

Team Suzanne Collins

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Content Evaluation & Analysis: [suzannecollinsbooks.com](http://www.suzannecollinsbooks.com)

Page Title: Home

Direct URL: <http://www.suzannecollinsbooks.com/index.htm>

Synopsis:

The [suzannecollinsbooks.com](http://www.suzannecollinsbooks.com) home section is the landing page for the site. This section features an introduction from Suzanne along with examples and reviews of some of her more well-known works. This section also features a sidebar with links to direct a site user to additional information and synopsis about her selected works. [Suzannecollinsbooks.com](http://www.suzannecollinsbooks.com) is a site for Suzanne to display her various works, achievements, and accolades and relate to her fans. Unfortunately, the home section of this website suffers from various shortcomings in regard to collocation, bonded horizons, completeness, accessibility, structure, and consistency. Having these content analysis heuristics issues with the home section strongly impairs the sites ability to effectively reach and communicate with the target audience.

Checklist Rating:

[Suzannecollinsbooks.com](http://www.suzannecollinsbooks.com) has lots of opportunities to become more effective. The checklist ratings in all the following categories of effective website design for the home section are very low. The content in Suzanne's site struggles to find a voice and style that can meet its user's needs. The home section also fails to meet usefulness and clarity standards that the average user would expect. The following are examples of specific opportunities recognized during evaluation of the section.

Examples:

- Usefulness and Relevance: The home section of the website does not meet a user's overall needs, goals, or interests. On a basic level the content is there, but the information is not presented in a way the average site user would desire. The introduction on the

home section contains insider information that needs explanation for full comprehension by any site user without full knowledge of Suzanne's books. Additionally, the whole page is full of quoted content from book reviewers that is very redundant throughout the entire site. Finally, there are no direct links to any purchase options for Suzanne's works.

- **Clarity and Accuracy:** The content is very confusing overall and lacks any type of comprehensible organizational structure. There are typos and space errors throughout the section. All media content lacks clarity and consistency.
- **Influence and engagement:** The home section of the site is lacking any kind of engaging content. The techniques used in the site are used inappropriately or are outdated. Most content is copied from other sources like featured reviews and quotes.
- **Completeness:** The home section is lacking purchasing, news, and update information that most site users would be looking for. Content is also redundant and in most cases the review information is too much for the average user to care for. There is too much review information and not enough fun or engaging information.
- **Voice and Style:** The content reflects a very strange voice. The introduction section is the best example of a clear issue that continues throughout the whole section. This section has multiple voices with a mix of confrontational, uninteresting, and uninformative. Very unprofessional overall.
- **Usability and Findability:** The content has no speed bumps for "scannability" and is lacking any kind of consistent format whatsoever. Metadata and SEO guidelines have not been followed.

Content Opportunities from Checklist:

The home section overall strongly deviates from heuristic protocols for effective site content. Through a focus on improving the overall content quality and consistency of the page overall the home section can be drastically improved. The home section has issues with not just information architecture, but with

content quality in general. The following examples depict the major issues and current opportunities with the content in the home section of Suzanne's website.

Examples:

- Collocation: The home section does not have clear navigation making content hard to find for a user. Additionally, the links that are present are not consistent throughout the section. The information is also redundant and available in other sections throughout the site.
- Bonded Horizons: The content that is available on the site's home section is hard to understand for an average user though the lack of a consistent hierarchical structure. Navigation cues are also lacking and normal website protocols for easy user scanning are not present.
- Completeness: The home section contains links that do not work and that don't reach the expected URL.
- Accessibility: The core navigational structure of the section is so limited that the site designer added additional navigation throughout the home section. This redundant and inconsistent navigation makes accessing any content time consuming and confusing.
- Structure: The overall structure of the section has inconsistency with its hierarchical structure. Additionally, confusing side menus and more inconsistencies with justification and alignment of site content makes the home section very hard to understand.
- Consistency: Overall the home section is inconsistent with all site elements. The use of bold text throughout the site is sporadic and links have multiple looks hover effects. Even font style and alignment are inconsistent.

