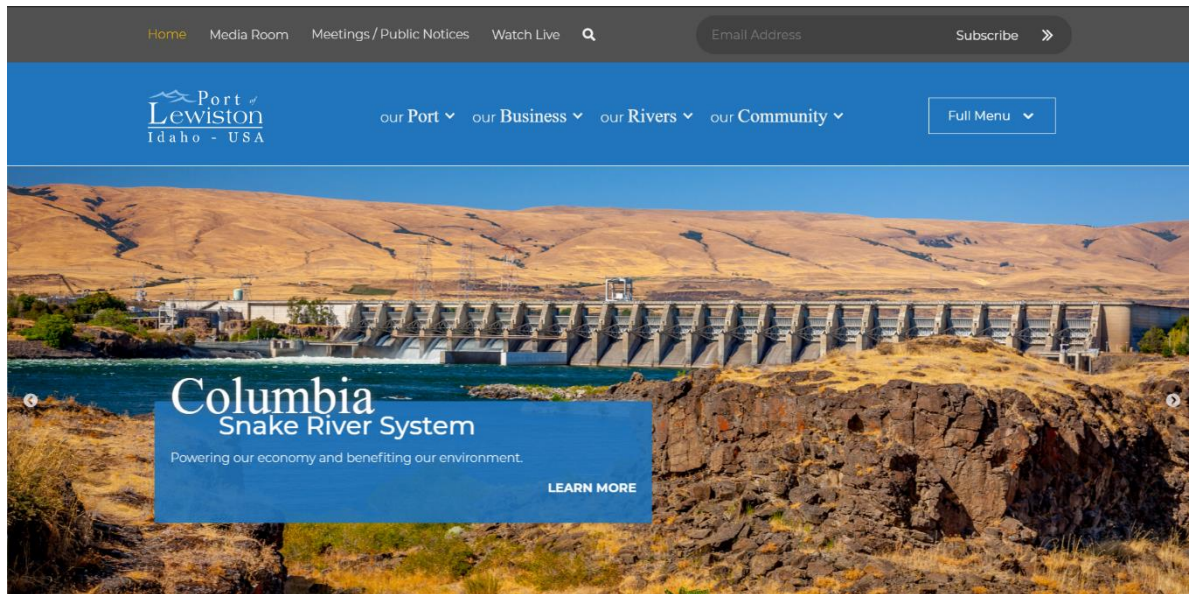


Port of Lewiston Website Audit

<https://portoflewiston.com/>

**Branding** - The Port of Lewiston site's branding is very consistent throughout the pages color-wise because there are around four colors that are used. There is a light blue that is used for highlighting content or for blocks of text. The colors have a main color blue in the color palette and the rest of the colors are accent colors, which include a darker blue for bolded titles, an orange color that is used in hover states to highlight in a different color and the main color also matches the main blue in the logo. The text colors are black and white for most text, but for links and bolded headings the color is a dark blue color. The typography on the site is very consistent throughout the site, the headers on the site are usually all capital and bolded to highlight them for the articles on the page or the header of the page while the text is always smaller font size. There are background images on most of the pages at the very top behind the header that span across the whole page and they are all images that are relevant to the page or article and they all relate to a port with pictures of cargo, fish, the river, and boats. On the homepage there is a large slideshow of background images that are related to articles with a title of the article and the start

of the article in a box.



Here is a screenshot of the homepage. I like how the logo is there on the top left and the slideshow gives article information and shows grand pictures. I think the branding fits into the surface plane in the design UX because there is a lot of sensory designs going in with the matching colors and large epic images sliding on the screen. Overall the site's branding is very well in theme with what the company is involved with and the website reflects this with the attention to detail and appropriate use of images and content. 5/5.

**Design** - The Port of Lewiston sites uses consistent design in the navigation, headers, titles, and hyperlinks. The headers are a bigger font than the content and are bolded to highlight them as the title. There are also instances where the header is in a blue box for what the page is going to be about. The site uses whitespace consistently to highlight specific objects to click on or to highlight a header. They use a vibrant blue color that contrasts against the whitespace in the background and it highlights it very well. There aren't really any calls to action on the site because the content on the site mostly has articles and information about the Port of Lewiston and news and updates about it as well. For the articles on the site the headers are highlighted by

being very large compared to the text below it, so the text is not laid out for an “F” pattern, but more linear reading up and down with some content on the sidebars. The home page has a large amount of white space, but it is not necessarily a bad thing because it highlights main things like news & updates along with some extra content to explore as well. The white space in articles is only used around the titles and the content is compact, but not so much that it makes it hard to read. There are giant images on the homepage that are in a slideshow that transition around eight seconds and each of them have an article title and learn more on them. It is not that distracting, but I do wish each slide would stay for a longer period. This one is also sensory design because it is all about how the page looks and what is being highlighted. Overall the design was not distracting and even though there was a lot of white space, I didn’t mind it. 4.7/5.

