

Chapter 7 Review

Read and Write Extension Activity 7A

Evaluating a Website

Review the **Technology & Communication** section about formatting digital information for appropriate and effective communication.

Businesses primarily use websites to share information about their products and/or services with customers. Properly managing a website can help a business thrive because it is a tool that allows a business owner to control information about the company, reach beyond the local community, and remain competitive by providing access to information 24/7.

In this activity, you will work with a partner or a team to evaluate a website and provide feedback about recommended revisions.

Instructions

1. Using your own knowledge and Internet research, develop a list of what you believe are the top five qualities of a great website and record your list in **Part 1**.
2. Visit various business websites and choose one to use for this assignment. It would be most helpful to select a website that you feel could use improvement. List information about the business and its website in **Part 2**.
3. Review what you listed in **Part 1** and rate the website you chose in **Part 2** using the table that has been provided in **Part 3**.
4. Read the tips on organizing and using a brainstorming approach to problem-solving presented in **Part 4** and participate in a brainstorming session.
5. Using presentation software, follow the guidelines in **Part 5** to create a presentation that could be used to appropriately share feedback about the website with the business owner.

Part 1: Qualities of a Great Website

List what you believe to be the top five qualities of great websites.

1. _____
2. _____
3. _____
4. _____
5. _____

Part 2: Business and Website Information

Complete this section by listing information about the business and its website.

Business name: _____

Web address/URL: _____

Description of website's content: _____

Description of website's text: _____

Description of the website's layout/overall design: _____

Types of images used: _____

Color scheme: _____

Font description: _____

Describe website's navigation features: _____

Are there hyperlinks? Yes No

 If yes, do they work? Yes No

List any pros/cons/other observations here: _____

Part 3: Evaluating the Website

Create a scale to rate how well the website you chose for **Part 2** meets the top five qualities you listed in **Part 1**. Use the following guidelines to complete this section:

1. Explain the scale you created.
2. List relevant information in the table that has been provided, including your opinion of the top five qualities of great websites, your rating for the website, and the rationale for why you chose the rating.

Scale Description: _____

Quality	Website Rating	Rationale

List additional notes/information here: _____

Part 4: Organizing and Using in a Brainstorming Approach to Problem Solving

Now that you have evaluated a website, you will brainstorm ideas to improve it. Follow the guidelines below to ensure you will have an effective brainstorming session:

- Establish the goals of the brainstorming session by outlining what must be accomplished
- Determine how long the brainstorming session will last (having a time limit will encourage you to use your time wisely by helping you plan how to address everything that needs to be done)
- Elect someone to track time and take notes
- Decide what visual aids and/or supporting materials you will need for the brainstorming session
- If possible, build in short breaks between major topics and/or between different types of activities. Short breaks allow people to have time to reflect further on what has been said and mentally prepare for shifting to the next topic or activity

Part 5: Sharing Feedback Professionally

Assume that you have been asked to share information about your website evaluation with the business owner. Your teacher may ask you to present your work to the class to simulate this experience.

It is essential that you plan to present feedback in an appropriate and professional manner. You would not want to insult the business owner if you were to actually share your feedback with him/her. Be aware that if you are providing feedback about a local business, someone in your class may know the actual owner.

Using a presentation software, create a brief presentation that includes slides addressing the following information:

- Your opinion about the top five qualities of great websites (be prepared to verbally explain why you chose those qualities, if presenting). You may also wish to refer to any sources you may have used to select the qualities
- Screenshot of the website's home page/landing page with a brief description of the website that you can create using information from **Part 2**. You may opt to include pro/con information too.
- The rating scale you created (again, be prepared to explain your reasoning, if presenting)
- A slide depicting how the website stood up to the qualities you listed. This information can be found in **Part 3**.
- Recommendations for revising the website