First Fridays Expert Evaluation Sheet - Site:

GSa First Fridays Usability Program		Top Three Quick Fixes
www.howto.gov/firstfridays		1:
firstfridays@gsa.gov		2:
		3:
		Rating Scale
		1: Unacceptable, non-existent
		2: Exists but needs improvement
		3: Excellent, no improvement needed

1. Identity and Purpose of Website	Rating (1,2 or 3, 3 is best)	Comments
Purpose of the site is clear within 5 sec		
Critical actions are clear within 5 sec		
Company/site logo is easy to find		
Company information is easy to find		
Contact information is easy to find		
Average:	#DIV/0!	
Subtotal:	0	

2. Accessibility	Rating	Comments
Website loading time is reasonable		
Home page looks the same on multiple browsers		
Images have appropriate ALT tags [put govt site URL into entry box at http://www.clarity-media.co.uk/alttagchecker.php to presence of ALT tags]		
Broken links have custom not-found/404 page [Check by typing in "/notfound.html" at end of URL Ex. http://www.howto.gov becomes http://www.howto.gov/notfound.html]		
Logging in is easy (if applicable)		
Website conversion is easy (if applicable)		
Average:	#DIV/0!	
Subtotal:	#DIV/0!	

3. Clarity	Rating	Comments
Good text-to-background color contrast (colors don't make text difficult to read). Ex. http://tinyurl.com/6phafq		
Font size and spacing is easy to read		
Important information is easy to find		
Major headings in content are clear and descriptive		
Home page is not cluttered (more info here http://tinyurl.com/am4lon5)		
Important items are at top center		
Average:	#DIV/0!	
Subtotal:	0	
4. Navigation	Rating	Comments
Main navigation is easy to find		
Navigation labels are clear and concise		
Number of buttons/links is not overwhelming		
Links are easy to identify and consistent		
Company logo is linked to home page		
Site search is easy to find and use		
Search engine results are clear and understandable		
Search results are usable		
All major options present on the homepage		
Site tells you what page user is on, or there is a visible breadcrumb, ex http://tinyurl.com/a64bq2z		
Link names are matched with the destination		
Average:	#DIV/0!	
Subtotal:	0	
5. Design and Content	Rating	Comments
Layout and organization of the site are consistent		
Design (styles, colors, etc) of the site is consistent		
Emphasis (bold, etc) is used sparingly in body text		
Important content is viewable without scrolling		

Animation, video, pop-ups, and ads are minimal and unobtrusive		
Page headers are meaningful		
HTML page titles are explanatory		
Forms/signups require only essential information and provide feedback		
Average:	#DIV/0!	
Subtotal:	0	
Grand Average:	#DIV/0!	
Grand Total:	#DIV/0!	
		Scoring Range
		36 - 46: Extremely poor, needs tremendous improvement
		47 - 58: Very poor, needs significant improvement
		59 - 70: Poor, needs significant improvement
		71 - 82: Average, needs some improvement
		83 - 94: Good, needs some improvement
		95 - 108: Very good, needs few or no improvements
Summary:		