

Activity – Evaluate the Usability of your Site!

This activity is intended to help you see ways you can begin evaluating your site for usability.

- 1) Ask 1-2 colleagues to be part of your evaluation. Pick at least 1 person who isn't familiar with the website.
 - 2) Pick one section/page of your website.
 - 3) Complete a basic evaluation of this web space by completing the steps below.
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BEGIN WITH BASICS

This task works best when someone on your evaluation team is unfamiliar with your website, or at least, not as familiar as you.

1. Identify 1 critical task a user might do on your task.
2. Have someone from your group who isn't familiar with the website complete this task.
3. While completing the task, think out loud.
4. While they complete the task, document what they do & say below.

WHAT THE USER DOES	WHAT THE USER IS THINKING/SAYING

To complete this task....

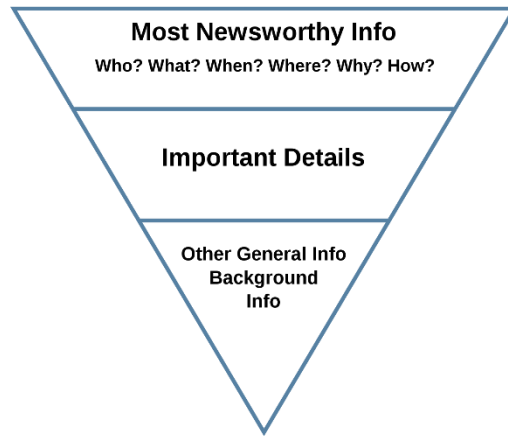
How much scrolling needed to happen?

Did videos and/or pages load in 1-2 seconds? Yes No

EVALUATE THE EVIDENCE

Go back to the original page your group picked to evaluate the page itself.

Is the most newsworthy information at the top of the page? Yes No



Are headings used to break up the text on the page? Yes No Sometimes

Is the text written using a conversation tone? Yes A Little Bit No

WHAT MAKES IT CONVERSATIONAL	WHAT MAKES IT NOT CONVERSATIONAL

Test the readability of the page: <http://www.webpagefx.com/tools/read-able/>

Write a quick summary of the readability results here:

Do links indicate content and action? Yes No
 Are links blue? Yes No

Links indicate content and action

- Avoid: To access your account click [here](#)
- Better: [Account](#)
- Best: [Access your account](#)

Note examples below if applicable:

Is library jargon used that could be unfamiliar to your users? Yes No

Explore the navigational approach. How consistent is it? Write your notes below:

Check for trends that get in the way of completing tasks on your site. Circle the trends below you see on the site:

- Videos that automatically load
- Linked buttons that don't represent where the link takes users
- Distracting visuals or videos
- Minimalist approach (not enough to get users started)

What high-level topics could you add to a Style Guide to target some of the things you found in your evaluation?