

Mock-Ups-Roll-up Assignment #4

Youth.gc.ca asked the Canadian Youth Connection to take a look at new designs for the website. They went out to four different graphic designers to obtain a new 'look' for the site. The youth participating on the message board were asked what they thought and how they would rank the sites (1 – best, 10 – worst). We also wanted them to give some general feedback on the site designs! The point of obtaining the youths feedback was to give the youth a voice on what they would like the website to look like.

*Note: Under each mock-up, the comments are separated by a negative or positive. Unfortunately a lot of the comments are conflicting (meaning there is good and bad comments in each). So don't be confused if it is under the negative, and you notice a positive point.

38 members responded below.

The mock-ups ranked from best to worst: **1) Marswork**
2) Wavertree
3) Ignite
4) Acart

Marsworks

Positive

- This is my favorite. I'd give it a 1. I like this site because the links on the left are prominent enough, but the links in the middle are also useful. It looks like a site that could keep my attention for a little while. I think that the blue color, although not really all that Canadian like, are pretty good because they are kind of relaxing to look at and not so out there like the red background. Basically it looks like a site for younger people, but it doesn't look like it's too young or childish.
- The concept on this site is done very well. I give this site a 10. The flow of the site is smooth and transition between elements is very simple compared to the other concepts. The page layout is easy to follow and I was able to navigate where as on the other sites I had to search more for how to access the site.
- Looks good with a nice clean interface. Doesn't version selection page doesn't say that the different interactivity levels are for the different age groups :(I may be over 18 but I still like a site with more flash...
- The flash site was quite impressive in terms of construction, but I think, to an extent, it compromises efficiency and ease of use. There is a lot going on visually which detracts slightly from the main purpose of clearly conveying easy-to-find information. To its credit, the site's menus were clearly laid out. The flash

construction adds a bit of an edge and definitely modernizes the site, but I think it would be better utilized if things were laid out differently with less clutter. The flash concept, and its use in almost every segment of the page, poses huge potential for stalling computers and making the site tedious to use. I have broadband but still found the site took quite a while to load and stalled frequently. I think some use of flash, combined with efficient, clear layout (like that of the Ignite site) and eye-catching graphics would be optimal.

- 8/10-There wasn't much creativity in the marsworks homepage (start page - english/french), which I found in the others. I didn't think it grabbed my attention quite like the others. I did like that you could choose your interactivity level, but I think medium should also be marked with 56k, and high with dsl/cable. High is definitely a nice layout, good idea going with lots of flash. The links down the left hand side is good, like the idea of the poll on the right, possibly change the quick links in the middle of the screen.
- The High graphics area is quite unique. I love it's loading, but I'm glad the text version is available...because I could see the website loading at a very slow speed in schools across Canada where a shared dial-up/satellite line is split among many computers. But the high graphics area is fantastic. And while keeping with the contemporary design, it also keep's quite a modern look at the same time.
- I love the colours used and the images; they give the page a very vibrant look. The overall shade of blue helps blend everything together nicely. Very nice!
Rating : 9/10
- 1/10: I think this is the best one because it is highly interactive and you wouldn't have to spend much time looking for anything because it would school across the screen making it easier to navigate.
- I rate this site an 8.5, it looks very professional and well done. I really like the splash screen and how you have a choice of 3 versions. Although, I do find the flash a bit overdone in the high bandwidth one. That much graphics is unnecessary and distracting. It's nice how they show you what the different versions are, but I don't like the fact that they say "choose your level or interactiveness" or whatever on the splash screen. All 3 should have exactly the same content and the same "interactiveness" it's just that some should load faster than others for those with slower internet connections or webpage rendering speed. I think what would really make this site look better is if it lost the "business like" look, and went a bit less sophisticated. Maybe show a few pictures of youth and round some edges and throw in some more youth, neonish/light type colors would make it look much nicer.

