

## Multimedia Evaluation Checklist for Multimedia CD ROMs and Websites

CHECKLIST

RATING SCALE



Please tick one box only

Below Average 1	Average 2	Above Average 3	Very Good 4
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	1	2	3	4
Interesting to look at				
Appropriate to Target Market				
Currency				
Purpose clearly stated				
Company/Author clearly stated				
Ease of use				
Consistent Navigation				
Intuitive Navigation				
Continuity of Screen Design				
Legibility/Readability of Screen Design				
Graphics clear and appropriate				
Content relevant				
Appropriateness of Multimedia Elements (sound, animation, video)				
Cross Platform				
Error Free				

OVERALL RATING SCORE:

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## General comments

What is the purpose of the website?

- Information
- Entertainment
- To sell something

Who is the target audience?

### **Design (Visual and Information)**

What kind of content does the site have (does it have a high amount of text to images, or vice versa; is there video, animation, sound)?

Do you think the visual design is appropriate for the audience?

Do you think the information is relevant to the audience?

How is the information organised, in terms of each page and the overall structure of the site?

### **Navigation**

How does the navigation work (describe it)?

Do you think the navigation/buttons/labelling makes sense?

Is it easy or difficult to find your way around the site?

### **User experience**

How do you use the website – do you browse or do you go straight to a search facility?

What kind of an experience do you have in the site – pleasant, frustrating?

### **Usability and Accessibility**

How long does the site take to load?

Is the site offered in different languages?

Are there any other accessibility features?