



Website equity wireframe / page worksheet

This worksheet is to help evaluate equity in the website redesign / page decisions

The higher the score the more the content is likely to prioritize and benefit communities experiencing the greatest barriers, and most subjected to marginalization. (max score 21)

Score each area based on “content” and “structure.” Content refers to the *information* that is presented—the *what* is being said. Structure refers to *how* the information is presented. When evaluating structure consider things like, how is the information sequenced? Where is the information positioned on the page, or on the site? How many “clicks” does it take to reach the information? Etc. After you’ve scored each area please take some time to provide a justification, or reason, you’ve scored it as you have.

What is your threshold score to move forward as is, or make changes/adjustments?

Which page / wireframe are you evaluating?

Does this page most **positively** impact:

Race/ethnicity: Information on page is intentionally created, and positioned, to reach:

- Communities of color: 5 points
- Other communities subjected to marginalization (ability, LGBTQ): 3 points
- White/dominant people: 0 points

Content:

Structure:

Justification:

Language: Access to information:



- Information is easily accessible for communities for whom English is not their home language: 3 points
- Information easily accessible for communities for whom English is their home language: 1 point

Content:

Structure:

Justification:

Financial: Does the information, and the positioning of the information, on this page prioritize reaching:

- People living in poverty: 5 points
- People with mid-level financial privilege (middle income or people with surplus income): 2 points
- People with high financial privilege: 0 point

Content:

Structure:

Justification:

Accessibility: Is the information and how it is presented accessible to people with (score all that apply)

- Visual impairments :1
- Different learning styles/ learning disabilities: 1
- Physical limitations: 1

Content:

Structure:

Justification:

Reading level: How do you evaluate the reading level of the content, and the arrangement of text on this page:

- Reading level at 9th grade or below: 5
- Reading level between 10-12th grade level: 2
- Reading level about 12th grade level: 1

Content:

Structure:

Justification:

Total score: