



POLITECNICO  
DI MILANO

HYPERMEDIA APPLICATIONS PROJECT 2017  
USABILITY REPORT

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## Abstract

This document contains the usability report, part of the Hypermedia applications Project. The assignment consist in a usability report on the TIM website, an Italian mobile service provider. The first part consists of 3 usage scenarios, describing common situation of usage of the website. Then, for every page of every scenario, a usability report using the given heuristics and a screenshot of the page is provided. The last chapters includes a list of issues found in the website which were not included in any scenario.

## Introduction

TIM is a brand of the Telecom Italia group. TIM provides mobile and residential phone services, as well as internet service. The website primary objective is to provide a list of all the services provided by the company, with price tables, T&C, special discounts. Since the Telecom Italia group includes more sub-brand, the website contains many external links to other sub-brand (e.g. "Impresa Semplice") that will not be included in this inspection. The website is also an entering point for the "MyTIM" area, a reserved portal for TIM users to manage their active plans; the "MyTIM" area will not be inspected too. The website structure division is suggested by the landmark that we can see in most of the pages:

- **Offerte:** this part includes all the mobile and residential plans the company offers.
- **Prodotti:** TIM also offer products to buy or rent, like mobile phones or routers.
- **Smart Life:** this area includes a list of service like health and home entertainment
- **Assistenza:** this area includes all the Q&A and practical information of the website, regarding different aspects of the services (e.g. payments, usage, configurations)

This division is not always clear around the website, for example some similar pages appear in 2 different areas (mostly the Smart Living area). Our usage scenarios will focus on new clients that are trying to gather information for a new mobile / home contract.

## Scenarios

Here we define different usage scenarios of our website.

### 3.1 Scenario - Secondary School Student

Giorgio Verdi is a Secondary School Student, that like any other teenager, has a mobile phone. He's not very satisfied with his current mobile plan, since it has too few GB available monthly. One of his friends suggested him a new TIM mobile plan, specific for students with the "IoStudio" card (a card given to all secondary students) that is very convenient. When he comes home from school he opens the browser, and navigate to the home page (section 4.2). He hover on the landmark "Offerte" and clicks on "Mobile" (section 4.3). He scrolls down the page to the section "Voce e Internet", and clicks on "TIM Young&Music Limited Edition" button "Scopri". Here he navigates the page (section 4.4) but finds out that is not the plan suggested by his friend. He clicks back on the breadcrumb "Voce e Internet" (section 4.5) and scrolls the page to browse all the plans. He finds nothing again. Disappointed, he tries the search function: types "Iostudio" and clicks the search icon. Found! He clicks on the only result and begins to read the page (the page is very similar to the previous plan detail page, so it will not be inspected). He discovers that the plan was inside "ViviTim" category, so he clicks there to see if there are other advantages for students (section 4.6).

### 3.2 Scenario - New House

Alberto Rossi and Valeria Bianchi married some days ago, and they are ready to move in their new recently bought house. Alberto, that is an freelance web programmer, really needs a reliable internet connection from home to work efficiently. He starts with a comparison of all the major

Italian ISP. He obviously checks the TIM website: he navigate to the home page (section 4.2) and clicks on "Offerte" (section 4.7). He thinks that maybe a joint plan home+mobile could be better, so he clicks on "Fisso, Mobile, Internet e TIMvision" (section 4.8). He decides to purchase this plan. He also needs a new home router, so he clicks on the "Smart Modem Wifi" and the specific page opens in another tab (section 4.9). He is not convinced with the price of this router, so he checks the shop for a cheaper one. He navigates to the shop, first returning to the home page, then by hovering on "Prodotti" and clicking on "Modem e Networking" (section 4.10). The only router there has not a such different price for really less performances. He will then proceed to purchase the plan with the included router. He also need to know how to activate the telephone line and which are the costs of all the operations. He hovers on "Assistenza" and clicks on "Gestione linea e servizi". In this page (section 4.11), he clicks on "Attivazione della linea fissa" (section 4.12)

### 3.3 Scenario - Domotics

Alberto Rossi, after some time in the new house, wants to enrich his home entertainment and upgrade the security system in the house. Since he was very satisfied with the previously bought plan, he browse to the TIM website (section 4.2). He click on "Smart Life" (section 4.13). Here he discovers that TIM offers both "TV & Entertainment" and "Casa e Famiglia" products. He clicks on "TV & Entertainment" (section 4.14). He is very fond of the Italian Football league "Serie A", which is sponsored by TIM. He finds out that he can watch matches also from his tablet! He now wants to search for an IP-cameras system, se he navigates to "Smart Life -> Casa e Famiglia" (section 4.15). He find an IP-camera system, "WeR@Home" and clicks on it (section 4.16) to look for more information and probably buy it.

