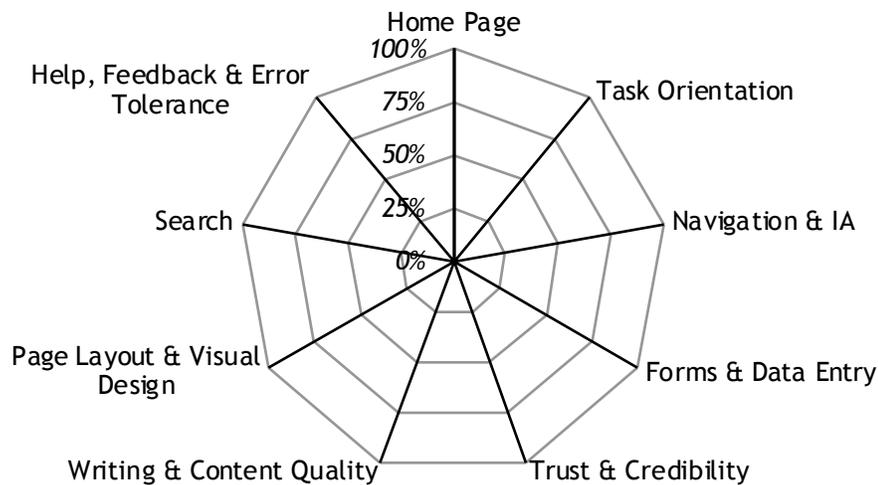


Expert Review

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	0	20	0	
Task Orientation	0	44	0	
Navigation & IA	0	29	0	
Forms & Data Entry	0	23	0	
Trust & Credibility	0	13	0	
Writing & Content Quality	0	23	0	
Page Layout & Visual Design	0	38	0	
Search	0	20	0	
Help, Feedback & Error Tolerance	0	37	0	
Overall score		247	0	



Home Page

Checkpoint	Comments
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided) The home page contains a search input box	
Product categories are provided and clearly visible on the homepage	
Useful content is presented on the home page or within one click of the home page	
The home page shows good examples of real site content	
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	
The home page contains meaningful graphics, not clip art or pictures of models	
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	
The title of the home page will provide good visibility in search engines like Google	
All corporate information is grouped in one distinct area (e.g. "About Us")	
Users will understand the value proposition	
By just looking at the home page, the first time user will understand where to start	
The home page shows all the major options	
The home page of the site has a memorable URL	
The home page is professionally designed and will create a positive first impression	
The design of the home page will encourage people to explore the site	
The home page looks like a home page; pages lower in the site will not be confused with it	

