



HEURISTIC EVALUATION

— FOR GOLDMAN LEGAL

OVERVIEW

OF THE WEBSITE

- CRIMINAL JUSTICE ATTORNEY IN SAN DIEGO, CA
- AREAS SERVED: LA COUNTY, ORANGE COUNTY, SAN DIEGO COUNTY, RIVERSIDE COUNTY
- PRACTICES: ASSAULT & BATTERY, DUI, DIVERSION, RESTRAINING ORDERS, DRUG-RELATED OFFENSES, MILITARY DIVERSION, DRIVING OFFENSES, DOMESTIC VIOLENCE, EXPUNGEMENTS



PURPOSE

THE PRIMARY GOAL OF A HEURISTIC EVALUATION IS TO ENHANCE USABILITY AND IMPROVE THE OVERALL USER EXPERIENCE OF A WEBSITE, APPLICATION, OR DIGITAL PRODUCT.

EVALUATION CRITERIA

USER CONTROL & FREEDOM

PROVIDE USERS WITH THE ABILITY TO NAVIGATE AND EXIT UNDESIRABLE SITUATIONS EASILY.

CONSISTENCY & STANDARDS

ENSURE THAT ELEMENTS AND ACTIONS ARE CONSISTENT AND FOLLOW PLATFORM CONVENTIONS.

FLEXIBILITY & EFFICIENCY OF USE

DESIGN FOR BOTH NOVICE AND EXPERT USERS, ALLOWING FOR EFFICIENT INTERACTION FOR BOTH.

AESTHETIC & MINIMALIST DESIGN

PRESENT INFORMATION AND CONTROLS IN A WAY THAT IS AESTHETICALLY PLEASING AND AVOIDS UNNECESSARY COMPLEXITY.

SEVERITY GUIDE

LOW •

MINIMAL IMPACT ON THE USER EXPERIENCE AND IS UNLIKELY TO SIGNIFICANTLY AFFECT USABILITY OR FUNCTIONALITY

MEDIUM •

MAY MODERATELY IMPACT THE USER EXPERIENCE, POTENTIALLY CAUSING INCONVENIENCE OR HINDRANCE

HIGH •

CRITICAL ISSUES THAT POSE MAJOR OBSTACLES TO THE USER EXPERIENCE, RENDERING CONTENT INACCESSIBLE

OVERALL (SITE-WIDE)

ISSUE

EVERY IMAGE OF LOGO IS BLURRY

RECOMMENDATION

PROVIDE AN SVG FILE OF THE LOGO OR AN IMAGE VERSION WITH BIGGER DIMENSIONS

SEVERITY

LOW ●

ISSUE

THE GREEN COLOR LOOKS A LITTLE DULL (AFFECTING THE LOOK & FEEL)

RECOMMENDATION

INCREASED SATURATION AND INCREASE USE OF AN ACCENT COLOR (SEE EXAMPLE IMAGES NEXT SLIDE)

SEVERITY

LOW ●

ISSUE

PADDING / MARGIN INCONSISTENCY

RECOMMENDATION

USE INDUSTRY STANDARD CONVERSION TO IMPLEMENT CONSISTENT SPACING (SEE EXAMPLE IMAGES NEXT SLIDE)

SEVERITY

MEDIUM ●

ISSUE

THREE DIFFERENT FONTS AND SIZES (INDUSTRY STANDARD IS TWO FONTS MAX)

RECOMMENDATION

CHOOSE A HEADING FONT AND A BODY FONT AND PRACTICE CONSISTENCY

SEVERITY

MEDIUM ●

ISSUE

THE SERIF FONT IS HARD TO READ IN MOST CASES

RECOMMENDATION

(SEE COMPARISON IMAGES NEXT SLIDE)

SEVERITY

HIGH ●






EXAMPLES

WATCH SOUTHERN CALIFORNIA’S BRIGHTEST ATTORNEY SPEAK ABOUT HER PASSION
TO DEFEND THOSE WHO ARE WRONGFULLY ACCUSED.

Watch Southern California’s Brightest Attorney Speak About Her Passion
To Defend Those Who Are Wrongfully Accused.

← Jennifer Goldman Landed Her Latest Victory
For Former KISS Guitarist, Ace Frehley!

