
Web Site Evaluation Questionnaire

Overall

1. What are the goals of the web site? For example, you may want a web site that conveys information about an organization.
 - a. What specific types of information need to go into the web site?
2. What is the timeframe for deployment of the web site?
3. Who is the audience for the web site?
4. What are the expectations from your audience of your web site? For example, if I am purchasing an item online I would expect a shopping-cart along with some sort of payment system.

Colors & color schemes - (complimentary, analogous, or monochromatic)

1. What colors or color palettes are being used by your organization?
2. Will these colors or color palettes be used in the web site? If not, please specify colors and color ranges to be used.

Typography- fonts used to send a message about a company, its image, its competence, and strengths.

1. Is the typography readable? If not, what fonts would you use or prefer to make it readable?
2. What fonts would get your “image” across and best communicate your position as an organization?

Readability- How well a web page and/or web site gets its point across to its **target** user.

1. Is the current site structured so that it is easy to find information quickly? Why or why not.
2. What improvements can be made from **your** user’s perspective of finding information quickly? Please detail suggestions as to how the content in your web site can be structured better for your user.