

# Example of web site evaluation research proposal

[Technology](#), [Internet](#)



## **Web site evaluation**

The web site selected for evaluation in this case is called angry birds (www.shop.angryshop.com). The site is an online store front selling costumes for kids and even older people. The site has employed the use of many graphics in its presentation as well as use of less text. The sites navigation is given in a way that is seen as to make it easier for clients and users to navigate through. At the top of the home page and each subsequent page, is a bar with navigation links. Consistency is maintained throughout the web pages. The first link in any web page is the home page followed by the commonly and frequently used links. Below the link bar is the banner that is used to advertise company products, and then below is another navigation link used for display of offers. In general navigation links have been placed in a way that it is easier to identify them and could easily lead one to the desired page (Meggs, 1983).

## **Site content**

At first glance one might think that the site is meant only for small kids and people who love toys, but on closer look the materials and the manner of display in the site is in such a way that it captures the immediate attention of the user/client. The different colors used in the display of products make the site beautiful and appealing to the eye. The system developers and designers have strived to reduce the amount of content in text form. The reason behind this is to reduce the processing time and the computational ability required of the user when going through information. Graphics used are also dynamic in nature. The displayed images change from time to time

breaking the monotony and boredom associated with static sites. It also offers the ability to update the site easily. The arrangement of site content is made in a systematic manner that makes them easy to use. Images and other graphics are in same size.

The content is targeted well to the intended audience. This audience in this case is young people and Halloween lovers. These are groups of people who are fascinated by images and graphics but not a lot of text. The designers have been successful therefore, in capturing the attention of the intended audience.

In general the site is informative in nature. Prices are provided in a simple to understand easy to see manner. The product is also described well graphically and therefore the chance of a customer ordering the wrong item is limited.

### **Suggested improvements**

The site content has been presented mostly in graphical nature. Text is used limitedly, therefore leaving the whole understanding of the site content to be based on graphics. There is no text or audio description of the products sold by the online store. It is for this reason that clients might be misled by images to think that they are purchasing a particular intended item, when indeed they are ordering the wrong item. There is need therefore for increase the text used in the web site. Using text in description of products will help the client understand the details pertaining to products being sold by the site. The only difficulty that is experienced in the website is the time it takes to load. A lot of time is waited by users for the web pages to load. This is attributed to the fact that a lot of graphics is used in the web sites. It

would be recommended that few images be employed in the site so that the load time is reduced. In general the site is easy to use and navigate through. It offers a more convenient ways of system se and takes the task of online shopping to another level (Drucker, & McVarish, 2009).

Site architecture

## **Reference**

Angrybirds (2011). Angrybirds. Retrieved on 21st October 2011 from [www.shop.angrybirds.com](http://www.shop.angrybirds.com)

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Education

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