"Jennifer Goldman Wins Case For Client, Ace Frehley, As San
Diego Judge Denies Restraining Order Against Former KISS
Guitarist"  SAN DIEGO



WATCH SOUTHERN CALIFORNIA’S BRIGHTEST ATTORNEY SPEAK ABOUT HER PASSION
TO DEFEND THOSE WHO ARE WRONGFULLY ACCUSED.

WATCH SOUTHERN CALIFORNIA’S BRIGHTEST ATTORNEY SPEAK ABOUT HER PASSION
TO DEFEND THOSE WHO ARE WRONGFULLY ACCUSED.

HOME PAGE

ISSUE	ADD THE TROS (TEMPORARY RESTRAINING ORDERS) TO THE NAVIGATION MENU
SEVERITY	HIGH ●
ISSUE	CHANGE “WHAT OUR CUSTOMER ARE SAYING?” TO “WHAT OUR CUSTOMERS ARE SAYING”, “TESTIMONIALS”, OR “SUCCESS STORIES”
SEVERITY	MEDIUM ●
ISSUE(S)	NAVIGATION, LOCATION, AND H1 TAKE TOO MUCH SPACE AT THE TOP OF PAGE
RECOMMENDATION	1. COMBINE NAVIGATION WITH LOCATION AND PHONE NUMBER AND REMOVE SEARCH BAR. 2. CREATE A CONVENTIONAL HERO SECTION WITH THE MAIN VIDEO (OR AN APPEALING IMAGE) AS A BACKGROUND AND AN H1, A SUBHEADING, AND CTA BUTTON.
SEVERITY	LOW ●
ISSUE(S)	TYPES OF RESTRAINING ORDERS SECTION: TOO BUSY, CAN BE DISTRACTING TO THE READER
RECOMMENDATION	CHANGE THE LAYOUT, SO IT IS EASIER TO FOCUS ATTENTION TO EACH INDIVIDUAL TYPE OF RESTRAINING ORDER
SEVERITY	MEDIUM ●
ISSUE(S)	PRACTICE AREAS SECTION: IMPOSSIBLE TO READ ‘RESTRAINING ORDERS’ OR ‘DRIVING OFFENSES’ CARDS THERE ARE ICONS ON THE CARDS THAT SIGNAL THAT THEY LINK OUT, BUT THEY AREN’T INTERACTABLE.
RECOMMENDATION	1. ADD ENTRANCE ANIMATIONS TO THE CARDS TO KEEP THE MOVEMENT 2. LIST THE CARDS OUT IN A GRID OR ACCORDION 3. REMOVE THE ARROW ICONS
SEVERITY	HIGH ●
ISSUE	THERE ARE SEVERAL TESTIMONIALS SPREAD OUT ACROSS THE WEBSITE.
RECOMMENDATION	1. COMBINE ALL TESTIMONIALS INTO ONE SECTION. 2. CREATE A CTA SECTION WHICH INCLUDES ONE TESTIMONIAL.
SEVERITY	LOW ●
ISSUE(S)	USE OF BORDER AROUND LOCATION MAPS. IT IS NOT CONSISTENT WITH THE REST OF THE WEBSITE SINCE WE DONT SEE BORDERS ANYWHERE ELSE ON THE WEBSITE.
RECOMMENDATION	THINNER BORDERS (2PX) AND ADD SPACING ON THE SIDES
SEVERITY	LOW ●



EXAMPLES

WATCH SOUTHERN CALIFORNIA’S BRIGHTEST ATTORNEY SPEAK ABOUT HER PASSION
TO DEFEND THOSE WHO ARE WRONGFULLY ACCUSED.

Watch Southern California’s Brightest Attorney Speak About Her Passion
To Defend Those Who Are Wrongfully Accused.

Practice Areas

DUI

DUI stands for Driving Under the Influence. It is a criminal offense in which a person operates a motor vehicle while under the influence of alcohol or drugs.

Diversion

Diversion programs offer clients an alternative to traditional prosecution, allowing them to address issues through tailored interventions. Successful completion can lead to dismissed charges or reduced penalties, emphasizing rehabilitation over punishment for a client-focused resolution.

Assault and Battery

Assault and battery are legal concepts, but they are often used together as a single term to describe a type of offense.

Restraining Orders

Assault and battery are two separate legal concepts, but they are often used together as a single term to describe a type of offense.

Drug-Related Offenses

Drug-related offenses refer to criminal activities related to the use, possession, manufacture, distribution, or sale of illegal drugs or controlled substances.

