DESIGN CRITERIA
DOTTIE ONLINE GUIDES/DIRECTORIES CATEGORIES
#320-323, #565-568, 704-705 , 804-805, 834-835

Please read the editorial profiles for each media before evaluating the overall design quality based on the questions below. Score your responses on a scale of one to ten, in which:

1=unacceptable   3=below average   5=average   7=above average
9=very good   10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses. <u>Place your score in each column corresponding to the areas listed below:</u>

Column 1. DESIGN FORMAT (1 to 10)

How well are the design elements working together to create a positive user experience? Does the media have a recognizable visual identity? Is it high quality, appropriate and relevant for the audience. Does it support the message and communicate a visual experience?

Column 2. STRUCTURE & NAVIGATION (1 to 10)

How well does the structure of the Guide enable users to locate specific content? Is navigation consistent intuitive and transparent. Is the structure consistent throughout the channel site and get you where you want to go quickly? Is the use of color (when applicable) effective and useful? Is it cross platform (mobile) and browser independent?

Column 3. HOME PAGE/LANDING PAGE (1 to 10)

How well is the Guide's landing page designed? Is it interesting and attractive? Are the logo and fonts readable? Do the design elements work well together? Does the site function well? Load quickly with live links and any new technology that relevant to the audience.

Column 4. CONTENT (1 to 10)

How effective is the content- text, video, demos, product info, contact links, RFPs, etc.? Does it engage? Is it relevant for the audience? Does the design facilitate ease of search, locate and contact?

Column 5. INTERACTIVITY (1 to 10)

How well does the design support the interactivity- facilitate interaction with the visitor? Does the visitor give and receive commentary- RFPs, reservations, specific searches, chat rooms, ecommerce, e-notifications, real-time feedback?

EDITORIAL CRITERIA
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Do not use 0. Use whole numbers only. No fractions, decimals, pluses or minuses. Place your score in each column corresponding to the areas listed below:

Column 1. CONTENT (1 to 10)

How well does the writing communicate the content to the audience? Do the content components work together to meet the Guide's objectives? Content may include text, animation, video, product specs, reviews etc. Does it engage and relevant for the audience?

Column 2. RESEARCH (1 to 10)

How well is the Guide researched? Is all the important information listed in the guide? Are sources of facts and figures readily identified?

Column 3. STRUCTURE & NAVIGATION (1 to 10)

How well is the content organized- the prioritization of information and movement through the Guide? Is navigation consistent intuitive and transparent. Is the navigation consistent throughout the Guide and get you where you want to go quickly? Is it cross platform (mobile) and browser independent?

Column 4. HOME PAGE/LANDING (1 to 10)

How well does the home page/landing page (image and copy) meet the Guide's content objectives? Is it interesting and attractive? Are the logo and fonts readable? Does the site function well? Load quickly with live links and any new technology that is relevant to the audience.

Column 5. CONTENT DEVICES (1 to 10)

How well are the Guide's content elements working together to create a positive user experience (images, sidebars, highlights, rich media, etc.? Does the Guide have a recognizable visual identity? Is it high quality, appropriate and relevant for the audience. Does it support the message and communicate a visual experience?