

# Usability review (Español)

[Enter product name]

Score



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable  
or can't be assessed

## Features & functionality

- 1 Las características y la funcionalidad cumplen con las metas y objetivos comunes del usuario.
- 2 Las características y la funcionalidad son compatibles con los flujos de trabajo deseados por los usuarios.
- 3 Las tareas de uso frecuente están fácilmente disponibles (por ejemplo, fácilmente accesibles desde la página de inicio) y están bien soportadas (por ejemplo, los accesos directos están disponibles).
- 4 Los usuarios reciben un apoyo adecuado según su nivel de experiencia (por ejemplo, atajos para usuarios expertos, ayuda e instrucciones para usuarios novatos).
- 5 Las llamadas a las acciones (por ejemplo, registrarse, agregar a la cesta, enviar) son claras, están bien etiquetadas y aparecen como cliqueables.

**Moderate**

**Good**

**Good**

**Poor**

**Excellent**

## Homepage / starting page

- 6 La página de inicio proporciona una instantánea clara y una descripción general del contenido, las características y la funcionalidad disponible.

**Moderate**

7 La página de inicio es eficaz para orientar y dirigir a los usuarios a la información y las tareas deseadas.

**Good**

8 El diseño de la página de inicio es clara y ordenada con suficiente "espacio en blanco".

**Good**

## Navigation

9 Los usuarios pueden acceder fácilmente al sitio o la aplicación (por ejemplo, la URL es predecible y es devuelta por los motores de búsqueda).

**Good**

10 El esquema de navegación (por ejemplo, el menú) es fácil de encontrar, intuitivo y consistente.

**Moderate**

11 La navegación tiene la flexibilidad suficiente para permitir que los usuarios naveguen por los medios deseados (por ejemplo, búsqueda, navegación por tipo, navegación por nombre, mas reciente, etc.).

**Poor**

12 La estructura del sitio o la aplicación es clara, fácil de entender y aborda objetivos comunes del usuario.

**Moderate**

13 Los enlaces son claros, descriptivos y están bien etiquetados.

**Good**

14 Las funciones estándar del navegador (por ejemplo, 'atrás', 'adelante', 'marcador') son compatibles.

**Excellent**

- 15 La ubicación actual está claramente indicada (por ejemplo, ruta de navegación, elemento de menú resaltado).
- 16 Los usuarios pueden volver fácilmente a la página de inicio o a un punto de inicio relevante.
- 17 Se proporciona un mapa del sitio o índice claro y bien estructurado (cuando sea necesario)

**Poor**

**Moderate**

**Good**

## Search

- 18 Una función de búsqueda consistente, fácil de encontrar y fácil de usar está disponible en todas partes (cuando sea conveniente)
- 19 La interfaz de búsqueda es adecuada para cumplir los objetivos del usuario (por ejemplo, parámetros múltiples, resultados priorizados, filtrado de resultados de búsqueda)
- 20 El servicio de búsqueda se ocupa de las búsquedas comunes (por ejemplo, muestra la mayoría de resultados populares), faltas de ortografía y abreviaturas.
- 21 Los resultados de búsqueda son relevantes, exhaustivos, precisos y se muestran bien

**Very poor**

**Very poor**

**Very poor**

**Very poor**

## Control & feedback

- 22 Se proporciona una respuesta rápida y apropiada (por ejemplo, después de una acción exitosa o no exitosa).

