Hypermedia project

Usability report

Version 1.0.0

Delivery date: 26/04/2017

Marco Travaglini - marco1.travaglini@mail.polimi.it
Francesco Zanoli - 10423828@polimi.it
Francesco Di Febbo - francesco.difebbo@mail.polimi.it

# Contents

Chapter 1

Abstract

This document aims to analyze and describe the usability characteristics of the website (www.tim.it). All rights reserved to Telecom Italia.

Chapter 2

Introduction

In the next chapter four scenarios are described. A scenario describes a user that tries to accomplish an objective, and the steps made by him/her. Each scenario is hence provided with a result section in which is described the evaluation of the heuristics of the pages visited by the user. Every member of this working group has performed an inspection of each page, the results have been discussed, and this document reports a wrap up of those results. The heuristics used for the analysis are the ones described by the MiLE (Milano-Lugano Evaluation Method) document.

The website evaluated is www.tim.it. This site provides services, products, promotions regarding in particular phone communication.
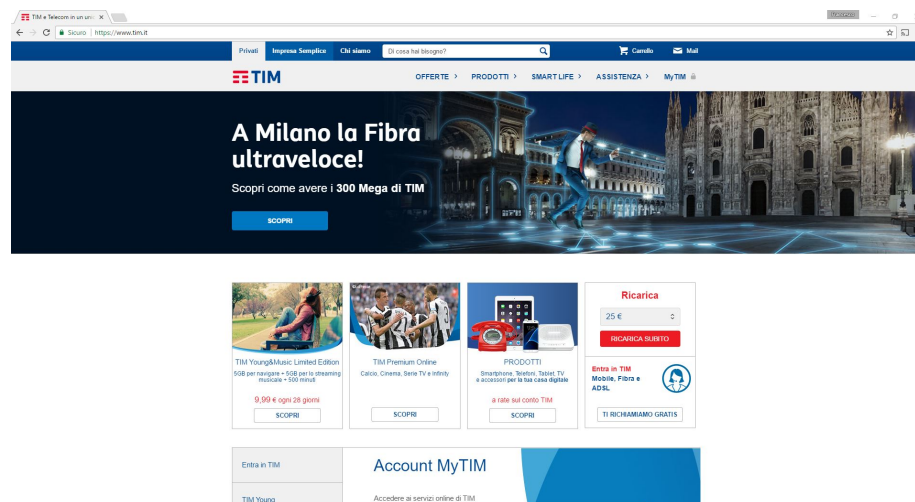
Chapter 3

Scenarios

3.1 Scenario 1

Alberto has to buy a new smartphone. He loves the services that his provider offers and he knows he can buy a new phone on its website.

1. He goes on www.tim.it

2. He clicks on "PRODOTTI" www.tim.it/prodotti

3. In the smartphone section he can choose between smartphone or iPhone. He clicks on "iPhone" www.tim.it/prodotti/smartphone-e-telefoni/iphone

4. Alberto sees that there are no promotions on iPhone so he goes back by clicking on "PRODOTTI"

5. There is a promotion on Samsung Galaxy S8. He clicks on "SCOPRI" www.tim.it/prodotti/smartphone-e-telefoni/samsung-galaxy-s8

6. He looks for the price and the specs. Alberto is interested and he wants to buy this phone. He clicks on "ACQUISTA". He is redirected on the ecommerce website of TIM and the purchase is continued through this site

3.1.1 Results

1. Report on www.tim.it

   Content heuristics
   Text

   - accuracy: satisfied
   - currency: severely violated
     the user cannot know if the page is updated

- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: n/a
- group navigation: n/a

Backward navigation

- go back: n/a

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
  the palette represents the colors of the company logo

