

Evaluation Walkthrough

Overview

This document demonstrates how to apply the rubric during an evaluation of a course site. A screen shot of the site's home page is provided in Figure 1. A copy of the evaluated site is available at the following URL.

http://smartsites.ischool.washington.edu/cws_eval/stat220_spring_2004/Group1_site19/www.students.washington.edu/kmaria/stat220.htm.

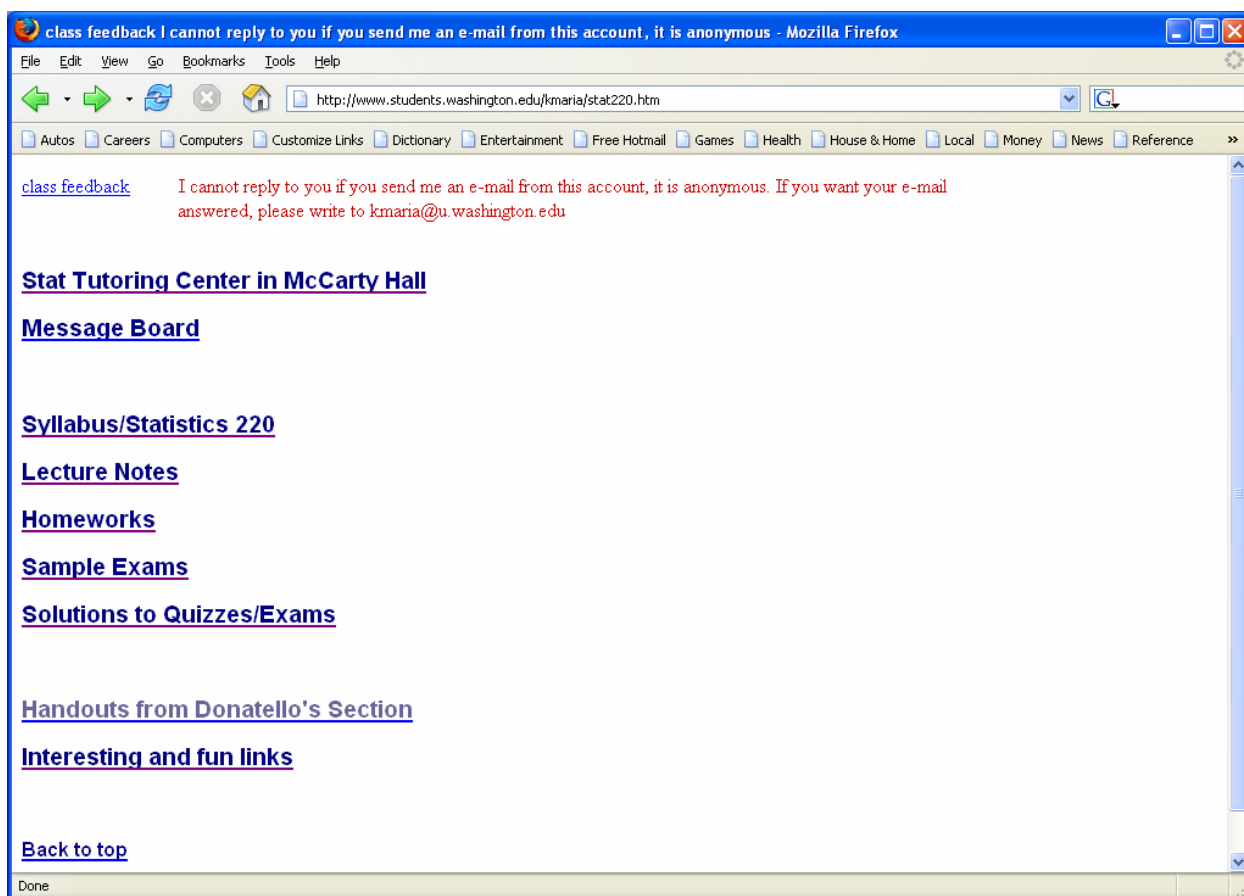


Figure 1. Home page of the evaluated site.

Information Design

Content Completeness: Excellent

Core content items: The site contains all ten of the core content items, albeit in various locations as depicted in the table below. The corresponding rating is **Excellent**.

