

Survey: Which of these Complaints can be fixed with New Standards?



© by Joseph Chmielewski. All rights reserved.

On a recent commercial site survey

- *Here were my comments:*
- *How many issues could the designers fix using...?*
 - **CSS**
 - **XHTML**
 - **XML**
 - **RSS**



Download Time:

- *Site takes forever to load*
 - *Even on a broadband connection*
- *Seems like an "everything and the kitchen sink" approach*
- *Trim the fat and get the download time to under six seconds*



Design:

- *The center spot above the fold needs to offer some meat, not fluff.*
- *Colors do not draw attention to benefits.*
- *Very little impact*
 - *Maybe the colors are too neutral*
- *Make the images relevant*

Usability:

- *Page cluttered*
- *Slow, and difficult to find items of interest*



Conclusion:

- *This looks like a site made for the company, not its visitors and customers.*
- *Seems to be on life-support*
- *Lacks innovation or motivation*
- *Inconvenient*
- *Leaves a bad impression with the visitor*

Takeaway:

- ***Web Standards and New Technologies***
 - *Can meet many needs*
- ***But, they can't do miracles!***

Content is still “King”

But, treat your visitors “Royally”



Contact Information:

Joseph Chmielewski, M.S., L.P.C.

joseph@classroomtoolkit.com