- chromatic code consistency: satisfied

- background contrast: satisfied

- font size: satisfied

- font color: satisfied

- font type: satisfied

- anchor identity: satisfied
  several links are wrapped in buttons

- anchor states: satisfied
  anchors change states when the user hovers on them
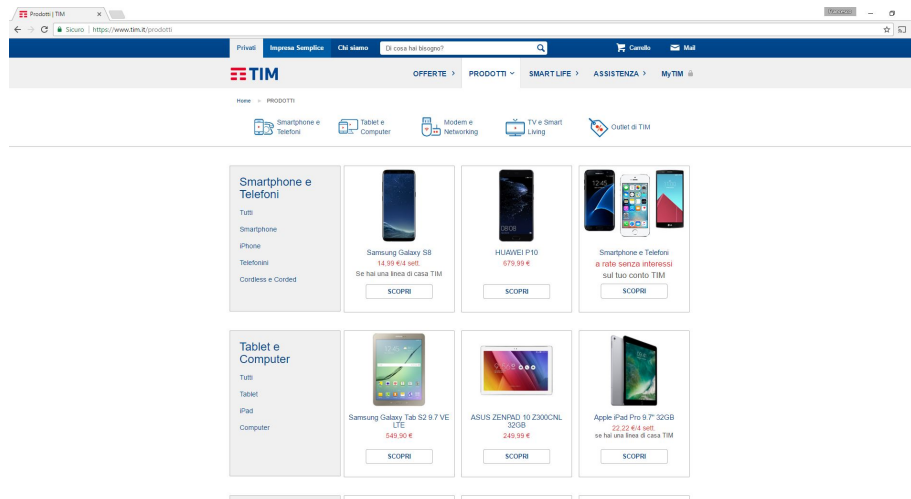
- icon consistency: satisfied

Page layout

- visual proximity: satisfied

- layout conventions: satisfied

- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: partially violated
  due to the number of services that the site offers, a novice could be
  overwhelmed by a lot of informations

Information architecture

- classification adequacy within group of topics: n/a

- website mental map: satisfied

2. Report on www.tim.it/prodotti

Content heuristics
Text

- accuracy: satisfied

- currency: severely violated
  the user cannot know if the page is updated

- coverage: satisfied

- content objectivity: satisfied

- authority: satisfied

- conciseness: satisfied

General communication quality

- text errors: satisfied

- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: satisfied
  this site identifies several groups of topics ("Smartphone e Telefoni",
  "Tablet e Computer"...)
- group navigation: n/a

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM
  logo to return to the homepage or select a position in the website
  structure path (Home ▷ PRODOTTI)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied
- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
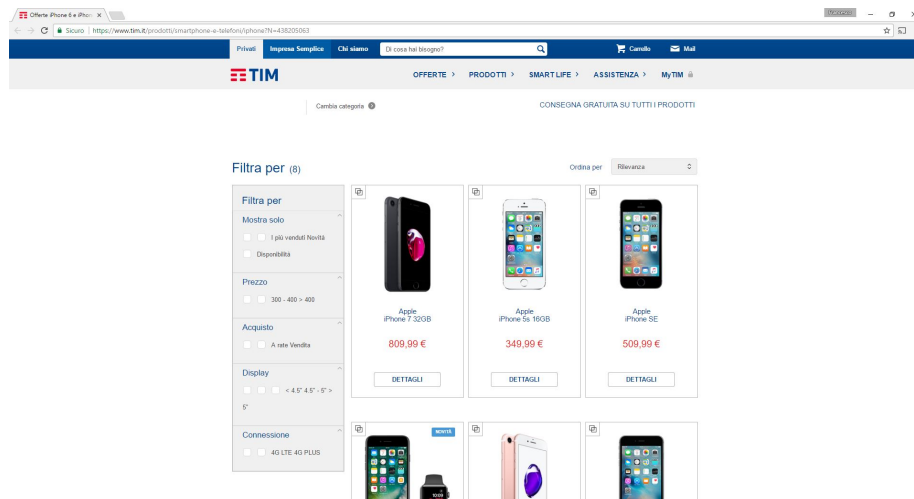- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

3. Report on www.tim.it/prodotti/smartphone-e-telefoni/iphone

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated

- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: n/a
- group navigation: satisfied
  from this page it is possible to reach every item of this group of topics

Backward navigation

- go back: severely violated
  there is no "go back" functionality, the user can go to the homepage
  through the TIM logo or repeat the steps by clicking "PRODOTTI"