## Usability report

This chapter includes a report of all the heuristics score we decided, divided by page. All the pages in this chapter are the ones used in the scenarios. Heuristics scores are displayed in tables. The metric of the heuristics is so defined:

- **NA** (Not Applicable): the heuristics cannot be applied in this page.  
It will not be displayed in the table
- **0**: The heuristic is severely violated
- **1**: The heuristic is partially violated
- **2**: The heuristic is satisfied

### 4.1 Domain-level heuristics

A subset of the used heuristics is relative to the overall website usage. These are presented here. In the following sections (relative to specific pages), some explanatory examples of these, in the case of issues, are given.

Navigation Heuristics		
Heuristic	Score	Notes
Landmark	0	Landmark are organized in a messy way: there are 2 level of top-landmarks, that hide-show on scroll, plus 2 sets of landmarks in the footer. Some times, the lower top navbar is not even included in the page
Link Consistency	0	Links of similar topics are often displayed in different ways, using some standard patterns (boxes, buttons etc) but in an inconsistent way
Orientation Clues (Topic)	2	Inside a topic, usually, the content is well divided and reachable by structural links in the page
Orientation Clues (Group)	2	In every page (except the home), the user is presented a breadcrumb to display the current user position in the website
Orientation Clues (Transition)	1	Transition pages are usually incorporated in topic's pages.
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Identity	2	Images, colors and icons are consistent with the brand identity
Chromatic code consistency	2	The colors recall well the brand logo (the page is mainly blue) and red texts are used to underline very important information (discounts and popular services)
Background Contrast	2	Background is white and readability is good
Font Size	2	Text has the appropriate size to be readable
Font Color	2	The font color divides clearly high priority links (red), titles and subtitles (blue) and text (black)
Font Type	2	Font is clearly readable
Anchor Identity	0	Anchors are not clearly differentiated from titles. Some blue text are clickable, some are not
Anchor States	0	Anchors do not change state (change color when pressed)
Icon Consistency	1	Icons across pages are similar, but often images are placed in different regions

Cognitive Heuristics		
Heuristic	Score	Notes
Classification	2	The domain is well split by the landmarks (except for Smart Life)
Website Mental Map	1	Website is sometimes a bit tricky to understand. Many times, clicking on a link generates a path in the breadcrumb that is not easily understandable (and sometimes also broken)

## 4.2 Home page

Website homepage (URL: [www.tim.it](http://www.tim.it)). This is the main page from which the navigation starts. This page includes very little text but many links, so we will not focus on content heuristics.

### 4.2.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Conciseness	2	The page results very concise in presenting the popular plans and most used services.
Multimedia	1	Images are quite attractive and consistent with the brand identity. An image overlaps using Chrome. See screenshot 4.1
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	0	Objects are arranged very sparsely. The top elements show different services whilst being near. Same as the links in the "TIM al tuo servizio" section.
Layout Conventions	2	Items are organized by means of importance, in a left-to-right order
Semiotics	2	Terms do not have different meanings, mostly they are rather technical and standardised
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page do not provide many information except for links

