**Evaluating Website using Web Design Guidelines**

In this assignment, you are going to evaluate two websites using the “Resource for Web Design Guidelines” that we have shared with you in Canvas – “WEEK 2 of MODULE 1 (Jan 16 - Jan 22) : Prep Work for Week 3”. For each of the websites, you need to fill out a table. The left most column of the table has the criteria for evaluating the websites. You need to fill out the other three columns as per the column headings.

After you are done, save the file as ***Lastname-WebDesignGuidelinesActivity.pdf*** and upload it on Canvas at the Web-Design-Guidelines-Activity Submission Link.

URL of the first website you are evaluating: <https://www.art.yale.edu>

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| --- | --- | --- | --- |
| **Criteria** | Explain your observation/s on how the given website meets/does not meets the criterion? | Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be improved, 4- good/ can be polished, 5- very good) | Specific suggestion/s for improvements or meeting the criterion |
| Effective home page including, clear purpose and name of the website |  |  |  |
| Adequate whitespace in each page |  |  |  |
| Page length and width |  |  |  |
| Images of the webpages |  |  |  |
| Color contrast and color style consistent across the webpages |  |  |  |
| Follow web writing guidelines including consistency of text formatting across pages |  |  |  |
| Navigation system including functionality of the links and their locations |  |  |  |
| Relevance of the information, and Organization/layout of each page |  |  |  |
| Alignment and proximity of items |  |  |  |
| User engagement |  |  |  |
| Usability |  |  |  |
| Works on different browsers like Google Chrome, Mozilla, Safari |  |  |  |
| Anything you want to add \_\_\_\_\_\_\_\_\_\_ |  |  |  |

URL of the second website you are evaluating: <https://www.apple.com>

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| --- | --- | --- | --- |
| **Criteria** | Explain your observation/s on how the given website meets/does not meets the criterion? | Rate with a scale of 1 through 5 (1- needs major improvement, 2- needs some improvement, 3- fine/can be improved, 4- good/ can be polished, 5- very good) | Specific suggestion/s for improvements or meeting the criterion |
| Effective home page including, clear purpose and name of the website |  |  |  |
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| Page length and width |  |  |  |
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| User engagement |  |  |  |
| Usability |  |  |  |
| Works on different browsers like Google Chrome, Mozilla, Safari |  |  |  |
| Anything you want to add \_\_\_\_\_\_\_\_\_\_ |  |  |  |