

ADVICE FOR HELMES.COM

to show my skills in UX

1. “About Us” / “Company” page is missing

There’s only “Meist” in Estonian. However, “About Us” / “Company” page is important according to usability. Maybe the thoughts were that everything is already written on other pages... Still, having a page, where users (potential clients) can “just take a look” at the company’s description, is essential!

You may also take a look at Wiki if you want ideas on what to write about the company :)

[https://et.wikipedia.org/wiki/Helmes_\(ettev%C3%B5tte\)](https://et.wikipedia.org/wiki/Helmes_(ettev%C3%B5tte))

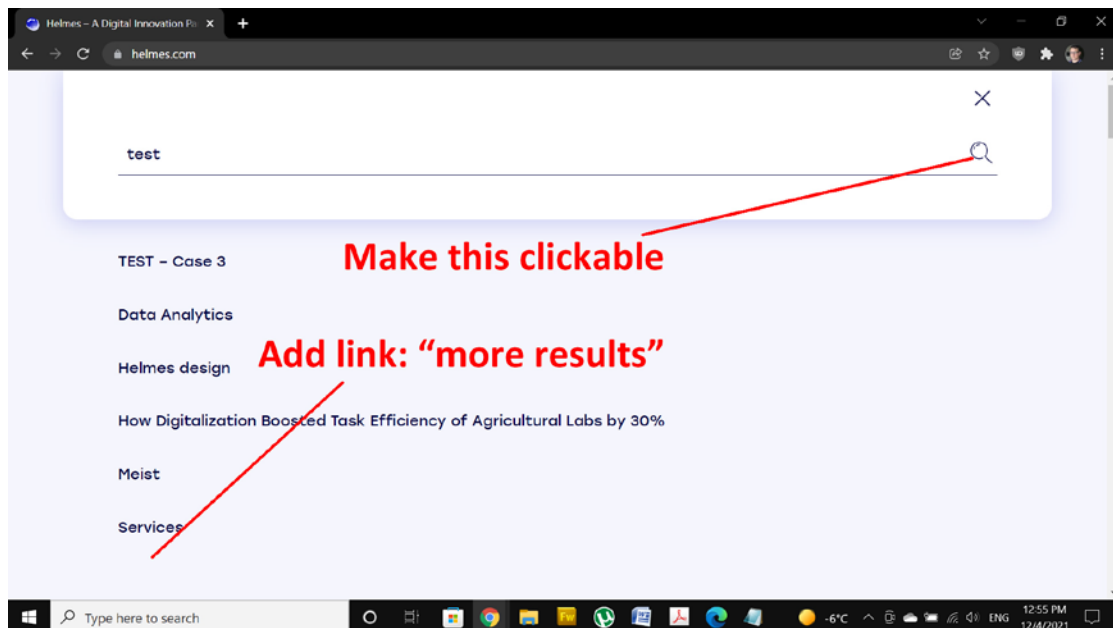
https://en.wikipedia.org/wiki/Helmes_AS

2. No official name of the company in contacts

Also an essential part of a website of any real company. Add at least Helmes AS. You may additionally consider adding reg. numbers and/or official names in other countries.

Yes, I know that BigTech often doesn’t mention official names. Companies with a strong brand like Adobe don’t need this, but for not-so-popular companies it’s essential.

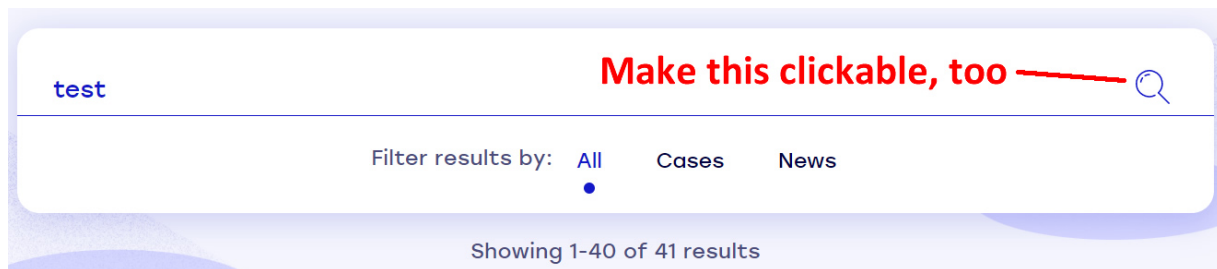
3. Search



Search results for the keyword “test” actually gave 41 results, but users can see all these only when they hit “Enter” – they may not be smart enough to do it, especially in the case, when search results are shown automatically.