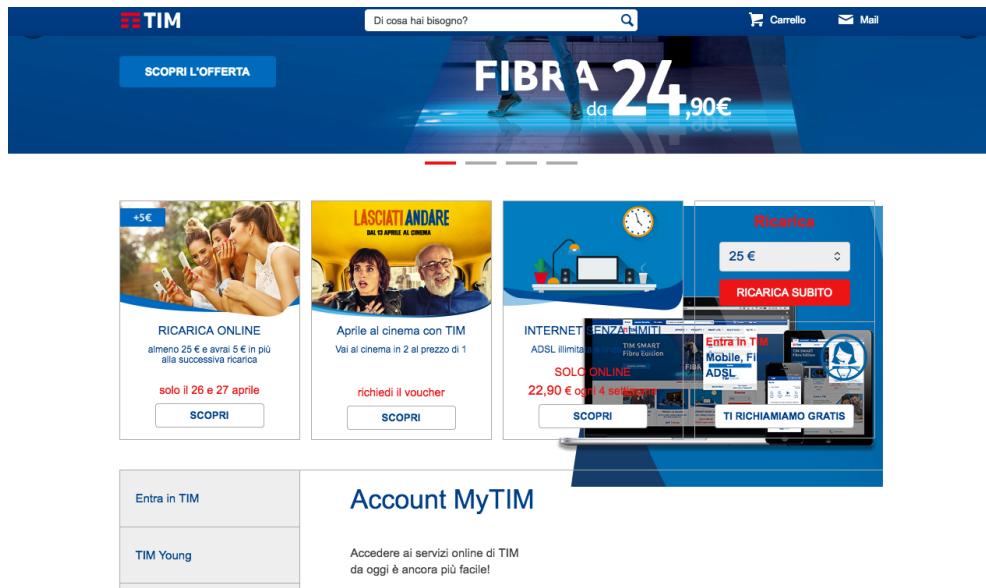


Figure 4.1: Image overlap in the home page.

## 4.3 Offerte Mobile

This page include a set of mobile plans (URL: [www.tim.it/offerte/mobile](http://www.tim.it/offerte/mobile)). It can be seen as an aggregation of group of topics.

### 4.3.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text is very concise and goes straight to the details (features and costs)
Currency	2	Plans displayed are currently available
Content Objectivity	2	While being commercial contents, they are presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The page results very concise in presenting the popular plans and most used services.
Text Errors	2	There are no text errors
Multimedia	2	Images are quite attractive, consistent with the brand identity and consistent with each other

Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	1	The strategy in the organization of the list is clear, but it does include different groups (plans, devices, services)
Group Navigation	2	It is easy to reach the group members
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Objects are arranged in 4 rows of boxes, with different groups of topics
Layout Conventions	2	Items are organized by means of importance, from top-to-bottom
Semiotics	2	Terms do not have different meanings, mostly they are rather technical and standardised
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page do not provide many information except for links and previews

## 4.4 TIM Young & Music

This page shows the details of a mobile plan (URL: [www.tim.it/offerte/mobile/voce-e-internet/tim-young/tim-youngmusic-limited-edition-nuovi-clienti](http://www.tim.it/offerte/mobile/voce-e-internet/tim-young/tim-youngmusic-limited-edition-nuovi-clienti)).

#### 4.4.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text is explanatory and describes adequately the mobile plan in question
Currency	2	Plan is currently available. Time limited informations (discount or procedures) include a date
Content Objectivity	2	While being a commercial content, it is presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The page shows all the critical information first (using a table), but do not omit information which are well distributed in the page
Text Errors	2	There are no text errors
Multimedia	2	Some images do not explain anything but are visually pleasing. Icons are easy to understand
Navigation Heuristics		
Heuristic	Score	Notes
Segmentation	2	Topic is well divided into paragraphs by the left structural links panel
Landmark	0	The landmark behaviour is quite messy: on the top of the page is displayed, but while scrolling is substituted with a navbar of the plan costs and "Attiva" button
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Objects are well arranged in the page
Layout Conventions	2	Items are organized by means of importance, from the top-to-bottom
Semiotics	2	Terms do not have different meanings, mostly they are rather technical and standardised
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page provide a lot of information but is well structured

## 4.5 Voce e Internet

This page shows a collection of mobile plans (URL: [www.tim.it/offerte/mobile/voce-e-internet](http://www.tim.it/offerte/mobile/voce-e-internet)).

### 4.5.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text describes well the quantitative and technical aspects of the plans
Currency	2	Plans shown here are currently available
Content Objectivity	2	While being a commercial content, it is presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise and present mostly the plan features and costs
Text Errors	2	There are no text errors
Multimedia	2	Icons are easy to understand
Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	0	The strategy in the organization of the list is not clear, maybe based on the popularity. The left panel with the structural links gives an hint of the organization
Group Navigation	2	It is easy to reach the group members
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Objects are arranged in boxes that are internally well organized (name and cost, features, additional information). This box sometimes lack of border, see screenshot 4.2
Layout Conventions	2	
Semiotics	2	Terms do not have different meanings, mostly they are rather technical and standardised
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page provide a lot of information but is well structured

