

<b>Entry Title:</b>	<b>Entry Number:</b>
	<b>Judge Number:</b>
	<b>Total Rating</b> (sum of all 4 page ratings):

<b>Does the entry fulfill its purpose?</b> (circle the overall section rating*)	1	2	3	4	5
<b>Evaluation Factors</b>				<b>Yes</b>	<b>Doesn't Apply</b>
Does the entry effectively display or show the subject's main features?					
Does the entry inform you of the features or benefits of the subject?					
Is the information presented in a clear and logical format and contain the appropriate level of detail?					
Does it seem likely that the entry will persuade or motivate the intended audience?					
Does the entry present a method for obtaining additional information or provide a clear "call to action" for the user?					
Does the entry provide engaging interaction?					
Are interactive elements appropriate and useful?					

**Comments**

- \*Scale**
- 5 Exemplifies the highest quality with few or no weaknesses
  - 4 Strengths outweigh the weaknesses
  - 3 Strengths and weaknesses balance
  - 2 Weaknesses outweigh the strengths
  - 1 Weak areas greatly affect the effectiveness

<b>Entry Number:</b> <b>Judge Number:</b>
--

Is the content of high quality and is it communicated effectively? (circle the overall section rating*)	1	2	3	4	5
<b>Evaluation Factors</b>				<b>Yes</b>	<b>Doesn't Apply</b>
<b>Writing</b>					
Are sentences simple, and written in active voice and present tense?					
Is the language clear, concise, and in the appropriate tone?					
Are procedures (if used) presented in clear sequential steps?					
<b>Design</b>					
Do the titles and headings clearly identify the information that follows?					
Are lists, tables, graphics, etc. used to economically replace text?					
Does the entry provide signposts to orient the user?					
<b>Overall Quality</b>					
Do all of the elements such as hyperlinks and navigational tools resolve correctly and behave in the expected manner without error?					
Is the content consistent, easy to read, and accurate?					
Is the interface consistent, easy to use, and reliable?					
<b>Comments</b>					

- \*Scale**
- 5 Exemplifies the highest quality with few or no weaknesses
  - 4 Strengths outweigh the weaknesses
  - 3 Strengths and weaknesses balance
  - 2 Weaknesses outweigh the strengths
  - 1 Weak areas greatly affect the effectiveness

<b>Entry Number:</b>
<b>Judge Number:</b>

<b>Is the content well integrated and organized?</b> (circle the overall rating*)	1	2	3	4	5	
<b>Evaluation Factors</b>					Yes	Doesn't Apply
<b>Organization/Integration</b>						
Is the information organized into appropriate chunks or units at the overall document or application level?						
Is the information organized into appropriate chunks or units within each topic or section of the document?						
Are the individual chunks or units integrated appropriately for easy navigation between the items?						
Are there paths (direct links or text references) to related external documents, applications, or elements?						
<b>Table of Contents</b>						
Are the contents clearly identified in a table or other navigational element equivalent?						
Does the table of contents (or other navigational equivalents) provide an easy method for accessing the contents or navigating through branches of information?						
<b>Index/Search</b>						
Is there a well designed search engine/index with multiple entries that account for variations in terminology (provides adequate synonyms)?						
Can you browse the index easily such as through an incremental search field, alphabet navigation buttons, or other facility?						
Is there a full text search capability and if so is it easy to use? Does it support wildcards, case sensitivity, and word variation?						
Can you specify a search area such as through the table of contents, index, current screen, all screens, across documents, etc.?						
<b>Navigation</b>						
Is it easy to find specific information, to navigate through information, and to return to where you started?						
Are navigational aids present and are they used consistently throughout the entry?						
<b>Context Sensitivity</b>						
If a level of context sensitivity is appropriate, does the entry determine the context and provide the appropriate information (level and content) when requested?						
<b>Ease of Use</b>						
Is the interface obvious, easily interpreted, and consistent?						
Is information provided to assist or orient the user such as help, help-on-help, action cues, etc., and if so, is the information effective?						
<b>Comments</b>						

- \*Scale**
- 5 Exemplifies the highest quality with few or no weaknesses
  - 4 Strengths outweigh the weaknesses
  - 3 Strengths and weaknesses balance
  - 2 Weaknesses outweigh the strengths
  - 1 Weak areas greatly affect the effectiveness

<b>Entry Number:</b>
<b>Judge Number:</b>

<b>Are the communication media used effectively and appropriately?</b> (circle the overall section rating*)	1	2	3	4	5	
<b>Evaluation Factors</b>					Yes	Doesn't Apply
<b>Platform Conventions/Features</b>						
Does the entry appropriately use the standard conventions and features of the platform? For example if the entry is a Windows Help file, does it effectively use the standard WinHelp features appropriately such as the Contents file (if Win95), indexing features, design options, etc? Or, if this is a web page, does the design plan for variation in browsers, provide the ability to download required plug-ins, account for both with graphics and text-only viewing, etc?						
<b>Speed</b>						
Is the entry reasonably responsive?						
Is the entry designed to optimize performance?						
<b>Interactivity</b>						
Does the entry offer choices and can the user control the pace?						
Can the user omit or repeat parts?						
Can the user exit easily?						
Can the user make errors, and are errors indicated constructively?						
<b>Screen Design</b>						
Are the screens easy to read?						
Does the design minimize the need to scroll where possible?						
Is the design appealing and inviting?						
<b>Graphics</b>						
Are graphics used effectively to replace words or communicate concepts?						
Are the graphics attractive and of high quality?						
<b>Media</b>						
Are media elements (such as sound, video, animation, and interactive elements) easy to use?						
Are media elements (such as sound, video, animation, etc.) of high quality?						
Are media elements used appropriately? Do they enhance the communication objective of the entry?						
Do the media elements balance with each other and the content?						
<b>Comments</b>						

- \*Scale**
- 5 Exemplifies the highest quality with few or no weaknesses
  - 4 Strengths outweigh the weaknesses
  - 3 Strengths and weaknesses balance
  - 2 Weaknesses outweigh the strengths
  - 1 Weak areas greatly affect the effectiveness