Web Presence Periodic Reevaluation Questions

We are going to consider several aspects of the Prairie Lands Web presence with a constructive, critical eye. Please make some notes as we look over the PLWP Web presence that will help you write answers to the following questions about it:

Basic “architectural” elements:

1. In your opinion, are basic style and design elements present and consistent across the website? Why or why not?

2. In your opinion, is the website’s basic structure appropriate for its target audience(s)? Why or why not? If not, what suggestions can you make toward its improvement?

3. In your opinion, is the user interface friendly? Ask yourself, “Does this interface allow users to obtain information or resources they want or need with ease?” Why or why not? If it does not, what suggestions can you make toward its improvement?

Basic content elements:

1. In your opinion, does the website make its content available to its users in an easily digestible and intuitive way? Why or why not? What strengths or weaknesses stand out to you in regard to this aspect of the website’s content?

2. In your opinion, does the website make clear to users the type of organization/group it represents and give users pertinent factual information about that organization/group and any of its affiliations? What may need to be added or removed in regard to this aspect of the website’s content?
3. In your opinion, are the photos/pictures included on the site’s various pages accurately reflective of the group’s membership? Its work? Its services? Its clientele? In other words, ask yourself, “Do the pictures on the website truly convey who this organization is and what it is about?” What may need to be added or removed in regard to this aspect of the website’s content?

4. Since this site includes resources targeted to a particular type of audience, in your opinion, how accessible and/or useful are those resources? What makes you think so?

Overall web presence:

1. On a scale of 1 to 10 (1 being “not at all” and 10 being “exceptionally so”) overall rate how well you think the PLWP website conveys a message of regard and respect for its target audiences and effectively serves the needs of those audiences? (Circle your rating) Please give at least one specific reason for the rating you selected.

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