



TECHNOLEDGE TOOLS

This is an excerpt from a client project and is confidential.

For advice specific to your business, please contact TECHNOLEDGE.

T +61 2 9909 0246
E info@technoledge.com.au
W www.technoledge.com.au

WebCheck™ Website obstacle check

Identifying common website obstacles

Example: IT Services Provider

URL <http://www.xxxx.com.au/>

The following will help you assess if your website is the resource you need—or an obstacle visitors need to navigate. Here is how your site fares in relation to common obstacles.

Impact of the portal screen

The blue is strong and distinctive but it seems to dominate completely. The first impression is of a serious site, but it seems to tend towards severe and weighty. This impression is underscored by the relative lack of graphics or pictures. This tends to make it difficult to engage with the portal page on a sensory level.

Look and feel

The logo and tagline on the silver band give a sleek, modern impression. The white on blue print is crisp and effective but the light blue is a less effective contrast.

The sliding bars suggest a lot of words even on the home page, where the text is relatively compact. The layout adds to the impression of a great deal of dense content, as it tends to look cramped even though there is plenty of free space.

Messaging

Key messages should stand on their own for clarity, as headings or bullet points. Visitors may be turned off if they have to read a lot of detailed text to discover what PKBA does. Images help to convey messages subliminally and rapidly.

Layout of primary web pages

The layout is clear but the use of space could be improved. The sliding bar window looks a little old-fashioned and makes it hard to print detail (which may be a barrier for SMEs wishing to keep information about the company). A layout with clearer, briefer messages, links to more detail, print-friendly pages or rapidly downloadable PDFs would work better.

Balance of images and words

The words seem to dominate every page of the site, making each one somewhat hard on the visitor's eye. The dominant blue is a little overwhelming, and the impression is consistently of dense content and cramped space.

Navigation

Navigation works well, with the different sections clearly marked, easily accessible and fast to open.

Access

We found no problems with accessing any material on the site. We suggest adding a section 'Company History' or similar, which covers how and why the company was