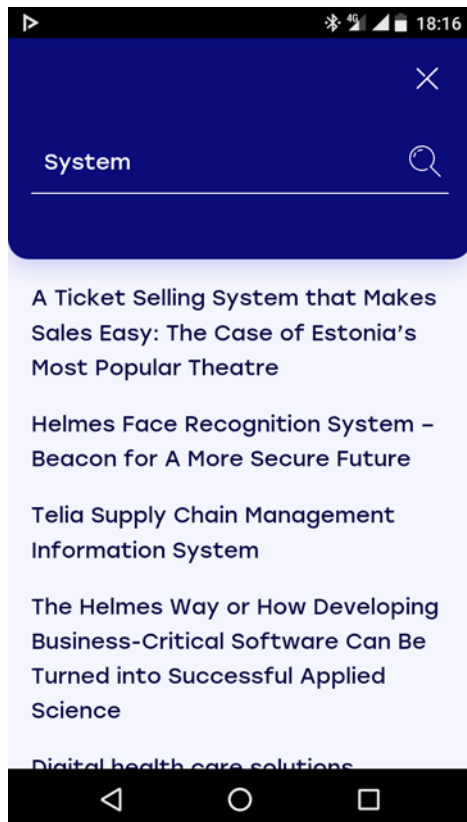
Following my recommendations from the screenshot above ensures that users can access all search results. (If you have time for fine-tuning, then 1 more suggestion: “Esc” should close the search box.)

Also:



4. Search on mobile

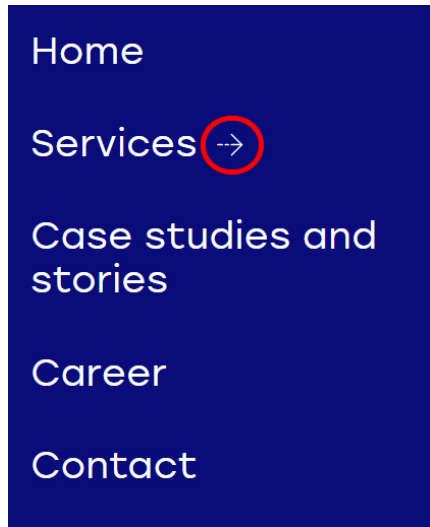
Maybe this issue is more present on small smartphones that are rare these days, **but I’m seeing it on Desktop, too, when using the website in a smaller window.** In some cases all results don’t fit vertically. There are 6 results, but only 4 fit into screen area **and I can’t scroll down (scrolling is blocked):**



5. Website's menu on mobile

The only way of getting to subpages of “Services” is by clicking on the arrow. However, I’m afraid that users don’t understand that they have to click on the arrow, and they mostly click on “Services”.

Therefore, they end up reading “Software Development” and completely skip the other 2 subsections.



Several solutions for the problem are possible... The most obvious one is to make “Services” to show subsections like the arrow currently does, then users will be able to navigate not only to “Software Development”, but also to other 2 subsections.

6. More problems with “Services”...

Some in-content links point to “Services”...

Custom software development

We have a long history of creating custom software solutions and our teams pride themselves in knowing how to make the correct choice between custom and ready-made software. See our [Services](#)

Everything is good at the first look, the paragraph was about software development and the link takes us to “Software Development”. However, when users click on “Services” they will get an impression that they’re observing all services, the URL also gives the same impression: helmes.com/services/

But there are 2 other services and users have to be smart/curious/having_nothing_else_to_do :) to check out the menu to find these additional ones – that’s the problem.