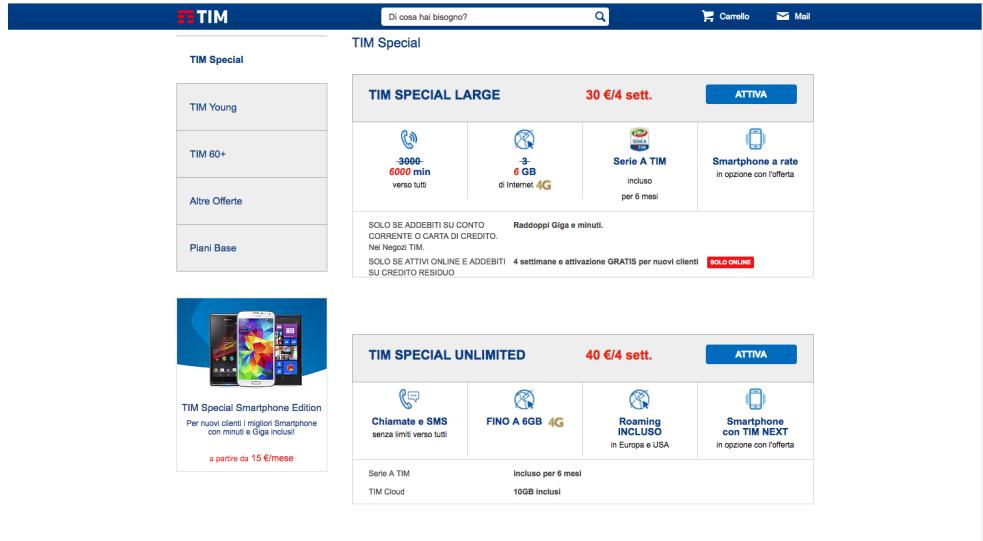


Figure 4.2: Lack of border in some boxes

## 4.6 ViviTIM

This page shows a collection of additional services (URL: [www.tim.it/vivi-tim](http://www.tim.it/vivi-tim)).

### 4.6.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text gives hints of the contents topics
Currency	2	Services shown here are currently available
Content Objectivity	2	Content is presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, just giving hint of the topics
Text Errors	2	There are no text errors
Multimedia	2	Images are pleasant
Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	0	The group of contents presented here are mixed together in a messy way
Group Navigation	2	It is easy to reach the group members

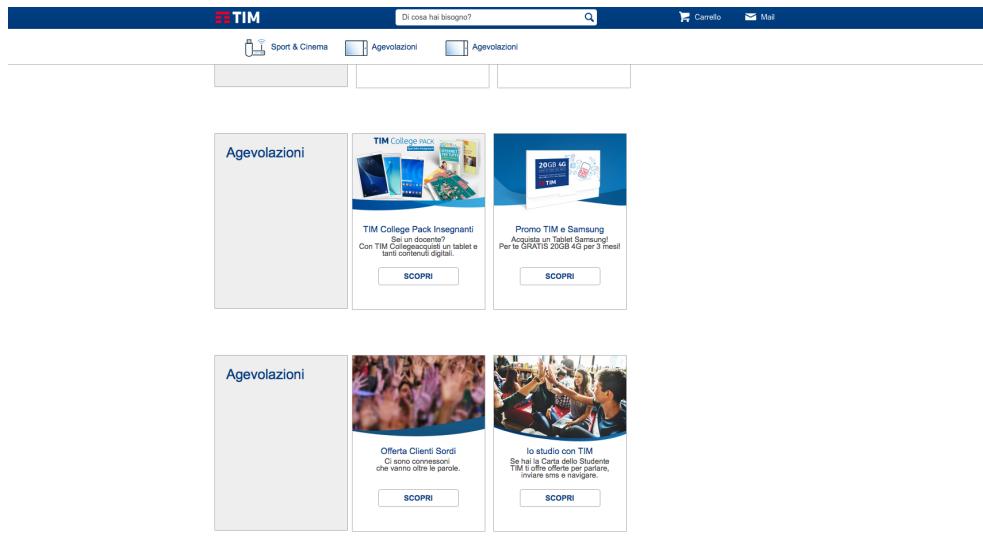


Figure 4.3: "Agevolazioni" split

Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	0	Contents of group "Agevolazioni" are split in different rows of boxes, see screenshot 4.3
Layout Conventions	1	There is not clear organization of the contents
Semiotics	2	Terms do not have different meanings and can not be misinterpreted

Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page few information, mostly links to other topics

#### 4.6.2 Other issues

- Link "Bimbi in Campo" is broken, redirects to a page with digital certificate issues and is blocked by Safari

### 4.7 Offerte

This page shows a collection of plans, both mobile and residential (URL: [www.tim.it/offerte](http://www.tim.it/offerte)).