Task Orientation & Site Functionality

Checkpoint		Comments
The site is free from irrelevant, unnecessary and distracting information	<input type="checkbox"/>	
Excessive use of scripts, applets, movies, audio files, graphics and images has been avoided The site avoids unnecessary registration	<input type="checkbox"/>	
The critical path (e.g. purchase, subscription) is clear, with no distractions on route	<input type="checkbox"/>	
Information is presented in a simple, natural and logical order	<input type="checkbox"/>	
The number of screens required per task has been minimised	<input type="checkbox"/>	
The site requires minimal scrolling and clicking	<input type="checkbox"/>	
The site correctly anticipates and prompts for the user's probable next activity	<input type="checkbox"/>	
When graphs are shown, users have access to the actual data (e.g. numeric annotation on bar charts) Activities allocated to the user or the computer take full advantage of the strengths of each (look for actions that can be done automatically by the site. e.g. postcode lookup) Users can complete common tasks quickly	<input type="checkbox"/>	
Items can be compared easily when this is necessary for the task (e.g. product comparisons) The task sequence parallels the user's work processes	<input type="checkbox"/>	
The site makes the user's work easier and quicker than without the system	<input type="checkbox"/>	
The most important and frequently used topics, features and functions are close to the centre of the page, not in the far left or right margins The user does not need to enter the same information more than once	<input type="checkbox"/>	
Important, frequently needed topics and tasks are close to the 'surface' of the web site	<input type="checkbox"/>	
Typing (e.g. during purchase) is kept to an absolute minimum, with accelerators ("one-click") for return users The path for any given task is a reasonable length (2-5 clicks)	<input type="checkbox"/>	
When there are multiple steps in a task, the site displays all the steps that need to be completed and provides feedback on the user's current position in the workflow Price is always clearly displayed next to any product	<input type="checkbox"/>	
The site's privacy policy is easy to find, especially on pages that ask for personal information, and the policy is simple and clear Users of the site do not need to remember information from place to place	<input type="checkbox"/>	
The use of metaphors is easily understandable by the typical user	<input type="checkbox"/>	
Data formats follow appropriate cultural conventions (e.g. miles for UK)	<input type="checkbox"/>	
Details of the software's internal workings are not exposed to the user	<input type="checkbox"/>	
The site caters for users with little prior experience of the web	<input type="checkbox"/>	
The site makes it easy for users to explore the site and try out different options before committing themselves A typical first-time visitor can do the most common tasks without assistance	<input type="checkbox"/>	
When they return to the site, users will remember how to carry out the key tasks	<input type="checkbox"/>	
The functionality of novel device controls is obvious	<input type="checkbox"/>	
On the basket page, there is a highly visible 'Proceed to checkout' button at the top and bottom of the page Important calls to action, like 'Add to basket', are highly visible	<input type="checkbox"/>	
Action buttons (such as "Submit") are always invoked by the user, not automatically invoked by the system when the last field is completed Command and action items are presented as buttons (not, for example, as hypertext links) If the user is half-way through a transaction and quits, the user can later return to the site and continue from where he left off When a page presents a lot of information, the user can sort and filter the information	<input type="checkbox"/>	
If there is an image on a button or icon, it is relevant to the task	<input type="checkbox"/>	
The site prompts the user before automatically logging off the user, and the time out is appropriate Unwanted features (e.g. Flash animations) can be stopped or skipped	<input type="checkbox"/>	
The site is robust and all the key features work (i.e. there are no javascript exceptions, CGI errors or broken links) The site supports novice and expert users by providing different levels of explanation (e.g. in help and error messages) The site allows users to rename objects and actions in the interface (e.g. naming delivery addresses or accounts) The site allows the user to customise operational time parameters (e.g. time until automatic logout)	<input type="checkbox"/>	

Forms & Data Entry

Checkpoint		Comments
Fields in data entry screens contain default values when appropriate and show the structure of the data and the field length	<input type="checkbox"/>	
When a task involves source documents (such as a paper form), the interface is compatible with the characteristics of the source document	<input type="checkbox"/>	
The site automatically enters field formatting data (e.g. currency symbols, commas for 1000s, trailing or leading spaces). Users do not need to enter characters like £ or %.	<input type="checkbox"/>	
Field labels on forms clearly explain what entries are desired	<input type="checkbox"/>	
Text boxes on forms are the right length for the expected answer	<input type="checkbox"/>	
There is a clear distinction between "required" and "optional" fields on forms	<input type="checkbox"/>	
The same form is used for both logging in and registering (i.e. it's like Amazon)	<input type="checkbox"/>	
Forms pre-warn the user if external information is needed for completion (e.g. a passport number)	<input type="checkbox"/>	
Questions on forms are grouped logically, and each group has a heading	<input type="checkbox"/>	
Fields on forms contain hints, examples or model answers to demonstrate the expected input	<input type="checkbox"/>	
When field labels on forms take the form of questions, the questions are stated in clear, simple language	<input type="checkbox"/>	
Pull-down menus, radio buttons and check boxes are used in preference to text entry fields on forms (i.e. text entry fields are not overused)	<input type="checkbox"/>	
With data entry screens, the cursor is placed where the input is needed	<input type="checkbox"/>	
Data formats are clearly indicated for input (e.g. dates) and output (e.g. units of values).	<input type="checkbox"/>	
Users can complete simple tasks by entering just essential information (with the system supplying the non-essential information by default)	<input type="checkbox"/>	
Forms allow users to stay with a single interaction method for as long as possible (i.e. users do not need to make numerous shifts from keyboard to mouse to keyboard).	<input type="checkbox"/>	
The user can change default values in form fields	<input type="checkbox"/>	
Text entry fields indicate the amount and the format of data that needs to be entered	<input type="checkbox"/>	
Forms are validated before the form is submitted	<input type="checkbox"/>	
With data entry screens, the site carries out field-level checking and form-level checking at the appropriate time	<input type="checkbox"/>	
The site makes it easy to correct errors (e.g. when a form is incomplete, positioning the cursor at the location where correction is required)	<input type="checkbox"/>	
There is consistency between data entry and data display	<input type="checkbox"/>	
Labels are close to the data entry fields (e.g. labels are right justified)	<input type="checkbox"/>	

