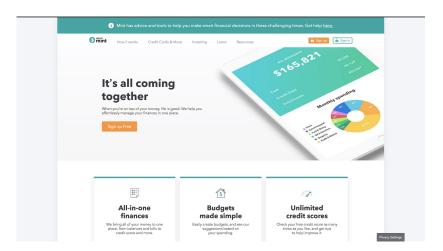
#### Evaluating the Quality of a Website

By: Nick, Ronit, Rama, Kate

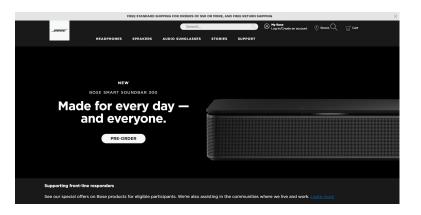


# Clear Purpose



- Determines whether or not the user stays on the site
- Provides a better experience for the user
- Makes sure the business is portraying the desired image to prospective customers

### Catches Attention



- Captivated by related and aesthetic images
- The website has a CO Or theme
- Makes the User stay on the site for long periods of time
- Encourages the User to explore the site

# Loading Speeds



- Keeps the user engaged
  - With slow speeds, people can get put off by having to wait for things to load
  - No one likes the spinning wheel of death
- Creates a flow when going through the website

#### Reliable Information

#### References

1. Costanza, R. et al. Changes in the global value of ecosystem services. *Glob. Environ. Change* **26**, 152–158 (2014).

Article Google Scholar

 Hoegh-Guldberg, O. et al. Coral reefs under rapid climate change and ocean acidification. Science 318, 1737–1742 (2007).

ADS CAS Article Google Scholar

3. Hughes, T. P. et al. Spatial and temporal patterns of mass bleaching of corals in the Anthropocene. *Science* **359**, 80–83 (2018).

ADS CAS Article Google Scholar

 Thompson, D. M. & van Woesik, R. Corals escape bleaching in regions that recently and historically experienced frequent thermal stress. *Proc. Biol. Sci.* 276, 2893–2901 (2009).

CAS Article Google Scholar

- All information is sourced and written in the correct format
- Correct grammar and spelling- seems more professional
- Determines the trustworthiness of the website

# Easy to Navigate



- Provides better experience for the user
- Allows the user to find what he/she is looking for
- Saves time
- Improves design of the website
- Allows for better organization of information