AOIT Web Design

Lesson 11

Preparing a Website for Launch

Teacher Resources

| Resource | Description |
| --- | --- |
| Teacher Resource 11.1 | Guide: Usability and Accessibility |
| Teacher Resource 11.2 | Assessment Criteria: Usability and Accessibility Test |
| Teacher Resource 11.3 | Assessment Criteria: User Testing Plan |
| Teacher Resource 11.4 | Rubric: Client Website |
| Teacher Resource 11.5 | Key Vocabulary: Preparing a Website for Launch |

Teacher Resource 11.1

Guide: Usability and Accessibility

Use some of the following items as prompts, if necessary, when students are listing items that pertain to usability and accessibility. The completed chart should contain many of these items.

|  |  |
| --- | --- |
| **Usability** | **Accessibility** |
| All buttons and links work and navigate to the correct place.  All text is accurate and grammatically correct.  Logo is in upper left corner and leads to the home page.  All images appear and are aligned properly.  Site works on all major platforms and browsers.  Site loads quickly.  No errors are generated.  Contact information is available.  Back button works at all times.  Videos or animations are working and appropriate.  Symbols and icons are relevant and help the user find where they need to go.  Site navigation is logical and consistent.  Site organization is logical and makes sense to the end users. | The site contains a site map.  All pages have meaningful title tags.  All links, images, and media have a text description via <alt> attributes.  Background and foreground color should be in high contrast (for those who cannot see color or can only view a screen in black and white).  Fonts are readable, high-contrast, and stationary.  All color information can be converted into black and white and still be understood.  Tables contain captions to give readers an overview of the table contents. The caption tag is used to give the title of the table, which will appear on the screen. For example:  <table> <caption>Shopping List</caption> <tr><td>...</td></tr> </table> |

Teacher Resource 11.2

Assessment Criteria: Usability and Accessibility Test

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Using the following criteria, assess whether the students met each one.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Met | Partially Met | Didn’t Meet |
| There is a clear description of how each item will be tested. |  | □ | □ | □ |
| A thorough usability test is completed for each item, and all errors found are recorded. |  | □ | □ | □ |
| All site modifications are properly recorded in the test log. |  | □ | □ | □ |
| The resulting website includes all the necessary changes and bug fixes; proper version control is maintained during testing. |  | □ | □ | □ |

Additional Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Resource 11.3

Assessment Criteria: User Testing Plan

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Using the following criteria, assess whether the students met each one.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Met | Partially Met | Didn’t Meet |
| The user testing plan identifies clear goals for testing the site. |  | □ | □ | □ |
| The user testing plan defines the proposed number of testers and includes a detailed and accurate description of the target audience’s age range, gender, job type, and technology skill. |  | □ | □ | □ |
| The user testing plan contains clear descriptions of the testing method; the ways that testers will access the site; the computer platforms, browsers, and connection types to be used; the method for recording the test; and the plan for compensating the testers. |  | □ | □ | □ |
| The user testing plan clearly explains how students will observe the test, how they will record information, and what information they will record. |  | □ | □ | □ |
| The user testing plan explains how students will summarize the test results and how they will integrate the results into the website. |  | □ | □ | □ |

Additional Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Resource 11.4

Rubric: Client Website

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_

|  | Exemplary | Solid | Developing | Needs Attention |
| --- | --- | --- | --- | --- |
| **Client Requirements** | Website successfully achieves all client goals, fully represents the client’s branding, and meets the needs of the target audience. | Website achieves most client goals, mostly represents the client’s branding, and meets the needs of the target audience. | Website achieves some client goals and represents the client’s branding, but does not meet all of the needs of the target audience. | Website does not achieve any client goals or represent the client’s branding or target audience. |
| **Content** | Content is accurate and up-to-date, uses a consistent tone, and has no grammatical or spelling errors. All content is written for the web with clear, concise language. | Content is accurate and up-to-date and uses a consistent tone, but it has a few grammatical or spelling errors. Most of the content is written with clear, concise language. | Content is mostly accurate and up-to-date but does not use a consistent tone. Content has a number of grammatical or spelling errors and is neither very clear nor concise. | Content is inaccurate and inconsistent, contains many grammatical or spelling errors, and is not at all clear or concise. |
| **Graphics and Media** | Graphics, multimedia, and fonts are relevant, tasteful, and effective in supporting the site. All elements are in the proper format, tagged appropriately, and optimized for the web. | Graphics, multimedia, and fonts are relevant and used tastefully. They support the site quite effectively. Most elements are in the proper format, tagged appropriately, and optimized for the web. | Too many or too few graphics, multimedia, and fonts are used. Some elements are not relevant or not used tastefully to effectively support the site. Some elements are not in the proper format, not tagged appropriately, or not optimized for the web. | Graphics and multimedia are missing, irrelevant, or distracting to the site. Elements are not in the proper format, not tagged, or not optimized for the web. |
| **Site Navigation** | Website is logically organized, has consistent navigation tools throughout, contains a site map, and is easy and intuitive to use. | Website is somewhat logically organized, has consistent navigation tools throughout, contains a site map, and is fairly easy to use. | Website is not logically organized, has somewhat consistent navigation tools, has no site map, and is confusing to use. | Website is extremely disorganized, has no or inconsistent navigation tools, has no site map, and is difficult to use. |
| **Technical Achievement** | Website does not have any errors and is fully optimized. The site loads quickly and performs well on all browsers and platforms. | Website has a few errors but is fully optimized. The site loads fairly quickly and performs well on all browsers and platforms. | Website has a number of errors and is not fully optimized. The site loads slowly but performs well on most browsers and platforms. | Website has many errors, is not optimized, loads extremely slowly, and does not load on different browsers and platforms. |
| **Visual Design** | Look and feel of website is visually appealing, professional, and consistent throughout. Much time and effort went into the planning and design, and the site clearly represents the client’s color scheme and branding. | Look and feel of website is visually appealing and professional but not consistent throughout. Time and effort went into the planning and design, and the site somewhat represents the client’s color scheme and branding. | Look and feel of website is somewhat appealing but not professional looking or consistent. Not much effort went into the planning and design, and the site does not represent the client. | Look and feel of website is not at all appealing or professional. Little effort went into the planning and design, and the site does not represent the client. |
| **Site Usability** | Website successfully meets the needs of the target audience in a way that is intuitive and easy to understand and use. | Website meets most of the needs of the target audience in a way that is intuitive and easy to understand and use. | Website achieves some of the needs of the target audience, but it is not always intuitive and users can potentially get lost on the site. | Website does not meet the needs of the target audience, and it is not easy to use or understand. |

Additional Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Resource 11.5

Key Vocabulary: Preparing a Website for Launch

| Term | Definition |
| --- | --- |
| accessibility | The degree to which a website can be used by and benefit as many people as possible. |
| browser compatibility check | The process of checking a website on various browsers to be sure the code works properly across various types and versions. |
| debugging | The step-by-step process of finding and eliminating “bugs,” or defects that interfere with a website’s usability. |
| target audience | The intended users of a website. |
| task-oriented testing | Asking a test user to perform specific tasks on a website and then observing how the user does them and what problems he or she experiences. |
| universal design | A design strategy that focuses on making things accessible to all people, with or without disabilities. |
| usability | The extent to which a website can be used to achieve specific goals effectively, efficiently, and with user satisfaction. |
| user testing | The process of having actual people from your site’s intended audience try out your website to see how easily they can use it to complete tasks and find information. |