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|  | *Website 1* | *Website 2* |
| *Content* |  |  |
| *Structure & Navigation* |  |  |
| *Visual Design* |  |  |
| *Functionality* |  |  |
| *Interactivity* |  |  |
| *Overall Experience* |  |  |
| *Which Screenshots will you use?* |  |  |
| *Conclusion* |  |  |

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|  | *Description* |
| *Content* | Web content is the textual, visual content that is encountered as part of the user experience on websites. It may include, among other things:  text, images, sounds, videos and animations. |
| *Structure & Navigation* | Is the content organized well? Is it easy to navigate the website? Do you struggle to find links? Is it easy to get back to the homepage? Do the links make sense for what you are clicking on? |
| *Visual Design* | Do they use a readable font? Are there quality images on the site – or only text? Is it broken into paragraphs? Is the font big enough to read? Is there too much flash that it takes a really long time to load? Is the background too crazy or just right? How many advertisements are on there – too many or just right? Are there pop ups? How long are the articles? Can you see the link colors to know there’s a link available? |
| *Functionality* | Do all the links work – are there any broken ones (Can be external or internal)? Are there any references that are out of date? Are the domain names expired (if you can access the site they are not expired), are all the addresses and contact information up to date?, Do all the forms work? Do the social sharing buttons work? Can you view the site in different browsers (Firefox, IE, Netscape, Safari, Chrome), does the page load fast? Check it out here: <https://developers.google.com/speed/pagespeed/insights> |
| *Interactivity* | The main subject of the website should be taken into consideration. This can give a clue as to the kind of interaction to be used. For example, a product website will have various categories on display. The range should be presented in an interactive manner rather than plain rows of products. A 3Dimensional Flip Book can be used to its advantage to showcase a range of products with the relevant information. A user gets engaged whilst flipping through the book.  Examples: <http://www.sqcircle.com/>  <http://www.starbucks.com/coffee/whole-bean>  <http://www.harrypotterwizardscollection.com/> |
| *Overall Experience* | How does the website leave you feeling? Did you enjoy your time on the website or become frustrated easily? |
| *Which Screenshots will you use?* | *Click here to take a Screenshot in Windows 7:*  <http://windows.microsoft.com/en-US/windows-xp/help/setup/take-a-screen-shot>  You should include at least 3 screenshots from each website showcasing different areas (from the ones named above). Be sure to point them out during the presentation or edit them further in Microsoft Paint or another Photo editing software. |
| *Conclusion* | Which website would you recommend?  What did you learn from the overall experience? Be specific.  How will this affect how you create websites in the future? |

Presentation Software Available: Glogster (if accessible), Weebly, Prezi or Moviemaker. If you have another software in mind please let me know and I will review it.