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: severely violated
  the user cannot know where he/she is, there are no title nor path
- orientation clues - topic: n/a
- group orientation clues: severely violated
  the user cannot know which group of topics he/she is visiting ("Smart-
  phone e Telefoni/iPhone")
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied
- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
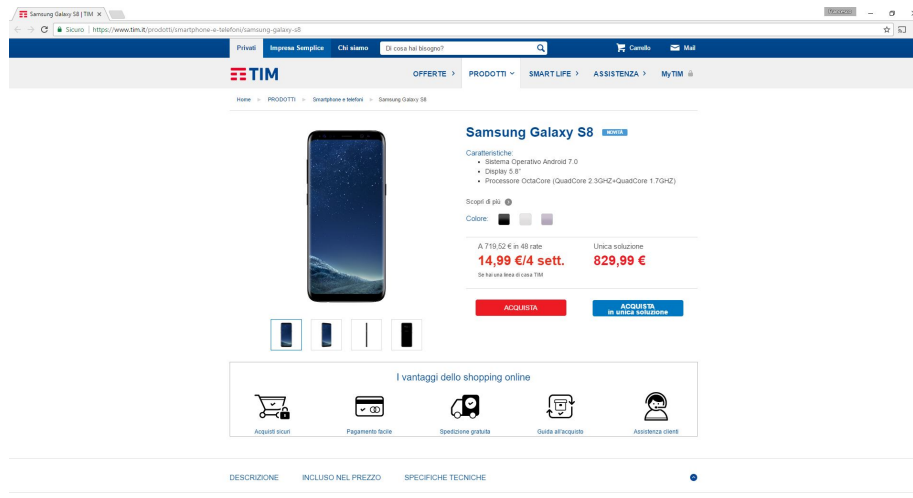- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: satisfied
- website mental map: satisfied

4. Report on www.tim.it/prodotti/smartphone-e-telefoni/samsung-galaxy-s8

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: satisfied
  the information of the topic are organized in sub-sections on the same
  page

Navigation within a transition

- transition list: satisfied
  there are links related to other topics ("I vantaggi dello shopping online")

Navigation within a group of topics

- introduction list: n/a
- group navigation: partially violated
  the user can reach the group by the site structure path but he/she can't reach items related to the group

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ PRODOTTI ▷ Smartphone e Telefoni ▷ Samsung Galaxy S8)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: satisfied
  the user knows the subsection he/she is visiting. When the user navigate through the site, the section's labels are well visible on top of the page
- group orientation clues: satisfied
- transition orientation clues: satisfied

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied

- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

3.2   Scenario 2

Barbara has moved to a new home ad now she needs for a new telephone number and an internet connection.

1. She goes on www.tim.it

2. She clicks on "Verifica la copertura 4G, Fibra e ADSL" www.tim.it/verifica-copertura#tab-verifica-fisso

3. She enters her address information in the form and she clicks "VERIFICA". Her home is reached by fyber and adsl connection by TIM so she decides to look for a promotion. She clicks on TIM logo to return to the homepage

4. She hovers the mouse on "OFFERTE" and clicks on "Fisso" www.tim.it/offerte/fisso

5. She clicks on "TIM SMART FIBRA PLUS" www.tim.it/offerte/fisso/internet-voce-e-timvision/fibra/tim-smart-fibra-plus

6. On the left side she clicks on "Costi". The costs look good so she decides to choose this promotion. Barbara clicks on "ATTIVA". The website redirects her to the ecommerce website of TIM and she continues from here

3.2.1   Results

1. Report on www.tim.it/verifica-copertura#tab-verifica-fisso

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: n/a
- group navigation: n/a

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ Verifica copertura)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied
- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied

Cognitive heuristics
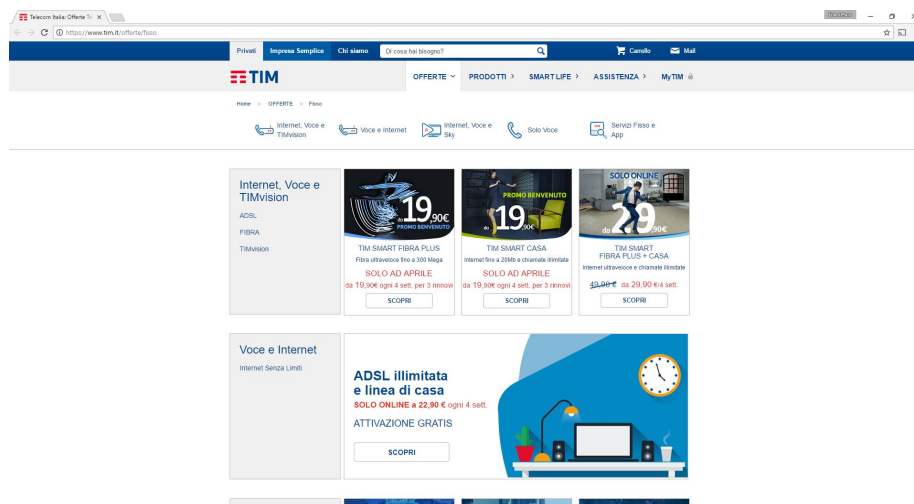**Single page**

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

2. Report on www.tim.it/offerte/fisso

Content heuristics
Text

- accuracy: satisfied
- currency: partially violated
  the user knows that the site is updated through the promotions that
  are limited for the current period

- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: satisfied
  this site identifies several groups of topics ("Internet, Voce e TIMvision", "Voce e Internet"...)
- group navigation: n/a

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ OFFERTE ▷ Fisso)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied

- chromatic code consistency: satisfied

- background contrast: satisfied

- font size: satisfied

- font color: satisfied

- font type: satisfied

- anchor identity: satisfied

- anchor states: satisfied

- icon consistency: satisfied

Page layout

- visual proximity: satisfied

- layout conventions: satisfied

- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

3. Report on www.tim.it/offerte/fisso/internet-voce-e-timvision/fibra/tim-smart-fibra-plus

Content heuristics
Text

- accuracy: satisfied

- currency: partially violated
  the user knows that the site is updated through the promotions that are limited for the current period

- coverage: satisfied

- content objectivity: satisfied

- authority: satisfied

- conciseness: satisfied

General communication quality

- text errors: satisfied

- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: satisfied
  the information of the topic are organized in sub-sections (accessible on the left side) on the same page

Navigation within a transition

- transition list: satisfied
  there are links related to other topics

Navigation within a group of topics

- introduction list: n/a
- group navigation: partially violated
  the user can reach the group by the site structure path but he/she can't reach items related to the group

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ OFFERTE ▷ Fisso ▷ Internet Voce e TIMvision ▷ Fibra ▷ TIM SMART FIBRA PLUS)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: satisfied
  the user knows the subsection he/she is visiting. When the user navigate through the site, the section's labels are well visible on the left of the page
- group orientation clues: satisfied
- transition orientation clues: satisfied

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied

- chromatic code consistency: satisfied

- background contrast: satisfied

- font size: satisfied

- font color: satisfied

- font type: satisfied

- anchor identity: satisfied

- anchor states: satisfied

- icon consistency: satisfied

Page layout

- visual proximity: satisfied

- layout conventions: satisfied

- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: partially violated
  this page is rich of content due to the importance of the topic (a user would like to know everything about a promotion)

Information architecture

- classification adequacy within group of topics: n/a

- website mental map: satisfied

3.3   Scenario 3

Summer is coming. Chiara wants to be in shape for the swimsuit season. She heard about the Smart Life services of TIM so she checks on their website.

1. She goes on www.tim.it

2. He clicks on "SMART LIFE" www.tim.it/smart-life

3. She scrolls through the categories and she clicks on "Salute e benessere" www.tim.it/smart-life/salute-benessere

4. She looks for products. She clicks on "Loop H7 HR" then on "SCOPRI I DETTAGLI" www.tim.it/polar-loop-activity-tracker

5. She likes the product but she wants to look for other. She can't go back with navigation so she over the mouse on "SMART LIFE" and clicks on "Salute e benessere"

6. Now she clicks on "Samsung Galaxy Gear Fit" then on "SCOPRI I DET-TAGLI" https://www.tim.it/prodotti/tv-e-smart-living/samsung-gear-fit

7. Chiara prefers this one. She looks for the specs and then clicks on "AC-QUISTA". She is redirected to ecommerce website of TIM. She continues from here

