

INTRODUCTION

An evaluation was conducted during the creation of the What You Eat online magazine in order to gather input about the usability and attractiveness of the site. The evaluation investigated four categories: design, content, usability and the overall experience it provides.

SUMMARY OF FINDINGS

Overall, the online magazine received very positive scores from the evaluators. It made a good first impression on the viewers and the content was for the most part organized in an effective way. The web site is geared mainly towards families, but this was not initially obvious. The two main problems with the site were that the footer is difficult to read and to distinguish from the rest of each page, and that the headers for each page are difficult to distinguish from the rest of the content.

METHODOLOGY

The web site was evaluated by two web design peers.

The research was conducted in the form of a survey which contained both long and short answer questions. Two initial written questions were asked: ***What is your initial response to the web site?*** and ***After a quick look at the web site, what is its purpose/mission?*** Following the initial questions were four sections of short answer questions, where the evaluators discussed and chose a score between one and five in response to specific questions. The topics of the four sections were DESIGN, CONTENT, USABILITY, and OVERALL. After each section, there was space for the evaluators to make comments or elaborate on the chosen scores.

RESULTS

INITIAL, LONG ANSWER QUESTIONS:

What is your initial response to the web site?

- clean, vibrant
- site bring in your attention

After a quick look at the web site, what is its purpose/mission?

Eating healthy, eating right



SHORT ANSWER QUESTIONS:

DESIGN

Is the web site consistent throughout each page?	5
Does the logo represent the web site content/mission?	4
Do the colors represent the web site content/mission?	5
Are the images related to the subject?	5
Are the images clear/high quality?	4
Does the page load quickly?	5
Can the page be resized well?	5
Does the layout vary from page to page?	5

Comments:

- footer seems like part of the site, no real division, normal weight red text a little hard to read
- logo could be for recipe site, but works for food site too
- pizza ad, intentionally to look like illustrator trace?
- eat out picture slightly blurred

CONTENT

Is the information unique, fresh and new?	5
Can you distinguish the ads from the general content?	5
Is the text readable?	3
Is the content well organized?	5
Is the content easy to understand?	5
Are there headers and sub headers?	5
Does the content reflect the goals of the site?	5
Does the content of each page have a recognizable theme?	5
Does the content meet the needs of the audience?	5
Does the information appear to be researched and well documented?	5
Was the footer helpful?	3

Comments:

- content is good and fresh, good quiz with H1N1 in news
- footer kind of difficult to read (but email/contact good)
- orange text on soup in eat in also difficult to read
- recipes are good



USABILITY

How easy is the primary navigation to use?	5
Is the global navigation consistent?	5
How easy is it to tell what page you are on?	4
Is the site 508 compliant?	5
How easy is it to find the content that you are looking for?	5

Comments:

- page header slightly hard to distinguish from article/content headers

OVERALL

Is the web site attractive?	5
Is the web site distracting or uncomfortable?	1
Is the web site generally well organized?	5
Would you visit the site again?	5
Is the site lacking anything? Explain below.	5

Comments:

- green/beige divider unbalanced on home page and eat out maybe?
- also one pixel off, which is sort of noticeable
- perhaps boosting the opacity on footer image, would help with readability
- need to distinguish headers from rest of page content, either larger or capital
- corners of rounded rectangular images pixelated
- overall good site/concept

CONCLUSION

Most of the site will remain the same, but some minor changes will be made. In order to make the footer easier to read, the background image will be lightened and the text will be enlarged. In order to make the page headers more distinguishable from the rest of the content, they will be changed to match the color of the footer content. The image on the eat out page will be redone in order to improve its quality. Also the background image, which contrasts the green and the pale yellow will be remade in order to get rid of the slight alignment problem. The rounded rectangular images will be experimented with in order to determine if there is a way to make the edges more sharp, if not, other shaped may be considered.

Although it was not immediately obvious that the web site is intended mainly for families, no changes to the overall design will be made, since the site can also be used for people without young families.

Although the logo is not obviously for a nutrition web site, it will also remain the same, since the title and the content make it clear what the purpose of the site is.

The restaurant ad on the eat out page will remain the same, it was intended to contain a stylized looking image. The divider on the page will remain the same, after the alignment problem is fixed, since other viewers have liked it and not thought that it made the site unbalanced.

