

Usability Documentation

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Usability Heuristic – Inspection

	H1	H2	H3	H4	H5	H6	H7	H8	H9
Marco Buratti	3	2	3	4	2	3	4	2	4
Sergio Canzoneri	4	3	4	4	3	3	4	3	4
Christian Cammareri	3	3	3	4	3	4	3	2	4
AVG	3.3	2.67	3.3	4	2.67	3.3	3.67	2.3	4
AVG area	3.3				2.67	3.3			

- Navigation:

The pages of the same group refer to similar pages are built with JavaScript; they are similar to each other and navigable. The homepage is perhaps too full of links to other pages, it is a bit too confusing. In any case, it is possible to distinguish the various groups quite well. Landmarks of the navbar are all clearly visible and clickable. Below the main screen there is a carousel with images that are a bit too hidden.

The info on the pages are complete. The site has the purpose of being able to book and plan a trip within a natural park, it is therefore necessary to have as much information as possible.

The first four groups refer to the evaluation of the Navigation:

H1 - Interaction consistency: do pages of the same type have the same links and interaction capability?

H2 - Group navigation: is it easy to navigate among group members and from a group introductory page to group members (and the other way around)?

H3 - Structural Navigation: is it easy to navigate among the semantic components of a Topic?

H4 - Landmarks: are landmarks useful to reach the key parts of the web site?

- Content:

Try to evaluate the overall layout of the web page, based on the first impression that the page gives to users.

H5 - Information overload: is the information in a page too much?

- Layout:

The writings have all the same font that is simple enough to read. Sometimes, however, the choice of writing and backgrounds colors makes reading a little complex - for example, at the bottom of the page there are green words on a gray background.

H6 - Text lay out: is the text readable? Is font size appropriate?

H7 - Interaction placeholder: are textual or visual labels of interactive elements “expressive”?

H8 - Spatial allocation: is the on-screen allocation of contents and visual appropriate for their relevance? Are “semantically related” elements close and “semantically distant” element far away?

H9 - Consistency of Page Structure: do pages of the same type have the same lay out (same visual properties of each component and similar lay-out organization of the various elements?)

Evaluation From – User Testing

- Define Scenario:

To evaluate the usability of the website we have chosen to use the usability test, so we have chosen real users. To evaluate the site we have chosen two scenarios. The first is based on the first impression that the Homepage gives to the user, the second asks how easy/difficult it is to obtain information on the costs of the natural park. The score is given on a five-point base.

- Recruitments:

For usability test we identified two main categories of user profiles, we asked to guys 20/25 years old to test the web page and families who had to book holidays.

- Homepage

Questions	Tester 1	Tester 2	Tester 3	Tester 4
1	3	3	4	3
2	2	2	3	3
3	4	3	4	4
4	2	3	2	3
5	3	4	3	4

1) Clear call for action. User know what to do and they understand the purpose of the web page.

AVG = 3.25.

2) First Impression. The home page creates a positive first impression and support navigation.

AVG = 2.5.

3) Major changes on the web page are announce. For example, changes on the restaurants' offer....

AVG = 3.75.

4) There is a privacy policy. Cookie session and user info. AVG = 2.5.

5) Company location and contact info. Is easily accessible from the home page? AVG = 3.5.

- User Experience

Question	Tester 1	Tester 2	Tester 3	Tester 4
1	3	3	4	3
2	3	4	3	4
3	4	3	4	4
4	3	3	4	4

1) Personalized Features. Currency, language, taxes... and other info. AVG = 3.25

2) Transparent price. Price are clearly displayed. There is no hidden cost. AVG = 3.5

3) Pages are responsive? Can user visualize all the info from any devices? AVG = 3.75

4) Sample Content. Is there a newsletter or a forum where user can ask some question?
AVG = 3.5

Analysis of Result

Users have responded to every task presented to them. Calculating the average score of each question we can see that, according to most users, the home page is a bit too full and confusing. The second table shows that the information needed to plan a trip is well exposed. In the future, if the site should be redesigned, it should submit the major changes on the home page, the rest of the pages are understandable and well organized.