

## Usability **Standard** Audit

[www.thanet.gov.uk](http://www.thanet.gov.uk)

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Distribution: Thanet DC

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### ***The Importance of Usability and Accessibility***

**Usability** looks at how **effectively** you communicate with your potential clients and customers through your website. Whilst the content may be unique to you, the environment in which it is presented on the Internet is global. This therefore is the starting point for your site visitor. They expect certain things to happen, or be available, as they enter the site (exploratory phase). Thereafter they want to concentrate on the content that you provide in order to make a decision, or gain further information.

A **usable** website provides both these services whilst requiring the minimum of effort on the part of the User. During the initial "exploratory" phase the User's subconscious experience of retrieving information will colour their overall impression of you as a company, and therefore your ability to do business. At the final phase (ie decision to buy, download or contact) the User becomes more concerned about the security issues of the Internet and is looking for confidence in your business ethos and reliability.

An important part of Usability is how **widely** you can communicate through your website (accessibility). 20% of webUsers have some form of disability, which restricts in some way how they interact with computers and the Internet. Constructing the balance between making your site as "User-friendly" as possible for the majority of Users whilst also making it available to the widest audience is difficult. Often by addressing **Accessibility** issues you improve **Usability**, but sometimes this is not possible and alternative versions of parts of your site will be required.

The cost/benefit analysis of addressing these issues will vary with individual companies and organisations, but for a comparatively small additional cost most websites would dramatically improve their performance.

## Standard usability study for [www.thanet.gov.uk](http://www.thanet.gov.uk)

### 1.1 EXECUTIVE SUMMARY

The Thanet DC site contains a wealth of well-written information that is presented in a clear and consistent format. Unfortunately the site is let down by a confusing navigation system that makes accessing this information extremely frustrating for the typical user. For a relatively small amount of effort simplifying the navigation systems this site could be opened up to demonstrate its full potential.

Other important issues include the use of a Flash application on the Home page that can prevent many users accessing the site, on-line forms that are hard to use and incorrectly sized images that slow down the delivery of pages to people with modem connections to the Internet.

Overall your site scored slightly better than the average for a local government website when compared by the siteOmetre's standard analysis engine. This compares your site's content, appeal and ease of navigation against a database of other Government and semi-government websites that we have been asked to look at. By definition, these are the "better" sites on the Internet as the owners have been concerned enough to have their site audited. Your "slightly better than average" score should be seen in this light, but there is always room for improvement.

### 1.2 METHODOLOGY

We have reviewed your site ( [www.thanet.gov.uk](http://www.thanet.gov.uk) ) looking at the key "usability" areas. The statistical analysis of this review with some suggestions is given in the report below.

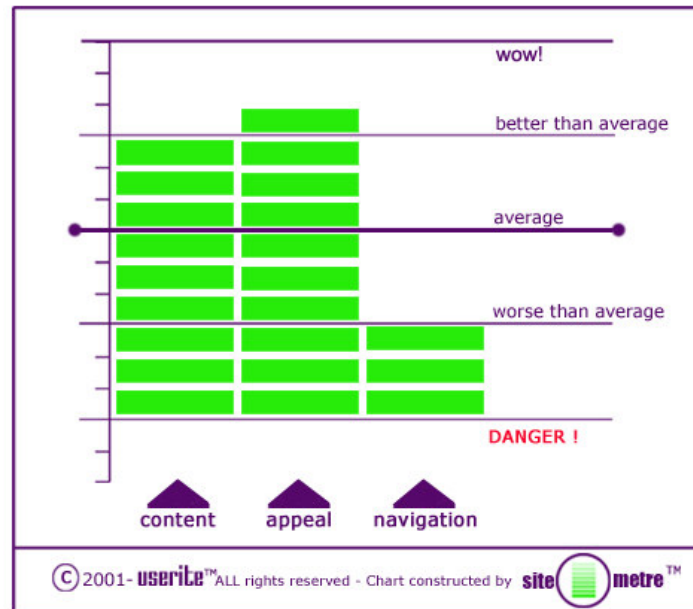
This Standard Audit has been prepared on a **qualitative** basis by our usability experts after reviewing your site. The reviewers looked for the key barriers to entry and completion that are most common on the Internet.

