site deal with browsers, technology, or screen characteristics outside its optimal range?

- Yes
- No

If yes, how? (clear error message, alternate site, adapted pages, reasonable degradation of pages)

---

Does the site provide an online help page?

- Yes
- No

If yes, describe:

---

Does the site provide basic contact information?

- Yes
- No

Does the site provide contact for Web-specific problems?

- Yes
- No

Does the site provide an Online help system?

- Yes
- No

If yes, describe:

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## Delivery

What operating system is used on the Web server?

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What Web server software with version number is being used?

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Where is the site being hosted?

- Internal
- Externally

Who is the closest "upstream" Internet Service Provider from the server?

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What is the amount of bandwidth available for the server if known or determinable?

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Rate the responsiveness of the server [ 1 (very slow)–5 (very fast) ]:

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What is the largest page in the site, byte wise?

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What is the average page size in the site?

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What are the theoretical download times for the average and largest pages at:

- Modem speeds (56 Kbps) \_\_\_\_\_
- ISDN (128 Kbps) \_\_\_\_\_
- Cable (600 Kbps +) \_\_\_\_\_
- DSL/T1/Ethernet (1 Mbps +) \_\_\_\_\_

Are real download times similar?

- Yes
- No

If no, provide times for tested speeds:

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## THE FINAL SCORE

Final Score [ (Dislike) 1–5 (Like a lot) ]:

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Key reasons for final score:

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