2QCV2Q: A Model for Web Sites
Design and Evaluation

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ABSTRACT

In this paper we introduce a general model for web site design and evaluation. The model has been developed within a research program concerning on-line marketing research. However, given its flexibility, it can be applied to the development or the evaluation of web sites, independently of their goals and domain. To validate the model we applied classic rhetorical principles based on ciceronian loci or argumentum, which can be used to check the completeness of an exposition. To illustrate the application of the model we report here the results of the analysis of a ski consortium web site in the Dolomites.

1. INTRODUCTION

This paper proposes a model for the evaluation and design of web sites. The model was initially developed as a framework for market research in the tourism sector using questionnaires administered via Internet. However, its flexibility is such that it can be used as a tool for the analysis and evaluation of web sites independently of their goals and domain. The model is based on a number of important considerations regarding the quality of sites. In particular, one should bear in mind that developing a web site requires a wide variety of skills, ranging from software engineering to graphics, to marketing, and also that the tools available for this purpose grow increasingly sophisticated, so that anyone can rapidly create their own site. The crucial problem is finding a reference scheme that enables the development of a quality site. The concept of quality comprises two important components: the process and the product. Given that a software product is involved, to develop a web site we may use classical life-cycle models. It is therefore advisable to envisage the standard phases of planning, analysis, design, implementation and maintenance. However, the hypermedia nature of the Internet and the importance of aspects to do with interfaces, speed of access to information, and the security of transactions differentiate the development of web sites from that of a traditional information system. Moreover, development of a site often involves people who are not IT experts and who design the site without taking account of, for example, the technical constraints on its accessibility. On the other hand a software engineer who is unacquainted with semiotics or the principles of graphics, or of marketing, may create a site which fails to convey the company’s image and to achieve its goals. For these various reasons, also the evaluation of the quality of a site, understood as the product of a complex process, should be based on a variety of criteria. As well as the type of site – corporate, personal or commercial, set up for an association or a university, etc. – evaluation depends on the target user and above all on the analyst’s goals. The model proposed here incorporates the classical principles of rhetoric used to determine the completeness of an exposition. The elements to consider – the circumstances – were first introduced in Cicero’s De Inventione and redefined in medieval treatises. These were a set of properties, or loci, and the relative questions, which have recently become widespread in journalism, where they take the simplified form of the rule of the 5 w-questions: who, what, why, when, where. Thus yielded is a model that can be used to single out elements which, when suitably combined, permit evaluation of the quality of a web site and make suggestions for its improvement. Symmetrically, the model provides guidelines for the design of a site. Its application is relatively simple and does not require specific computer skills. On the other hand, since it is based on well-founded principles of rhetoric, its robustness and completeness can be easily verified.

The paper is organised as follows. The next section introduces the model for evaluating and designing web sites, what we call the 2QCV2Q model, from the initials of the Ciceronian loci on which it is based. Section 3 described the steps involved in applying the model. Section 4 sets out the results of evaluation of the web site for the Dolomiti Superski consortium. A first evaluation was carried out in 1998 during analysis of the results from an on-line questionnaire used to define the profile of the winter tourist. A second evaluation was carried out in September 1999 in order to gauge the effects of a drastic revision of the site. The final section draws some conclusions and outlines further applications of the model.

2. WEB SITES ANALYSIS AND EVALUATION

2.1 The problem

The literature proposes numerous evaluation schemes which highlight the aspects that their authors deem most relevant to the context in which the analysis is to be made[11]. In the corporate sector, worthy of note is the model proposed in [4] for a survey to find the 100 best company sites in the world, and the scheme used by the ENTER Web Award Committee. The features considered are both technical aspects (for example, ease of navigation through the site, speed of access, compatibility with various browsers) and the functions offered by the site. In the case of an e-commerce site, for instance, checks are made on the availability of information about products and prices, purchases on-line, etc. Some models analyse the nature of the site or evaluate information sources for those selecting sites to include in information source guides. Other models highlight aspects to do with the interaction between the user and the owner of the site, for instance the possibility of sending e-mails or the existence of mailing lists. Then there are models used by organisations which check the quality of a site on request by the user, examples being the evaluation schemes proposed by HTML Point and Atlantis. Besides evaluation of a site, all these models can be used as reference frameworks for designing a site. However, analysis of them shows that a theoretical scheme is required to orient the choice of the features and properties to consider when evaluating a site.

2.2 The 2QCV2Q web sites analysis and evaluation model

The following considerations should be borne in mind when defining a theoretical framework for quality web site development:

- The quality of a site depends both on the process and on the final products. Required therefore is an approach based on both traditional models of the development life-cycle and on the distinctive elements of a web site. The identification and classification of these elements are the main goals of the 2QCV2Q model. Moreover, given the object-based structure of a hypermedia, it is possible to adopt an object-oriented method using the Unified Modeling Language.

- Thanks to the software tools supporting web site development, the advantages (and disadvantages) are similar to those encountered when adopting a prototyping development technique. In particular, it is possible to involve the user or the customer more closely.

- The people involved in sites design have different skills, so that software engineers tend to overlook graphical aspects or to neglect the characteristics of multimedia communication and the needs of the site owner. On the other hand, graphic designers, who are often in charge of web site development projects, are unaware of the characteristics of the technology that determine the performances of the site.

- Web sites differ from traditional software systems in important respects: for example, speed usually matters more than the presentation of information, which in turn matters more than content. However, definition of the needs of the site, design of the site, and implementation require closer involvement of the user.

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On this basis, therefore, we have the fundamental requirements for a web site design and evaluation model, viz.:

- The model must be general, so that it can be applied to various types of site, whether corporate, individual, educational, or non-profit organisations, to the automobile sector as to the public administration.

- The model must be domain independent, so that it can be just as easily applied, for example, to the tourist sector as to non-profit organisations, to the automobile sector as to the public administration.

- Application of the model must not require highly specialised expertise, neither in information technology nor in marketing or multimedia communication (usability).

- All the elements necessary to guarantee the quality of a site must be present, so that the model is robust.

The complete model is given in Table 1, where each dimension is matched by a relatively limited number of attributes on which analysis of a site may be based. Obviously, the significance and meanings of these attributes differ according to the site to which the model is applied. Even before evaluating a site, therefore, it is necessary to personalise the model in the manner described in section 3.

In the light of the model proposed, also the design of a site can be viewed as a series of replies to the questions set by the Ciceronian model, bearing in mind that information on the web is usually available via hypermedia documents. It is therefore necessary to convert an argumentative model into a conceptual model of a hypermedia. A design which respects the above Ciceronian principles enables organisation of both content and the tools necessary for the correct and easy use of the information, as well as foreseeing the user’s needs.

We now briefly describe each dimension of the model. It should be noted that these dimensions are interrelated, so that, for example, good graphic characterisation based on numerous images or animations may make downloading slower, and therefore reduce usability, etc.

**Identity (Quis?)** A site with a strong brand identity remains impressed on the minds of those who visit it and forcefully conveys the company’s image, see, for example the Ferrari site with its almost entirely red background, or the site for Benetton’s Colors Magazine. In the case of a personal site, identification is based on charisma and authority. The characterisation of a site can be evaluated in terms of the site design, using the industrial design approach, which seeks to combine artistic and graphical aspects with the functionality of products. Consideration is therefore made of both the graphical presentation and the use of other elements which make the site attractive to visitors. Another important aspect is the ability of the site to adapt its identity to the user, personalising its language or functions. The overall objective is to increase the user’s trust in the owner of the site.

**Content (Quid?)** Content is evaluated in terms of the site’s coverage of its domain according to the requirements of the site owner and the user. For example, if the purpose of the site is to offer an on-line sales service, it must contain all the information that the user needs to make a purchase, and therefore information on the product, on payment, etc. The value and originality of the information should also be evaluated. Consequently, it is necessary to examine the links, which should connect with pages that the user will find useful. Examination should also be made of the links which lead the navigator to resources external to the site, given that these may induce the user to abandon the web site in question.

Since the value of information is closely bound up with its quality and accuracy, assessment is required of its precision and reliability, which in turn depends on the source of the information itself.

**Services (Cur?)** The functions offered by the site should be evaluated from the points of view of both the owner and the user. The owner will include the functions that best enable achievement of his goals. Users will access the site in order to visit it and, according to the type of site, will expect to find functions that help them to do what they want: find information, amuse themselves, etc. Besides the adequacy of the functions provided, their correctness and security and secure use of personal information should be evaluated. For example, an on-line flight booking service should offer the same guarantees as a travel agency.