Suggestions for Improvement:

To improve the home section of suzannecollinsbooks.com the site needs to be restructured. Clear navigation needs to be implemented with destinations that meet the user's needs and that are functional. Links also need consistency and need to be easy

to identify. Redundant information needs to be eliminated. The home section also needs a clear hierarchical structure with a more consistent use of copy elements like punctuation, caps, bold, and font style. The section needs to be scannable and have clear speed bumps. Consistency throughout this section needs to be established and needs to be consistent with the content on the rest of the site. Most importantly the section needs a more inviting voice and style to keep a site user engaged and interested in the content on the site.

Page Title: Biography

Direct URL: <http://www.suzannecollinsbooks.com/bio.htm>

Synopsis:

This tab talks about Suzanne Collins publications, when she started her professional career as a writer. It also list some of the books she wrote, which includes *Nickelodeon shows*, *Clarissa Explains it All* and *The Mystery Files of Shelby Woo*. The Biography tab talks more on her works and when they were published rather than giving us a full biography of herself which typically includes her place of birth, educational background, work facts.

Checklist Rating:

Suzannecollinsbooks.com site as a whole needs a lot of work. The Biography section of the site fails to meet the Usefulness & Relevance standards, clarity and accuracy standards and it lacked voice and style.

Examples:

- Usefulness & relevance: the content in Suzanne's biography does not meet users needs and goals because a typical biography should focus on date of birth, place of birth, educational background, work done and an overview of what makes the person significant. On the brighter side, her work is still useful because still read and watch her movies. Suzanne's biography only talked about her published books so I rate it low on the area of usefulness & relevance.
- Clarity and Accuracy: In this area I think a lot of work needs to be done because the content was not well formatted so that readers

can understand the text clearly. For example the whole text in the biography was not well justified and well organized with paragraphs to make it readable. Again you could see capital letter words used interchangeably in the middle of sentences which are grammatical errors. On the right hand side which should be the works cited, words and titles were stacked on each other. On the clarity and Accuracy checklist, I will rate it very low.

- **Influence & Engagement:** The content of the biography is not really engaging because she only talked about her books and movies which can be boring to users because they might want to know her date of birth, where she had her education and many other things about her, not just her books.
- **Completeness:** The content does not include all the information the customers might be looking for for example she did not include her place of birth, age, and her educational background in her biography, which are some of the things that customers need to see when they come to her biography. I was too little information and in this area of completeness, I rate her low.
- **Voice & Style:** Suzanne's biography does not have voice and style in it.
- **Usability & Findability:** Suzanne's biography is not easy to read. The content is not in a usable format. There is no heading, the text were scattered all over the place and disorganized.

Content Opportunities from Checklist:

The Biography page focuses on her works which are the books she published, some of her movie but overall. Here are some of the areas where there are issues pertaining content opportunity.

Examples:

- **Collocation:** This talks about having similar information in one area. For suzannecollins.com biography section, it did not fulfil this criteria well enough because it had information that was not required to be there for example she talked about the interviews

she had, what other people said about her movies which should not have been added to her biography.

- Appropriate Structure: the biography was not organized in a manner that the users could mentally understand. Here content is very disorganised.

Suggestions for Improvement:

The Biography section needs improvement In the areas of usefulness & relevance. She could talk more about her place of birth, her education, how she grew up, works done and an overview of what makes the person significant. These are what users expect to see in a biography, I think she missed that opportunity to tell users about her life.

Improvements are also needed In the areas of clarity & accuracy. Her text was not formatted well enough, it was disorganised for the readers to make sense of the whole article. I will suggest that the article be broken into titles or categories using one font and font size. This will allow for readability.

Page Title: Interview

Direct URL: <http://www.suzannecollinsbooks.com/events.htm>

Synopsis

This page contains an interview between suzanne and a scholastic press member. The interview is almost entirely about her book series *Gregor the Overlander* with one or two equations sprinkled in about suzanne herself as a writer.

Checklist Rating:

This page needs a lot of work and would score low on this checklist. It struggles in areas of usability as well as relevance to large sections of the audience. It also lacks completeness as it is very narrow in scope.

Examples:

- Usefulness and relevance: This interview was almost entirely focused on one of her series of books. For simply being one interview I think viewers to the site may have also expected or

wanted questions about her other book series, her as a writer, or simply her as a person rather than only one series of books.