Military Diversion

Military Diversion is a program that is available to eligible veterans who are facing criminal charges. The program is designed to divert veterans away from the criminal justice system.

Domestic Violence

Domestic violence is a type of violence that occurs within a domestic relationship, such as between spouses, partners, family members, or roommates.


Expungements

Expungement is a legal process that allows an individual to petition the court to seal or erase a criminal record from public view.

Driving Offenses

Driving offenses are crimes that involve the operation of a motor vehicle in violation of state or federal regulations.

Los Angeles: (310) 742-6777 San Diego: (619) 796-6641



Search

PRACTICE AREAS


AREA SERVED

REVIEWS

MEET THE TEAM

CONTACT

WATCH SOUTHERN CALIFORNIA’S BRIGHTEST ATTORNEY SPEAK ABOUT HER PASSION
TO DEFEND THOSE WHO ARE WRONGFULLY ACCUSED.



“I OWE MY FREEDOM TO HER JENNIFER’S TALENT AS AN ATTORNEY
HELPED CHANGE MY LIFE FOR THE BETTER.”

“I OWE MY FREEDOM TO HER JENNIFER’S TALENT AS AN ATTORNEY
HELPED CHANGE MY LIFE FOR THE BETTER.”

CONTACT

Goldman Legal Locations

With offices in Los Angeles and San Diego, Goldman Legal serves all of southern California including cities within Los Angeles County, Orange County and San Diego County. Please contact us today to speak with one of our criminal defense attorneys.





Goldman Legal Locations

With offices in Los Angeles and San Diego, Goldman Legal serves all of southern California including cities within Los Angeles County, Orange County and San Diego County. Please contact us today to speak with one of our criminal defense attorneys.





AREAS SERVED

ISSUE(S)

PRACTICE AREAS SECTION: IMPOSSIBLE TO READ 'RESTRAINING ORDERS' OR 'DRIVING OFFENSES' CARDS
THERE ARE ICONS ON THE CARDS THAT SIGNAL THAT THEY LINK OUT, BUT THEY AREN'T INTERACTABLE.

RECOMMENDATION

1. ADD ENTRANCE ANIMATIONS TO THE CARDS TO KEEP THE MOVEMENT
2. LIST THE CARDS OUT IN A GRID OR ACCORDION
3. REMOVE THE ARROW ICONS

SEVERITY

HIGH ●

ISSUE(S)

CONTACT SECTION IMAGE IS CUT OFF.

RECOMMENDATION

MOVE THE CONTACT INFORMATION TO A DIFFERENT PLACE SO IT DOESN'T OVERLAP WITH THE IMAGE NEXT TO THE FORM
(SEE EXAMPLE IN THE NEXT SLIDE)

SEVERITY

MEDIUM ●



EXAMPLES

Practice Areas



Diversion

Diversion programs offer clients an alternative to traditional prosecution, allowing them to address issues through tailored interventions. Successful completion can lead to dismissed charges or reduced penalties, emphasizing rehabilitation over punishment for a client-focused resolution.



Assault and Batter

Restraining Orders

Assault and battery are two separate legal concepts, but they are often used together as a single term to describe a type.



Military Diversion



Expungements

Expungement is a legal process that allows an individual to petition the court to seal or erase a criminal record from public view.



Driving Offenses

Contact Us Today

NAM

EMA

PHO

SUBJECT

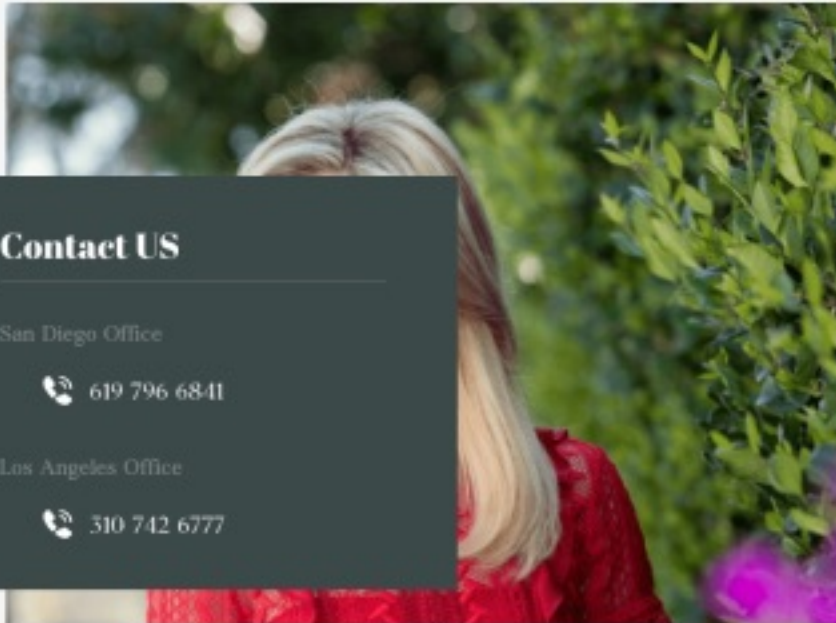
MES:

