Usability review

granadadirect.com

	Score	Comments

Features & functionality

#	Guideline	Score	Comments
1	Features and functionality meet common user goals and objectives.	**Good**	
2	Features and functionality support users desired workflows.	**Moderate**	
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).	**Good**	*La página web proporciona información clara y fácil de accedar sobre información típica sobre turismo (qué visitar, qué comer, dónde alojarse...)*
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).	**Good**	*Es muy sencilla y fácil de usar para todo tipo de usuarios*
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.	**Good**	

Homepage / starting page

#	Guideline	Score	Comments
6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	**Excellent**	
7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	**Excellent**	
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	**Good**	

Navigation

#	Guideline	Score	Comments
9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	**Good**	*Si se busca "turismo en Granada" esta página es de las primeras en aparecer, por lo que es fácil acceder a ella.*
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	**N/A**	*La página no dispone de ningún menú desplegable, todas las opciones aparecen directamente en la página principal*
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…).	**N/A**	
12	The site or application structure is clear, easily understood and addresses common user goals.	**Good**	
13	Links are clear, descriptive and and well labelled.	**Excellent**	
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	**Excellent**	
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	**Good**	
16	Users can easily get back to the homepage or a relevant start point.	**Excellent**	
17	A clear and well structure site map or index is provided (where necessary).	**Good**	

Search

18	A consitent, easy to find and easy to use search function is available throughout (where desirable).	**Very poor**	*Esta página no cuenta con un apartado de búsqueda, la informaciónn que se muestra es la única disponible*
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).	**Very poor**	
20	The search facility deals well with common searchs (e.g. showing most popular results), misspellings and abbreviations.	**Very poor**	
21	Search results are relevant, comprehensive, precise, and well displayed.	**Very poor**	

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).	**Moderate**	
24	Users can easily give feedback (e.g. via email or an online feedback / contact us form).	**Good**	

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.	**Very poor**	*Esta página no cuenta con una sección de formularios salvo la que se ofrece cuando queremos escribir una reseña u opinión*
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).	**Very poor**	
27	Required and optional form fields are clearly indicated.	**Very poor**	
28	Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.	**Very poor**	
29	Help and instructions (e.g. examples, information required) are provided where necessary.	**Poor**	

Errors

30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).	**Good**	
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.	**Good**	
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.	**Excellent**	
33	Users are able to easily recover (i.e. not have to start again) from errors.	**Good**	

Content & text

34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	**Excellent**	
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	**Excellent**	

36	Language, terminology and tone used is appropriate and readily understood by the target audience.	**Excellent**	
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.	**Good**	*Este punto es relativo a las preferencias de la persona, ya que esta puede preferir un fondo mas oscuro que no impacte demasiado en la vista, sin embargo, en relación a la lectura y la visibilidad del texto y su consecuente información es clara.*

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**	*Esta página no cuenta con una sección de ayuda, pues únicamente ofrece infotmación y no se debe rellenar ni realizar ningún proceso a parte de la lectura de la misma proporcionada*
40	Online help is concise, easy to read and written in easy to understand language.	**Very poor**	
41	Accessing online help does not impede users (i.e. they can can resume work where they left off after accessing help).	**Very poor**	
42	Users can easily get further help (e.g. telephone or email address).	**Good**	

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	**Excellent**	
44	Errors and reliabilty issues don't inhibit the user experience.	**Good**	
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	**Excellent**	

Overall usability score (out of 100) *	**69**	-	**Moderate**

* 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.

Weighting (out of 5)	Weighting ratio	Rating (0 - 5)	Score	Out of
5	100%	4	4	5
5	100%	3	3	5
4	80%	4	3,2	4
3	60%	4	2,4	3
3	60%	4	2,4	3
3	60%	5	3	3
4	80%	5	4	4
3	60%	4	2,4	3
2	40%	4	1,6	2
4	80%	0	0	0
3	60%	0	0	0
5	100%	4	4	5
3	60%	5	3	3
4	80%	5	4	4
2	40%	4	1,6	2
2	40%	5	2	2
1	20%	4	0,8	1

4	80%	1	0,8	4
4	80%	1	0,8	4
2	40%	1	0,4	2
4	80%	1	0,8	4
4	80%	0	0	0
3	60%	3	1,8	3
1	20%	4	0,8	1
3	60%	1	0,6	3
2	40%	1	0,4	2
2	40%	1	0,4	2
3	60%	1	0,6	3
3	60%	2	1,2	3
4	80%	4	3,2	4
3	60%	4	2,4	3
3	60%	5	3	3
3	60%	4	2,4	3
5	100%	5	5	5
2	40%	5	2	2

4	80%	5	4	4
3	60%	5	3	3
3	60%	4	2,4	3
4	80%	1	0,8	4
3	60%	1	0,6	3
3	60%	1	0,6	3
2	40%	4	1,6	2
4	80%	5	4	4
4	80%	4	3,2	4
3	60%	5	3	3
5			91,2	133