**Content** – Most of the content on the site is about the port and what the port does. There are a lot of pages that just have a lot of links to other pages involving government documents. The articles are always relevant to the company and the page that is being referenced and they go in depth enough that they are not too long and might use some charts or images to give more information which is good. The latest article on the site was posted on 2/17/20 and links to a separate page with a reaction to a letter about dams in the snake river. It looks like the site has been updated recently because there are articles that have been posted within the last month or week. The “about us” section is labeled as “who we are” and it gives a brief description of what the port of Lewiston does and has two separate links to their staff page and their history page. The history page gives a brief description of the history of the port of Lewiston and there is a timeline on the page that looks quite good, but it lacks depth of information for each tab on the timeline. The staff page has profiles for the commissioners and gives information about them, but I expected more staff included because there is just administration there. The last thing to talk about is the

ads on the site, there are none, which is so great. This area fits in the scope plane because of the content on the site and the information involved with the content. Overall, I thought the content was fine. There were pages that might have been lacking some in-depth content and some were just links to other pages or sites. I really liked that there were no ads and the tone was very consistent throughout the pages. The improvements I would make would be adding more relevant content to the pages and fixing any links that don't go anywhere relevant. 3.6/5.

**Accessibility** – I went and checked the color contrast checker for the titles on the page and the normal text did not pass the WCAG AAA standards for accessibility, but it did pass the AA standards. Depending on whether the site is trying to rank in AA or AAA is something I don't know, but either way that is an accessibility issue. The issues with alt text can be highlighted on this page where the images don't have alt text. The salmon should have the alt text "illustration of a salmon", but it doesn't have that which is an accessibility issue for screen readers.

## A BALANCED APPROACH TO RECOVERY

In the Columbia River Basin, there are 13 species of salmon and steelhead listed as threatened or endangered under the Endangered Species Act. Four of these are Snake River runs.

The ESA listings have been in place for many years, following decades of decline in fish populations.

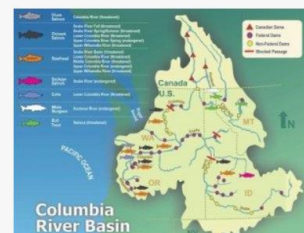


"Recovery plans have been proposed, biological opinions issued and re-issued, and legal battles fought over what actions, proposed and implemented, should be taken to avoid further jeopardizing the listed species, especially salmon and steelhead directly affected by hydropower dams," wrote John Harrison, public information officer for the Northwest Power and Conservation Council.

All previous recovery plans have met legal challenge. Most recently, federal agencies were defending the 2014 biological opinion (or BiOp). In May 2016, Judge Michael Simon of the U.S. District Court for Oregon ruled that a comprehensive environmental impact statement must be completed for the 2014 BiOp and should include evaluation of alternatives like breaching mainstem dams. While his ruling kept the current BiOp in place, it also required a new one to be completed by September 2021.

### NAVIGATION

- [Salmon Recovery](#)
- [Reports & Fact Sheets](#)
- [Legal Documents](#)
- [Partners](#)
- [News Room](#)