- I'd give it a 1, because it's the site that looks least like the other government websites out there. You get so sick of seeing the same type of website ALL the time. This one is also easiest to navigate.
- I like the look of this site but not that splash screen where you choose your level of activity. I find that this site is visually appealing and not cluttered full of information. The layout is perfect for easy navigation. I would have to give this one a 3.
- 7/10 medium, 8/10 flash
- Didn't really find the designs all that intriguing. However, the first site by marsworks really impressed me the most. I like how it looked like a government page and how it was easy to get around in.
- 9/10 this template is easy to look at and easy reading. Blue and lighter blue mixes perfect. This was easiest design I could navigate through out of four.
- I would rate it as 1 (the best from all the designs provided).the design is visually appealing and also not jam packed with information. I like the second design the best (the page in the middle).
- Without a doubt MarsWorks had the best website. It has all the necessary information, its fancy and its fun. What teen doesn't like to see new technology being used? This is a 10 my #1 pick. (It is #1 for both its graphic and flash sites)
- Criteria: a) Contemporary? Score: 1 Very impressive menus and drawing of site (flash version). Entertains while loads (always good). I really like the way it is organized as well. It's easy for the eye to follow and the colors are not offensive. b) Streaming of users? Score: 10, there's no obvious streaming. Aside from employer or service provider. No evidence of age split. c) Universal appeal? Score: 4 I think that public servants will value a fast site over a pretty one. The flash is attractive; however, it also slows the person considerably. I would consider making the graphical version very easy to switch to - have a button to switch to plain version be the first thing to load. This also would apply to youth who have a dial up connection. The design of the site is easy to follow and seems logical, so I think that both groups could use it easily. OVERALL AVERAGE: 5.0 The lack of streaming really hurt this page.
- I give this design a 1 because the High Version one looks very URBAN. It's Very neutral and I think it'll appeal to both Youths and others. The Medium Version looks alright but it lacks something, not sure what though. As for the Low Version, well it doesn't work. The site doesn't allow us to pick the age groups we want (or maybe I just missed it).

- Concernant le 1 site de marsworks, je lui donne 8.5/10, le problème il manque la séparation des jeunes mais c'est le meilleur à date
- Je trouve le concept de ce site très intéressant. Il est différent des autres, au lieu de mettre les sous-sections alignées l'un sur l'autre à gauche, ils utilisent un panneau de signalisation et à chaque fois que l'on pose la souris sur l'une des insignes, il y a plus de détails sur la sous-section sélectionnée. Par contre, quand on demande la version en français, le concept est différent. Il n'y a plus de panneaux de signalisation. Il y a aussi le choix de couleurs que je trouve plus intéressante. Bref, d'autre général, j'ai bien aimé ce site. Il est agréable à regarder, je trouve qu'il fait jeune, sans trop mettre d'image de jeune (ce qui est aussi différent). Il a l'air facile à utiliser. Je donne une note de 2 pour ce site.
- Le premier site de Marswork était bien fait! Sur une échelle de 10, je lui met 4. Il était clair et il semblait interactif!
- Sur 10 je lui donnerai une note de 9.5. Je le trouve très bien fait, mais comme rien ne peut être parfait je ne peux lui donner 10. J'aime bien le fait qu'on chopisse notre niveau d'interactivité. Les informations sont très visibles ce qui est très bien!
- Je trouve que le premier site marsworks est bien structuré. Je cote 6 et 8 les versions respectives que l'on peut voir sur le site.
- Pour le concept de MarsWorks, je leur accorde la cote 1. À mon avis, ce concepteur devrait être choisi car : il a intégré un site animé tout dépendant du degré d'interactivité que la personne qui est en ligne le désire. Par la suite, la page principale permet d'avoir un aperçu global des menus offerts. Malheureusement, je crois qu'il serait important d'ajouter de nouvelles sections. Selon moi, il est important d'intégrer de nouveaux concepts lorsqu'on change l'habillement d'un site web. De plus, je crois que la conception de ce nouveau site permettrait d'attirer de nouveaux visiteurs, qu'ils soient jeunes ou âgés. Je crois qu'il serait important d'ajouter une section jeux, j'entend par jeu une section qui pourrait faire connaître les services offerts par le gouvernement et cela sous une forme de jeux, soit par exemple «Découvrez le parlement». Les services sont offerts en fonction des âges.

Negative

- www.marswork.com/youth (10) did not like this site at all. It looked like a site for old folks rather than youth. Contemporary was the look they were going for... this missed it a bit!
- I gave this site a 5. It was an ok design but it seemed very standard and bland.
- My least favorite was the Marsworks launch page. Yes, the site is geared towards a broad cross-section of Canadian youth, but the pictorial representation is a bit

obvious. The rest of the start page is unimaginative and old hat. A new graphic does not a new page make.