Submit

Contact US

619 796 684

☎ 310 742 6777



REVIEWS

ISSUE(S)

THE ANGLED FORMAT OF CARDS GUIDES THE USER'S EYE MOVEMENT UNNATURALLY

RECOMMENDATION

TOP ALIGN THE CARDS VERTICALLY

SEVERITY

MEDIUM ●

ISSUE(S)

'POSTED BY' IS NOT COMMONLY USED AND IT IS PLACED AFTER THE NAME INSTEAD OF BEFORE

RECOMMENDATION

SWITCH TESTIMONIAL NAME AND 'POSTED BY' OR REMOVE 'POSTED BY' (LEAVING ONLY THE NAME)

SEVERITY

MEDIUM ●

ISSUE(S)

DARK GRAY ON LIGHT GRAY IS HARD TO READ (TESTIMONIALS CARDS)

RECOMMENDATION

SWITCH THE TEXT COLOR TO BLACK

SEVERITY

MEDIUM/HIGH ●



EXAMPLES

Testimonials

She was always responsive and on time with my case she fought tooth and nail for my future and well being I can't thank her enough, was going through a tough time with a domestic violence case but she always assured me everything was ok and she was going to defend me till the end, Jennifer will be my attorney for any future situations and she will be highly recommend for anyone in need of a good lawyer!!!



Anthony
Posted by

Ms. Goldman represented me in a DUI case. Not only did I get the minimum original sentence, but halfway through my probation, she was able to get me an early probation termination, as well as expungement! Jennifer is personable, professional and constantly kept me updated on my case. I wouldn't hesitate recommending her for your legal needs.



Robert
Posted by

Jennifer and her team worked very hard to complete my petition in a timely manner. The overall process was went very smoothly and efficiently. I would highly recommend her to family and friends. I also would use her in the the future if ever needed again. Very hard working, and seems to genuinely care!



Patition
Posted by

Ms. Goldman is a wonderful and talented attorney. She is prompt with communication, friendly, easy to talk to and it was a great experience retaining him. She was also able to obtain an excellent result! I would highly recommend her to anyone who is in need of an attorney!



Anonymous
Posted by

I was a DUI / Hit & Run Client of Jennifer's. I was absolutely lost at this time in my life; I had no idea what to do. Through a friend of my daughter's, I was referred to Jennifer. He was another DUI lawyer from a different county, who highly recommended her. From the very first time I talked to her, I knew I was in good hands. She constantly reassured me not to worry, that she would take care of...



Anonymous
Posted by

Testimonials

She was always responsive and on time with my case she fought tooth and nail for my future and well being I can't thank her enough, was going through a tough time with a domestic violence case but she always assured me everything was ok and she was going to defend me till the end, Jennifer will be my attorney for any future situations and she will be highly recommend for anyone in need of a good lawyer!!!



Anthony
Posted by

Ms. Goldman represented me in a DUI case. Not only did I get the minimum original sentence, but halfway through my probation, she was able to get me an early probation termination, as well as expungement! Jennifer is personable, professional and constantly kept me updated on my case. I wouldn't hesitate recommending her for your legal needs.



Robert
Posted by

Jennifer and her team worked very hard to complete my petition in a timely manner. The overall process was went very smoothly and efficiently. I would highly recommend her to family and friends. I also would use her in the the future if ever needed again. Very hard working, and seems to genuinely care!



Patition
Posted by

Ms. Goldman is a wonderful and talented attorney. She is prompt with communication, friendly, easy to talk to and it was a great experience retaining him. She was also able to obtain an excellent result! I would highly recommend her to anyone who is in need of an attorney!