#### 4.7.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	1	Text are sometimes misleading, e.g. "Fisso + Mobile" sub categories
Currency	2	Services shown here are currently available
Content Objectivity	2	Content is presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, just giving hint of the topics
Text Errors	2	There are no text errors
Multimedia	2	Images are pleasant and are linked to the corresponding text
Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	0	The page introduces different groups (both plans and TV services). Some items are repeated or take to the same page while having different text. E.g. "TIM Smart Fibra Plus" and "TIM Smart Casa" are repeated in "Fisso+Mobile" and "Fisso"; "Fibra+TIMVISION", "ADSL, chiamate + TIMVISION" and "Fisso, Mobile, Internet e TIMVISION" all redirect to the same page. See screenshot 4.4
Group Navigation	1	Given the inconsistencies above, it can be difficult to reach some pages (e.g. TIM Smart Fibra, Mobile, i.e. the next page of the scenario)
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	1	Given the previous inconsistencies, the overall result is quite ordered
Layout Conventions	2	Content is organized from top-to-bottom
Semiotics	0	As before, the link inconsistencies and repetitions could be interpreted in different ways

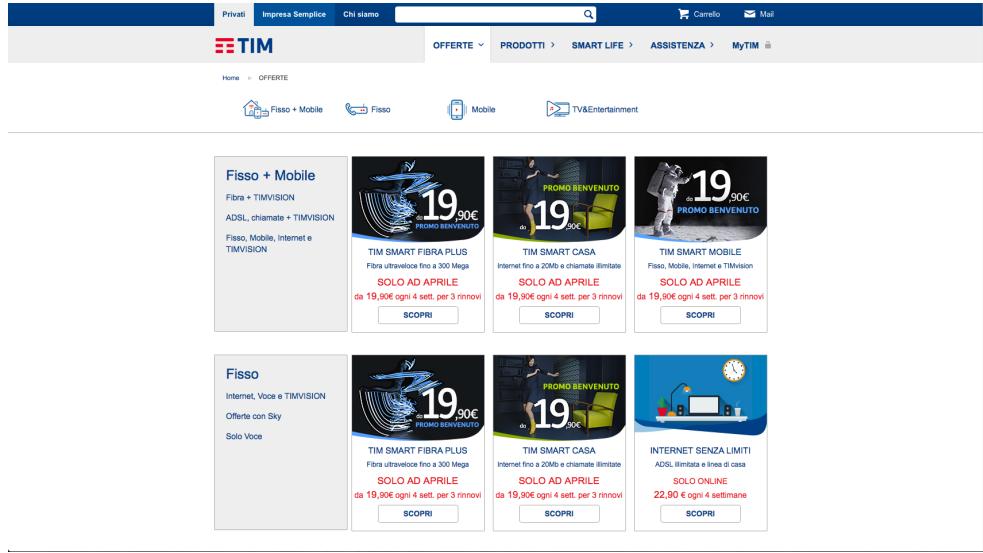


Figure 4.4: Repeated Plans

Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page few information, mostly links to other topics

## 4.8 TIM Smart Fibra + Mobile

This page offers a detailed view of a home+mobile plan (URL: [www.tim.it/offerte/fisso-mobile](http://www.tim.it/offerte/fisso-mobile)).

#### 4.8.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text describes well the specific plan
Currency	2	Service shown here is currently available
Content Objectivity	2	Content is presented in an objective and quantitative way
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, important information are presented in the top boxes, while additional information in the accordion below
Text Errors	2	There are no text errors
Multimedia	2	Icons are easily understandable
Navigation Heuristics		
Heuristic	Score	Notes
Segmentation	1	This page represents an aggregation of 3 plans that can be mixed together. Navigation to the single plans is at the bottom of the page, only if "Dettagli Costi" is expanded
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Contents are well visually ordered inside the page
Layout Conventions	2	Most useful information are at the top of the page
Semiotics	2	Terms do not have different meanings and can not be misinterpreted
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	Page presents only few information while the "Dettaglio Costi" is not expanded

#### 4.8.2 Other issues

- Link "Smart Modem Wi-Fi" opens in another tab

## 4.9 Smart Modem

This is the Smart Modem product detail page (URL: [www.tim.it/smart-modem](http://www.tim.it/smart-modem)). It is not an e-shop product entry but a technological features preview page.

### 4.9.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text explains in an high-level manner the modem features, but it results adequate for the common users.
Currency	2	The features of the modem do not change over time
Content Objectivity	1	Content is sometimes presented in a non-objective form, e.g. "super Wi-Fi", "ultraveloci e con altissima qualit"
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, mostly using short sentences or technical specs
Text Errors	2	There are no text errors
Multimedia	2	Images are pleasant and with a good definition. They represent the product and usage scenarios (the home model)
Navigation Heuristics		
Heuristic	Score	Notes
Segmentation	2	Topic can be easily browsed using the top-bar structural links
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Contents are disposed in a good way
Layout Conventions	2	The most interesting information are presented at the top
Semiotics	2	Terms do not have different meanings and can not be misinterpreted



Figure 4.5: Disappearing dots

Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	While being quite long, the page is well structured and the information flows well. The user is not overloaded

#### 4.9.2 Other issues

- The 5 dots that works as structural links (repeated, the top one were sufficient) disappears behind the second paragraph, see screenshot 4.5

## 4.10 Prodotti Networking

This page is a product list of the TIM e-shop (URL: [www.tim.it/prodotti/modem-e-networking?N=2899910894](http://www.tim.it/prodotti/modem-e-networking?N=2899910894)).

#### 4.10.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text only presents product models and prices
Currency	2	This are the current prices
Content Objectivity	2	Given that products are presented with their names, the text is very objective
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise since there are only product names and prices
Text Errors	2	There are no text errors
Multimedia	2	Images well present the singular products
Navigation Heuristics		
Heuristic	Score	Notes
Landmark	0	In addition to the common double top-bar of landmarks, here the behaviour is even more messy: there is a second top bar that contains the current path and the text "CONSEGNA GRATUITA SU TUTTI I PRODOTTI" which is not a link. By clicking "Cambia categoria" a third bar expands, containing other links
Introduction List	0	Products ordering is not working as required (e.g., alphabetic). The search form is visually broken
Group Navigation	2	Once the product has been found, it is easy to navigate to it using "Dettagli"
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Contents are disposed in a easily understandable grid
Layout Conventions	2	The search function is at the left, contents are organized from top to bottom
Semiotics	1	Search function is really messy, see screenshot 4.6
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The information contained in this page are only few, just names and prices

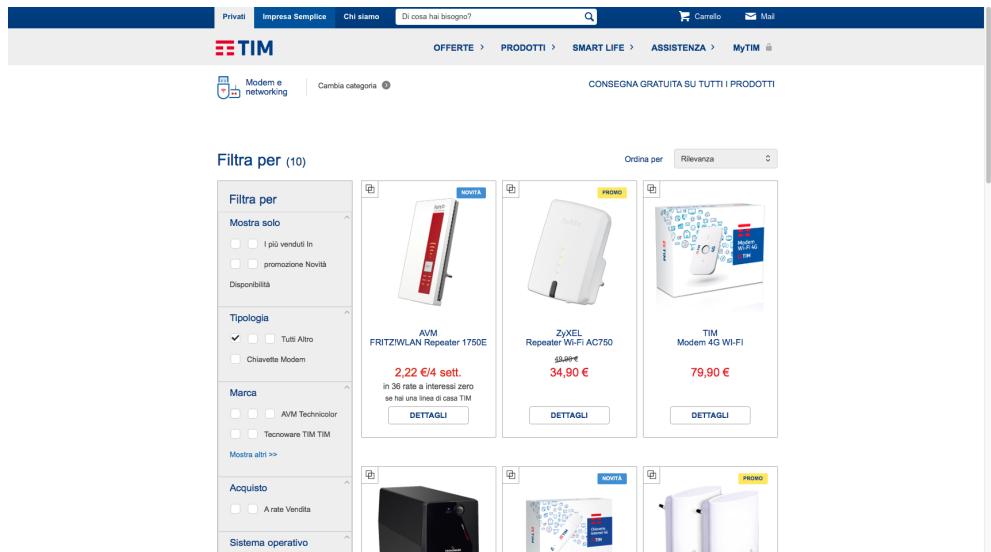


Figure 4.6: Broken search form

## 4.11 Assistenza - Gestione Linea

This page contains a list of links for assistance FAQ (URL: [www.tim.it/assistenza/gestione-linea-e-servizi](http://www.tim.it/assistenza/gestione-linea-e-servizi)).