Core Content Item	Location
Course Number	home page & syllabus

Course Name or Title	syllabus
Course Location	syllabus
Instructor's Name and Method of Contact	syllabus
TA's Name and Method of Contact (if appropriate)	syllabus
Syllabus	syllabus
Assignments and Due Dates (if appropriate)	homeworks
Reading Schedule and List (if appropriate)	syllabus
Final Exam Information (time and Location or that there isn't one)	syllabus
Class Email or Distribution List	syllabus

Non-core content items: The site contains two non-core content items—lecture notes and course schedule (syllabus). The corresponding rating is **Good**.

Content complete: All the content on the site is complete (i.e., there are no missing or under construction pages). The corresponding rating is **Excellent**.

Content Organization: Fair

Content distribution: The site's content is distributed across 6 HTML pages and 65 documents. However, the homeworks page consists of all assignments as text on the page, rather than a separate page for each assignment. Most of the pages (64/65 or 98%) have logically distributed content. The corresponding rating is **Good**.

Content formatting: An inspection of the HTML code (Figure 2 below) that is used to render pages reveals that none of the pages use structure tags, like H1, H2, UL, etc. to format text. The corresponding rating is **Poor**.

Page signage: None of the HTML pages or lecture note documents has proper signage (e.g., see Home Page in Figure 1); 30 pages are missing either titles (top of browser window) or page headers (within HTML). The remaining 41 pages (41/71 or 58%) have proper signage. The corresponding rating is **Fair**.

Currency and Authority: Fair

Date indication: None of the HTML pages or documents indicates when they were created, updated, etc. The corresponding rating is **Poor**.

Content up to date: All of the HTML pages and documents appear to relate to the current course offering. The corresponding rating is **Excellent**.

Source indication: A review of the HTML pages and documents revealed 8 lecture notes that contained data, tables, or images from external sources; five of the items (5/8 or 63%) had source information attached to them. The corresponding rating is **Fair**.

Instructor identification: Only one document, the syllabus, contained the instructor (or teaching assistant's) name AND one contact point. The corresponding rating is **Poor**.