Anonymous
Posted by

I was a DUI / Hit & Run Client of Jennifer's. I was absolutely lost at this time in my life; I had no idea what to do. Through a friend of my daughter's, I was referred to Jennifer. He was another DUI lawyer from a different county, who highly recommended her. From the very first time I talked to her, I knew I was in good hands. She constantly reassured me not to worry, that she would take care of...



Anonymous
Posted by

MEET THE TEAM

ISSUE(S)

SPACING/PADDING IS NOT CONSISTENT

RECOMMENDATION

FIX SPACING AND PADDING TO BE CONSISTENT AND UNIFORM

SEVERITY

MEDIUM ●

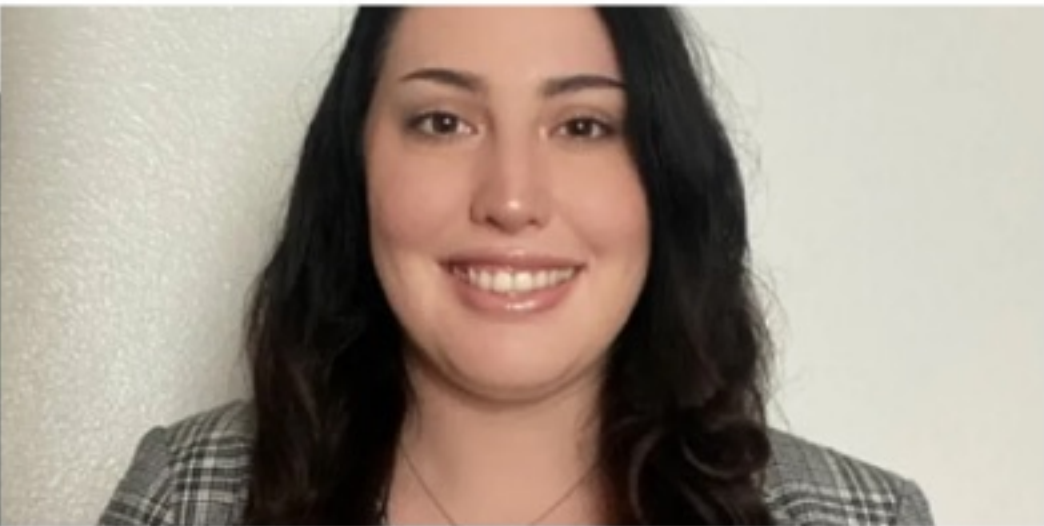
EXAMPLES

Grant Funk, Senior Legal Assistant

Grant Funk is a seasoned legal professional with over 13 years of experience in the criminal defense field. He has worked as a case manager, legal assistant, and paralegal, managing several law firms in Southern California. A San Diego native, Grant has a deep understanding of the legal landscape in the area and has assisted with many serious legal trials in the Superior Court of California.

Grant's dedication to his work and passion for achieving results for his clients are second to none. He has undergone extensive training in defense strategy, which has enabled him to provide his clients with the best possible legal representation. Grant's expertise in the criminal defense field is highly sought after, and his track record of success speaks for itself.

Currently, Grant is enrolled as a law student with the goal of becoming a licensed attorney. He is committed to furthering his legal education and expanding his skill set to better serve his clients. Whether he is assisting with a high-profile criminal trial or providing guidance to clients facing legal challenges, Grant always puts his clients' needs first.



Melissa Garcia, Legal Assistant

Melissa joined Goldman Legal in 2019. As a legal assistant, she works behind the scenes preparing legal documents and answering client questions. She is currently working towards a criminal justice degree and hopes to start a non-profit for legal services in the future.

CONCLUSION

IMPORTANCE OF HEURISTIC EVALUATION

Heuristic evaluations help uncover usability issues and challenges users may face when interacting with a website or application. This includes problems with navigation, feedback, and overall user experience. Designers can enhance overall user satisfaction by addressing usability issues and following established heuristics. A user-friendly interface is more likely to be positively received and adopted by the target audience.

A user-friendly and efficient interface is more likely to meet the business goals of a product or service. Satisfied users are more likely to engage, convert, and contribute to the success of the product.

POTENTIAL IMPACT

A well-designed and user-friendly interface builds trust and credibility with users. They are more likely to trust a product or service that provides a seamless and enjoyable experience.

Accessibility of information is an increasing concern for websites, not only for legal reasons but for the user experience. When websites prioritize accessibility, they cater to a broader audience, fostering a sense of inclusivity. Users of all abilities can navigate and engage with the content seamlessly, contributing to an overall positive user experience.