So, my solution:

Add here helses.com/services/ somewhere not far away from the beginning of the page something like this:

Other services: [Helses Design](#), [Data Analytics](#)

It ensures that users won't skip these. You may also add similar links on [/helses-design/](#) and [/data-analytics/](#) to make it easy for users to "travel" between services w/o skipping anything.

Alternative solutions for N5 and N6

What I described above is most likely good enough and fits into the logic of your website. Still, I have to mention that some other solutions exist, too. One typical example that I have used for "Services" or "Products" in the past was creation of a purely navigational page with beautiful links to subsections:

[Etusivu](#) » [Tuotteet](#)

Tuotteet



Vierasmajat (56)



Kesämökki (11)



Pihavarastot (11)

Also, what I've described here and above is valid for a structure like yours. Some other websites have a different structure where "Services" is a page with an overview of all services, my suggestions would be different for such cases.

7. Current location in navigation

The purpose of any navigation is: **a)** to show where I can go, **b)** to show where I am.
Your navigation satisfies the second purpose only partially:

[Services](#) [Case studies and stories](#) [Career](#) [Contact](#)

It indeed shows a current location for main sections, but if we go deeper, then it becomes like this:

[Services](#) [Case studies and stories](#) [Career](#) [Contact](#)

My solution: consider adding 1 of 2 things or both:

- Show that bullet in the menu for subsections, too
- Add hierarchical breadcrumbs a la: **Home > Section page > Subsection page**
Breadcrumbs are almost always recommended on Desktop where screen space is not a problem.

8. Mismatches between the menu & headlines

This is not a rule that you have to absolutely follow, but for perfect usability it should be considered. There's a mismatch:

Menu: Helmes Design | **Headline on the page:** Building innovation with design thinking

Menu: Career | **Headline on the page:** A great place to work and grow

The best practice is Headline = Menu or to include the same words that you have used in Menu if you want to make longer & more interesting headlines, a good example from your website:

Menu: Data Analytics | **Headline on the page:** Data Analytics as It Should Be

Or you can use Headline = Menu and add an additional message on the next line. As I said, it's not a rule that you have to absolutely follow, especially if you have a small menu and a relatively small website, but it actually makes using websites a little bit easier.

9. Locations



Estonia (HQ)

Phone: +372 610 6100

Fax: +372 610 6101

info@helmes.com

**This looks like a
link to Google Maps**

I'm pretty sure that many users try to click on that thing :)

If your offices are the real offices, then you may actually add links to Google Maps, why not? :)

10. Optimize speed & traffic consumption

GTmetrix Grade ?

F	Performance ? 38%	Structure ? 47%
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You may start with:

1. Optimizing images (there are several **~1.5 Mb** images on the home page)
2. Enabling GZIP/Brotli compression
3. Installing caching plugin

11. Emails not protected

I'm finding this issue on every second website :)

```
<a href="mailto:info@helmes.com" class="contact-block__email">info@helmes.com</a>
/ class="s-body-text">
```

Experiments have shown that protecting emails with JavaScript or other methods reduces the amount of spam several times. It doesn't protect from every single bad bot, but getting 4 times less spam is already a good result.

12. Countries @ footer

The list of countries in the footer looks clickable/tappable, especially on mobile:

Estonia

Latvia

Belarus

India

USA

I'm pretty sure that many users try to click on these.

My recommendations:

- Make them clickable (you may keep the same design and color at the same time)
 - o A good question is whether to use the simple but still effective solution by pointing them all together to "Contact" or to granularly point each country to its office?
- Or create a separate [blue-colored](#) link near these, "Offices" is a good candidate for this link
 - o I see that "Offices" isn't visible on mobile, therefore some playing with the design will be needed.

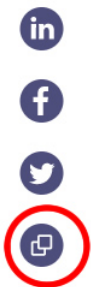
Anyway, the issue is especially serious on mobile – just check it out – something should be done with it!