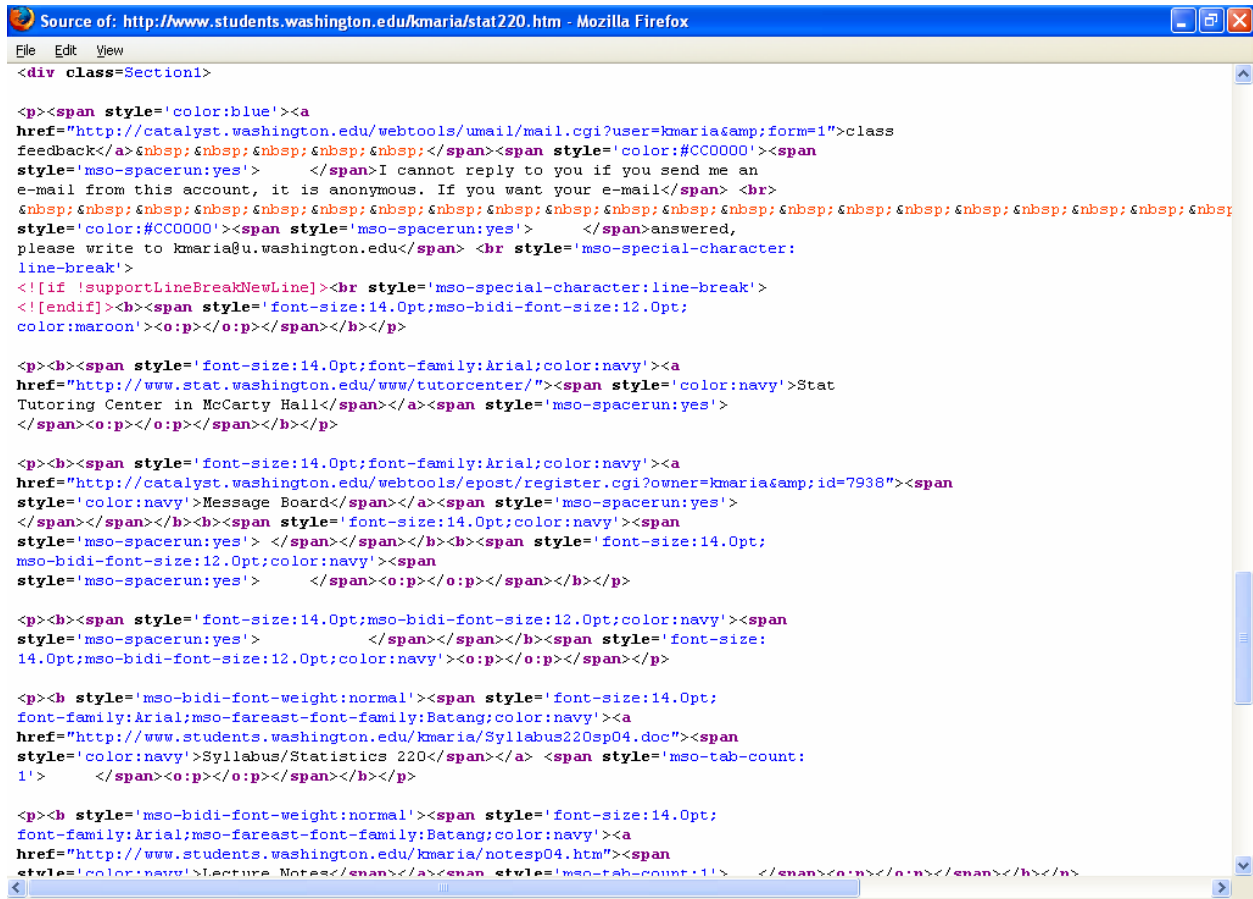


Figure 2. HTML code of the home page. Structural tags like H1, H2, UL, etc. are not used to format text.

Institution identification: No document or HTML page contained the institution’s name. The corresponding rating is **Poor**.

Navigation Design

Links: Excellent

Beneficial links: The site contains 80 links, all of which appear to be beneficial to students. The corresponding rating is **Excellent**.

Understandable links: The site contains 8 links that are potentially difficult to understand (by viewing them out of context in the Mozilla Firefox Links window). The link titles include: “Histogram” (on lecture notes page); “10-5” (on homeworks page); and “John C. Pezzullo’s fun web page” and 5 URLs (on links page). Of the 80 links, 72 (90%) are understandable. The corresponding rating is **Good**.

Identifiable links: All 80 links can be easily distinguished as links. The corresponding rating is **Excellent**.

Grouped links: The site is designed as pages of links, with the exception of the homeworks page, on which links (solutions) are associated with the corresponding homework assignment. Hence, all links, which are related to other links, are grouped. The corresponding rating is **Excellent**.

Functional links: The site contains 80 visible and 6 invisible links; the latter links are the filelist.xml files that correspond with each HTML page (generated from Microsoft Word). All of the filelist.xml files are missing from the server; however, 80 of the 86 (93%) of the links are functional. The corresponding rating is **Good**.

Structure: Fair

Content indication: Only 1 of the 6 HTML pages provides insight about the site's content. The corresponding rating is **Poor**.

Location indication: None of the 6 HTML pages provide insight about the user's location within the site, although it may be apparent for the home page. The corresponding rating is **Poor**.

Visited pages indication: All 6 HTML pages change link colors to distinguish visited ones. The corresponding rating is **Excellent**.

Ease of movement: Only the home page makes it easy to navigate the site. The remaining HTML pages and documents require the user to use the Back button for navigation. The corresponding rating is **Poor**.

Search functionality: Given that the site consists of 6 HTML pages and 65 documents, it can be considered to be information-rich and in need of search functionality. None of the HTML pages support within-site searching. The corresponding rating is **Poor**.

Graphic Design

Visual Layout: Good

Page layouts: The layouts of the 6 HTML pages are inconsistent; however, the layouts of all but one document are consistent, within each section (65/71 or 92%). For instance, all the lecture documents use the same layout. The layout of a few pages like the homeworks can potentially cause eye strain. The corresponding rating is **Good**.

Page element identification: It is easy to distinguish text, link, and other elements on all HTML pages and within all documents. The corresponding rating is **Excellent**.

Page backgrounds: Page backgrounds used for all documents and all but one HTML page do not cause eyestrain. Four different colors are used for backgrounds on HTML pages and the colored backgrounds are not acceptable for the visited link color used. Of the 71 pages and documents, 65 (92%) have acceptable backgrounds. The corresponding rating is **Good**.

Color combinations: Similar color combinations are used for text, tables, and other objects, but they are not used consistently, and in some cases in an aesthetically pleasing way, on four of the HTML pages. The corresponding rating is **Good**.

Readability: Good

Text formatting: Text formatting is inconsistent for 3 of the HTML pages. Within all 20 lecture note documents, all the text is bolded, which can potentially make the documents difficult to read. The remaining 3 HTML pages and 45 documents (47/71 or 66%) have acceptable text formatting. The corresponding rating is **Fair**.

Positioning: Locations of text, tables, and other elements are acceptable on all documents and pages, except for homeworks. The page has considerable changes among left, right, and center alignment throughout. The corresponding rating is **Good**.