**Good**

- 23 Los usuarios pueden fácilmente deshacer, volver atrás y cambiar o cancelar acciones; o al menos tienen la oportunidad de confirmar una acción antes de cometer (por ejemplo, antes de realizar un pedido)
- 24 Los usuarios pueden enviar comentarios (por ejemplo, por correo electrónico o mediante un formulario de comentarios / contacto en línea)

**Good**

**Good**

## Forms

- 25 Los formularios y los procesos complejos se dividen en pasos y secciones fácilmente comprensibles. Cuando se utiliza un proceso, hay un indicador de progreso con números claros o etapas con nombre.
- 26 Se solicita una cantidad mínima de información y, cuando se proporciona la justificación necesaria para solicitar información (por ejemplo, fecha de nacimiento, número de teléfono)
- 27 Los campos de formulario requeridos y opcionales están claramente indicados
- 28 Se utilizan los campos de entrada apropiados (por ejemplo, el calendario para la selección de la fecha, el menú desplegable para la selección) y se indican los formatos requeridos
- 29 Se proporcionan ayuda e instrucciones (como ejemplos, información requerida) donde sea necesario.

**Good**

**Moderate**

**Poor**

**Good**

**Poor**

## Errors

- 30 Los errores son claros, fácilmente identificables y aparecen en la ubicación apropiada (por ejemplo, adyacente al campo de entrada de datos, adyacente al formulario, etc.).

**Good**

31 Los mensajes de error son concisos, están escritos en un lenguaje fácil de entender y describen qué ocurrió y qué acción es necesaria

**Moderate**

32 Los errores de usuario comunes (por ejemplo, campos faltantes, formatos no válidos, selecciones no válidas) se han tenido en cuenta y, en la medida de lo posible, se han prevenido.

**Good**

33 Los usuarios pueden recuperarse fácilmente (es decir, no tienen que comenzar de nuevo) de los errores

**Excellent**

## Content & text

34 El contenido disponible (por ejemplo, texto, imágenes, video) es apropiado y suficientemente relevante, y detallado para cumplir con los objetivos del usuario

**Moderate**

35 Los enlaces a otros contenidos útiles y relevantes (por ejemplo, páginas relacionadas o sitios web externos) están disponibles y se muestran en contexto

**Moderate**

36 El lenguaje, la terminología y el tono utilizados son apropiados y son fácilmente comprensibles para el público objetivo

**Excellent**

37 Los términos, el idioma y el tono utilizados son consistentes (por ejemplo, el mismo término se usa en todo)

**Excellent**

38 El texto y el contenido son legibles y escaneables, con buena tipografía y contraste visual

**Excellent**

## Help

39	Se proporciona ayuda en línea y contextual y es adecuada para la base de usuarios (por ejemplo, está escrita en un lenguaje fácil de entender y solo usa términos reconocidos).	<b>Moderate</b>
40	La ayuda en línea es concisa, fácil de leer y escrita en un lenguaje fácil de entender	<b>Moderate</b>
41	El acceso a la ayuda en línea no impide a los usuarios (es decir, pueden reanudar el trabajo donde lo dejaron después de acceder a la ayuda)	<b>Poor</b>
42	Los usuarios pueden obtener más ayuda fácilmente (por ejemplo, teléfono o dirección de correo electrónico)	<b>N/A</b>

## Performance

43	El rendimiento del sitio o la aplicación no inhibe la experiencia del usuario (por ejemplo, descargas lentas de páginas, retrasos prolongados)	<b>Good</b>
44	Los errores y problemas de confiabilidad no inhiben la experiencia del usuario	<b>Good</b>
45	Se admiten posibles configuraciones de usuario (por ejemplo, navegadores, resoluciones, especificaciones de computadora)	<b>Very poor</b>

<b>Overall usability score (out of 100) *</b>	<b>66</b>	<b>-</b>
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\* 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 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 tasks.

\* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user may experience some difficulties.

\* 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 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 with ease.

