Conducting an online assessment of the current client web site

1. **Visit the client site (INITIAL RESPONSES):** visit the client’s web site– and jot down your initial thoughts (whatever they are). This will come in handy later on when you start the analysis process on the site (part 3 below).
2. **HTML Tutorial Labs 1&2 – 10% (complete the tutorials and 2 short assignments to refresh your skills from ebusiness)**
   1. **Part 1 –YOUR LEARNING:** complete the learning sequences required to re-establish your skills in HTML, CSS and Jscript. (You learned in eBusiness and MIS as well as updates from for this course), then work to reapply those skills to the assignment.
   2. **You are not required to track all the work you do in the tutorials, but rather use them to get you back up to speed on web design.**
   3. Submit **ONLY** lab 1 (Lab1 – case problem 1 page 335 on USB (5%)) and 2 (Lab2 – case problem 1 page 652- on USB (5%)
3. **ASSIGNMENT 1 – ASSESSMENT: 10% conduct a Client web site assessment in MS Word with a client focus!**

**Open a MSWord document and begin by answering the following questions. Current Web Page Assessment for the client should include answers to the following**:

1. What is the focus of this site?
2. Does the site have an effective home page layout and design
3. What content do they include – do a site map
4. Does the landing page work- what are the first impressions
5. Does navigation work, to and fro
6. Does it provide a happy fun, art feel- what’s your overall impression of its usefulness.
7. What is the biggest 5 problems with the site?
8. Is there a flow from one page to another, and from 1 function to another?
9. Does it easily identify what the website is all about?
10. Does it provide solutions for visitors when they have a typical problems?
11. What additional content do you feel should be included?
12. Layout concerns or pro’s: What is above the fold- primary content (content you can see without scrolling down when your page is first loaded) and below the fold (content you only see when you scroll down)
13. Do a Content Breakdown,
    1. HEADLINE: what’s the headline (what does your company do? And what’s in this for me?)
    2. SUB-HEADLINE: Define your service (brief description of What problem’s do you solve for me?)
    3. CALL OUT BUTTONs: call to action for buy, sell, support, tell
14. Are there Images or videos that illustrate a message?
15. What’s the logo/Brand they are selling? Is it effective? Colors? Typefaces? Look and feel?
16. Navigation Bar: (roadmap to the site)
    1. Only include necessary pages on the Nav bar, don’t confuse users with too many options
    2. Are the groupings under Nav logical, with short sweet descriptors?
    3. How many steps is the longest navigation from the home page.
17. What’s below the fold? Secondary content not important enough to make it above the fold? Features tell, benefits sell! What’s in it for me?
    1. Additional content – nice to have stuff
18. Trust indicators – success stories, active expertise, professional accreditation, quotes, testimonials etc. What is “special” here?
19. Describe the site layout in a grid map (shown in week 1 ppt) “Students to design in VISIO the layout of the current site”
20. Students to develop at 10 more pertinent questions to answer about the client’s site as well during the 2nd client meeting. These questions need to be very specific so you can figure out what you need to do to finalize your web site.