Trust & Credibility

Checkpoint	Comments
The content is up-to-date, authoritative and trustworthy	
The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.	
It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	
The company comprises acknowledged experts (look for credentials)	
The site avoids advertisements, especially pop-ups.	
Delivery costs are highlighted at the very beginning of checkout	
The site avoids marketing waffle	
Each page is clearly branded so that the user knows he is still in the same site	
It is easy to contact someone for assistance and a reply is received quickly	
The content is fresh: it is updated frequently and the site includes recent content	
The site is free of typographic errors and spelling mistakes	
The visual design complements the brand and any offline marketing messages	
There are real people behind the organisation and they are honest and trustworthy (look for bios)	

Writing & Content Quality

Checkpoint		Comments
The site has compelling and unique content	<input type="checkbox"/>	
Text is concise, with no needless instructions or welcome notes	<input type="checkbox"/>	
Each content page begins with conclusions or implications and the text is written with an inverted pyramid style Pages use bulleted and numbered lists in preference to narrative text	<input type="checkbox"/>	
Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another The most important items in a list are placed at the top	<input type="checkbox"/>	
Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical Content has been specifically created for the web (web pages do not comprise reworded material from print publications such as brochures)	<input type="checkbox"/>	
Product pages contain the detail necessary to make a purchase, and users can zoom in on product images Hypertext has been appropriately used to structure content	<input type="checkbox"/>	
Sentences are written in the active voice	<input type="checkbox"/>	
Pages are quick to scan, with ample headings and sub-headings and short paragraphs	<input type="checkbox"/>	
The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text Each page is clearly labelled with a descriptive and useful title that makes sense as a bookmark	<input type="checkbox"/>	
Links and link titles are descriptive and predictive, and there are no "Click here!" links	<input type="checkbox"/>	
The site avoids cute, clever, or cryptic headings	<input type="checkbox"/>	
Link names match the title of destination pages, so users will know when they have reached the intended page Button labels and link labels start with action words	<input type="checkbox"/>	
Headings and sub-headings are short, straightforward and descriptive	<input type="checkbox"/>	
The words, phrases and concepts used will be familiar to the typical user	<input type="checkbox"/>	
Numbered lists start at "1" not at "0"	<input type="checkbox"/>	
Acronyms and abbreviations are defined when first used	<input type="checkbox"/>	
Text links are long enough to be understood, but short enough to minimise wrapping (especially when used as a navigation list)	<input type="checkbox"/>	

Page Layout & Visual Design

Checkpoint		Comments
The screen density is appropriate for the target users and their tasks	<input type="checkbox"/>	
The layout helps focus attention on what to do next	<input type="checkbox"/>	
On all pages, the most important information (such as frequently used topics, features and functions) is presented on the first screenful of information ("above the fold") The site can be used without scrolling horizontally	<input type="checkbox"/>	
Things that are clickable (like buttons) are obviously pressable	<input type="checkbox"/>	
Items that aren't clickable do not have characteristics that suggest that they are	<input type="checkbox"/>	
The functionality of buttons and controls is obvious from their labels or from their design	<input type="checkbox"/>	
Clickable images include redundant text labels (i.e. there is no 'mystery meat' navigation)	<input type="checkbox"/>	
Hypertext links are easy to identify without needing to 'minesweep' (e.g. underlined)	<input type="checkbox"/>	
Fonts are used consistently	<input type="checkbox"/>	
The relationship between controls and their actions is obvious	<input type="checkbox"/>	
Icons and graphics are standard and/or intuitive (concrete and familiar)	<input type="checkbox"/>	
There is a clear visual "starting point" to every page	<input type="checkbox"/>	
Each page on the site shares a consistent layout	<input type="checkbox"/>	
Pages on the site are formatted for printing, or there is a printer-friendly version	<input type="checkbox"/>	
Buttons and links show that they have been clicked	<input type="checkbox"/>	
GUI components (like radio buttons and check boxes) are used appropriately	<input type="checkbox"/>	
Fonts are readable	<input type="checkbox"/>	
The site avoids italicised text and uses underlining only for hypertext links	<input type="checkbox"/>	
There is a good balance between information density and use of white space	<input type="checkbox"/>	
The site is pleasant to look at	<input type="checkbox"/>	
Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not)	<input type="checkbox"/>	
The site avoids extensive use of upper case text	<input type="checkbox"/>	
The site has a consistent, clearly recognisable look and feel that will engage users	<input type="checkbox"/>	
Saturated blue is avoided for fine detail (e.g. text, thin lines and symbols)	<input type="checkbox"/>	
Colour is used to structure and group items on the page	<input type="checkbox"/>	
Graphics will not be confused with banner ads	<input type="checkbox"/>	
Emboldening is used to emphasise important topic categories	<input type="checkbox"/>	
On content pages, line lengths are neither too short (<50 characters per line) nor too long (>100 characters per line) when viewed in a standard browser width window	<input type="checkbox"/>	
Pages have been designed to an underlying grid, with items and widgets aligned both horizontally and vertically	<input type="checkbox"/>	
Meaningful labels, effective background colours and appropriate use of borders and white space help users identify a set of items as a discrete functional block	<input type="checkbox"/>	
The colours work well together and complicated backgrounds are avoided	<input type="checkbox"/>	
Individual pages are free of clutter and irrelevant information	<input type="checkbox"/>	
Standard elements (such as page titles, site navigation, page navigation, privacy policy etc.) are easy to locate	<input type="checkbox"/>	
The organisation's logo is placed in the same location on every page, and clicking the logo returns the user to the most logical page (e.g. the home page)	<input type="checkbox"/>	
Attention-attracting features (such as animation, bold colours and size differentials) are used sparingly and only where relevant	<input type="checkbox"/>	
Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family)	<input type="checkbox"/>	
Related information and functions are clustered together, and each group can be scanned in a single fixation (5-deg. about 4.4cm diam circle on screen)	<input type="checkbox"/>	

