Summary of Website Evaluation Rubrics

Here are the summaries of what each period developed for the list of criteria for our website evaluation rubrics:

Period 1

Criterion	Final Votes
Navigation	21
Speed	20
Aesthetics	16
Organization	13
Content	10
Security	10

Period 3

Criterion	Final Votes
Navigation	19
Speed	17
Design	17
Organization	12
Layout	12
Content	11

You can see they are remarkably similar in both the set of criteria and the rankings.

In analyzing these results, I see only two things that could be changed to simplify and unify them:

1. *Aesthetics* and *Design* seem strongly synonymous to me, so I suggest we just adopt *Design* for both.

2. I also think that *Layout* could be considered an aspect of *Design*, if we think of design in the most general sense of information and visual design.

Therefore, let's go with the following as our list of criteria for a website evaluation rubric and move on to the actual business of designing websites!

The Rough Rider Rubric
for Website Evaluation
(all on a scale of 1–5)

Criterion	Explanation
Content	The purpose of the site: information, entertainment, business, government, etc. Is what is on the site appropriate, relevant, useful, accurate, informative, etc.?
Organization	How the content of the site is is structured and presented. Is it easy to find the information, is it arranged in a useful manner, etc?
Navigation	How you find your way around inside the site. Are the menus well-structured and consistent? Are other navigation elements easy to use?
Design	The visual style of the site. Is the visual theme (or voice) of the site appropriate for the audience? Are the pages pleasing to look at? Are the layouts, color schemes, fonts, and other visual elements a good match for the content?
Speed	Access time for pages. Do the pages load quickly and smoothly? Are there design or content issues that cause network response to lag?
Security	Site integrity. Is the site free of viruses or other malware? Does it use secure technology for private information?