### 4.11.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text only presents FAQ category titles
Currency	2	This are current assistance FAQ
Content Objectivity	2	Text is very objective, since title represent a practical problem
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise since there are only categories titles
Text Errors	2	There are no text errors



Figure 4.7: "Vedi Tutti" not working

Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	2	Products ordering is quite understandable, aided by the left panel that gives the users macro-categories
Group Navigation	0	Some links are hidden even by expanding "VEDI TUTTI", since the option "Vai all'elenco completo" is provided. See screenshots A and B from figure 4.7
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Contents of different categories are well separated
Layout Conventions	2	The structural links at left grant easy navigation in a rather long list of topics
Semiotics	2	Text is very clear since it answers to practical problems
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The information contained in this page are only few, since they are mostly links to specific pages

## 4.12 Attivazione Linea Fissa

This page is a technical FAQ page (URL: [www.tim.it/assistenza/gestione-linea-e-servizi/fisso/gestione-della-linea/attivazione-linea-di-casa](http://www.tim.it/assistenza/gestione-linea-e-servizi/fisso/gestione-della-linea/attivazione-linea-di-casa)).

#### 4.12.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text gives specific and well-detailed information
Currency	2	This information are up-to-date
Content Objectivity	2	Since the practical problem of line activation is presented, the content is very objective, explaining how to activate the line
Authority	2	The author (TIM) is competent in what is said
Conciseness	1	The text is not very concise, since it needs to explain many different cases and how to manage them
Text Errors	2	There are no text errors
Navigation Heuristics		
Heuristic	Score	Notes
Segmentation	2	Topic segmentation is easily browsable thanks to the accordion that divides the different questions
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	2	Contents are organized in an ordered way, also question are divided properly
Layout Conventions	2	The basic information are reported at the top of the page
Semiotics	2	Terms are very precise and technical/giuridical, so there is no misleading text
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	There is a lot of information in the page, but is easy to find a specific problem, since the question are grouped in the accordion

#### 4.13 Smart Life

This page gives an overview of the "Smart Life" services and products (URL: [www.tim.it/smart-life](http://www.tim.it/smart-life)).

#### 4.13.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	1	Text just gives hints of the different categories
Currency	2	This categorization is up-to-date
Content Objectivity	1	Content is presented in an attractive way for the user, so it often uses subjective terms
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, maybe too much, providing only 1-2 lines of text per category
Text Errors	2	There are no text errors
Multimedia	2	Images are attractive and of good quality (why is the family is looking at a turned-off TV?)

Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	2	Since there are only 4 groups, the ordering is not necessary
Group Navigation	2	Groups are easily reachable using the "SCO-PRI" button

Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Layout Conventions	1	Even if they have quite the same importance, groups are disposed in a long scrolling list
Semiotics	1	Terms often have a general meaning, so it is not completely clear what they represent

Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The page contains very few information

#### 4.13.2 Other issues

- The page presents a full-screen page that is not very useful when first navigating to it. Also, it is not shown again when scrolling all the way up

## 4.14 TV & Entertainment

This page enumerates the different "TV & Entertainment" services by TIM (URL: [www.tim.it/smart-life/tv-entertainment](http://www.tim.it/smart-life/tv-entertainment)).

### 4.14.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	1	Text just gives hints of the different categories again
Currency	2	This categorization is up-to-date
Content Objectivity	1	Content is presented in an attractive way for the user, so it uses subjective terms like "i magazine pi amati", "le serie pi appassionanti"
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is very concise, giving only an hint of the category
Text Errors	2	There are no text errors
Multimedia	2	Images are attractive and of good quality
Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	2	Ordering is suggested from the top bar list ("TV — TIMMUSIC — ...")
Group Navigation	1	Groups are easily reachable using the "SCO-PRI" button, but the top bar links ("TV — TIMMUSIC — ...") appears to be structural links but they are not
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Layout Conventions	1	Even if they have quite the same importance, groups are disposed in a long scrolling list
Semiotics	2	Terms still have a general meaning, but they are more explanatory than before
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The page contains very few information

## 4.15 Casa e Famiglia

This page enumerates the different "Casa e Famiglia" services by TIM (URL: [www.tim.it/smart-life/casa-e-famiglia](http://www.tim.it/smart-life/casa-e-famiglia)).