Help, Feedback & Error Tolerance

Checkpoint	Comments
The FAQ or on-line help provides step-by-step instructions to help users carry out the most important tasks It is easy to get help in the right form and at the right time	
Prompts are brief and unambiguous	
The user does not need to consult user manuals or other external information to use the site	
The site uses a customised 404 page, which includes tips on how to find the missing page and links to "Home" and Search	
The site provides good feedback (e.g. progress indicators or messages) when needed (e.g. during checkout)	
Users are given help in choosing products	
User confirmation is required before carrying out potentially "dangerous" actions (e.g. deleting something)	
Confirmation pages are clear	
Error messages contain clear instructions on what to do next	
Immediately prior to committing to the purchase, the site shows the user a clear summary page and this will not be confused with a purchase confirmation page When the user needs to choose between different options (such as in a dialog box), the options are obvious	
The site keeps users informed about unavoidable delays in the site's response time (e.g. when authorising a credit card transaction)	
Error messages are written in a non-derisory tone and do not blame the user for the error	
Pages load quickly (5 seconds or less)	
The site provides immediate feedback on user input or actions	
The user is warned about large, slow-loading pages (e.g. "Please wait..."), and the most important information appears first Where tooltips are used, they provide useful additional help and do not simply duplicate text in the icon, link or field label	
When giving instructions, pages tell users what to do rather than what to avoid doing	
The site shows users how to do common tasks where appropriate (e.g. with demonstrations of the site's functionality)	
The site provides feedback (e.g. "Did you know?") that helps the user learn how to use the site	
The site provides context sensitive help	
Help is clear and direct and simply expressed in plain English, free from jargon and buzzwords	
The site provides clear feedback when a task has been completed successfully	
Important instructions remain on the screen while needed, and there are no hasty time outs requiring the user to write down information	
Fitts' Law is followed (the distance between controls and the size of the controls is appropriate, with size proportional to distance)	
There is sufficient space between targets to prevent the user from hitting multiple or incorrect targets	
There is a line space of at least 2 pixels between clickable items	
The site makes it obvious when and where an error has occurred (e.g. when a form is incomplete, highlighting the missing fields)	
The site uses appropriate selection methods (e.g. pull-down menus) as an alternative to typing	
The site does a good job of preventing the user from making errors	
The site prompts the user before correcting erroneous input (e.g. Google's "Did you mean...")	
The site ensures that work is not lost (either by the user or site error)	
Error messages are written in plain language with sufficient explanation of the problem	
When relevant, the user can defer fixing errors until later in the task	
The site can provide more detail about error messages if required	
It is easy to "undo" (or "cancel") and "redo" actions	