toprova.

The jury’s scoring grid

The four criteria, their weights and the 1-to-10 scale Toprova uses, with a blank grid to score a website yourself.

The score out of 10

80 % comes from the jury’s score, 20 % from three Lighthouse measurements (speed, accessibility, best practices), median of three runs. A website needs 7.0 out of 10 to get the stamp.

The four criteria

Criterion	Weight	What the jury looks at
Design	40 %	Composition, typography, colour, images
Usability	30 %	Navigation, readability, hierarchy, mobile version, visible accessibility
Creativity	20 %	Idea, originality, staging
Content	10 %	Clarity of message, quality of copy and media

The scale

- 5: fine, nothing more
- 6: clean
- 7: polished
- 8: remarkable
- 9: exceptional
- 10: world reference

Chemin du Nant-de-Crève-Cœur 17, 1290 Versoix

Blank grid

Website	Design ×0.4	Usability ×0.3	Creativity ×0.2	Content ×0.1	Score

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