Classification of Web Page Design Quality using Naïve Bayesian Algorithm

Tin Thein Thwel, Aye Aye Than
University of Computer Studies, Yangon
tin.thein.thwel.@gmail.com, ayeayethan@ucsy.edu.mm

Abstract

Nowadays, World Wide Web is become popular and building high-quality web sites are a challenging task. Potentialities of web applications are remarkable leading many organizations to spend awesome amounts of money on developing the web sites. Organizations investing in web technologies and applications are looking forward to realizing the benefits of these investments, however, this would not be possible without an appropriate tool for measuring the quality of their web sites. Software design metrics is important for measuring quality of web sites [2]. This paper is intended to develop a web page design quality measuring system or supporting non-professional web designers. The general approach in this paper are: identify the fourteen metrics for each of good or bad quality web pages, measure the design quality of web page by using Naïve Bayesian Model and predict the design quality of new web page.