Usability review

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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.

Moderate

Puedes comprar y más o menos alcanzas el objetivo pero la información esta muy mal distribuida.

2 Features and functionality support users desired workflows.

Good

Se pueden agregar cosas al carro de modo que termines la compra posteriormente.

3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

Very poor

No es de fácil acceso. Hay que navegar por el menú.

4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

Poor

La apertura de nuevas pestañas puede llegar a agobiar a algunos usuarios.

5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Good

Están bien distribuidas en el menú.

Homepage / starting page

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

Moderate

Video demasiado grande con respecto a la pantalla. Se puede mal interpretar que no hay información en la parte final de la página.

| 7 | The home page / starting page is effective in orienting and directing users to their desired information and tasks. | **Poor** | *El menú ocupa gran parte de la pantalla. Pero no orienta al usuario a la información deseada.* |

| 8 | The homepage / starting page layout is clear and uncluttered with sufficient 'white space'. | **Very poor** | *No se puede realizar una lectura rápida.* |

Navigation

| 9 | Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines). | **Excellent** | *Aparece en primer lugar por lo general.* |

| 10 | The navigational scheme (e.g. menu) is easy to find, intuitive and consistent. | **Good** | *Es fácil de encontrar e intuitivo pero no consistente.* |

| 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…). | **Very poor** | *Se abren nuevas pestañas, es dificultoso volver hacia el paso anterior.* |

| 12 | The site or application structure is clear, easily understood and addresses common user goals. | **Very poor** | *Información importante escasa y en zonas no visibles a primera vista.* |

| 13 | Links are clear, descriptive and and well labelled. | **Poor** | *Hay secciones del menú que son links y no aparecen como tal.* |

| 14 | Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported. | **N/A** | |

| 15 | The current location is clearly indicated (e.g. breadcrumb, highlighted menu item). | **Very poor** | *Si estás en la página inicial bien pero se fuerzan la apertura de nuevas pestañas con las que desaparece la localización actual.* |

| 16 | Users can easily get back to the homepage or a relevant start point. | **Very poor** | *De nuevo, si se abre una nueva pestaña es imposible volver a la página inicial sin cerrar la pestaña.* |

| 17 | A clear and well structure site map or index is provided (where necessary). | **Very poor** | *Cuando se abren nuevas pestañas no se cumple.* |

Search

| 18 | A consitent, easy to find and easy to use search function is available throughout (where desirable). | **N/A** | *El sitio web no tiene sección de búsqueda.* |

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

| 20 | The search facility deals well with common searchs (e.g. showing most popular results), misspellings and abbreviations. | **N/A** | |

| 21 | Search results are relevant, comprehensive, precise, and well displayed. | **N/A** | |

Control & feedback

| 22 | Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action). | **N/A** | |

| 23 | Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before commiting (e.g. before placing an order). | **Excellent** | *Se permite volver a un paso anterior para cambiar datos realizando la compra.* |

| 24 | Users can easily give feedback (e.g. via email or an online feedback / contact us form). | **Good** | *Existen varios métodos 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.	**Excellent**	*El formulario de compra funciona por pasos de manera correcta.*
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**	*El formulario es el mismo independientemente del producto por lo que, a veces, se pide información innecesaria. Por ejemplo tu lugar de procedencia para reservar una visita al taller.*
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.	**Very poor**	*Se pueden meter formatos de texto en campos únicamente numéricos.*
29	Help and instructions (e.g. examples, information required) are provided where necessary.	**Very poor**	*No hay nada de información de ayuda o ejemplos.*

Errors

| 30 | Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.). | **Very poor** | *El error, si se ha dado, aparece al final del formulario y no cuando se produce.* |
| 31 | Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary. | **Poor** | *Indica bien dónde esta el error, pero parece escrito para programadores no para usuarios. Por ejemplo " Facturación Nombre es un campo requerido."* |

| 32 | Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented. | **Very poor** | *Se avisa al final del formulario.* |
| 33 | Users are able to easily recover (i.e. not have to start again) from errors. | **Good** | *Si te lo guarda y es fácil de recuperar.* |

Content & text

34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	**Very poor**	*Los videos son enormes y el texto permanece casi oculto.*
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	**Very poor**	*No están en el contexto correcto, están en el menú.*
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	**Good**	*En idiomas distintos al Español se realiza una traducción de Google que puede ser escasa.*
37	Terms, language and tone used are consitent (e.g. the same term is used throughout).	**Excellent**	
38	Text and content is legible and scanable, with good typography and visual contrast.	**Very poor**	*Se trata de texto gris sobre fondo negro.*

Help

| 39 | Online help is provided and is suitable for the user base (e.g. is written in easy to understand langugage and only uses recognised terms). Where appropriate contextual help is provided. | **Very poor** | *No hay ayuda.* |

40	Online help is concise, easy to read and written in easy to understand language.	**Very poor**	*No hay ayuda.*
41	Accessing online help does not impede users (i.e. they can can resume work where they left off after accessing help).	**Very poor**	*No hay ayuda.*
42	Users can easily get further help (e.g. telephone or email address).	**Very poor**	*Navegando a contacto desde la página principal se accedebien, pero desde la página de la tienda es mucho más complicado.*

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	**Poor**	*Gran cantidad de contenido multimedia que ralentiza la carga de la página.*
44	Errors and reliabilty issues don't inhibit the user experience.	**Very poor**	*El icono de Instagram es un bug que pone nervioso a cualquier usuario.*
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	**Poor**	*Si la resolución transita entre móvil y pantalla de ordenador funciona mal.*

| Overall usability score (out of 100) * | **45** | - | **Poor** |

* 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.