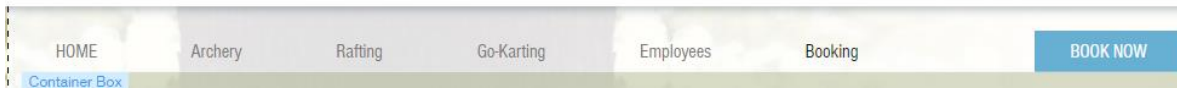


Evaluation

Navigation



Strengths: It is clear on where each tab is going to take the reader of the website and it is set out in such a way where the tabs are easily accessed but are also out of the way so they aren't covering up any text or images on the website.

Weaknesses: I could have made the tabs stand out more so that the audience can clearly see that there is tabs to click on.

Improvements: To improve on this I could have made the text of each tab bigger and possibly coloured them to make them stand out more. I could of added an image beside each tab to make it more eye catching and make it definite on what that tab will show once clicked on.

Graphics

Strengths: My graphics are mainly of good quality and are relevant to what the page is about. It shows the audience how it would be like if this website was real.

Weaknesses: There is one or two pictures which are of poor quality but this was down to how the site had uploaded it. Another weakness was that that I maybe didn't use enough pictures to cover up white spaces.



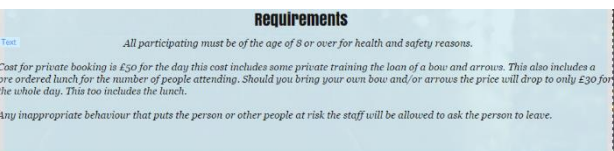
Improvements: Use more pictures to cover up more blank space and don't

allow any picture of poor quality on the website always use good quality graphics.

Use Of colour

Strengths: There is use of colouring behind text to make it stand out and make it easier to read. There is also colours in the background. These colours are colours of a forest which can really advertise that this company is an outdoorsy place.





Weaknesses: I probably didn't use enough writing when it came to text I just stay with plain black and although it can still be easily seen using a different colour could have made it brighter and more attractive.

Improvements: Use more colour in the text to make it stand out more and use less black text to make the website more interesting for the reader.

Content

Strengths: My content was relevant to the task and I got all the activities that was needed to be included and I explained a bit about them to the audience. I also talked about the different staff and how to book sessions with the company.

Weaknesses: The content maybe wasn't in depth enough or I had didn't have enough content on the website.

Improvements: Add more content by adding in more tabs and go into more depth when talking about each individual tab instead of just talking about it generally.

Readability

Strengths: The text is easily read and has a big enough font size to be able to be seen from a distance.

Weaknesses: Some of the font styles could be a bit harder to read if the person had poor vision.

Improvements: Use a font style which it is easier for people to read don't use any style that looks like it is handwritten only use styles which each letter is its own standalone block letter.

Page Layout

Strengths: The pages are set so that the text is at the top of each page then it is followed by images. This is so the reader can read about it first to see if they would be interested then they get to see the pictures which would be make up their final decision.

Weaknesses: There is just a block of text at the start which make people more reluctant to read through it all.

Improvements: Compress the amount of text that is used and space the text out to make it look like it is less meaningful. People are more likely to read it.

Hyperlinks

Strengths: On the first page at the bottom they are easily accessed. They don't get in the way of any text or images.

Weaknesses: Quite small so it could be difficult for them to be seen if the viewer is having a quick scan over the website.

Improvements: Make the hyperlinks bigger so they can be easily seen by anyone just skimming through the website. Move them to the top so they are one of the first things that are seen.

Website Evaluation Grid (WEG)

	Rating (1 = Excellent, 5 = Poor)				
Navigation	1	2	3	4	5
• Is the website suitably structured (layout)?			✓		
• Can you navigate readily from page to page?				✓	
• Is it easy to return to homepage or the top of a page?					✓
• Is the loading time excessive?			✓		
Graphics					
• Are graphics clear and attractive?			✓		
• Do graphics contribute to the purpose of the page?				✓	
• Do the graphics take a short time to download?				✓	
Use of Colour					
• Are colours attractive and appealing to most visitors?				✓	
• Do the colours add to the appearance of the website?				✓	
Content					
• Is the content of interest and value to the target audience?			✓		
• Is there a suitable balance of digital assets (text, graphics, animation, video/sound) on every page?			✓		
Readability					
• Are the pages easy for the target audience to read?					✓
• Do the page elements follow a logical sequence?				✓	
• Are type fonts readable, attractive and properly sized?				✓	
• Will the pages look good with various browsers?				✓	
Page Layout					
• Is there good use of "white space" (Blank spaces)?			✓		
Hyperlinks					
• Do all of links work?			✓		
• Are links easy for the target audience to find?				✓	
• Are the PDFs appropriately linked?				✓	

