

Theme park website evaluation

Theme park website: _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| Design | | |
| • Do you immediately know the purpose of the website? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the website look professional? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is there an easily recognisable logo? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do all the web pages have a similar design and colour scheme? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are the images eye catching? | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | |
|---|--------------------------|--------------------------|
| Usability | | |
| • Does the home page help you navigate to different areas of the website? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do all the web pages load up quickly? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is it easy to find links to all the information you need? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do all the links work and send you to the right web pages? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is there a search box? | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | |
|--|--------------------------|--------------------------|
| Information | | |
| • Are the fonts easy to read? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is all spelling and punctuation correct? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is all the information useful and relevant? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you find prices, contact information, directions and opening times easily? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is it easy to book and buy tickets? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you think the right amount of information has been provided? | <input type="checkbox"/> | <input type="checkbox"/> |

Website rating

very poor poor average good very good excellent

Points for improvement

- 1.
- 2.
- 3.