Plantilla extraida del artículo: A guide to carrying out usability reviews <http://www.uxforthemass>  
<http://www.uxforthemasses.com>

## Comments

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

	Weighting (out of 5)	Weighting ratio	Rating (0 - 5)	Score	Out of
<i>La búsqueda de información deja bastante que desear</i>	5	100%	3	3	5
	5	100%	4	4	5
<i>La creación de actividades, la actualización de información del usuario y los diferentes campos como "explora" o "agencias de viaje" que son los mas importantes son facilmente accesibles</i>	4	80%	4	3,2	4
<i>La ayuda al usuario solo se ofrece cuando este se registra y crea una actividad, después de esta acción el usuario no recibe mas soporte de la pagina.</i>	3	60%	2	1,2	3
<i>Se hallan bien ubicadas como en la mayoría de sitios web esto a pesar de ser repetitivo es facilmente distinguible para el usuario.</i>	3	60%	5	3	3
<i>La pagina de inicio se hace muy larga al contener demasiados datos que se podrían obviar y dejar otros de mayor interés.</i>	3	60%	3	1,8	3



Al contener tanta información se hace "eficaz" a la hora de orientar al usuario

4 80% 4 3,2 4

Esta bastante ordenada aunque en algunos tramos los espacios en blanco podrían ser mas pequeños para no crear tanta sensación de vacío o poner algún tipo de diseño suave a los lados para aliviar la sensación de vacío y no saturar la pagina.

3 60% 4 2,4 3

A la hora de buscarlo no hay duda alguna en cual es el sitio.

2 40% 4 1,6 2

Para los apartados principales esta bastante claro, pero para subapartados hay un poco mas de lio.

4 80% 3 2,4 4

A la hora de buscar un tipo de viaje concreto o alguna actividad a realizar en cualquier tipo de viaje no tienes mas opción que recorrer todas las categorías en las que dividen los viajes y ver los viajes de los diferentes usuarios sin posibilidad de filtrar dicha información de ninguna manera

3 60% 2 1,2 3

Distribuye bien la información pero no es facil de entender por el usuario este se ve obligado a ir buscando entre todos los datos para encontrar lo que quiere.

5 100% 3 3 5

El enlace de explora es el que puede llevar a confusión puesto que cuando lo ve un usuario se cree que es algún tipo de buscador

3 60% 4 2,4 3

4 80% 5 4 4

*A la hora de que aparezcan viajes y guías se suelen recomendar los viajeros de su zona actual o del lugar donde vive habitualmente, en vez de los lugares que quiere visitar que sería lo lógico.*

2 40% 2 0,8 2

*Si no se mantiene en las zonas que aparecen visibles en la navbar puede volver facilmente haciendo click sobre el icono de arriba a la izquierda. Si se mueve a zonas como la de blogs al hacer click en el icono nos llevara a una zona donde aparecen todos los blogs disponibles.*

2 40% 3 1,2 2

*La pagina principal en si es un indice bastante completo.*

1 20% 4 0,8 1

*No hay ningún tipo de mecanismo de búsqueda o si lo hay yo no lo he encontrado. En la zona de explora aparecen todos los tipos de datos estructurados de diferentes maneras pero existen opciones mucho mejores a esta.*

4 80% 1 0,8 4

*La pagina tiene organizada la información de la forma que ella quiere no como quiere el usuario, es cierto que generaliza la información pero si un usuario busca algo concreto se le hace difícil de encontrar.*

4 80% 1 0,8 4

*No hay servicio de búsqueda.*

2 40% 1 0,4 2

*No hay servicio de búsqueda.*

4 80% 1 0,8 4

*Aunque algunos de estos mensajes no están en el idioma que ha elegido el usuario, suelen ser bastante interpretar.*

4 80% 4 3,2 4

A la hora de crear actividades o rutas esta bien pero se podría mejorar poniendo algún tipo de guardado de plantilla de lo escrito. También se puede modificar una actividad sin problemas.

3 60% 4 2,4 3

1 20% 4 0,8 1

No tiene un indicador numérico puesto que tiene todos los apartados en la misma página.

3 60% 4 2,4 3

La información general sobre un evento aparece publica y se puede conseguir el resto apuntándose al evento.

2 40% 3 1,2 2

Solo a la hora de confirmar un formulario te dice si te ha faltado algún campo obligatorio, y muy pocos de los opcionales aparecen marcados.

2 40% 2 0,8 2

Estos campos vienen bien acoplados, pero algunos datos por defecto suelen ser algo extraños como fechas de hace varios años.

3 60% 4 2,4 3

La ayuda al usuario solo se proporciona solicitándola en su apartado de soporte, no existe ayuda general para cada campo.

3 60% 2 1,2 3

Por ejemplo a la hora de crear un viaje si algún campo obligatorio queda vacío aparece un mensaje sobre el y la pagina se desplaza hasta ahí.

4 80% 4 3,2 4

Algunos de los mensajes de error no están en el idioma del usuario pero en general son faciles de distinguir.

3 60% 3 1,8 3

Algunos campos contienen datos de ejemplo incorrectos pero por lo demás se suelen aclarar bastante bien.

3 60% 4 2,4 3

No he tenido problema a la hora de dejar vacío algún campo y tener que rellenar solo ese campo y no el formulario entero.

3 60% 5 3 3

El texto es bastante y proporciona datos mas que de sobra, en cambio los vídeos que proporciona la pagina dejan bastante que desear puesto que no se sabe que quiere decirte el video hasta que lo ves(la mayoría hablan de ofertas de algún tipo).

5 100% 3 3 5

No tiene muchos accesos a otras paginas y los que hay están un poco escondidos.

2 40% 3 1,2 2

No he encontrado casos donde la información tenga algún tipo de problema puesto que usa un tono neutro que invita al usuario.

4 80% 5 4 4

3 60% 5 3 3

La tipografía es la adecuada y su uso el correcto.

3 60% 5 3 3

La información se centra en los usuarios que ya tienen algún tipo de control tecnológico, por lo cual debería de haber alguna guía visual para usuarios nuevos en este ambiente.

4 80% 3 2,4 4

Lo mismo del punto anterior.

3 60% 3 1,8 3

La ayuda en línea se mantiene en una zona aparte por lo cual el trabajo deberá realizarse a parte o después de consultarla.

3 60% 2 1,2 3

No he pedido ayuda por lo cual no puedo dar una nota.

2 40% 0 0 0

No tiene ningún tipo de descarga, la velocidad la marca el usuario cuanto mas claro lo tenga el usuario mas rápido lo realizara.

4 80% 4 3,2 4

La pagina es amigable y parece confiable el problema llega con los usuarios pero esto no lo maneja la página.

4 80% 4 3,2 4

El usuario solo puede personalizar los datos de su perfil.

3 60% 1 0,6 3

## Moderate

5 93,4 142

complete a significant number of important tasks.  
ome important tasks.  
xperience could be significantly improved.  
majority of important tasks.  
ortant tasks on the site or system.

<https://www.uxplanet.org/usability-reviews/>  
<https://www.uxplanet.org/wp-content/uploads/2011/02/Usability-review-template.xls>

















# Usability review

[Enter product name]

Score



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable  
or can't be assessed

## Features & functionality

- 1 Features and functionality meet common user goals and objectives.
- 2 Features and functionality support users desired workflows.
- 3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).
- 4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).
- 5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

**Enter score**

**Enter score**

**Enter score**

**Enter score**

**Enter score**

## Homepage / starting page

- 6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

**Enter score**

7 The home page / starting page is effective in orienting and directing users to their desired information and tasks.

**Enter score**

8 The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.

**Enter score**

## Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

**Enter score**

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

**Enter score**

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...).

**Enter score**

12 The site or application structure is clear, easily understood and addresses common user goals.

**Enter score**

13 Links are clear, descriptive and and well labelled.

**Enter score**

14 Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.

**Enter score**

15 The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

**Enter score**

16 Users can easily get back to the homepage or a relevant start point.

**Enter score**

17 A clear and well structure site map or index is provided (where necessary).

**Enter score**

## Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

**Enter score**

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

**Enter score**

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

**Enter score**

21 Search results are relevant, comprehensive, precise, and well displayed.

**Enter score**

## Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

**Enter score**

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).