**Location (Ubi?)** This dimension concerns both the reachability of a site and the ability of the user to interact with the host and with other users. A site can be easily identified if it has an intuitive URL which incorporates, for example, the name of the company or Organization, or refers to its business. Users may locate the site by means of search engines, so that it is important that the site employs all the devices that improve its ranking (see for example the list given in [12]). As far as the site’s interactivity is concerned, this can be supported by the presence of the owner’s or webmaster’s e-mail address, postal address, and telephone and fax numbers. At another level there should be functions for creating virtual communities – newsletters, mailing lists, membership plans, guestbooks – around the site.

**Usability (Quando?)** Management of a site involves updating the information that it provides. Consider, for example, the prices and schedules posted on the Greyhound site, which if they are to be any use need to be constantly updated. Other useful indicators are the presence of the dates of the site’s establishment and its last revision. True site management is corrective: it guarantees the stability of the site, so that server crashes do not prevent users from accessing it. And it also checks the functioning of the site, ensuring for example that there are no broken links. Also necessary is adaptive and perfective maintenance to make sure that

### Table 1 - The 2QCV2Q model

<table>
<thead>
<tr>
<th>CICERONIAN LOCI</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>QUIS</strong></td>
<td>IDENTIFICATION – Brand organisation or company; Charisma (individual)</td>
</tr>
<tr>
<td>(Person: Who?)</td>
<td>Identification Image</td>
</tr>
<tr>
<td><strong>QUID</strong></td>
<td>CHARACTERISATION – Form of site</td>
</tr>
<tr>
<td>(Function: What?)</td>
<td>Characterisation</td>
</tr>
<tr>
<td><strong>CONTENT</strong></td>
<td>COVERAGE – Value of information and links</td>
</tr>
<tr>
<td></td>
<td>Coverage</td>
</tr>
<tr>
<td><strong>CUR</strong></td>
<td>ACCURACY – Quality of information</td>
</tr>
<tr>
<td>(Contact: Why?)</td>
<td>Accuracy</td>
</tr>
<tr>
<td><strong>UBI</strong></td>
<td>RELIABILITY – Communication</td>
</tr>
<tr>
<td>(Location: Where?)</td>
<td>Reliability</td>
</tr>
<tr>
<td><strong>QUANDO</strong></td>
<td>INTERACTIVITY – Contact information</td>
</tr>
<tr>
<td>(When: When?)</td>
<td>Interactivity</td>
</tr>
<tr>
<td><strong>VIB</strong></td>
<td>COMMUNITY BUILDING – Community building</td>
</tr>
<tr>
<td></td>
<td>Community Building</td>
</tr>
<tr>
<td><strong>QUANDO</strong></td>
<td>CURRENCY – Update</td>
</tr>
<tr>
<td>(Host: How?)</td>
<td>Update</td>
</tr>
<tr>
<td><strong>QUODO</strong></td>
<td>MAINTENANCE – Mainservew (check-up)</td>
</tr>
<tr>
<td>(Modus: How?)</td>
<td>Maintenance</td>
</tr>
<tr>
<td><strong>USABILITY</strong></td>
<td>TELLS – Time</td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
</tr>
<tr>
<td><strong>QUOMODO</strong></td>
<td>FACILITATION – Hardware and software requirements</td>
</tr>
<tr>
<td>(Mode: How?)</td>
<td>Accessibility</td>
</tr>
<tr>
<td><strong>NAVIGATION</strong></td>
<td>PEOPLE WITH DISABILITIES – Navigation</td>
</tr>
<tr>
<td></td>
<td>Navigation</td>
</tr>
<tr>
<td><strong>COMPREHENSIBILITY</strong></td>
<td>STRUCTURE, ORGANISATION – Localised times</td>
</tr>
<tr>
<td></td>
<td>Comprehensibility</td>
</tr>
<tr>
<td><strong>COMPREHENSIBILITY</strong></td>
<td>LANGUAGE – Level of terminology</td>
</tr>
<tr>
<td></td>
<td>Comprehensibility</td>
</tr>
</tbody>
</table>

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1. ^1^ see, for example the Ferrari site with its almost entirely red background.
2. ^2^ see, for example the Ferrari site with its almost entirely red background.
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47. ^47^ see, for example the Ferrari site with its almost entirely red background.
48. ^48^ see, for example the Ferrari site with its almost entirely red background.
49. ^49^ see, for example the Ferrari site with its almost entirely red background.
50. ^50^ see, for example the Ferrari site with its almost entirely red background.
the site is up-to-date in its technology and tools.