- I give this one a 6. If the goal was to move away from the institutional look, then this does not do a very good job. It is functional and the info is easily available however.
- #5 on my list -Front page-There need to be younger people on the front also that the youth can relate to. I like the idea of different ethnicities and minorities. That's really cool, but most of these people are like older, we need more teens and younger people also if you want the website geared to youth. Text version- Couldn't access it. Graphic level- It's great, but it's too professional. It's too "governmenty" it needs work. I wouldn't really enjoy going to this website for information. Flash level- I really love that version. Its very youth like, very nice, professionally done and it just looks great. The content looks interesting and personally as a youth I would enjoy this website.
- I have to say, was not my favourite. It was bad enough that I had to scroll down the page to actually click on English and enter, but I was completely confused when I got in about what was going on. And, once again, the youth don't look very youthful...
- The first website by MARSWORKS is quite a simple design. The opening page however, seems to lack one thing in the opening picture - um, the "Youth" on that page don't seem so young. If this website is intended to benefit those aged 15+, I don't think any youth 15-18 years old would get the impression that this site is for youth THEIR ages - remember, a picture paints a thousand words - and this page kind of says "Made for all young adults aged 25+".
- The Medium graphics version is well designed, but very plain. I don't quite like the sidebar design or the "events" and "message board" down below it. It doesn't really seem to have any organizational design. I still love the "Quick Find" menu. I think that's VERY beneficial to youth looking for the basics.
- This concept comes in second place to the one above. I will give a rating of 7 to this site. It is a little confusing to initially reach the site and therefore I felt ease of use was not consistent. Once access to the site was available I felt it was fairly straight forward and a nice clean look to the site.
- Med.: not a whole lot of excitement, too plain. High. couldn't get into it. RATE: med: 10
- The marsworks.com site is too busy for me. I would rank it number4.

Wavertree

Positive

- I like the sign posts on the homepage. It's simple and not too clustered so it appears easy to find what you are looking for. I'd give it about a 2
- I gave this site an 8. I liked this design for the most part. It made my visit interesting but one thing that did bother me was the creepy "virtual host". He has to go and then I would give the site a 10
- 10/10 The creativity on this site was far superior to the others; they seemed to have more information put into this beta than any of the others. The link bar coming from the right hand side of the page is great. This is the best page for youth bar far. Lots of flash and graphics, they may have to tweak some of the links because when some of the words pop up, they overlap other words and links. Best site yet. It receives a 2.
- On the youth option, the "Click Here to Enter" has to be larger, easier to see. When it faded back I was left thinking, what do I do now? As for the Young Adult section, well it's awesome. The menu is easy to navigate through and the overall look is fresh and contemporary, while not too crazy for the adult public servants.
- (2) this site was my second favourite... I liked the colours (as cheesy as that sounds)
- Definitely modern. It was a great website but not all people have great computers to view those websites. I think if we want everyone to see those sites, we should keep it as less stressful and less flash as possible. The graphics and concept are great, as a youth I would love that website and check it out all the time. But I think we need to keep it simple.
- **Wavertree** was amazing. I found that the older youth page was still a bit young looking, but wow! I love the creativity that went into this site and how it has sounds, etc. The only thing is, do all youth have flash 7.0 or whatever you need to view the page? Don't forget, up north and in smaller communities across the country people are still using dial-up for internet access, and this page won't be much fun or use to youth who cannot access it.
- Under Youth-Highly Interactive using the menu with "English" and "French", the design here is unique. The "Click Here to Enter" part of the flash with the virtual host is way too small and would be missed. I almost did and only saw it because I was actually analyzing the page. However, upon entry, I did think the arrows with the sections of the website was great, but I hope they turn off the loop on the flash when you enter...right now, the flash loops itself and loads before you can click

on anything - but I'm sure that's just for the beta version of their design. Otherwise, the design is great.

- Under the Young Adults - To the Point section is great. I think it's a very nice design that does get "To the point" and the menu is RIGHT there, which I like. I like the "fast find" menu. I think it's smart and I like the Keyword Search too and it's location. I also like the bottom 3 sections on the bottom of the flash (Top 100, etc)
- Great use of colour and cool pictures. The information is not organized in rectangular boxes as in the previous too and seems more scattered around the page. Personally I prefer the information to be more organized. Rating: 8/10
- WAVERTREE.COM-2: This one is really good it has interactivity, Lots of color and Sound and will make youth want to visit the site again.
- AWESOME!! This one is the best...It definitely caught my attention! RATE: 1 all of the way!
- I like it 9/10 Flashy (looks good too, I can see how younger people would like this more)
- I like wavertree the best out of all them. The only thing I would change is make the street post image bigger so it is easier to read. I would rank it number 1.
- Criteria:
 - a) Contemporary? Score: 1 Love the signpost menu and the flash. I think it's a nice touch to have a post since the site is supposed to be giving direction to youth
 - b) Streaming of users? Score: 3 The front page is very easy to interpret, but once on the main page is chosen, there is no way to easily backtrack to another area were one to wish to do so.
 - c) Universal appeal? Score: 4 Fonts should be enlarged a little for easier reading on menu (signpost). Takes a little more involvement to hover than some people would like. OVERALL AVERAGE: 2.6
- This one deserves a 2, right after MarsWorks. The arrow directions, as well as the sounds are good features.
- Mon site préféré est celui de Wavertree! Il est tellement beau et très interactif. Ça l'air très intéressant de surfer sur ce site! Malheureusement, il faut avoir un ordinateur performant pour visualiser le site. Je lui met une note de 1!
- Je donnerai une note de 8 pour ce concept là. Il est très attrayant mais j'aime moins le fait d'avoir divisé youth et youth adult. Surtout qu'à première vue dans youth adult il semble manquer certaines choses comme le calendrier.

