

Peer Review and User Testing

Clarity of Communication

- Does the site convey a clear sense of its intended audience?
- Does it use language in a way that is familiar to and comfortable for its readers?
- Is it conversational in its tone?
- Is the experience seamless?
- Do the pictures and the graphic design help the communication?

Accessibility

- Is load time appropriate to content?
- Is there an easily discoverable means of communicating with the author or administrator?
- Is the HTML semantic (allowing screen readers to navigate the site)

Consistency

- Does the site have a consistent and clearly recognizable “look-&-feel”?
- Does it make effective use of repeating visual themes to unify the site?
- Is it consistent even without graphics or external style sheet? (This can happen)

Navigation

- Are the links obvious in their intent and destination?
- Is there a convenient, obvious way to manoeuvre among related pages and between different sections?

Design & Maintenance

- Does the site make effective use of hyperlinks to tie related items together?
- Are there dead links? Broken scripts? Pages that are not completed or look unfinished?
- Is page length appropriate to site content?

Visual Presentation

- Is the site worthy of a design student in its communication?
- Does it use distracting animations?
- Does it provide feedback? Using Javascript frameworks can enhance user experience, or detract from it.

Code

- Is the code clean and well documented?
- Is it optimised for Search Engines (SEO)?
- Does it have Google’s Analytics code?
- Does the HTML validate? Use the Validator Service and Check the HTML out.
- Does the CSS validate? Use the Validator Service and Check the CSS out.

HTML5 and CSS3 Goodness

- List the CSS3 features used. Were they used to good effect?
- Explain how well the document followed a semantically correct HTML5 document structure.
- Is the website design future proof?

Overall Assessment?