

COMP640 – Expert Evaluation

Summer Semester, 2022

Due: 5pm, 27th January 2023 Worth 25% of overall course mark.

Submission: PDF via Learn COMP640 page

Conduct an evaluation of the website:

<http://hvsmotors.co.nz/>

with a particular focus on the vehicle search functionality.

Using an online tool (such as those listed below) perform an analytical analysis.

<https://www.webpagetest.org/>

<https://developers.google.com/speed/pagespeed/insights/>

<https://gtmetrix.com/>

<https://tools.pingdom.com/>

Also perform a Heuristic evaluation using the Neilson Norman Group guidelines:

<https://www.nngroup.com/articles/ten-usability-heuristics/>

Conduct a review of the website, acting as a consultant who has been retained to evaluate the site and make recommendations for improvement. You should produce a report that includes:

- A summary of the results of the online tool (including the tool that you used), but don't just copy the results of the test.
- A summary of your findings by applying each of the ten usability heuristics. You should discuss each usability heuristic in this summary.
- A list of at least three but no more than six recommendations to the developers of the website to improve the usability of their website along with a detailed rationale for each recommendation indicating which issues (analytical and/or heuristic) the recommendation would solve.

Your report should be presented as a professional report with the main text using a font no larger than 12 point or smaller than 8 point. Any references should be included in APA 6 or 7 reference format.

Your report should be at least FIVE pages in length (excluding any cover page) and be no longer than FIFTEEN pages.

Marking Guide

A high scoring report will:

Summarise rather than replicate the results of the online tool. Summaries will be focused on pertinent results and the impact they have on usability.

Discuss the ten usability heuristics and the findings from each.

Have at least three recommendations, but no more than six, of things that can be done to improve the usability of the website. These recommendations should cover both the findings of the online tool and the heuristic analysis. Multiple reasons may drive each recommendation.

Be well formatted, with a consistent structure and layout.

Use professional language with few or no typographical, grammatical, or spelling errors.

Be between 5 and 15 pages in length and using an appropriately sized font, with references in APA 6 or 7 format.