

Activity sheet 18: analysing websites

Using two copies of this table, analyse two websites that address the same topic.

Website: _____

Purpose of website	
Who is the target audience?	
Is the layout effective for the audience and purpose?	
Is the colour scheme effective for the audience and purpose?	
Is the appearance consistent? Are design elements common across the pages?	
What type of navigation appears on the pages (menus, hyperlinks, images, something else)? Is it consistent?	

<p>As you navigate, do you get to the information that the audience will be expecting, and does it fulfil the intended purpose?</p>	
<p>Is the site structure clear and would it be easy for the target audience to use?</p>	
<p>How much information is on the website – too much, too little, just right (in relation to the purpose of the site)?</p>	
<p>Try the website on a different browser and/or a mobile phone/tablet – does it look the same?</p>	
<p>How does the use of text, images, navigation, and site structure make the site easier or more difficult for the audience?</p>	
<p>Does the site contain interactive media? If so, does this add to the purpose and usability of the site or is it unnecessary?</p>	
<p>Overall, is the website fit for purpose and audience?</p>	