- Pour le troisieme site, je le cote 7/10 car je trouve que c bon de mettre un article du mois comme ds le site actuel.
- Je lui donne 10 sur 10, l'animation est bonne, originale et attrayante. Pour les 15-19, l'animation devrait arrêter, non pas se répéter sans arret (je ne sais pas si c'est normal...)Pour les 20-24, le panneau doit etre plus gros car il m'est presque impossible de lire ce qui est inscrit sur les panneau (surtout celui de science et technologie) Ah! et à la place de voir une petite feuille d'érable au sommet du poteau, il serait intéressant d'y voir un drapeau qui flotte dans le vent! :)

Negative

- Super cool concept, but perhaps not too user friendly for some people... plainish links on side would be easier to use than sign post idea. Sign post links text rather small with a large resolution screen although this is probably my favorite, I don't think it would work well for the government website.
- The Wavertree page did make an attempt at change, but the launch site is a bit too "busy". The changing Flash graphic, the multiple link options and the scroll over pop ups clutter a start page that would be better off a bit cleaner and simpler.
- The main page is too confusing. There is too much going on visually, with the multiple menus running in multiple directions. The headings aren't particularly clear, and I think, as a first time visitor, I would be confused by them and unsure of where I needed to go. The "signpost" graphic wasn't particularly helpful either, and I found the differing font sizes made parts of it a bit difficult to read. I'm not sure if this was part of the graphic or part of the sites content, but the question "Looking for Government Information?" seems a bit repetitive, as it seems highly unlikely that anyone not looking for government information would be browsing a site geared to do just that.
- The main page of this website is kind of confusing. I'm not sure if you will have the ability to click "Employer" or "Youth" on the main graphics opening, but then there is yet another menu on the bottom which makes it confusing as to what page we're looking for.
- This site was the worst out of all four. The rating for this site is a 3. It was not graphically appealing nor looked easy to navigate. I had no idea where I was.
- I rate this a 7.5. I really like the flash screen, but I find the menu to be quite lacking with vague selections. I think it would be really hard with the current set up to navigate through the site. While the flash looks cool, it's not for everyone. Unlike others, they did not a low speed version. I would have liked to have seen how it would have worked. I personally find this design "too flashed out" with too much beauty and not enough brains. It would also be a pain to update this site since it's nearly entirely flash.

- I'd give this one about a 5, because although I like the site design all the categories and subcategories are hidden and I like to be able to see what I'm looking for without having to look too hard for it.
- I like the splash screen on this one and the colour scheme. I don't think that you should have to click "enter" once you've already selected what category you would like to view. I think this will be a pain for regular visitors. I also don't like the flash sites as much. This site had the least mature look and didn't appear to be the most user-friendly site. I give this site a 4.
- I personally don't like the clicking noises when I pass my mouse over the links, but the signpost idea is neat.
- I really didn't like number 3 cause without the flash the page wouldn't work and that's no good.
- 7/10 I don't get concept of "Low Speed" right underneath "English". It really looks like same button (where it probably means high or low). Personally, I'm not really into popup menus, because as soon as I saw this page loading, I clicked on "English" even before I noticed popup. Most of government site have option of "English" or "French" as their default page. I think most people would just click on "English" or "French" without thinking that there is actually a submenu on "English" or "French"
- Not visually appealing, rate as 7.
- This site is horrible to navigate through. It needs flash!?! It doesn't really seem necessary because there is nothing fancy about it. Not a go for me. If I came across this site to look for fun, to kill time, or to better get to know the government I would not be able to stay here unless I had to. This site gets a 3/10. It just needs a new design and a better layout.
- wavertree 7/10, il est banal c n'est pas si accrocheur pour des jeunes
- Je crois que ce site est probablement celui qui représente plus les année 2000 avec ces graphiques et son concept. Quand on clique sur l'option high (flah), c'est impression la manière don s'ouvre la nouvelle page. La manière dont est présenté les sous-sections est différentes et amusante. Il y a du mouvement, ce qui rend le site plus interactif d'une certaine manière. Pour le reste, c'est correct. Je donne une note de 2.
- Pour ce qui est du concept 3, je lui accorde une cote de 5. D'un certain point de vue le concept d'introduction est très intéressant. Je ne crois pas qu'il soit juste pour les internautes de ne pas avoir accès à un site Internet parce qu'il faut une version de Flash 7.0, je ne crois pas que ce logiciel est accessible à tous. Les

personnes qui n'ont pas ce logiciel vont probablement diminuer leur visite sur le site. De plus, je crois que lorsqu'on a pas le logiciel requis, les graphiques sont moins beaux etc.

