

## Usability review

[Enter product name]

Score

Comments



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

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

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

### Features & functionality

			Weighting (out of 5)	Weighting ratio	Rating (0 - 5)	Score	Out of
1	Features and functionality meet common user goals and objectives.	Good					
			5	100%	4	4	5
2	Features and functionality support users desired workflows.	Moderate					
			5	100%	3	3	5
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).	Poor					
			4	80%	2	1,6	4
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).	Moderate					
			3	60%	3	1,8	3
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.	Good					
			3	60%	4	2,4	3

### Homepage / starting page

6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	Good					
			3	60%	4	2,4	3
7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	Moderate					
			4	80%	3	2,4	4
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	Good					
			3	60%	4	2,4	3

### Navigation

9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Moderate					
			2	40%	3	1,2	2
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	Moderate					
			4	80%	3	2,4	4
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...).	Poor					
			3	60%	2	1,2	3
12	The site or application structure is clear, easily understood and addresses common user goals.	Moderate					
			5	100%	3	3	5
13	Links are clear, descriptive and and well labelled.	Good					
			3	60%	4	2,4	3
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	Good					
			4	80%	4	3,2	4

15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	Moderate	No hay mucha información sobre la ubicación específica	2	40%	3	1,2	2
16	Users can easily get back to the homepage or a relevant start point.	Good		2	40%	4	1,6	2
17	A clear and well structure site map or index is provided (where necessary).	Poor	Hay una captura de pantalla del mapa de google pero se ve toda la comunidad autónoma, no esta clara la ubicación	1	20%	2	0,4	1

#### Search

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).	Poor	Solo se encuentra la opción de buscar si se accede a la página de compra de productos	4	80%	2	1,6	4
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).	Poor	No hay filtros de búsqueda	4	80%	2	1,6	4
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.	Good		2	40%	4	1,6	2
21	Search results are relevant, comprehensive, precise, and well displayed.	Moderate	Realiza la búsqueda bien, pero una vez que buscas algo en concreto cambia la interfaz y no muestra imágenes	4	80%	3	2,4	4

#### Control & feedback

22	Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).	Poor	En la sección de comprar un producto, no esta del todo claro, intentas añadir un producto al carrito de compra y solo te da la opción de comprar directamente	4	80%	2	1,6	4
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).	Poor	Si seleccionas un artículo, no se añade al carrito por lo que no podrías ver cuántos artículos tienes para comprar. Implementan una forma de "carrito" que no es intuitiva y que genera mucha confusión.	3	60%	2	1,2	3
24	Users can easily give feedback (e.g. via email or an online feedback / contact us form).	Good	Tiene correo, mensaje directo desde la pagina web y telefono, faltarian enlaces a redes sociales.	1	20%	4	0,8	1

#### 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.	Poor	Aparece la opción del carrito pero no está bien implementado, solo te añade el producto cuando pulsas en la opción de google pay. Además, solo te deja pagar un producto, no varios a la vez.	3	60%	2	1,2	3
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).	Moderate	Hay demasiada información, provocando que el mensaje que se quiere transmitir no sea claro. Se proporciona un teléfono de contacto, correo electrónico y posibilidad de envío de mensaje directo.	2	40%	3	1,2	2
27	Required and optional form fields are clearly indicated.	Poor	Dentro de los fields no se encuentra un ejemplo para rellenar el formulario o un símbolo de "*" para aclarar que es obligatorio rellenar el campo en el formulario de contacto por ejemplo	2	40%	2	0,8	2
28	Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.	Good		3	60%	4	2,4	3
29	Help and instructions (e.g. examples, information required) are provided where necessary.	Poor	No proporciona opción de ayuda para el usuario	3	60%	2	1,2	3

#### Errors

30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).	Good	En caso de buscar algo que no encuentra, lo comunica de forma clara.	4	80%	4	3,2	4
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31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.	Good		3	60%	4	2,4	3
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.	Poor	Cuanto insertas productos en el carrito y recargas la página, desaparece los productos del carrito	3	60%	2	1,2	3
33	Users are able to easily recover (i.e. not have to start again) from errors.	Poor	No se puede comprar varios productos seleccionados; se tiene que ir comprando de uno en uno. Si no se ha comprado en el momento de seleccionarlo, se tendrá que volver a navegar hasta la página para hacerlo	3	60%	2	1,2	3
Content & text								
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	Moderate	Las imágenes tienen tamaños desproporcionados	5	100%	3	3	5
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	Very poor	No hay enlaces de artículos relacionados con los productos	2	40%	1	0,4	2
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	Poor	Los productos presentan un título que te puede hacer dudar, se supone que venden piezas y en algunos títulos en vez de decir pieza con su nombre, pone taller	4	80%	2	1,6	4
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).	Very poor	En la mayoría de los productos es muy pobre el contenido, es decir, en algunas presenta descripción, dimensión de la pieza como alto, bajo y ancho, en cambio otros productos no ofrecen información, debería tener todos una base de esta información	3	60%	1	0,6	3
38	Text and content is legible and scanable, with good typography and visual contrast.	Very poor	La tipografía y el tamaño de la fuente va cambiando entre páginas, sin tener un estilo fijo. Además, el tamaño en algunas es pequeño y ponen demasiado texto, generando una mala experiencia a la hora de transmitir el mensaje.	3	60%	1	0,6	3
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.	Very poor	No proporciona una opción de ayuda al usuario	4	80%	1	0,8	4
40	Online help is concise, easy to read and written in easy to understand language.	Very poor	No proporciona ayuda para el usuario, por lo tanto, no brinda detalles o aspectos importantes	3	60%	1	0,6	3
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	Very poor	No ofrece ninguna ayuda al usuario, no hay alguna enlace que te habra información importante en una pagina secundaria por ejemplo como preguntas frecuentes	3	60%	1	0,6	3
42	Users can easily get further help (e.g. telephone or email address).	Good		2	40%	4	1,6	2
Performance								
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Good		4	80%	4	3,2	4
44	Errors and reliability issues don't inhibit the user experience.	Good		4	80%	4	3,2	4
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Moderate	Es responsive para tablet y movil, pero por ejemplo con movil, algunas imagenes no se cuadran bien y no esta acorde con el margen de la pagina	3	60%	3	1,8	3
Overall usability score (out of 100) *				56	-	Moderate		
				5		80,2	144	

\* 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.