The reviewers used our standard audit process to record and score the key elements that affect the experience of a "**average**" User. The starting point is that the User knows that your type of service exists and is already of the opinion that it might benefit him/her in some way to find out more about what is available. We therefore look at how easy it is for this "average" type of User to perform the following tasks:-

- ❖ Finding your site on the Internet.
- ❖ Understanding what you are offering.
- ❖ Navigating around the site.
- ❖ Extracting information from the site.
- ❖ Trusting the content of your site.
- ❖ Trusting the level of service offered.
- ❖ Contacting you.

Each of the above areas are broken down into particular elements that are evaluated and rated by the reviewers together with comments as to any improvements that might be desirable. The SiteOmetre® interface then assembles these ratings and comments into three categories of design (content, appeal and navigation) before comparing them to similar websites held in its database.

## Thanet District Council Website



**Usability Chart for [www.thanet.gov.uk](http://www.thanet.gov.uk) website**

### 2.1 CONTENT

- ! Your Home Page ([www.thanet.gov.uk](http://www.thanet.gov.uk)) is equivalent to your front reception desk. It is vital that this page clearly promotes the Authority and directs visitors efficiently to the section (department) relevant to their needs or interests. Your welcome message does not clearly explain what Thanet District Council is, or how your website can benefit local people.
- ! The Java application on your Home Page provides four boxes containing links to "interesting topics" such as the walking bus. Below the box the user is asked to press f5 to see more topics. The user expects the list to scroll down to four NEW topics. This does not happen, the walking bus and roadworks sections remain for at least three presses of the f5 button. This is a typical example of using technology for its own sake rather than because it is required. The page could easily be written without Java and Flash to provide a complete html table (two columns by five rows) of "interesting" links..
- ! The home page is slow to load for people using modems to connect to the Internet. The page contains a large number of graphics which are "preloaded" (46 Kb in total) by the page. This meant that it took 22 seconds for the page to be delivered via a 33.6 Kb modem. Some users would wait this long. Some images such as the dustbin are 8Kb in size whilst others such as the road-sign are only 2Kb.

We suggest combining all the top (front-menu) images into one single strip and making sure that all images are prepared to the correct size by your graphics designer **before** including them in the page. The dustbin image mentioned earlier is actually 81 pixels wide by 104 pixels high, but your designer has used html code to reduce the displayed size to 55 by 55 pixels. This means that the original image is transferred over the internet and then reduced in size by the user's browser. This wastes time and distorts the image.

- ✓ You use Plain English throughout your site. The content always appears clear and concise with sufficient details to answer most common questions a typical visitor might expect to be answered. You eventually provide a large amount of well written, useful and informative content on the site which we felt was appropriate to your target audience and made your site suitable for the many people on the web who do not use English as their first language. Unfortunately much of it is hard to find. Please refer to our first comment in the Navigation section below.

- ✓ We were able to print out information from your site to pass on to others. This is an excellent way of spreading your message beyond the Internet as well as providing a record for the visitor to remember you by. Much of the information you provide for the local residential and business communities is reference material such as library opening times, planning procedures etc. It is important that this information is available in a "printer-friendly" format. The use of a Java script application to prepare pages for printing removes all unnecessary navigation links and images to present an excellent document for reference.
- ✓ You have taken the trouble to ensure that all your images have alternative text tags which is a great help to people with visual impairment. This also adds considerable value to your content as it clarifies the purpose of including the image at that point. Unfortunately you frequently use HTML code to re-size images (see our comment regarding images on the Home Page above).
- ! We found it difficult to obtain **general** background information about your Authority and the region you cover. Visitors may well be interested in the history and location of Thanet. Apart from giving local residents a sense of belonging and ownership, local information about the history, geography and social mix of the District may encourage inward investment. You do provide detailed statistical information on demographics, tide tables, bathing water quality etcetera, but this requires searching for, and we never managed to find anywhere to tell us how wonderful Thanet is as a place to live and work.
- ! The main banner that appears at the top of every page on your site includes a java script application that tell the user the time and weather conditions in Thanet. Apart from slowing down the delivery of pages this application seems to serve no useful purpose. Most people can tell the time by looking at the bottom right corner of their computer screen (or their watch!) and the weather by looking out of the window. People not living in Thanet might be interested in your local weather, but not on every page!  
  