**Enter score**



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

**Enter score**

## 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.

**Enter score**

- 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).

**Enter score**

- 27 Required and optional form fields are clearly indicated.

**Enter score**

- 28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

**Enter score**

- 29 Help and instructions (e.g. examples, information required) are provided where necessary.

**Enter score**

## Errors

- 30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

**Enter score**

- 31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

**Enter score**

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

**Enter score**

33 Users are able to easily recover (i.e. not have to start again) from errors.

**Enter score**

## Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

**Enter score**

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

**Enter score**

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

**Enter score**

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

**Enter score**

38 Text and content is legible and scannable, with good typography and visual contrast.

**Enter score**

## Help

39 Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.

**Enter score**

40 Online help is concise, easy to read and written in easy to understand language.

**Enter score**

41 Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).

**Enter score**

42 Users can easily get further help (e.g. telephone or email address).

**Enter score**

## Performance

43 Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).

**Enter score**

44 Errors and reliability issues don't inhibit the user experience.

**Enter score**

45 Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.

**Enter score**

**Overall usability score (out of 100) \***

\* 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 most 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 tasks.

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Comments

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	5	100%	0	0	0
	5	100%	0	0	0
	4	80%	0	0	0
	3	60%	0	0	0
	3	60%	0	0	0
	3	60%	0	0	0

4	80%	0	0	0
---	-----	---	---	---

3	60%	0	0	0
---	-----	---	---	---

2	40%	0	0	0
---	-----	---	---	---

4	80%	0	0	0
---	-----	---	---	---

3	60%	0	0	0
---	-----	---	---	---

5	100%	0	0	0
---	------	---	---	---

3	60%	0	0	0
---	-----	---	---	---

4	80%	0	0	0
---	-----	---	---	---

2	40%	0	0	0
---	-----	---	---	---

240%000

120%000

480%000

480%000

240%000

480%000

480%000

360%000

120%000

360%000

240%000

240%000

360%000

360%000

480%000

360%000

360%000

360%000

5100%000

240%000

480%000

360%000

360%000

480%000



360%000

360%000

240%000

480%000

480%000

360%000

500

complete a significant number of important tasks.  
ome important tasks.  
xperience could be significantly improved.  
majority of important tasks.  
ortant tasks on the site or system.













# Usability guidelines

## Importance

### Features & functionality

1	<b>Features and functionality meet common user goals and objectives</b> Key and common user goals and objectives (e.g. carry out some transaction, find some information, carry out some research etc...) should have been identified and addressed. Ideally the site or application should allow users to meet all of their key goals and objectives.	<b>Very high</b>
2	<b>Features and functionality support users desired workflows</b> The site or application should support or at least be compatible with the way that users wish to work. For example, users might want to be able to carry out bulk transactions or be able to save and return to their work.	<b>Very high</b>
3	<b>Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported</b> For example short cuts and a login to retrieve details might be provided to speed up the completion of frequently carried out tasks.	<b>High</b>
4	<b>Users are adequately supported according to their level of expertise</b> For example, novice users are given help and instructions and features are progressively disclosed (e.g. advanced features not being shown by default).	<b>Medium</b>
5	<b>Calls to action (e.g. register, add to basket, submit) are clear, well labelled and appear clickable</b> Possible actions should always be clear and the primary call to action (i.e. the most common or desirable user action) should stand out on the page or screen.	<b>Medium</b>

### Homepage / starting page

6	<b>The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available</b> For example, an introduction and overview of the site is provided together with section snapshots and example content.	<b>Medium</b>
7	<b>The homepage / starting page is effective in orienting and directing users to their desired information and tasks</b> Users should be able to work out where they need to go to complete a given task (e.g. carry out some research, complete a transaction).	<b>High</b>
8	<b>The homepage / starting page layout is clear and uncluttered with sufficient 'white space'</b> Users should be able to quickly scan the homepage and make sense of both the content available and of how the site is structured.	<b>Medium</b>