13. Social links in articles

The last "social" link just scrolls down to the bottom ... A technical error? Also, it copies a current URL to clipboard, but its function becomes understandable only after technical digging:

- 1) It doesn't tell its purpose on mouseover
- 2) It doesn't tell its purpose after clicking on it, it just scrolls down to the bottom :)

It's actually quite pointless, users know how to copy URLs from the address bar. Still, if you want to keep it for aesthetic reasons, then just fix its behavior a little bit.



14. Vertical intervals

Actually you're mostly following the proximity principle on the website very well!

Still, not always:

System), which allows them to register for doctor's appointments.

Learn more: [Custom software development solutions](#)

Custom Health-Care Software Success Stories

The headline is logically connected with the content below, so it should be closer to it (in the middle at least)

01 The Radiology Information System

The Need for the Radiology Information System

Radiology makes intensive use of very expensive medical

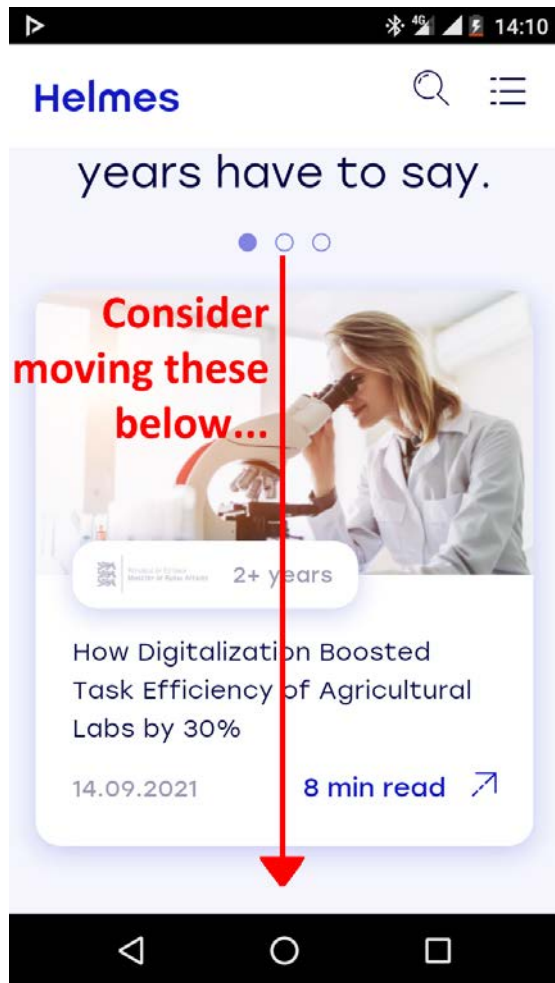
15. Table of contents in articles

I praise the solution that you use, but there is 1 improvement that I can suggest: show a tooltip with a full headline on mouseover.

Table of contents

- What is the Estonian...
- Data inefficiency in...
- Listening to the lab...
- Different labs with ...
- Developing the busin...
- The Double Diamond p...
- Developing a prototy...
- Redesign = streamlin...
- Get in touch

16. Home page on mobile



It's a standard practice to place them below, but the problem is not only about using non-standard practice – currently users are getting the wrong impression that the bullets can change the headline above.

17. Security: limit login attempts

It seems that helmes.com/wp-login.php allows infinite attempts to log in. Better limit login attempts for security reasons.

18. GDPR violations :)

Despite not being a UX issue, I'm analyzing this, too, as it's a "hot" & important topic these days that may cause HUGE fines in the near future.

- Basically, you have just a cookie notice that is not blocking anything; you have a full pack of cookies, from Google & LinkedIn, for example, from the beginning.
- An upgrade is needed, you need a cookie management system that blocks all “wrong” cookies before user’s consent and gives a possibility to granularly manage user’s preferences.

Also, it’s not only about cookies, some additional information is available at my previous document.

If you want to discuss it, I can also recommend taking a look at Ebay’s cookie banner – probably the best attempt to fully comply with all these new regulations - you’ll see everything being mentioned: not only cookies, but also an IP address and 3rd parties and other things...

Thanks!

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