Ignite

Positive

- nice color scheme probably my preferred version/age selection page
- That being said, my favorite start page design was that of Ignite Studios. I liked the color combination and the clean, minimalist approach. The picture (despite the fact that it was still from the "smiley youth" category!) was simple and effective, but eye catching at the same time. The idea of only 2 link buttons really appealed to me, as right off the bat, the last thing you want to do is have to read a bunch of link selections to find out where the heck you want to go. It tells you where you are and where you need to go really clearly and meets all the requirements of a start page without getting overly stylized.
- Overall, in terms of site design, the Ignite page was by far my favorite. The colors are eye catching, the topics clear and easy to find. Your eye is drawn straight to the 2 link columns, one horizontal and one vertical and there is no confusion or clutter. The site manages to be aesthetically attractive but not at the expense of clarity.
- 8/10 They have a very nice simple layout. It's not very eye catching, but would be a great design for employers or service providers.
- **1/10** This is definitely my favorite website. It's very simple and very modern, not too much flash and it loads quickly. I wouldn't want to be waiting 10 hours for a website. The youth part and the young adult part are both different, and you can tell the difference which is great. They definitely are appealing and I would love to view them and keep going back and checking for updates. The front page is great; it has younger people on them.
- **Ignite** is by far the favourite for me. It is attractive and easy to navigate for all users, including employers and service providers. It looks fantastic!! The only thing that may confuse people (or maybe just me??) is how you can choose a high or low button when you get on the page. Is this completely necessary? Maybe they could choose their age or profession *then* the speed? I love the colours and site in general, but one more thing: I don't think it's necessary to have the virtual host on the page for 19-24 year olds. Definitely the favourite! Contemporary, not confusing as to where to go, and visually appealing to all! I think you covered your three main goals with Ignite.

- This site I highly enjoyed. First off, I liked the opening page and the ability to access information based on the needs of your age group - I think this would make it easier to find information pertaining to you. After all, what 15 year old needs to find a career more so than their first social insurance card?
- YOUTH 15-18:- HIGH: Right now it's a graphic, but I think it looks WAY cool. The information is right there and in your face, so there's no need to scan the page looking for something and it keeps with the old text font like the old youthpath site. LOW: I don't really know how this deviates from the high, but I'm sure it'll contain less flash components or something. Youth: 19-24 - The site gets increasingly smart as the age group increases. The content changes as well with the Youth Employment Strategy being implemented. I would like to see the side menu change as well. Maybe "dummy" up the menu a bit or have the article changed. After all, there aren't many 15 year olds who want to know why they should work for the public service, but many would probably benefit from the safer sex information or something like that.
- Again great use of colour and images that quickly grab your attention. Information is well organized and easy to find. Excellent!
- Ignite-Nice design. Rate as 2. The front page separates information into nice categories e.g. 19-24. Visually appealing design.
- this site was great, I liked the design and layout of the information

Negative

- I like that the colors are red...red for Canada I suppose. The focus seems to be more on the virtual host rather than the links on the side that would lead you to important information and the other boxes in the middle don't seem to have too much relevance. It looks very similar to what is already on the youthpath site. I'd give it about a 3
- I gave this site a 6. I like it but it just seemed like the same old thing you see from a government site.
- What were they thinking? No, really. I would give this site a 10. Doesn't work at all. While I love burgundy, I'm sure that not everyone does, and having a mono colour (many shades, granted, but all red) screen for any amount of time would not be easy on the eyes. It's as boring as the Acart or Marsworks sites, but in red 24/7. Honestly, what's up with that? Even if they were to give you the choice of color on the bottom of the screen, it's still too institutional.
- This site was a balance between the last place site and the first place site. The rating I give this concept is a 5. It was easily accessible and I could access the site with no problems. The visual appeal of this site was not comparable to the others. The color scheme chosen was poor.

