

# Assignment 1 – website analysis

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Authoring Interactive Multimedia

## **Description:**

You will be grouped together with two to three classmates during the first class. Each group will select one website that they feel is successful – (XHTML ONLY, no Flash sites) (<http://www.coolhomepages.com> - a good place to start looking for non-flash sites)

## **Requirements:**

- Write an XHTML document evaluating the Web site your group selected. Use the Webby Awards criteria (outlined below) on this site. Make sure each of the criteria outlined is addressed. Point out the negative as well as the positive aspects of the website.

Go to [http://www.webbyawards.com/main/webby\\_awards/criteria.html](http://www.webbyawards.com/main/webby_awards/criteria.html) for more information

- The following HTML elements must be included:

- paragraphs
- unordered lists
- ordered lists
- line breaks
- headings

Do not include any additional elements such as images or links. You can use the font tag for this assignment to change font face, size and color.

- The content of this document is very specific and needs to fill an entire web page at least.

## **Webby Awards Criteria (in a nutshell):**

### **Content**

Content is the information provided on the site. Good content should be engaging, relevant, and appropriate for the audience-you can tell it's been developed for the Web because it's clear and concise and it works in the medium. Good content takes a stand. It has a voice, a point of view. It may be informative, useful, or funny but it always leaves you wanting more

### **Structure and navigation**

Structure and navigation refers to the organization of information on the site and the method in which you move through sections. Sites with good structure and navigation are consistent and effective. They allow you to form a mental model of the information provided, where to find things, and what to expect.

Good navigation gets you where you want to go quickly and offers easy access to the breadth and depth of the site's content.

### **Visual design**

Visual design is the appearance of the site. It's more than just a pretty homepage and it doesn't have to be cutting edge or trendy. Good visual design is high quality, appropriate, and relevant for the audience and the message it is supporting. It communicates a visual experience and may even take your breath away.

### **Functionality**

Functionality is the use of technology on the site. Good functionality means the site loads quickly, has live links, and any new technology used is functional and relevant for the intended audience. The site should work cross-platform and be browser independent. Good functionality is technology you can't see.

**Interactivity**

Interactivity is the way that a site allows the user to do something. Good interactivity is more than a few little sound effects and a Flash animation. It allows the user to give and receive. It's input/output, as in searches, chat rooms, e-commerce and gaming.

Interactive elements should project the distinct feeling that the user isn't reading a magazine or watching TV anymore.

**Overall experience**

The overall experience encompasses content, structure and navigation, visual design, functionality, and interactivity, but it also encompasses the intangibles that make one stay or leave. It's like a date-just the user and the site-sometimes it clicks and sometimes it doesn't. One has probably had a good overall experience if she places a bookmark, emails the site to a friend, or stays for a while, intrigued.