### Navigation



9	<b>Users can easily access the site or application</b> For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.	<b>Low</b>
10	<b>The navigational scheme is easy to find, intuitive and consistent</b> Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically differentiate a given section or area).	<b>High</b>
11	<b>The navigation has sufficient flexibility to allow users to navigate by their desired means</b> For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	<b>Medium</b>
12	<b>The site or application structure is clear, easily understood and addresses common user goals</b> For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	<b>Very high</b>
13	<b>Links are clear, descriptive and well labelled</b> Links should be clearly 'clickable' (e.g. underlined or coloured) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	<b>Medium</b>
14	<b>Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported</b> Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.	<b>High</b>
15	<b>The current location is clearly indicated (e.g. breadcrumb, highlighted menu item)</b> Users should always know where they are in the site or application.	<b>Low</b>
16	<b>Users can easily get back to the homepage or a relevant start point</b> For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.	<b>Low</b>
17	<b>A clear and well structure site map or index is provided (where necessary)</b> The sitemap might be part of the header or footer and should ideally be available from every page on the site.	<b>Very low</b>

## Search

18	<b>A consistent, easy to find and easy to use search function is available throughout</b> The search function (where required) should be directly available from most pages on the site or application and should be consistently positioned (e.g. top left, top right or top centre).	<b>High</b>
19	<b>The search interface is appropriate to meet user goals</b> For example users are able to filter search results, an advanced search is available (if necessary) and common search conventions such as quotation marks (") and natural language searches are handled.	<b>High</b>

20	<b>The search facility deals well with common searches, misspellings and abbreviations</b> Ideally synonyms (e.g. 'coat' should also match 'jacket') should mean that logical and appropriate search results are returned for common user queries. Popular search results (e.g. top matches) should also be identified for common queries.	<b>Low</b>
21	<b>Search results are relevant, comprehensive, precise, and well displayed</b> It should be easy for users to see what has been returned, to work out why something has been returned and to determine how many results there are.	<b>High</b>

## Control & feedback

22	<b>Prompt and appropriate feedback is given</b> For example, a confirmation message is shown following a successful transaction, input errors are promptly highlighted and it's made clear to users when a page has been updated.	<b>High</b>
23	<b>Users can easily undo, go back and change, or cancel actions</b> If an action can not be undo then users should at least be given the chance to confirm an action before committing (e.g. before placing an order). For example, users can return to a step and change their options or dynamically change a value without having to start again. Where an action can't be undone (e.g. a deletion), this should be made clear to users.	<b>Medium</b>
24	<b>Users can easily give feedback</b> For example, via email or an online feedback / contact us form. There should be an indication of how long users can expect to wait for a response if a query has been made.	<b>Very low</b>

## Forms

25	<b>Complex forms and processes are broken up into readily understood steps and sections</b> For example, a checkout process might be broken up in to 'address', 'delivery options', 'payment' and 'confirmation'. Where a process is used a progress indicator is present with clear numbers or named stages.	<b>Medium</b>
26	<b>A minimal amount of information is requested and where necessary justification is given for asking for information</b> For example a site might outline that a telephone number is required in case there is an issue with a transaction. Users shouldn't be asked for extraneous information and where possible information should be auto populated (e.g. postcode lookup, code lookup) to keep input to a minimum.	<b>Low</b>
27	<b>Required and optional form fields are clearly indicated (e.g. using text or *)</b> Where most fields are required the optional fields should be identified and when most fields are optional the required fields should be identified.	<b>Low</b>
28	<b>Appropriate input fields are used and required formats are indicated</b> Appropriate input fields might include calendar for date selection, drop downs for selection and radio button for small selections. Text might be used to indicate the required format or an example might be provided. Field lengths should correspond to the expected input so for example an email input field should be long, where as an initials input field should be very short.	<b>Medium</b>

