Business Web Site Critique/ Evaluation Assignment

The purpose of this assignment is to evaluate a business web site or online business presence for the effectiveness of the web site(s) you have chosen to critique.

Part 1 – Get into groups of 2 (or maybe 3) people per group.

Group member’s names:

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________________________________________________

Part 2 – Choose a business type for your research. As an example: Electronic equipment sales or a Landscape Design Company to name just two.

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Part 3 – List the web site and the mobile app that your group will critique/evaluate

Part 4 – Evaluate the web site and app based on the following criteria:

a. Web site focus and App focus:

b. The intended responses from the user for the web site:

c. Does the web site and App utilize e-commerce or electronic transactions?
d. Does the web site require a login by the user? And which users need to login?

e. Discuss the demographics of the primary target audience

f. Does the web site incorporate social networking or social media? Discuss the usage of social elements (often referred to as Web 2.0).

g. Is the web site secure? How do you know if it is secure?

Part 5 – Create a presentation for your group to present to the class. The presentation should cover all of the above topics that you learned while evaluating the web site and app. Presentation will be the last weeks of class.