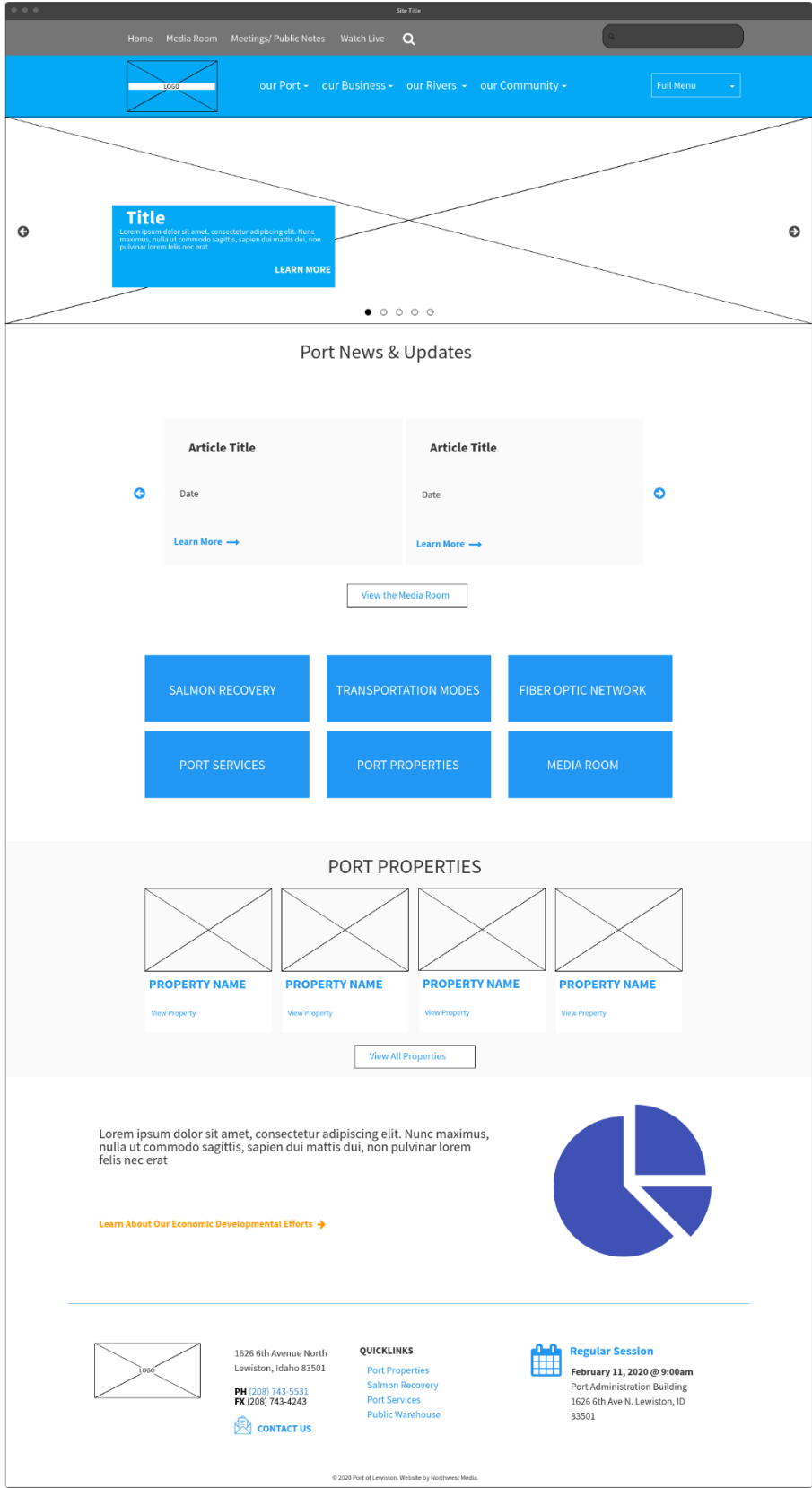


Using the PowerMapper accessibility check I was able to learn about the issues on the site. The first issue with accessibility is that there is alt text missing or the alt text is not accurate of the

image on the page. There also seems to be some form elements not being labeled and duplicate ids that are being used. A lot of level A and AA errors, but not AAA. There are seven pages with broken links and some of them are just empty strings or are invisible. The biggest usability errors seem to be that SVG images are not compatible with older browsers and the tel: URL scheme does not work with a multitude of browsers. Standards issues seem to include bad values for xmlns:link and duplicate ids. There are also some issues with styles and the child element that was trying to be used. No priority 1 standard errors for usability which is good. The plan for UX for this category is strategy because trying to make the page accessible makes the page fit the user's needs. Overall the accessibility is quite poor. I think users with disabilities might struggle to use some parts of the site. The accessibility issues would be fixed if they investigated the errors and fixed them. The alt text issue can be fixed by just adding a correct description to the image and they should check the color contrast checker for the main colors to make them fit WCAG AAA standards. 1/5.

**Technical Issues** – The sitemap.html does not exist for the site, which is an issue. When using gtmetrix to get information on the site, it gave the site an 89% which is a B for page load speed and an Yslow score of 79% which is a C. The item that is dragging down the score the most is the defer parsing of JavaScript. This makes sense because there is a lot of JavaScript animations on the site when pulling up certain facts or articles. When testing on pingdom.com to Australia, the website got a score of A with a performance grade of 99 and a page size of 2.5MB. I think that this is a good score and the only thing that it suggests is to reduce the DNS lookup. The last site I checked for technical issues was with website.grader.com. The site gave perfect scores for security and for mobile, but SEO and Performance were still bringing the score down. The performance makes sense because, like the gtmetrix score, there was a lot of JavaScript being

loaded in that was slowing the site down. The SEO score is bad because the site is missing the sitemap.html, heading tags are missing and meta descriptions are too long. I would think that this category fits into the skeleton because how the pages are setup and how intense the content is can have an impact on how the pages are loading. Overall the loading pages are issues and the JavaScript is too intense. I suggest editing the JavaScript to make the pages load faster if they want to improve their scores and add a sitemap.html to the site as well. 2/5.



Port of Lewiston  
Wireframe

## Bibliography

Contrast Checker <https://webaim.org/resources/contrastchecker/>

Sortsite - Accessibility Checker and Validator

<https://www.powermapper.com/products/sortsite/checks/accessibility-checks/>

Website Grader Inc - <https://website.grader.com/>

Pingdom Tools <https://tools.pingdom.com/>

How Fast Does Your Website Load? find Out with Gtmetrix <https://gtmetrix.com/>