29	<b>Help and instructions (e.g. examples, information required) are provided where necessary</b> Where input is non trivial or is likely to require some explanation this should be provided. Where a-lot of explanation is necessary a link to a page outlining what is required should be provided.	<b>Medium</b>
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## Errors

30	<b>Errors are clear, easily identified and appear in appropriate locations</b> Errors should be immediately apparent to users and ideally be located close to the offending input or function (e.g. adjacent to an input entry field). Inputs causing an error should be highlighted, together with an explanation for the error.	<b>High</b>
31	<b>Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary</b> Errors should avoid using very technical terms or jargon and should be written from the user's perspective.	<b>Medium</b>
32	<b>Common user errors have been taken into consideration and where possible prevented</b> Common user errors might be missing fields, invalid formats and invalid selections. For example, fields might limit input to particular a format (e.g. numbers only) or only become available once certain criteria have been met. JavaScript might also be utilised to provide immediate feedback for common formatting errors or errors caused by missing fields.	<b>Medium</b>
33	<b>Users are able to easily recover (i.e. not have to start again) from errors</b> For example, users might be able to re-edit and resubmit a form or enter a different value.	<b>Medium</b>

## Content & text

34	<b>Content available (e.g. text, images, video, audio) is appropriate and sufficiently relevant, and detailed to meet user goals</b> Content should also be appropriately formatted, so for example videos and audio should be directly playable (i.e. shouldn't need to be downloaded to be played) and images should be of a sufficient quality.	<b>Very high</b>
35	<b>Links to other useful and relevant content (e.g. related pages, external websites or documents) are available and shown in context</b> For example there might be links from an article to related articles, related content or related external websites.	<b>Low</b>
36	<b>Language, terminology and tone used is appropriate and readily understood by the target audience</b> Jargon should be kept to a minimum and plain language should be used where ever possible.	<b>High</b>
37	<b>Terms, language and tone used are consistent (e.g. the same term is used throughout)</b> Capitalisation (e.g. 'Main title'; 'Main Title'; 'MAIN TITLE') and grammar should be consistent, together with the use of formal or informal terms (e.g. could not vs couldn't; what's vs what is etc...).	<b>Medium</b>
38	<b>Text and content is legible and scanable, with good typography and visual contrast</b> Users should be able to quickly scan headers and body text, in order to get an overview of what's available.	<b>Medium</b>

## Help

39	<b>Online help is provided and is suitable for the user base</b> Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.	<b>High</b>
40	<b>Online help is concise, easy to read and written in easy to understand language</b> Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	<b>Medium</b>
41	<b>Accessing online help does not impede users</b> Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	<b>Medium</b>
42	<b>Users can easily get further help (e.g. telephone or email address)</b> If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	<b>Low</b>

## Performance

43	<b>Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays)</b> Web page downloads shouldn't take longer than 5 seconds and on page interactions (e.g. using an application or AJAX functionality) shouldn't take any longer than 1 second to respond. Interactions taking longer than 1 second to respond should provide suitable feedback to show that something is taking place (e.g. an hour glass or swirling graphic).	<b>High</b>
44	<b>Errors and reliability issues don't inhibit the user experience</b> Sites and applications should be free of bugs and shouldn't have any broken links.	<b>Medium</b>
45	<b>Possible user configurations (e.g. browsers, resolutions, computer specs) are supported</b> Websites should be usable at a 800x600 screen resolution and should work with the most common browsers (IE, Firefox, Opera, Chrome etc...). Applications should be usable with common computer specifications (operation system, memory, available disk space) and screen resolutions (e.g. 800x600, 1025x768).	<b>Medium</b>

Rating below	Rating	Rating ranges		
0				
1	Very Poor	less than	29	
29	Poor	between	29 and	49
49	Moderate	between	49 and	69
69	Good	between	69 and	89
89	Excellent	more than	89	