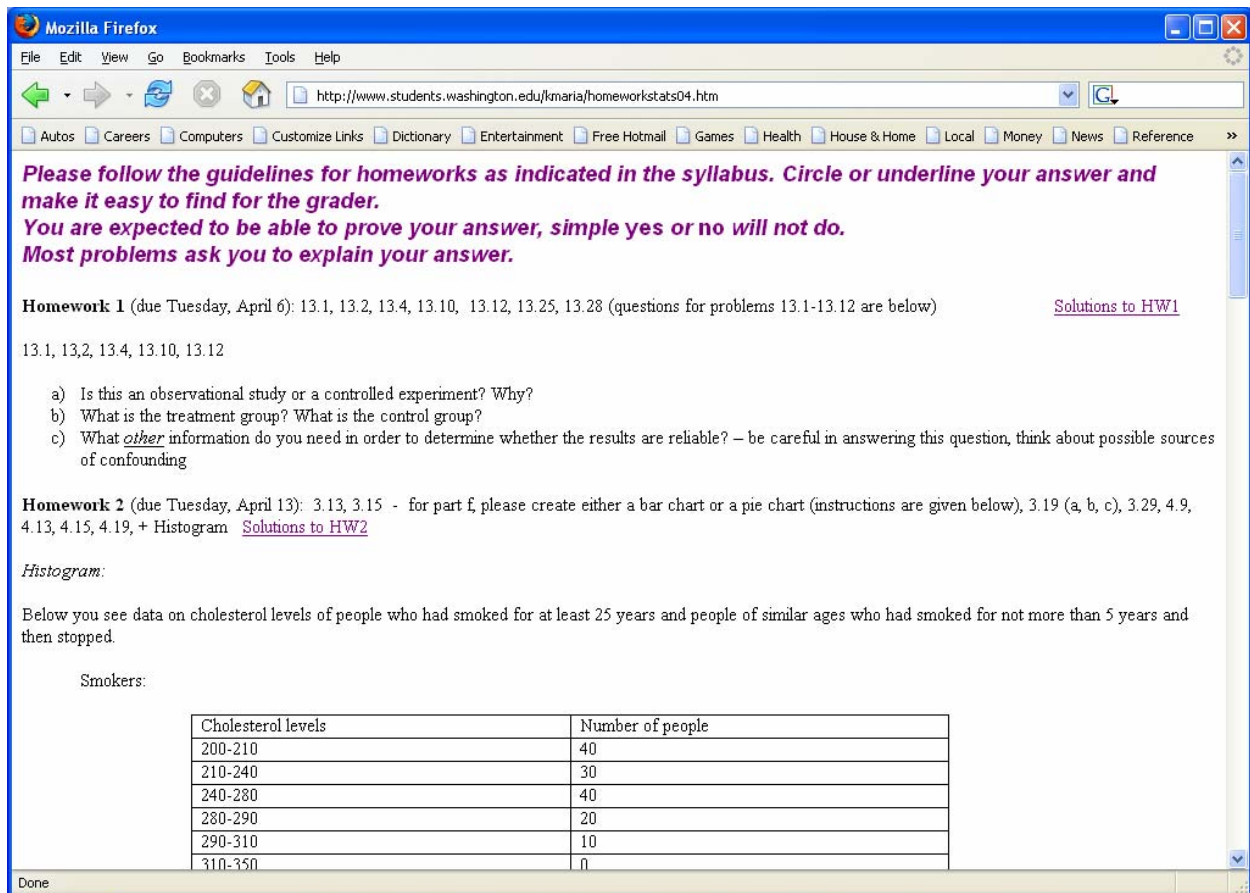


Figure 3. Homeworks page with ineffective text positioning.

Text occlusion: None of the HTML pages or documents contain text that is covered or blocked by other elements. The corresponding rating is **Excellent**.

Text distribution: All pages and documents organized text into blocks that are separated by whitespace. The corresponding rating is **Excellent**.

Page scrolling: Only the homeworks page required more than 3 scrolls for an 800x600 monitor (simulated with AnyBrowser.com Screen Size Tester). The corresponding rating is **Good**.

Use of Graphics and Multimedia: N/A

There are no graphics or multimedia used on the web site itself.

Experience Design

Usability: Good

Minimal clicks: All site content can be accessed within 3 clicks. The corresponding rating is **Excellent**.

Appropriate language: Most pages and documents use technical jargon, but the language seems appropriate to the course. The corresponding rating is **Excellent**.