- 6.5: I have to give it this rating because this is just another text based website and slow loading. Youth will definitely not want to come back if it takes too long to load.
- I rate this a 6.5. It looks nice, I really like the fact that unlike all the others it has a distinct theme, but it doesn't have the best color scheme (brown is OUT!). it looks good, but it's too small, the average computer now runs on resolution of 800x600, I think they are assuming we are running 640x480... there's a lot of wasted space off to the sides (I run 1024x768 which is quite common and it takes up just over half of my screen!) and bottom. I really don't think this would be functional to users. But the color scheme is really what gets me. Also doesn't look too original.
- Was colourful but there wasn't any vibe too it. RATE: 6
- wasn't too fond of this website because the colours aren't the greatest (makes me want to be sick), but also it takes too much work to get into the actual content of the site, I liked some of the other designs because at the front page you were asked for either english or french, but also the speed or the age group you wanted. This site gets a 6 or 7.
- This one is too similar to the current design. I'm not really fond of the colour scheme. It appears that all that was done was change the colour scheme and applying a splash screen. This one is my least favourite of the four choices. I like the idea of a totally new design would be a better choice. I would have to give this one a 5.
- Youth 15-18: 7/10; Youth 19-24: 7/10 Interesting colour design, but not that great
- 7/10 It has amazingly many (eight) choices after language selection. I was little confused since there were so many to choose from. Reddish-brown doesn't really appeal to be easy reading.
- The ignitestudios.com site is confusing at the start where you have to pick age group, or employer, then speed, etc. Too many options. Once you get into the site though it is easy to understand. I would not have too many cartoons though. They are fun and and all, but should be used for a much younger target audience.
- Comes in at 3rd place but just doesn't hold a candle to the #1 pick. Its seems easy to navigate it's just.... well to plain for me. But I still pass it with a 6 out of 10.
- Criteria: a) Contemporary? Score: 3 Not as fancy, yet very functional and organized. Fun color. b) Streaming of users? Score: 3 Very good. Obvious from front page entry where to go, and yet once again there's no obvious way to switch to another area of the site from within. c) Universal appeal? Score: 1 Easy to use

without a lot of fluff. Perhaps should be made bigger, but that may just be an issue with the prototype and the real site would be larger (i.e.: fill more of the browser window). OVERALL AVERAGE: 2.3

- I give this one a 6. It's too REDDISH-BROWN. IT even hurts my eyes a bit =)
- ignitestudios est franchement laid, la couleur orange est agressante.
- Bien de façon générale je ne trouve pas que c'est le site le plus intéressant. Il n'est pas mauvais, mais j'ai préféré les trois autres. La raison est bien simple, les couleurs. Tout est surtout dans des tons de rouge et blanc, probablement à cause des couleurs de notre drapeau, mais c'est Le concept... aussi, comparer au autre, je le trouve moins intéressant parce qu'il est moins visuel. Il y a moins d'images et de liens sur la page d'accueil à mon avis. Du moins, les images sautent moins aux yeux (encore à cause du choix de couleur à mon avis). Je donne une note de 5 à ce site, parce qu'il est moyen à mon avis.
- Le site de Ignite est très ordinaire et il ne m'a pas vraiment impressionné. Il ressemble à beaucoup d'autres sites qu'on retrouve sur internet. Alors, je lui met une note de 5.
- Pour celui ci j'attribuerai un 7. Les couleurs sont mornes et ca ne done pas le gout de continuer a chercher sur ce site a moins d'y être forcé.
- Pour ce qui est du dernier, j'accorde une cote de 10. Je trouve que les couleurs ne sont pas très attrayantes. De plus, elles font mal aux yeux. Comparativement aux autres sites, les liens vers d'autres sites ne sont pas accessible dans la page principale. Je trouve que ces couleurs sont trop voyantes et elle diminue la qualité des images et des graphiques. Je crois qu'il est important de demeurer avec des couleurs sobres car c'est un site du gouvernement et non un site personnel.

Acart

Negative

- This was my least favorite of the sites. I would give it about a 5/10. The page doesn't really keep my attention like the other do.
- I gave both the designs a 4. Neither of them had a good first impression on me and the design made me think this would not be a very interesting site.
- This page was efficient and did the job but I found the layout really unimaginative and boring. If this were to be the up graded, more mod site, I don't really see the point in upgrading at all.
- The first option with the green pad & white maple leaf gets a 10.Their rationale states "Green represents growth, learning and vibrancy." Sorry folks, avocado green is not

vibrant. They also say that the "imagery and graphics that relates to youths' sense of style, intelligence, energy and overall maturity level." It comes across as boring. Their Second option is a little better, I'd give it an 8. This seems to be a step back from the current youth site, too much squares, and no fluidity. They appealed to the 'older audience' a little too much.