3.3.1   Results

1. Report on www.tim.it/smart-life
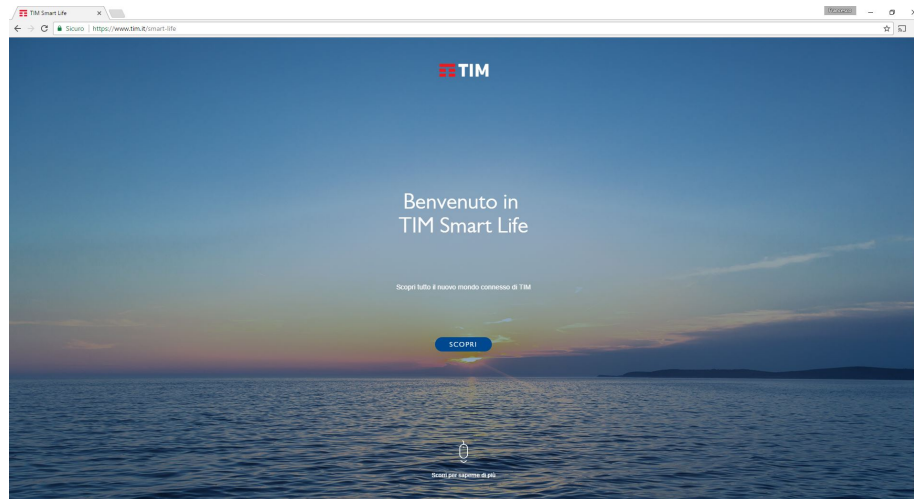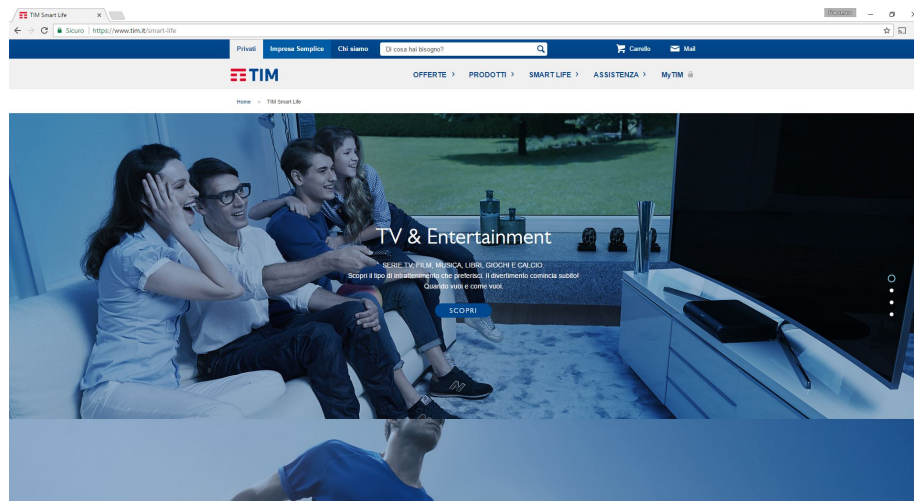
Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: satisfied
  this site identifies several groups of topics ("TV & Entertainment", "Salute e Benessere"...)
- group navigation: n/a

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ TIM Smart Life)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied
- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
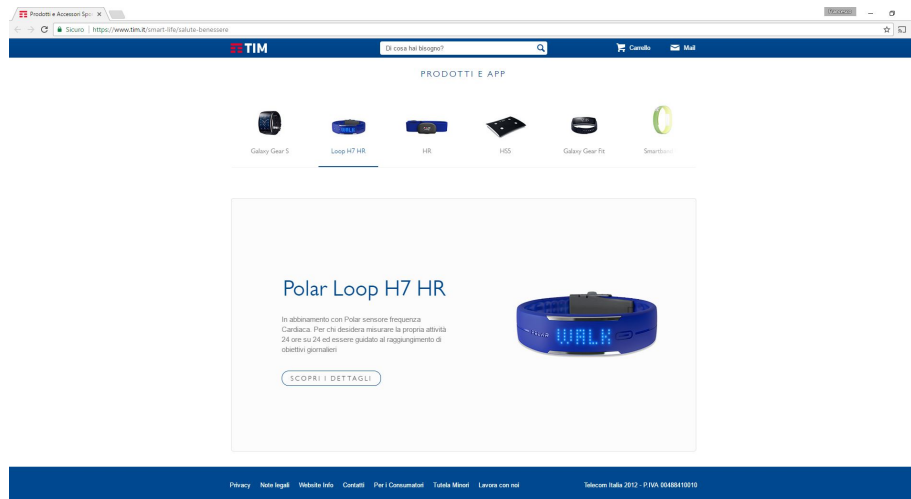- layout conventions: satisfied
- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

2. Report on www.tim.it/smart-life/salute-benessere

Content heuristics
Text

- accuracy: satisfied

- currency: severely violated
  the user cannot know if the page is updated

- coverage: satisfied

- content objectivity: satisfied

- authority: satisfied

- conciseness: satisfied

General communication quality

- text errors: satisfied

- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: n/a
- group navigation: satisfied
  from this page it is possible to reach every item of this group of topics