**Usability (Quomodo?)** The last dimension of the model concerns all the aspects, which enable relatively undemanding use of the site in terms of cost, time or cognitive input. Evaluation is first made of the **hardware** and **software** required to access the site. It is important, for example, that access to a site should be possible using any browser, and that it does not require unnecessary plug-ins. Close attention should also be paid to guaranteeing access for **people with disabilities**. Disorientation may be another problem for the user. This can be reduced by providing a site **map** or on-line help, but above all by designing the **structure** of the site so that it facilitates navigation. Equally important is evaluation of page **download times**, which should be reasonable even for users with relatively slow connections. Finally, an efficient site also offers a choice of **languages**, and uses easily understandable **terms and symbols**.

### 3. APPLICATION OF THE 2QCV2Q MODEL

The first step in application of the model is its personalisation to take account of the goals of the owner, of users, and of the category to which it belongs. On the basis of these elements a weight must be assigned to the various sub-attributes. For this purpose the designer may ask for help from the company or organization and interact with a certain number of site users. It is to be stressed that the various attributes differ greatly in complexity. For example, it is much more difficult to evaluate the comprehensiveness of a site's contents or graphics than it is to evaluate its correct functioning. This affects both the resources necessary to design or evaluate a site and the amount of automatic support required.

#### 3.1. Tools for site evaluation

Evaluation of some attributes can be automatized, at least partly, by using software tools available commercially or on-line. These tools can be used to construct a map of the site, to acquire information on the type of files and links present in the site, to discover when a site was last updated, and how a site is referenced and jumps on the web. As far as the 2QCV2Q model is concerned, web site watchers, validators or search engines can be used to support the analysis of its last three dimensions: Location, Management and Usability, which are the three dimensions least tied to 'syntactic' aspects, and least dependent on contents and therefore on semantics.

### 4. EVALUATION OF THE DOLOMITI SUPERSKI WEB SITE

In order to illustrate the application of the 2QCV2Q model, we now present the results of evaluation of the web site for Dolomiti Superski (figure 1), a ski consortium in the Dolomites. The main objectives of the site owner were:

- to publicise the area
- to promote the Consortium's services
- to publicise the hotels belonging to the Consortium
- to sell the services offered by the Consortium and by the hotels.

The site should therefore have contained exhaustive information on the services offered by the Consortium and by the hotels belonging to it. As regards the Consortium, the site should have given information about the services offered, how to reach the various localities in the area, special offers, the speed and capacity of lifts, etc.; as regards the hotels, information about services, categories, prices and seasonal terms, location, etc. Important functions were those typical of an e-commerce tourist site, notably a site search facility, communication with the site, the on-line booking and purchase of the services offered.

Analysis of a site divides into two main stages. The first involves personalisation of the model with the assigning of weights to the attributes on the basis of individual objectives. The second involves a careful visit to the site, assigning scores to the various items on a scale from 0 to 4 (0 = non-existent, 1 = poor, 2 = adequate, 3 = good, 4 = excellent). To facilitate this work, a table was constructed which comprised a number of essential questions relative to each dimension of the model. The results of evaluation of the Dolomiti Superski site are given in Table 2. Shading has been used to highlight the items for which the software tools described in the previous section can be used.

![Figure 1 - Home Page of the Dolomiti Superski Consortium (August 1998)](image-url)

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>Weight</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IDENTITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the site have clear branding and identity?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Does the site provide information that is easy to remember?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Does the site belong to a region and is its structure clear?</td>
<td>0.25</td>
<td>2</td>
</tr>
<tr>
<td>Language is used to identify itself?</td>
<td>0.25</td>
<td>7</td>
</tr>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the site contain pictures, diagrams, charts, etc?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is the information reliable and up-to-date?</td>
<td>0.25</td>
<td>5</td>
</tr>
<tr>
<td>Is the site easy to read and navigate?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Are the contents of the site indexed?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td><strong>SERVICES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the site contain the name of the hotel?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Does the site contain the address of the hotel?</td>
<td>0.25</td>
<td>2</td>
</tr>
<tr>
<td>Is the information about the hotel complete?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Is the size and size of the hotel important?</td>
<td>0.25</td>
<td>1</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the site's URL intuitive and easy to remember?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Does the site have good visibility, is it easy to find with a search engine?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td>Is it possible to contact the owner online?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is it possible to download useful data of the site?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td><strong>MANAGEMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the information accurate?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is the correct name of the hotel visible on the site?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is the site well structured?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is the site content protected by a@software?</td>
<td>0.25</td>
<td>3</td>
</tr>
<tr>
<td><strong>USABILITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the site require standard HTML and SW?</td>
<td>0.25</td>
<td>2</td>
</tr>
<tr>
<td>Are there tools to help the disabled?</td>
<td>0.25</td>
<td>2</td>
</tr>
<tr>
<td>Are page downloading times satisfactory?</td>
<td>0.25</td>
<td>2</td>
</tr>
<tr>
<td>Is it easy to navigate through the site in order to locate a site map or help on line?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Is it possible to choose a known language?</td>
<td>0.25</td>
<td>4</td>
</tr>
<tr>
<td>Are the terms and conditions easy to understand?</td>
<td>0.25</td>
<td>4</td>
</tr>
</tbody>
</table>

As for Services, the facilities offered were barely sufficient, although they worked efficiently. It was, in fact, impossible to book hotels and purchase ski passes on-line. Location was satisfactory: the URL address was easy to remember; moreover, the site was well referenced and easy to find with the most widely used search engines. The Management of the site was very good, especially in view of the constant updating of the pages, Table 2 – Application of the 2QCV2Q model to the Dolomiti Superski site (August 1998)
although the date of the most recent revision was missing.

Finally, the Usability of the site was almost good, but had two drawbacks: first, the user was not helped while navigating, either by an on-line map or by a guide or help. Second, the large number of images wasted the user’s time: in particular, the home page amounted to almost 100K and contained a 52.69Kb IMAGEMAP (see Fig.1) which, although graphically striking, required so much time to download that users might decide to quit the site.

Overall, the site received a score of 3.01. The overall evaluation of the site is shown in Figure 2, where it will be seen that the best result was achieved by Content, while the site’s weak points were Usability and Services.

At the beginning of August 1999, redesign of the site was complete, and in September 1999 it was decided to repeat its evaluation. This second analysis showed that improvements had been made to Location and Usability, while the other items were as before. In particular, the site could be found even more rapidly\textsuperscript{3}\textsuperscript{,} while Usability improved, mainly because the home page had been simplified and a site map had been added. The date of the site’s last revision was still missing. There was the same number of broken links, which caused some problems when using the home and search links, and this slightly reduced the score for Management (Fig.3).

5. CONCLUSIONS

This paper has discussed a model for site design and evaluation. A first empirical result has been validated on the basis of the principles of classical rhetoric. The results of its application were certainly positive. When applied to the Dolomiti Consortium, the model showed that it can be easily adapted to analysis of a specific web site, and that it can be used even by those with limited experience of web site evaluation. Finally, by highlighting the weaknesses of the site, it furnished the Consortium with useful suggestions for its redesign. The model 2QCV2Q is now being used experimentally to design an educational site to support university courses and to redesign the web site of a services company.

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NOTES

1 This study, entitled “Applications of IT to analysis of the tourism sector” is financed by the Department of Computer and Management Sciences of the University of Trento.

2 ENTER Web Award Committee: http://www.tis.co.at/enter

3 See http://www.vuw.ac.nz/agsmith/eveln/evaln.htm

4 By “site owner” we mean the organisation, company or person that invest money and time to develop and support the site.


6 http://www.x-land.it/landis

7 Applications of object-oriented methods for the design of hypermedia are frequent in the literature on these software systems. See e.g. [3].


9 See for example the description in [9].

10 Locus and argumentum are interchangeable terms in Latin, classical and medieval terminology.

11 Some lists of loci comprise a further item: facultas, Quibus adminiculis?, or “with what means and devices”.

12 Branding on the Web is different: see e.g. [7].

13 http://www.ferrari.it

14 http://www.mediasuk.org/no_p_magazine2.html

15 This attribute is related to interactivity. See e.g. [1].

16 http://www.greyhound.com

17 A survey on e-commerce sites reports that consumers wait an average of 28 seconds for a page to download [10].


22 http://www.dolomitisuperski.com

23 For a complete analysis of the site, see [8].

24 A search with Altavista using the keywords ‘skiing’ and ‘Dolomites’ put the site in the first 4 places, with a total of 8 of the first 10 sites retrieved.
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