You could use the space allocated to these applications to better effect, perhaps promoting local events or current press releases. The latter (press releases) are particularly hard to find at present, which is a shame.
- ✓ Your webpages are generated "on the fly" by your content management application which means that the URL shown in the browser address window gives no indication of the page content. You have overcome this problem by making sure that the titles generated for each page are helpful. For example, when the application generates the Business Premises page the address shown in the browser window is <http://www.thanet.gov.uk/cgi-bin/buildpage.pl?mysql=134>. But the page title shown at the very top of the browser says "ECONOMIC DEVELOPMENT - Business Sites and Premises".  
  
This is good practice, which you should be careful to continue as the site grows.
- ! You provide a "Website Help" page with a direct link from the Home page, this is good practice. Unfortunately you include on this page the advice that underlined text "will take you to more information" and then provide an underlined text for contacting the council that is actually an email command that tries to open the users e-mail programme (eg Outlook). There is no warning that this will happen. It is "best practice" to make such links go to a separate "Contact Us" page where the user is offered the option of completing an on-line form or emailing direct. Please see our comment below about contact forms.
- ! You provide the Council address and phone number on the Home page, but the only email contact is to the webdesigner. Visitors who are struggling with your site might reasonable expect to be able to contact you electronically from your home page.  
  
The form that you eventually provide for comments and complaints is buried within the site and does not provide an encouraging environment. You should make it clearer that you really welcome both good and bad comments from your community, and that you will look into all issues raised and provide feedback to the person making the comment. You should also provide a name and telephone contact for someone who the user can contact if they are not satisfied with the response.

## 2.2 APPEAL

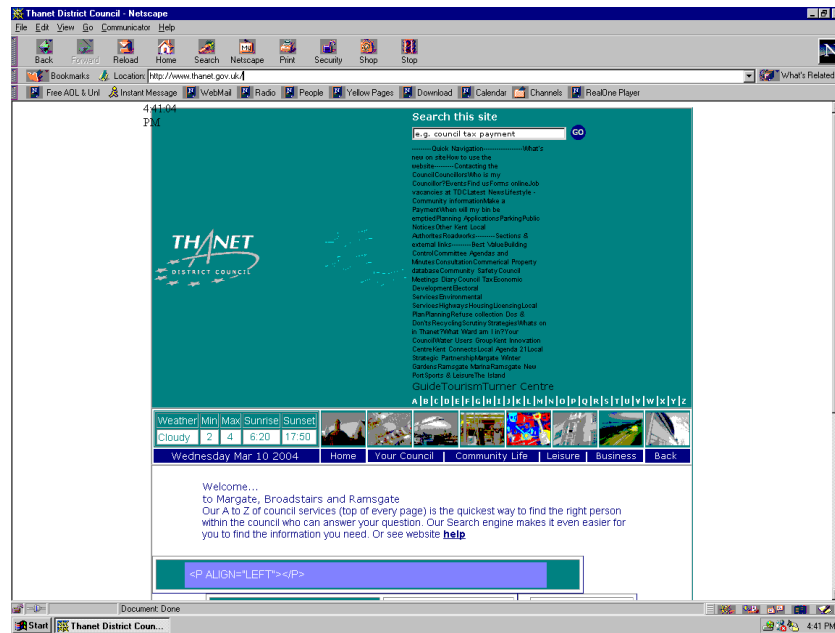
- ✓ Your pages are laid out clearly making it easy to read and understand. Care has evidently been taken in the design of the basic templates used by the content management programme to deliver the pages. There is a serious navigational problem with the top banner that you use and the Home Page cannot be viewed by all browsers, but these issues are discussed elsewhere.
- ✓ You use a style sheet to format some elements on your page. Users can apply their own personal style to over-ride these settings. Unfortunately you sometimes use absolute fonts for the ".menu" class which means that users cannot enlarge the size of these items. Most pages could be viewed using large or small fonts set by the browser. This is really an accessibility issue, but it does mean that most of your pages look good on a variety of desktop settings.