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage or select a position in the website structure path (Home ▷ TIM Smart Life ▷ Salute e benessere)

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: n/a
- group orientation clues: satisfied
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied
- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied
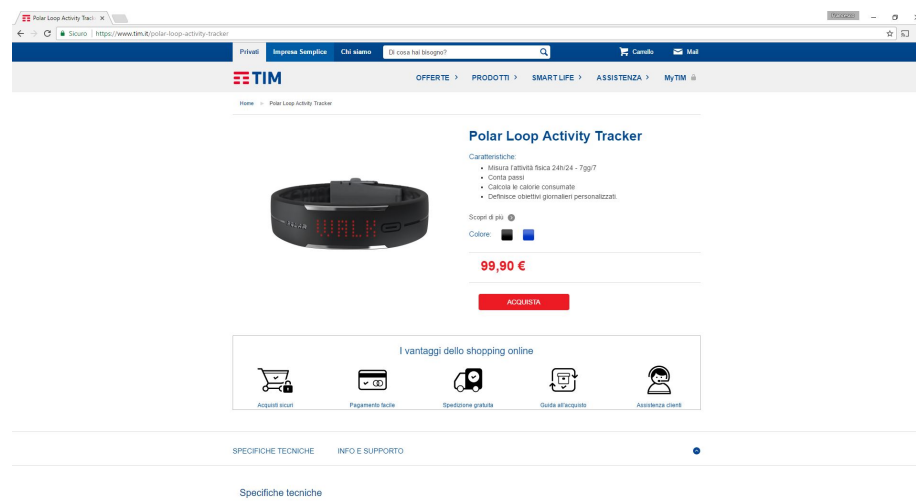
Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: satisfied
- website mental map: satisfied

3. Report on www.tim.it/polar-loop-activity-tracker

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated

- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: satisfied
  the information of the topic are organized in sub-sections on the same
  page

Navigation within a transition

- transition list: satisfied
  there are links related to other topics ("I vantaggi dello shopping
  online")

Navigation within a group of topics

- introduction list: n/a
- group navigation: severely violated
  the user can't reach the group by the site structure path nor items
  related to the group

Backward navigation

- go back: severely violated
  there is no "go back" functionality, the user can go to the homepage
  through the TIM logo or repeat the steps by clicking "SMART LIFE"

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path

- orientation clues - topic: satisfied
  the user knows the subsection he/she is visiting. When the user navigate through the site, the section's labels are well visible on top of the page

- group orientation clues: severely violated
  the user cannot know which group of topics he/she is visiting ("Salute e benessere")

- transition orientation clues: satisfied

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied

- chromatic code consistency: satisfied

- background contrast: satisfied

- font size: satisfied

- font color: satisfied

- font type: satisfied

- anchor identity: satisfied

- anchor states: satisfied

- icon consistency: satisfied

Page layout

- visual proximity: satisfied

- layout conventions: satisfied
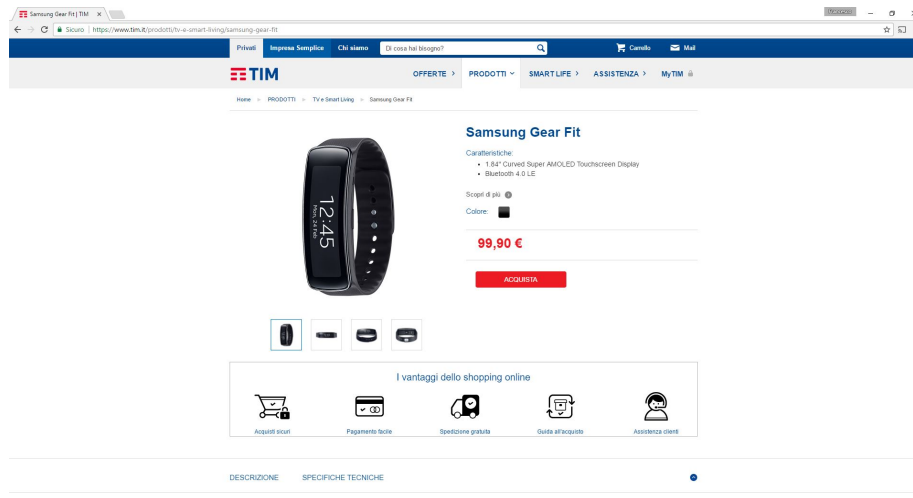
- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
- website mental map: satisfied

