

Critique Scorecard: How Usable Is This Site?

Score the site for each usability goal.

- 10 points if the site generally meets the goal
- 0 if it largely fails
- 1 to 9 if it falls somewhere in between

Add the individual scores and find the rating for the resulting total.

RATINGS

0 – 49: Game Over

This site will frustrate—and probably drive away—most users.

50 – 79: No Cigar

This site goes only part of the way toward usability, which means it's probably not getting its message across and not serving its audience's needs.

80 – 100: A Winner!

Date of Critique _____

Site Name _____

Web Address _____

| <i>Usability Goals</i> | <i>Score (0 to 10)</i> |
|--|-------------------------------|
| 1. Home page informs and serves defines organization, makes clear what users can do on the site, gives direct access to key content and tasks ("hot buttons," search box, etc.) | |
| 2. Informative labels clear, straightforward words (not overly clever or obscure); uses language of users (not the organization's internal lingo); links have explicit "departure information" | |
| 3. A speedy site pages download quickly, no time-wasting multimedia shows... | |
| 4. Good stuff is above the fold key content and functions are visible in first screenful (on 600 x 800 resolution) | |
| 5. Rule of 7s navigational choices, categories, lists of links, groupings of content limited to 7 (± 2) | |
| 6. "Webified" content text is in scannable bite-sized bits, formatted with bullets and bolding; bottom-line info is at top; long text is cut into sections that can be navigated easily; e-functions included (printer-friendly version, add comment, e-mail to a friend...) | |
| 7. Sensible navigation follows Web conventions (main nav at top or in side columns; links are underlined or otherwise recognizable as links; logo in upper left goes Home...); doesn't force user to learn an entirely new scheme; is consistent throughout the site | |
| 8. Clear signposts user is oriented on every page; each page makes sense no matter how user arrives (no orphans); user can always go "Back" and "Home" | |
| 9. Not for geeks site doesn't force users to jump through hoops (frames, horizontal scrolling, download and install plug-ins) to get to most content; keeps users informed about progress; helps users recover from errors and deal with warning messages | |
| 10. Well maintained few broken links, missing graphics, and non-working functions; time-sensitive information is kept up to date | |
| <u>TOTAL SCORE</u> | |