- Clarity and accuracy: I would rate this page rather low on this scale, especially in the department of readability. For some reason all of the content on this page is written in bold, and areas between questions and answers are only a single spacing with no variation for question and answer. This makes it almost impossible to scan for questions or things you may find interesting and it also makes it a chore to see what is a question and what is an answer.
- Influence and engagement: The content here is not very engaging, especially as it almost entirely revolves around one series of her books. Anyone reading this who hasn't read the books will have very little there to hold their interest.
- Completeness: This page contains information almost entirely pertaining to one specific series of her books. This means that there is nothing here about her other book series, children's books, or movies that she has been a part of. There is also very little here about her as a writer which one might expect from an interview.
- Voice and style: As one might expect the voice here is very conversational and unprofessional. It is simple and works well for the interview type format.
- Usability and Findability: The content here is not easy to read at all. The questions and answers are hardly separated from one another, and both the questions and the answers are bolded so it is hard to differentiate between them.

Content Opportunities from Checklist:

The content opportunities from the Interview section are focused around the structure, information and overall applicability of the content on the page. The content on this page is formatted entirely in bold and assumes a site user would be interested in the information given. The following are examples of the opportunities for improvement in the content of this section.

Examples:

- **Appropriate Structure:** This page doesn't have structure that would be expected of an interview by having both the questions and the answers written in bold face text.
- **Information Scent:** This page is labeled as interview, however only having one book mainly talked about would throw a user off the scent of information that they were likely seeking.
- **Bounded Horizons:** It would be difficult for a user to get a good sense of the breadth of content that is talked about in the interview as the questions are hard to differentiate and not placed at the top.

Suggestions for Improvement:

This page has a large way it could easily be improved in the usability and findability department simply by bolding the questions and unbolding the answers. They could also have an area at the top with all of the questions listed out that when clicked would scroll to that question and it's answer.

This page could also be improved in the area of completeness. Although it would require another interview with the writer, questions pertaining to her other works and about herself as a writer would definitely improve this section.

Page Title: Works

Direct URL: <http://www.suzannecollinsbooks.com/works.htm>

Synopsis:

This page displays her works and provides small snapshots and blurbs about each of her books. There are also pictures of her book covers and titles along the left hand side of the page.

Checklist Rating:

This page would receive a decent score on the checklist rating, but certainly not a high score. It accomplishes most of what it sets out to do however it is lacking in a few areas, namely in the areas of influence and engagement, usability, and voice and style.

Examples:

- **Usefulness and relevance:** This page is fairly useful for learning about the various books and works that Suzanne has written. As someone who is visiting the website looking to find out more about Suzanne, this page does a good job at showcasing all of her books.
- **Clarity and accuracy:** This page is fairly clear in what it conveys. With its placings of the pictures of the book covers as well as placing the blurbs about each under clearly defined titles, it is fairly clear to the audience what each blurb is about and referring to.
- **Influence and Engagement:** Some of the blurbs about each of her books could use some work in being more engaging and interesting to readers. However, I do think most of them do a good job at letting readers know what the book is about in a somewhat exciting way.
- **Completeness:** Each of her published works is shown here and has a link to a page about it. It is missing anything about the films that have been made of her books however, which some would consider to be works.
- **Voice and Style:** All of the blurbs about her books are taken from scholastic publications that are talking about her works. The voice in these blurbs varies to a large degree, some being more engaging than others and some needing work to be more engaging.
- **Usability and Findability:** This page is fairly easy to use as the links to each of her works is clearly labeled as such by being blue and underlined hyperlinks. The book cover images themselves however are not links and are not clickable.

Content Opportunities from Checklist:

The content opportunities that are apparent on this page revolve around the structure that the page has been written in, the consistency of the content that is present for each of her individual works, as well as the information scent where users could be misled about where they think they are going.

Examples:

- **Appropriate Structure:** This page would be better served if the books in her series were in the correct order so that a user could easily tell where each book falls in the series.
- **Consistency:** The blurbs present for each of the titles are written inconsistently and are sometimes more in depth and sometimes they are very surface level.
- **Information Scent:** All of the links to her books from this page lead to areas where there are displayed ratings that the books have received from various publications. This is likely not what the user was looking to find from the small blurbs that were somewhat of a synopsis in most cases.

Suggestions for Improvement:

The first thing I would do to improve this page would be to homogenize the blurbs and make them more like one another, as some of them are long and engaging and others are short descriptions.

I would also add hyperlinks to the book covers along the left hand side. These links would be the same as the ones that are used for the titles of the books, but it would give users somewhere else to click and be able to find information about the books.