4. Report on https://www.tim.it/prodotti/tv-e-smart-living/samsung-gear-fit

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: satisfied
  the information of the topic are organized in sub-sections on the same
  page

Navigation within a transition

- transition list: satisfied
  there are links related to other topics ("I vantaggi dello shopping online")

Navigation within a group of topics

- introduction list: n/a
- group navigation: severely violated
  the user can't reach the group by the site structure path nor items related to the group

Backward navigation

- go back: severely violated
  there is no "go back" functionality, the user can go to the homepage through the TIM logo or repeat the steps by clicking "SMART LIFE"

Overall navigation

- landmarks: satisfied
  they are well visible on the top-right corner of the website
- link consistency: satisfied
- orientation clues: satisfied
  under the logo there is a site structure path
- orientation clues - topic: satisfied
  the user knows the subsection he/she is visiting. When the user navigate through the site, the section's labels are well visible on top of the page
- group orientation clues: severely violated
  the user cannot know which group of topics he/she is visiting ("Salute e benessere")
- transition orientation clues: satisfied

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast: satisfied
- font size: satisfied

- font color: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: n/a
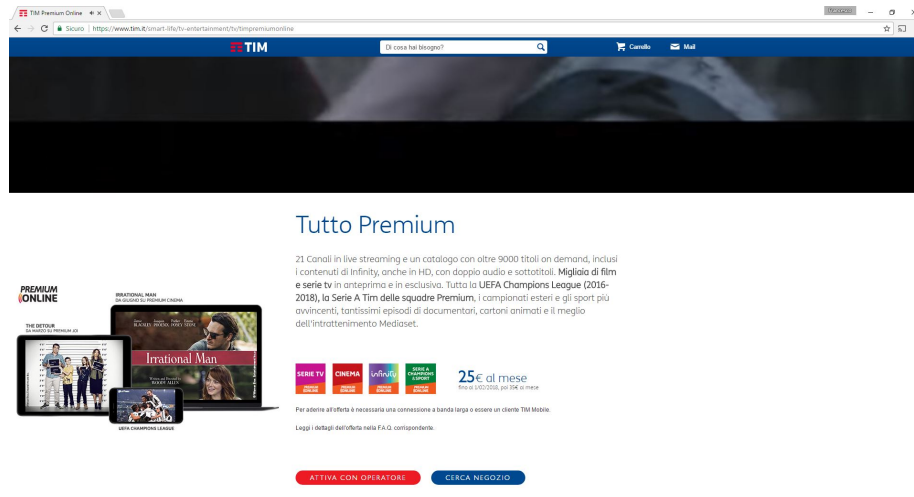- website mental map: satisfied

3.4   Scenario 4

Daniele is keen for soccer, he loves to watch his team on tv. He wants to check on TIM website if they have any offer about tv services.

1. He goes on www.tim.it

2. He clicks on "TIM Premium Online" www.tim.it/smart-life/tv-entertainment/tv/timpremiumonline

3. He scrolls through the site. He is interested in Serie A so he clicks on "Serie A TIM" in the top right part www.tim.it/smart-life/tv-entertainment/serie-a

4. He clicks on "Serie A TIM TV" www.tim.it/smart-life/tv-entertainment/serie-tim-tv

5. Daniele reads through the page but he doesn't like the offer. He clicks on "TIM" logo then "TIM Premium Online"

6. He clicks on "ATTIVA CON OPERATORE" and enters his phone number. The services will be activated telephonically

3.4.1   Results

1. Report on www.tim.it/smart-life/tv-entertainment/tv/timpremiumonline

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: satisfied
- group navigation: satisfied

Backward navigation

- go back: partially violated
  there isn't a "go back" functionality but the user can exploit the TIM logo to return to the homepage

Overall navigation

- landmarks: satisfied
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: n/a
- group orientation clues: n/a
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
  the palette represents the colors of the company logo
- chromatic code consistency: satisfied
- background contrast:satisfied
- font size: satisfied
- font colour: satisfied
- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied

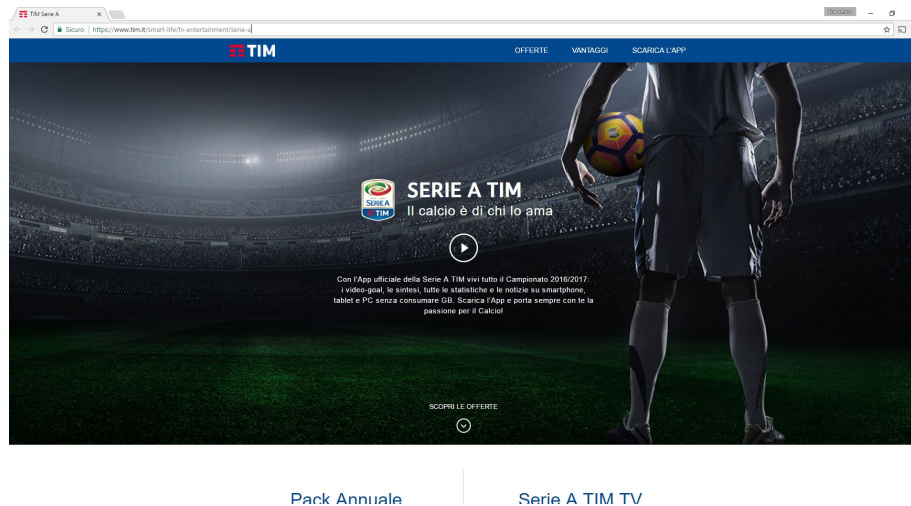**Cognitive heuristics**
Single page

- information overload: partially violated
  due to the number of services that the site offers, a novice could be overwhelmed by a lot of informations

Information architecture

- classification adequacy within group of topics: satisfied
- website mental map: satisfied

2. Report on www.tim.it/smart-life/tv-entertainment/serie-a

Content heuristics
Text

- accuracy: satisfied
- currency: severely violated
  the user cannot know if the page is updated
- coverage: satisfied
- content objectivity: satisfied
- authority: satisfied
- conciseness: satisfied

General communication quality

- text errors: satisfied
- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: n/a

Navigation within a transition

- transition list: n/a

Navigation within a group of topics

- introduction list: satisfied
- group navigation: satisfied

Backward navigation

- go back: severely violated
  there isn't a "go back" functionality and the user can only exploit
  the TIM logo to return to the homepage and redo the step

Overall navigation

- landmarks: satisfied
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: n/a
- group orientation clues: satisfied
- transition orientation clues: n/a

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied
- chromatic code consistency: satisfied
- background contrast:satisfied
- font size: satisfied
- font colour: satisfied

- font type: satisfied
- anchor identity: satisfied
- anchor states: satisfied
- icon consistency: satisfied

Page layout

- visual proximity: satisfied
- layout conventions: satisfied
- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: satisfied
- website mental map: satisfied

3. Report on www.tim.it/smart-life/tv-entertainment/serie-tim-tv

Content heuristics
Text

- accuracy: satisfied

- currency: severely violated
  the user cannot know if the page is updated

- coverage: satisfied

- content objectivity: satisfied

- authority: satisfied

- conciseness: satisfied

General communication quality

- text errors: satisfied

- multimedia consistency: satisfied

Navigation heuristics
Navigation within a topic

- segmentation: satisfied
  the information of the topic are organized in sub-sections on the same page

Navigation within a transition

- transition list: satisfied

Navigation within a group of topics

- introduction list: n/a

- group navigation: n/a

Backward navigation

- go back: severely violated
  there is no "go back" functionality, the user can go to the homepage through the TIM logo or repeat the steps

Overall navigation

- landmarks: satisfied

- link consistency: satisfied

- orientation clues: partially violated
  the user has a path structure that doesn't resemble his actions

- orientation clues - topic: satisfied

- group orientation clues: satisfied

- transition orientation clues: satisfied

Visual and semantic heuristics
Overall graphic design

- visual identity: satisfied

- chromatic code consistency: satisfied

- background contrast:satisfied

- font size: satisfied

- font colour: satisfied

- font type: satisfied

- anchor identity: satisfied

- anchor states: satisfied

- icon consistency: satisfied

Page layout

- visual proximity: satisfied

- layout conventions: satisfied

- semiotics: satisfied

Cognitive heuristics
Single page

- information overload: satisfied

Information architecture

- classification adequacy within group of topics: satisfied

- website mental map: satisfied

Appendix A

Appendix

A.1   Version History

In the following are listed the differences between versions:

- 1.0.0: first release