- ! The Home Pages for three of your four main sections (Your Council, Community Life and Business) are clearly laid out gateways (portals) to the information available in their respective section.

The Leisure section Home Page, however, is laid out differently and frequently provides links to other sites via pop-up windows. This is confusing to the user who might expect links to take them to a new page on the same site. There is no warning on this page that links open new windows. On other sections of the site you do provide a warning that links will open new pages and include a disclaimer. You should do the same here. The Leisure section Home Page is the only Home Page to include an extra navigation sub-menu on the right-hand side. This is discussed below

- ! You use a sub-menu on most pages to provide links to relevant sub-sections. This is a very efficient form of navigation as it presents the user with just the most relevant links at that time. The positioning of these is a little unusual. Common practice is to provide these links on the left-hand side of the page directly below the main menu-bar as this is where most users first look for such items. Abutting the top of this menu list to the bottom of the main menu bar also ties it in clearly to the navigation system for the user. Care needs to be taken with this, however, as short sub-menus can leave a large blank space below themselves which looks unsightly; this is probably why your designer decided to use the right-hand space. It would be worth spending some time looking at alternative positions for these sub-menus to see if they can be more closely associated with the navigation system.
- ! Some forms, such as the abandoned vehicle reporting form, are hosted separately to the main site and do not reach the same standard of design as your PDF forms. It appears that you have subcontracted this service in order to provide a form tracking service. You should either ask the service provider to integrate more closely the design of the forms so they at least include your standard headings, or consider using a simpler, "in-house" solution. These current forms only work if JavaScripting is enabled on the users browser whilst the "Print this form" button only works if the User has Adobe Acrobat installed.
- ! The Home Page includes Java and Flash elements referred to earlier. These are not universally reliable. (Please see the screen shot of your Home Page as viewed using Netscape 4.7 below.).

It is vital that your Home Page is accessible to the full community, otherwise some people will be totally excluded from information and pages that they could benefit from. People who do not already have Macromedia Flash installed on their computer are automatically redirected to the Macromedia site to download this plug-in before they can see the page. This is very frustrating! The flash application (ticker.swf) slowly scrolls across presenting three or four text links that the user has to wait to see without knowing if any are relevant to his or her needs.



Screen shot of Thanet.Gov.UK Home page with Netscape Navigator 4.07

## 2.3 NAVIGATION

- ! You do not have one single index of the information available on your site. This makes finding information on your site very frustrating. A properly constructed site map would give users immediate access to the information they require. The APLAWS project has developed a detailed set of headings (Local Government Category List Version 1.02) that can be used for building this index. This is available in Word format from <http://www.esd.org.uk/standards/lqcl/1.02/ Toc61692532>. For a site of this size it is recommended that you start with the complete index, delete all the irrelevant topics, then create individual links from each remaining topic to the relevant page. This is a fairly simple, but time consuming, task initially. Once done, however, it is easy to maintain and dramatically improves the usability of your site. Such an index could replace most of your current navigation systems discussed below.
- ! The banner heading and top navigation bar (used throughout the site) includes a variety of search tools that are not "user-friendly" for the following reasons.
  1. The "free text" search tool requires the user to enter correctly spelt keywords and then returns a list of suggested pages. This can be frustrating for users who may not spell correctly, or use a different terminology to the site editor.
  2. The "Pull-down" menu lists a number of keywords grouped by section. The list is not exhaustive, the sections are not always obvious. Control of the select mechanism is difficult for anyone without very accurate mouse control.
  3. The individual alphabetic links (A - Z) provide no indication as to what is available. For example a local resident seeking help with a death in the home might reasonable be expected to select the letter "D" which would ultimately lead them to a phone number for the Registrar of Births, Deaths and Marriage which is not available "out of office hours". The letters "B" (bereavement) and "F" (funeral) return lists with no relevance whilst the letter "U" (undertakers) returns a Zero score. There is some helpful information available on the site for a resident in this situation available via the [Community Life]-[Life Events & Episodes]-[Bereavement] links, but this is not accessible via the alphabetic index.

A further frustration is that placing these search tools at the beginning of the page makes the page extremely hard to use without a mouse. A visitor using only a keyboard has to press the Tab key 35 times before being able to visit the leisure section! This issue will be more fully covered in our accessibility report.