- I did like both sites that we could choose from, but I found that the first (entry) page was a little bland looking. I like both splash pages but again it could have had a bit more pizzazz.
- #10 on my list- I don't like it at all. It's too cluttered and everything is the same. There's too much happening at once and you have to go through 10 things just to get to the site.
- This page was slow to load even on high speed despite having very little graphics content but maybe that was my connection. This page was kind of all over the place in terms of design. Too many graphical links/resources in such little space. The page is kind of drab with very little appeal to younger groups. I like the "in-focus" section of the page however. Otherwise, the page has very little appeal.
- #10 on my list- I don't like it at all. It's too cluttered and everything is the same. There's too much happening at once and you have to go through 10 things just to get to the site.
- This page was slow to load even on high speed despite having very little graphics content but maybe that was my connection. This page was kind of all over the place in terms of design. Too many graphical links/resources in such little space. The page is kind of drab with very little appeal to younger groups. I like the "in-focus" section of the page however. Otherwise, the page has very little appeal.
- More like a traditional Canadian Government Website. Not as much colour. Nice pictures, but overall it is not as captivating as the previous one
Rating: 7/10
- 6/10 This is not as good as MarsWorks because it is just a text website, no interactivity, and no colors that make it stand out. This makes for a boring website that youth will not return to.
- Option 1: I rate this a 7.0. Although the design is functional, I think the color scheme is really bad and there is no "theme" that brings everything together. It basically looks like a menu, a body and the official canada.gc.ca top bar slapped together. Look's kind of amateur and boring.
- Option 2: I rate this a 7.5. The graphics are a bit nicer and everything blends together better than their first attempt, but there's a real lack of color. I don't see a focal point.

I think if there was a bit more color and graphics behind the left menu, it would be a lot better and be up there as top design. The interface is pretty good though.

- Definitely a 10, it sucks because it looks most like the current website.
- 7/10 (too slow to load - but is this just because it is a picture of the site?)
Generally hard to tell. Pretty basic design, not very exciting to me.
- 7/10 First template, I got annoyed by pull-down menu after three visits to this site. Half of the time, I was clicking on wrong section. Main page design is ordinary that it looks like another hard-to-navigate boring government site. In regards to second template, too much of white space makes it hard to recognize texts on page. Some kind of color separation between menu and the content page should be considered.
- The acart.com website is nice, clear and easy to understand, but, I do not like the grey font color they choose in some areas. Not very easy to read or attention-grabbing. I would rank it number 2.
- Design is NOT appealing, too much information to find, It is too over whelming. Rate as 7.
- I give this design a 4 This one looks good but it's not as appealing as some of the others
- Le site de Acart (le deuxième) n'était pas très beau. Il ne semble pas intéressant du tout! Je lui met une note de 7.
- Acart est bien 7/10 mais il manque de la couleur
- Le site de Acart (le deuxième) n'était pas très beau. Il ne semble pas intéressant du tout! Je lui met une note de 7.
- Ce concept ne vau pas plus qu'un 6 pour moi car il fait trop « officiel » les jeunes veulent un site concu pour eux tasndis que celui a l'air trop sérieux!
- (6) I didn't like the design of this site much... but it was not as bad as the mars one

Positive

- Looks good, I prefer the first concept design. Good way to select age group/language using a single page.
- The Acart page was a bit of an improvement. The pull down menu is something different and allows all the options to be listed without cluttering the page unnecessarily. What I didn't get was the graphic. What is the point of having a graphic if the focal point of the image is totally obscured by a pull down menu?

- 9/10 The link on the left for youth.ca is the better of the 2. The site offers a drop down menu with options for different aged youth, employers, etc. The featured web site links on the bottom right are good; they put some of the important links where they will most likely be seen. As well, the search box in the bottom left is key. The Quick Tools drop down menu has some great links in it.
- The first one looked a lot better than the second one, it wasn't exciting. The first one looked good and looked alive.
RATE: first: 4 second: 9
- This site is my favourite! It uses "white-space" effectively and has a mature look to it. After realizing this organization has given 2 samples, I thought the first sample was better than the second one. I really like the idea of the drop-down menu on the splash screen. This sample was one of the better ones. The only thing I think that the 15-18 and the 19-24 age group pages were very similar and there wasn't a whole lot of distinction between the two. This site is probably one of the easiest ones to navigate. I give this site a 2.
- ACART has the second best web site. It has all the necessary information and nice choices for age groups and languages. That and it looks pretty cool. 8 out of 10 for me. Rank #2!
- VERSION 1 (green leaf for entrance) a) Contemporary? Score: 3
Layout is logical. It's a little more standard to the government site style compared to the previous site. There's some use of flash which makes it attractive (egg: arrows on main menu). b) Streaming of users? Score: 1 Excellent. Front page allows fast, easy choice and once inside the site on the menu bar it's again easy to transfer over to another section. c) Universal appeal? Score: 3 It seems easy enough to browse and has an obvious menu for everyone to use. Odd fonts throughout. OVERALL AVERAGE: 2.3
VERSION 2 (little hand entrance) a) Contemporary? Same as green leaf (3)
b) Streaming of users? Score: Same as green leaf (1) c) Universal appeal? Score: 2
Easy enough to browse and has an obvious menu for everyone to use. Nice, universally appealing colors. OVERALL AVERAGE: 2
- Sur ce site donne accès à deux pages différentes, deux modèles différents. Les deux sont intéressantes, avec un concept similaire à mon avis. Les images changent et les logos aussi d'une page à une autre. Je préfère le lien qui est plus à gauche sur la page de présentation (celui qui a le logo vert). Les deux sont très bon, les images représentent vraiment les jeunes aujourd'hui, je crois. Mon impression générale est bonne. Je donne 3, parce que c'est un bon site, mais il faut choisir.

