



Hypermedia project

Usability report

Version 1.0.0

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Chapter 1

Abstract

Chapter 2

Introduction

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 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: satisfied
- group navigation: satisfied

Backward navigation

- go back: n/a

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/prodotti

Content heuristics**Text**

- accuracy: satisfied
- currency: severely violated
- 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 or select a position in the website structure path (Home ▷ PRODOTTI)

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/prodotti/smartphone-e-telefoni/iphone

Content heuristics**Text**

- accuracy: satisfied
- currency: **severely violated**
- 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 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
- link consistency: satisfied
- orientation clues: **severely violated**
the user cannot know where he is, there are no title nor 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 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

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

Content heuristics**Text**

- accuracy: satisfied
- currency: severely violated
- 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: partially violated

Overall navigation

- landmarks: satisfied
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: satisfied
- group orientation clues: satisfied
- transition orientation clues: satisfied

Visual and semantic heuristics**Overall graphic design**

- visual identity: satisfied (the colors represents the logo of the company)
- 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

3.2 Scenario 2

Barbara has moved to a new home and 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 fiber 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 moves 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: n/a
- 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
- 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: satisfied

Information architecture

- classification adequacy within group of topics: satisfied
- 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: n/a
- 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 or select a position in the website structure path (Home ▷ OFFERTE ▷ Fisso)

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/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

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 ▷ OFFERTE ▷ Fisso ▷ Internet Voce e TIMvision ▷ Fibra ▷ TIM SMART FIBRA PLUS)

Overall navigation

- landmarks: satisfied
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: satisfied
- group orientation clues: satisfied
- transition orientation clues: satisfied

Visual and semantic heuristics**Overall graphic design**

- visual identity: satisfied (the colors represent the logo of the company)
- 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

3.3 Scenario 3

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 purchase is continued through this site.

3.3.1 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: satisfied?
- group navigation: satisfied?

Backward navigation

- go back: n/a

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/prodotti

Content heuristics**Text**

- accuracy: satisfied
- currency: severely violated
- 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 or select a position in the website structure path (Home ▷ PRODOTTI)

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/prodotti/smartphone-e-telefoni/iphone

Content heuristics**Text**

- accuracy: satisfied
- currency: **severely violated**
- 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 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
- link consistency: satisfied
- orientation clues: **severely violated**
the user cannot know where he is, there are no title nor 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 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

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

Content heuristics**Text**

- accuracy: satisfied
- currency: severely violated
- 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: **partially violated**

Overall navigation

- landmarks: satisfied
- link consistency: satisfied
- orientation clues: satisfied
- orientation clues - topic: satisfied
- group orientation clues: satisfied
- transition orientation clues: satisfied

Visual and semantic heuristics**Overall graphic design**

- visual identity: satisfied (the colors represents the logo of the company)
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- 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 Hours of work

In the following are listed the hours of work that each member of the group did:

A.2 Version History

In the following are listed the differences between versions: