

# Usability review

## Valle&Vega



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

## Score

## Comments

N/A = not applicable  
or can't be  
assessed

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

### Features & functionality

- 1 Features and functionality meet common user goals and objectives.
- 2 Features and functionality support users desired workflows.
- 3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).
- 4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).
- 5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Excellent

Good

Good

Good

Moderate

*La mayoría de acciones usuales están disponibles de forma sencilla y si tenemos la sesión iniciada el carrito se mantiene entre dispositivos. Quizás la única opción típica de este tipo de webs es el comprar ya, pero quizás en webs de alimentación no tiene mucho sentido*

*La página web tiene un diseño que no dificulta el uso para nuevos usuarios y se parece bastante a cualquier marketplace, por lo que su uso no es muy distinto al que se tendría en uno de estos.*

*Si bien la web muestra de forma correcta las acciones principales, el feedback a veces no es el mejor. Por ejemplo, al pulsar sobre añadir al carrito, no cambia el botón para indicar que se ha pulsado, pero sí que se actualiza el carrito*

### Homepage / starting page

- 6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

Excellent

*Su página de inicio nos muestra las funciones principales de la web.*

7 The home page / starting page is effective in orienting and directing users to their desired information and tasks.

**Good**

*El menu de navegacion de la pagina principal es distinto al de la tienda y nos permite navegar entre distintas secciones y la tienda, que tiene el suyo propio centrado en los productos y la seccion de ayuda.*

8 The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.

**Moderate**

*Hay quizás demasiado espacio entre secciones e incluso tiene secciones poco relevantes que quizá no son necesarias en la página de inicio.*

## Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

**Good**

*En google es la primera opcion que aparece al buscar valleyvega.*

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

**Good**

11 The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc...).

**Excellent**

*Se puede usar el buscador, un menú vertical situado en el lateral y un menú horizontal situado en el nav de la página.*

12 The site or application structure is clear, easily understood and addresses common user goals.

**Good**

13 Links are clear, descriptive and and well labelled.

**Moderate**

*En la tienda, cada producto tiene un botón "más" que nos lleva a la ficha del producto, creemos que tiene mas sentido llamarlo ver producto o mas informacion, pero asi es un poco confuso, porque podría significar mas opciones o más información.*

14 Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.

**Excellent**

15 The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

**Good**

*Cuando estas sobre un elemento no se nos resalta, pero al estar sobre un boton si que vemos como este cambia de color.*

16 Users can easily get back to the homepage or a relevant start point.

**Excellent**

17 A clear and well structure site map or index is provided (where necessary).

**Good**

## Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

**Good**

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

**Moderate**

*Muestra de una forma simple los elementos, estos se pueden ordenar de distintas formas, pero no se pueden filtrar por distintos parametros.*

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

**Moderate**

*No permite ordenar por popularidad, por lo que seguramente no se tenga en cuenta, aunque puedes no escribir completamente el nombre del producto, pero la parte que escribas debe ser correcta.*

21 Search results are relevant, comprehensive, precise, and well displayed.

**Excellent**

*La busqueda es precisa, ademas tiene en cuenta la composicion del producto. Ejemplo: Si buscas cebolla, ademas de cebolla, te mostrara elementos que tengan en su composicion cebolla.*

## Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

**Moderate**

*Ya hemos mencionado que el feedback de algunos botones no es del todo bueno.*

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).

**Good**

- 24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

**Good**

*Tienen diversos metodos de contacto.*

## Forms

- 25 Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.

**Good**

*El formulario de registro esta dividido en diversas paginas, aunque no se nos indica cuanto nos queda.*

- 26 A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).

**Good**

*Aunque se nos pide el DNI, que me parece un poco excesivo, el resto de cosas son necesarias para realizar el pedido.*

- 27 Required and optional form fields are clearly indicated.

**Good**

- 28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

**Moderate**

- 29 Help and instructions (e.g. examples, information required) are provided where necessary.

**Moderate**

*no hay informacion.*

## Errors

- 30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

**Good**

- 31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

**Good**

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

**Good**

*Cuando falta o rellenamos mal un campo obligatorio , se nos indica que no es válido.*

33 Users are able to easily recover (i.e. not have to start again) from errors.

**Poor**

*Al enviar el formulario, si tienes datos mal, este borrará varios de los campos válidos.*

## Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

**Good**

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

**Good**

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

**Excellent**

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

**Excellent**

38 Text and content is legible and scanable, with good typography and visual contrast.

**Excellent**

## Help

39 Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.

**Good**

40 Online help is concise, easy to read and written in easy to understand language.

**Good**

41 Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).

**Moderate**

*Es una seccion distinta de la web, siempre puedes volver hacia atras.*

42 Users can easily get further help (e.g. telephone or email address).

**Good**

## Performance

43 Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).

**Good**

*A veces le cuesta cargar. Pero por lo general va bien.*

44 Errors and reliability issues don't inhibit the user experience.

**N/A**

*No hemos observado errores.*

45 Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.

**Excellent**

*La pagina web se ve bien tanto en pc como en dispositivos moviles.*

**Overall usability score (out of 100) \***

**80**

**-**

**Good**

\* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

\* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

\* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

\* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

\* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.