- ✓ The "A to Z" navigation system referred to above is extremely frustrating. The first jump is always to a table listing links to sections of this site, or links to other sites. The table is generated automatically



and gives the department name, telephone number, email address and, if available, a website address. On first visiting these pages it is not clear that there is more information available actually on the site. The inclusion of the Department name and telephone number tends to indicate that the user should now phone the department!.

It is possible to get into a closed loop of links using these pages. For example the table for the letter "S" includes a link to Sports & Leisure (Leisure Centres page). This page has a table whose first entry (Hartsdown Swimming Pool) links to itself (Leisure Centres page). Our researcher then tried the second entry (Leisure Centres - Hartsdown..) which said it would take her to Thanet Leisure Force Ltd. - but actually took her to the "T" table where all she could find was a phone number for the company. As this was the first task set for the researcher ("Find swimming pool opening times and services"), she reasonably assumed that the entire site was merely a collection of contact details and she would have to telephone someone to get the information she needed.

- ✓ All the navigation links we followed worked. However this is not primarily a technical audit and we did not check every available link and navigation button.

One problem we did find was in the pull-down menu option list in the banner heading section of the pages. Your coded hyperlinks sometimes include the "\*" symbol - as in the following line  
`<option value="http://www.ramsgatemarina.co.uk*new">Ramsgate Marina</option>`  
 The "\*" symbol is not recognised by most browsers, which makes this form of navigation unreliable.

- ! You do not include a "navigation path" on your pages. Users who arrive at your site via a search engine such as Google will, on most occasions, go directly to the individual page that Google selects. They will have no idea of how that page fits into the overall structure of your site. Users who have visited a number of pages may well get "lost" and forget how they got to the section they are on. A navigation path allows them to backtrack to a page that they feel might best be used as a starting point for a new search.

A typical "navigation path" would look like the following, and be placed near the top of the page :  
[Home] - [Your Council] - [Housing Services] - [Waiting List] - [Requirements].

The above path would clearly tell the user that s/he is on the *requirements* page to join the *waiting list* for *housing services* provided by the *Council*. The user can jump back to any point in the path from the Home page.

- ! The footer section of each page does not contain any links (other than to a disclaimer!). On long pages this can be frustrating, as the user has to scroll back to the top of the page before progressing. It is good practice to include a row of suitable links at the bottom of every page. These are normally provided as text hyperlinks (not images).
- ! You have an extensive range of forms for downloading and an expanding number of forms available for submitting on-line such as reporting abandoned vehicles or making complaints. Access to these forms is very "hit and miss" affairs as you actually have two separate "Forms Menu" pages ("Interactive Forms Menu" and "Welcome and Interactive Forms - Menu"). The first lists all the departments providing forms whilst the second lists all the forms by department. For improved usability these pages should be combined.

The on-line interactive form service is unfriendly and unreliable. The forms are not designed in the same way as the rest of the site and provide very little help to the user. On the day tested (19<sup>th</sup> March) the forms crashed after we had entered all our details with the message shown below.

An error has occurred. Please try again later.

Error detail message:

```
*****
* Script CM_MAIL: SendMail has been issued against resource CM_COMPLAINT but the resource does not exist in the
business view for the form *
*****
```

This message would mean little to most users! It should be possible to intercept such error messages on your server to provide a more "friendly" response when things go wrong. Talk to your webdesigner and Internet Service Provider to see if they offer this service ("default error messaging").

The PDF forms for downloading were much better designed than the "on-line" forms. Although it may seem like a step backwards, it might be best to use the PDF files as templates for "in-house" created forms that can be emailed directly to the relevant department. You can then use the same tracking process that you use for standard paper-based forms.

- ! You have a large number of email links <mailto:> that open the users email programme automatically. These links all look the same as page links and users will easily become confused and frustrated. Where you have lists of people to contact you should make it clear that these links will open another programme, **and** you should offer the use of an online form for people who cannot use an email at this time. Some library systems and cybercafes are not configured for email.
- ! You are clearly investing considerable effort in applying Meta-Data tags to synchronise with eGif requirements, but you should not forget the need to include the full range of HTML meta tags as these help search engines, browsers and assistive software used by disabled people.
- ! You have set some of your links to open in a new browser (using target="\_blank"), this can be annoying to some Users. If a User clicks a link it usually means that they have finished with looking at the original page and want to move on. On older machines opening too many new windows may even cause them to crash. Even if this system works well it is very frustrating for the user.

