

Name of Evaluator : Kalecia McNeal Your Team #: 11 Date: 9/13/2023
 Name of Organizational Site Being Evaluated: https://runningintheusa.com/

BRAINSTORMING ACTIVITY: Heuristic Evaluation

Instructions: Conduct a heuristic evaluation of the site's information architecture. Use the following guide questions below. Rate how much you agree or disagree with the following statements (**1** – strongly disagree; **5** – strongly agree). Use an 'X' to mark the appropriate column. Submit the completed form at the end of class for participation points.

ITEMS	SD 1	D 2	N 3	A 4	SA 5	NA
Strongly Disagree → Strongly Agree						
Main/Home Page						
• The homepage orients the user to what the site is about and what content is available (good information scent).					X	
• The homepage has (a) clear call/s to action. <i>(Are there clear cues that lets users know what they are supposed to or can do on the site?)</i>		X				
• The homepage highlights the best ways to reach content. <i>(Supporting the few most useful ways of getting users to content is obviously more important and cost-effective than providing them with all possible ways.)</i>			X			
• The site sponsor/organization is clearly identified.				X		
Content						
• The overall content is clearly and logically organized.					X	
• The purpose of the site is clear from the type of information on the site and the way it is presented.					X	
• It is clear who the intended audience of the site is.			X			
• The content of the pages clearly support user tasks.					X	
Layout						
• The overall layout clearly indicates the hierarchy of contents on each page (e.g., it is easy to tell which items are grouped and which items are more important).					X	

ITEMS	SD 1	D 2	N 3	A 4	SA 5	NA
Strongly Disagree → Strongly Agree						
<ul style="list-style-type: none"> The layout makes it easy for users to find important information on the page. 		X				
Site-wide Navigation						
<ul style="list-style-type: none"> It is easy to tell where I am on the site. 					X	
<ul style="list-style-type: none"> There is a way to get back to the homepage from anywhere on the site. 					X	
<ul style="list-style-type: none"> The site uses labels that are clear and meaningful. 					X	
<ul style="list-style-type: none"> There are navigation options that lead me where I'd want to go next. 	X					

What is your overall rating of the site? *Pls. check one ...*

- ☐ Very well designed and easy to use
☒ Design needs to be improved but site is usable
☐ Poorly designed, difficult to use

List the top three issues that need to be addressed. Write your recommendations for addressing each issue. Explain each briefly:

Type your answers here:

1. Layout: I think the layout is definitely something I would address because it is a little hard to find things on the website because they are out of place. I would sort things based on how
2. Navigation: I click on some things on the site to see if I can find a way to get back. I would add some specific buttons such as the X button to let the user return back to the front page.
3. Homepage: The homepage looks okay but I think I would add the categories from the bottom to the top. I would also add logos to the categories so they do not look the same.