- Je trouve le site acart.com meilleur que le premier je le cote 8 car il ya on choisit le site pour les differentes classes d'ages et pour d'autres personnes aussi comme les employeurs.
- Le concept 2, retire l'attention aussi. Je crois que c'est deux sites peuvent améliorer l'image du gouvernement. En effet, la création d'un nouvel environnement permettra d'attirer de nouveaux visiteurs. Ce concept selon moi répond aux attentes des jeunes et à la fois des fonctionnaires. Tout comme la première ébauche, l'ensemble du concept est clair. Il est très intéressant d'avoir un ensemble de liens à visiter. Cette catégorie nous permet de connaître de nouveaux services.

Additional

- I think the idea of separate sites for different age groups is good, but I'd like to see all the information available on both sites, but the different information more emphasized... well that's my opinion anyhow...
- The first question that came to my mind upon reaching the start page is if it is possible to move away from the rectangular graphic that is the hallmark of every government youth site I have seen so far. I think one way to modernize the look of the site would to avoid having the start page based on the same old concept: rectangular background, smiling youth big square French/English link buttons. I realize that certain aspects of the start page (Language preference, employer link, student link, Canada logo, etc) are fundamental, but I think the placement and font and shapes could be modified to move away from the familiar. Similarly, perhaps a new graphics theme could be considered. The site IS geared to youth, but the "smiley youth" start page photos are a bit cliché and have definitely been done before.
- I think the article of the month on the marsworks page is a great idea, but I think that could turn into so much more. If the youth.gc.ca website hosted news as it related to youth, I think it could be a vital source for youth. A link to TSN, or actual updates on the website as sports scores come in, headlines on the youth website from globe and mail. There would need to be a relationship established with TSN and globe and mail, but I think if it was expressed that influencing youth at this stage to get into reading the news on the globe and mail website may lead them to purchase the paper, they would be more accepting. As well, health and wellness could be placed into this category with many articles focusing on this subject from magazines such as men's health and other publications... of course with permission.
- Education link could have the following sub categories: Linked up to McLaren's ranking of Universities, Reviews of Universities done by students who go to the

respective universities, how to pay for university, Advice on choosing a program and a future career, Education abroad & what to consider (a checklist)
Money link could have the following sub categories: How to save, how to manage with credit cards/lines of credit/student loans, Investing, Jobs could have many links to the various youth employment websites. These are just some of my thoughts.

- If you want my opinion I think that youth.gc.ca should be the design from MarsWorks because it doesn't take long to load, lots of color and is **HIGHLY INTERACTIVE!!**
- All of them had low resolutions. I think they should fit in your window browser.
- Get rid of annoying clicking noises - if there are clicking noises, make them very subtle and quiet. I liked the flash
- My 3rd and 4th picks had very basic designs that look similar to how the website looks now. I think it would be good to get away from that. ACART's site was confusing, because it had 4 different possible ways (or more) to enter... what is that all about? Overall, the quality of the designs were excellent
- All sites we're easy to find information. I like the layout of 1 & 4 and think if the two we're mixed you'd have yourself one awesome site!
- General comment: Instead of separating 15-18 youth and 19-24 youth, How about like High school and Young Adult? In my idea, words appear better than listing numbers. I think youth portal will have more youth users than employers or corporate users.
- It is probably a good idea to make button for "youth" little bigger than employers/service providers. Also, all of those pages should use cookie to save user settings so people don't have to click "High" or "Low" every time they visit page. I really liked the MarsWork's navigation system - "English,French" then "Low-Med-High". Very easy to navigate through.
- My initial reaction was most positive to the second site (little hand version). Just to be sure, I asked a friend what he thought and he agreed it was the most appealing.
- Another good feature that the site should offer is an email carrier (i.e.someone@youth.ca). I think it'll be nice, heck I'd sure want one.
- Le choix est difficile, parce que dans l'ensemble les trois premiers se ressemblent. Globalement les concepts sont les mêmes, c'est visuel et ils ont l'air facile à utiliser. Par contre le premier et le troisième sont à mon avis plus intéressants,

mais je ne sais pas lequel choisir entre les deux. Par contre, celui que j'aime le moins, est le dernier. Somme toute le meilleur concept est le 1er c'est celui que, je crois, les jeunes vont le mieux aimer (autant les ados que les plus vieux!) Le quatrième site, enfin je le cote 10/10 car c'est bon de mettre des classes d'âge mais aussi de mettre les versions basse et haute vitesse pour visualiser des extraits de jeunes.