In designing your website, consider the following.

Good websites
1. meet the **needs** and **interests** of the **audience**
2. provide content that is
   - **relevant** and **easy to understand.**
   - "**skimmable**" and **easy to read.** (Studies show readers might read 28% of the text on a web page – so make your text count).
3. collect **feedback** to respond to evolving user needs and opportunities.

> **Website users skim content, so 1) limit text and 2) lay out content clearly.**

Use these criteria to help you design a good website.

1. Content

Audience. Do you clearly know who you are trying to reach (General Public, Extension, etc.?) and their major interests? (Is the information audience-driven or supply-driven?)
☐ Very clear   ☐ Not clear

Language. Can people easily understand your content?
☐ Easy to understand   ☐ Okay   ☐ Hard to understand

Navigation. Is your content "**skimmable**" (because web users don't read a lot)?
Use these criteria:
☐ Site easy to navigate - Material easy to find – easy to "browse" and/or "search"
☐ 3 or fewer clicks to find information
☐ Navigation elements consistent
☐ Limited page scrolling

Feedback. Is there a mechanism to interact and/or collect feedback from users?
☐ Yes   ☐ No

2. Appearance – "Look and feel"

Text. Is the text **easy and pleasant** to read (i.e. legible).
☐ easy to read   ☐ Okay   ☐ hard to read

Site Colors. Do colors add or detract from the content? (Also consider any institutional colors that should be used.)
☐ Attractive   ☐ Okay   ☐ Unattractive and/or make text difficult to read

Page density. Does the page seem overly dense?
☐ Page appears good   ☐ Pages okay   ☐ Pages appear crowded

3. File management considerations
☐ File and Picture sizes are optimized and reduced for easy loading
☐ File include Tags and there is a clear naming protocol used

Prepared Mark Bell and Nick Madden
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Reference: http://mashable.com/2011/09/12/website-usability-tips/)

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