



www.2smart.co.uk Website Critique

<p><u>Impression</u> What is my first impression of the site? Does it make me want to look further?</p>	
<p><u>Age</u> What age range does it appeal to? How could it appeal to a wider age range?</p>	
<p><u>Accessibility and Layout</u> Is the layout clear? Could anybody use the website? If not, why not?</p>	
<p><u>Home Page</u> The website needs a home page. Should the current one be developed or should a completely new one be designed?</p>	
<p><u>Content</u> What is on there that's good? What else would you like to see?</p>	
<p><u>Colours and Images</u> Are the colours and images consistent? What, if anything, would you change?</p>	
<p><u>Language</u> What do you think of the language used? Is it suitable for the target audiences? Are the age divisions right?</p>	
<p><u>Overall</u> Please note your overall comments and observations.</p>	
<p>Are there any other links you recommend or think should be on the site?</p>	

Your age: _____

Your gender: M / F

Thank you for your time - 2014