For example in the Lifestyle section you have a link to "births,marriages" (<http://www.kent.gov.uk/sp/kentregserv/home.html>) that opens a new page. The only way that the user can get back to your lifestyle page is by closing down the current window as the "Back" button on the new window cannot work (it has no history). Less frequent internet users will become confused by this and may well give up.

## 2.4 COMMENTS & ACTION PLAN

Your website appears to contain all the information required for a Local Authority, you have an extensive range of forms to download and are taking steps towards on-line completion and submission. You therefore have the potential to provide an excellent service. The major problem that you have is the navigation of your site. Users find it very difficult to actually get at the information you provide. Therefore our suggested action plan starts with the inclusion of a site index

1. Introduce a properly constructed site index to replace the "A to Z" buttons used in your banner. You should follow the APLAWS guidelines to provide a single, comprehensive list of your site's contents by department. Links to this Index page should be contained on every page within your site.
2. Replace the Java and Flash applications on your Home Page to allow access to your site to people who do not have these extra plug-ins installed.
3. Review the Leisure section of your site (particularly the Home Page) to try and make it consistent with the rest of the site.
4. If you decide to keep the table layout design for alphabetic site listings (A to Z) make it very clear that there is more information available on the site for each section as it is listed. At present these tables hide your content from novice users.
5. Ask your web-designer to correctly size all images **before** including them on the webpages. Correctly sized images will speed up page delivery time considerably. At present large images are transferred over the internet and reduced by the user's browser.
6. Seriously consider adding a "Navigation Path" to the top of each page listing the route back to the site's Home Page. This will allow users to back-track easily and remind them of where they are within their particular area of the site.
7. Consider taking control of the on-line forms "in-house" to better integrate them into the look and feel of the site. Electronic tracking of forms is helpful, but it is more helpful if users use the forms first.
8. Consider creating some promotional material about Thanet for inclusion on the Home Page

Once you have checked through the comments made by our web Usability expert you may wish to make improvements to your site. Unless you have the experience to make changes to your web site yourself, we suggest you discuss these changes with your web developer.

This audit has been written in plain English with minimum technical terminology. This document is designed to be used by the person responsible for commissioning the website in order to help develop the website as an integral part of a dissemination strategy. Issues raised with regard to content and appeal should be discussed with those responsible for your marketing, whilst issues regarding navigation should be discussed with those responsible for the technical development of your website.

The Web has dramatically changed what customers expect. Most organisations have not been able to provide the same "Customer Care Experience" over the Internet that they provide in person or via phone. The result is disappointing usage, increased support costs, and initiatives that often flounder or fail.

Good design can mean offering Users more content and photos than a traditional catalogue or newsletter, along with multimedia demos (where appropriate), **but an essential element is an easy and efficient way to search the site for relevant information.**

