



Characteristics of a Well-Designed Web Site

Adapted from the W3C: World Wide Web Consortium

- Compliant with W3C accessibility guidelines, which ensure access to the Web for everyone regardless of disability. (See below)
- Clean and consistent design (e.g., a simple background, legible type, a few carefully selected colors).
- A search engine and a link to the search engine on all Web pages.
- Fast display of graphics and text.
- Clear and consistent navigation elements (to make it easy for users to move to and from different information sources).
- Interactivity and fun elements.
- Short/concise pages (e.g., a Web page should not exceed 250 words on average).
- Compatibility with major browsers and earlier versions of major browsers (e.g., Netscape, Microsoft Internet Explorer).
- Mechanisms to track site usage and invite user response.

Pretest preproduction materials. Testing at this stage permits you to identify flaws before spending money on final production. To test materials in draft form, use a facsimile version of a poster or pamphlet, a video version of a television PSA, or a prototype of text materials like a booklet. Test these materials with members of the intended audience to accomplish the following:

- **Assess compatibility:** Does the intended audience understand the message?
- **Identify strong and weak points:** What parts of the materials are doing their job best – for example, attract attention, inform, or motivate to act? What parts are not doing their jobs?
- **Determine personal relevance:** Does the intended audience identify with the materials?
- **Gauge confusing, sensitive, or controversial elements:** Does the treatment of particular topics make the intended audience uncomfortable?

W3C Accessibility Guidelines (for detailed information visit www.W3.org)

1.1 Text alternatives: Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, Braille, speech, symbols, or simpler language.

1.2 Time-based Media: Provide alternatives for time-based media. (So that links stay active.)



1.3 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

1.4 Distinguishable: Make it easier for users to see and hear content including separating foreground from background.

2.1 Keyboard Accessible: Make all functionality available from a keyboard.

2.2 Enough Time: Provide users enough time to read and use content.

2.3 Seizures: Do not design content in a way that is known to cause seizures. (Don't use flickering, blinking or any graphics that cause blinking; avoid movement on pages and stop auto-direct.)

2.4 Navigable: Provide ways to help users navigate, find content, and determine where they are.

3.1 Readable: Make text content readable and understandable.

3.2 Predictable: Make Web pages appear and operate in predictable ways.

3.3 Input Assistance: Help users avoid and correct mistakes.

4.1 Compatible: Maximize compatibility with current and future user agents, including assistive technologies.