Valid HTML: Applying the HTML Validator to the site's home page revealed that it does not comply with HTML 4.01 Transitional, even though the page was generated with Microsoft Word. Problems included: the lack of a document type declaration, invalid attributes for tags, and invalid tags. The corresponding rating is **Fair**.

HTML and CSS use: All 6 HTML pages contain internal stylesheets, which Microsoft Word generated. Only one of the pages (17%) use the stylesheet; styles are applied within paragraph and other tags on the remaining pages. The corresponding rating is **Poor**.

Accessibility: Fair

Accessibility indication: None of the HTML pages indicate that they have been tested for accessibility. The corresponding rating is **Poor**.

Accessibility validation: Applying Bobby to the site's home page revealed that it complies with Priority 1 guidelines, but not with Priority 2 and 3 guidelines. Problems included: the lack of a document type declaration, missing language specification, and inadequate separation of adjacent links. The corresponding rating is **Good**.

Color deficiency validation: Applying Vischeck to the site's home page revealed that it is legible with the three color deficiency filters. The corresponding rating is **Excellent**.

Accessibility options: The site does not provide alternative means of accessing content, enlarging text, etc. The corresponding rating is **Poor**.

Accessible content: The 65 documents require a plug-in or external software to view, which impedes users' access. Furthermore, many documents contain graphical representations of formulas, charts, etc., which also impedes users' access. The corresponding rating is **Poor**.



Performance: Excellent

Download speed optimization: Based on byte counts, all HTML pages and documents load in less than 10 seconds. The corresponding rating is **Excellent**.

Object optimization: All HTML pages appear to be optimal sizes. The corresponding rating is **Excellent**.

Learning Aid: Excellent

Learning aids: The site contains five learning aids: a message board, links to internal (department/related department) resources, links to non-internal resources, sample exams, and answer keys. The corresponding rating is **Excellent**.

Interactivity: The site contains a message board, which is an interactive element. The message board is also functional. The corresponding rating is **Good**.

Printable materials: All HTML pages and documents can potentially print without user adjustments. The corresponding rating is **Excellent**.

Summary

The following table summarizes the ratings described above and the overall grade assigned to the site.

Criterion	SubCriteria	Points
Information Design		
Content Completeness	Core content items	3
	Non-core content items	2
	Content complete	3
	<i>Rating</i>	3 <i>Excellent</i>
Content Organization	Content distribution	2
	Content formatting	0
	Page signage	1
	<i>Rating</i>	1 <i>Fair</i>
Currency and Authority	Date indication	0
	Content up to date	3
	Source indication	1
	Instructor identification	0
	Institution identification	0
	<i>Rating</i>	1 <i>Fair</i>
Navigation Design		
Links	Beneficial links	3
	Understandable links	2
	Identifiable links	3
	Grouped links	3



Toolkit for Evaluating Course Web Sites Version 1.1

	Functional links	2	
	<i>Rating</i>	3	<i>Excellent</i>
Structure	Content indication	0	
	Location indication	0	
	Visited pages indication	3	
	Ease of movement	0	
	Search functionality	0	
	<i>Rating</i>	1	<i>Fair</i>
Graphic Design			
Visual Layout	Page layouts	2	
	Page element identification	3	
	Page backgrounds	2	
	Color combinations	2	
	<i>Rating</i>	2	<i>Good</i>
Readability	Text formatting	1	
	Positioning	2	
	Text occlusion	3	
	Text distribution	3	
	Page scrolling	2	
	<i>Rating</i>	2	<i>Good</i>
Use of Graphics and Multimedia	Quality	-1	
	Relevance	-1	
	<i>Rating</i>	-1	<i>N/A</i>
Experience Design			
Usability	Minimal clicks	3	
	Appropriate language	3	
	Valid HTML	1	
	HTML and CSS use	0	
	<i>Rating</i>	2	<i>Good</i>
Accessibility	Accessibility indication	0	
	Accessibility validation	2	
	Color deficiency validation	3	
	Accessibility options	0	
	Accessible content	0	
	<i>Rating</i>	1	<i>Fair</i>
Performance	Download speed optimization	3	
	Object optimization	3	
	<i>Rating</i>	3	<i>Excellent</i>
Learning Aid	Learning aids	3	
	Interactivity	2	
	Printable materials	3	
	<i>Rating</i>	3	<i>Excellent</i>
	Total Score	22	
	Total Points Available	33	
	Grade	B-	

Figure 4. Summary of the site's evaluation.