### 3 GLOSSARY

<b>Accessibility</b>	This is a measure of how wide an audience your site can communicate with. For example, can it be used by people using hand-held, text only, devices such as palmtops?. Can it be used by blind/visually impaired people or people with physical disabilities that limit mouse or keyboard control?. Addressing accessibility issues will have an effect upon usability issues, sometimes for better, sometimes for worse. It is therefore important to address these issues in tandem.
<b>&lt;Alt&gt; tags</b>	Instructions (see "Tags" below) which present alternative text if an image is not available. This text will also show in a small box beneath the cursor arrow when the arrow is allowed to rest on the image for a few seconds. Some search engines include this text in their catalogue, browsers for partially sighted users also read this text instead of the image itself.
<b>Average User</b>	For this report we therefore profile an "average user" as someone between the ages of 18 and 50 (male or female) who has completed Secondary education to at least the age of 16. In addition the user will have had enough experience using computers to be able to type and print out a very simple piece of text such as a letter. S/he also has enough experience of using the Internet to be able to recognize standard hyperlinks and navigation buttons on a web page. We do not assume that the user has any experience of creating webpages themselves but they will have used e-mail in some form prior to visiting your site.
<b>Barriers to entry</b>	Asking people to register with you BEFORE they have explored your site is probably the worst, but anything on your website, which is not intuitive, can be considered a barrier to Users gaining full benefit from your site.
<b>Barriers to completion</b>	Also known as "abandoned cart syndrome" the visitor gets to the point at which they are ready to contribute or contact you and then feels insecure or confused and backs out. This also applies to downloading documents for further reading etc.
<b>Benchmarking</b>	This term is used to describe the operation of comparing your service, product or other item, such as a website, against known examples of "Best Practice" in the relevant field. Effective benchmarking not only identifies where your weaknesses are but illustrates (from the examples) ways to improve and helps you prioritise these improvements.
<b>CGI scripting</b>	A method for sending information from your website to another programme running on the server which can then use that information for doing other things such as sending out e-mail responses or searching a database for information
<b>FLASH</b>	An additional programming language which allows you to include "film type" animation on your website. It requires an additional programme to be installed by the User. A number of Users are not able, or not willing, to install this additional software so it is important that you also provide a "non-flash" version of your site to reach the maximum audience.

<b>Frames</b>	The <frames> command forces the browser to open a number of separate pages simultaneously within the browser window. Each page is laid out in a specific area of the browser. The advantage is that only certain parts of the browser window need to be changed as the User navigates around the site. The disadvantage is that not all browsers manage to lay out the pages as required. The difference in overall download time is nowadays fairly minimal and so this technology is becoming obsolete.
<b>HTML</b>	Hyper-Text Markup Language (html) is the basic instruction language used to transfer information from your website to the Users' browser. There are agreed standards for this language to ensure that most browsers interpret it as intended. Currently the most widely used standard is called "HTML 3.0" but most designers are now adopting "HTML 4.01" for creating new sites.
<b>Intuitive interface</b>	The site should use words, graphics and concepts that are familiar to the User and relevant to his/her real world experiences.
<b>ISP</b>	Internet Service Provider. The person or company that "hosts" your website and/or provides you with access to the Internet.
<b>JAVA</b>	An additional language, which adds interaction to your site, such as rotating, buttons. Users are required to download and install a small application from the Internet. Although quite common there are still a considerable number of people who cannot see Java so a non-Java version of your site should be available if you want to reach the widest possible audience.
<b>&lt;Meta &gt; tags</b>	Instructions which are stored in the header part of the page. They are hidden from the browser interface but used to describe the page. Most (but not all) search engines look for these tags when cataloguing a site. Most useful are "keywords", "description", "abstract".
<b>&lt;mailto:...&gt; tag</b>	This is an instruction embedded in a website which forces the Users e-mail programme to launch with a new message opened and ready for the User to insert the subject and text of the message before sending it. It is usually configured to look like a link to another page on the website and is a common cause for older computer systems to crash.
<b>Plug-ins</b>	Additional applications that are usually downloaded from the Internet and installed to add functionality to your web-browser.
<b>Qualitative</b>	A subjective assessment of the quality based upon personal experience and expert knowledge of "Best Practice".
<b>Quantitative</b>	An objective assessment based upon measurable, clearly defined elements, which can be recorded and analysed mechanically.
<b>SiteOmetre</b>	A proprietary software application that analyses and compares the usability and effectiveness of websites.
<b>Standardisation</b>	A site should not only be consistent within itself, but also consistent with methodology employed by other sites that the User may be familiar with. A standardised web-site does not require any new learning by the User as it only employs "known" conventions.
<b>Tags</b>	These are the basic html instructions that are used by your web-browser to convert the data being sent over the internet into meaningful web-pages and internet commands. Most modern web-design software creates these tags automatically as the designer adds text and pictures.
<b>Usability</b>	A measure of the ease with which a User can perform his/her selected task.
<b>User Control</b>	A measure of how much control a User has over the interface. A User should be able to back out of an operation without being forced to finish. Similarly a User should not be surprised by uncontrolled events such as a series of automated pop-up windows with no visible means of halting the event.