First Name:	Group:

Image A

Homepage Grading Sheet

Jot down what you said to yourself after reviewing the homepage.

Overall appeal to you personally (A, B, C, D or F) Grade: ____ (Did you like it?)

Likelihood to take some sort of action (A, B, C, D or F) Grade: ____

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Usefulness_to you personally (A, B, C, D or F) Grade: ____

Image C: "I Want To" box

Usefulness_to you personally (A, B, C, D or F) Grade:

Image D: Log In

Usefulness_to you personally (A, B, C, D or F) Grade: ____

Image E: Log In Dropdown items

Usefulness_to you personally (A, B, C, D or F) Grade: ____

Image F: Search Box

Usefulness_to you personally (A, B, C, D or F) Grade: ____

Image G: Information, Content and Layout

Usefulness to you personally (A, B, C, D or F) Grade: ____

Appeal of Content (A, B, C, D or F) Grade: ____

(Readability, terminology, etc.)

Appeal of Layout (A, B, C, D or F) Grade: ____

(Colors, font size, amount of text, etc.)