### 4.15.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text presents in a general but anyway accurate way the services and products
Currency	2	This category is up-to-date
Content Objectivity	2	Content includes products and features, so it is quite objective
Authority	2	The author (TIM) is competent in what is said
Conciseness	2	The text is quite concise, giving only an overview about each product
Text Errors	2	There are no text errors
Multimedia	2	Images are attractive and well represents products and services
Navigation Heuristics		
Heuristic	Score	Notes
Introduction List	0	Topics are divided into Services and Products, but 3/4 service are in fact products. D-Link smart home also appears in both the lists
Group Navigation	2	Topics are easily reachable
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Visual Proximity	1	As stated before, products and services are mixed together
Semiotics	2	Text presents overviews of products and services features, so they are technical and objective
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The page contains very few information just to find a specific product

## 4.16 IP-Cameras

This page presents the IP-Cameras kit "WeR@Home" (URL: [www.tim.it/prodotti/tv-e-smart-living/werhome](http://www.tim.it/prodotti/tv-e-smart-living/werhome)).

### 4.16.1 Heuristics report

Content Heuristics		
Heuristic	Score	Notes
Accuracy	2	Text presents product in a very detailed way, enriched with multimedia resources
Currency	2	This category is up-to-date
Content Objectivity	2	Content is quite objective since it contains mostly practical and technical information
Authority	2	The author (TIM) is competent in what is said
Conciseness	1	The text is not concise since it needs to explain many aspects
Text Errors	2	There are no text errors
Multimedia	2	Images well present the product, the introductory video gives a good overview of the functionalities
Navigation Heuristics		
Heuristic	Score	Notes
Segmentation	1	The page is divided into an header (that is similar to other e-shop pages) and another section of the product description. Navigation inside the description is easy to use thanks to the structural links top bar. The division into the 2 sections is misleading
Visual and Semiotic Heuristics		
Heuristic	Score	Notes
Layout Conventions	2	Most important information (prices and brief description) are presented at the top of the page)
Semiotics	2	Text is mostly technical and practical, so it cannot be easily misunderstood
Cognitive Heuristics		
Heuristic	Score	Notes
Information Overload	2	The page contains the right amount of information for the product

## Additional issues

Here, for completeness sake, we include additional issues that we found that are not in the inspected pages.

- Top navbar often overlaps during scroll. See screenshot 5.1
- Round slider in page [www.tim.it/fibra-tim-milano](http://www.tim.it/fibra-tim-milano) shows an incorrect dynamic behaviour, showing labels of previously pressed icons and sometimes hiding them, see screenshot 5.2
- On page [www.tim.it/vivi-tim/agevolazioni/offerte-clienti-sordi](http://www.tim.it/vivi-tim/agevolazioni/offerte-clienti-sordi) clicking on "Comunico-IO" brings to a blank page with 404 error
- On page [www.tim.it/offerte/tv-entertainment/musica/timmusic](http://www.tim.it/offerte/tv-entertainment/musica/timmusic), in section "TIM ricorda", there is a broken link to "[www.timmusic.it/www/info/applicazioni](http://www.timmusic.it/www/info/applicazioni)"
- On page [www.tim.it/assistenza/controllo-costi-e-pagamenti/mobile/ricaricabile/la-domiciliazione-sul-conto-corrente-i](http://www.tim.it/assistenza/controllo-costi-e-pagamenti/mobile/ricaricabile/la-domiciliazione-sul-conto-corrente-i), section "Voglio revocare il mandato", clicking on "seleziona da qui il modulo" shows a broken link
- On page [www.tim.it/offerte/mobile/internet-su-misura-te/internet-100-gb](http://www.tim.it/offerte/mobile/internet-su-misura-te/internet-100-gb), section "Costi", broken link on "tariffa base Flat Day"
- On page [www.tim.it/assistenza/gestione-linea-e-servizi/mobile/tutti-i-modi-ricaricare/come-ricaricare-nei-negozi-tim](http://www.tim.it/assistenza/gestione-linea-e-servizi/mobile/tutti-i-modi-ricaricare/come-ricaricare-nei-negozi-tim), section "Descrizione", broken link on "RicariCard"
- On page [www.tim.it/assistenza/supporto-tecnico-e-configurazione/adsl-e-fibra/modem-adsl/adsl2-wi-fi-n](http://www.tim.it/assistenza/supporto-tecnico-e-configurazione/adsl-e-fibra/modem-adsl/adsl2-wi-fi-n), clicking on "Modem ADSL" from the breadcrumb leads to an error page



Figure 5.1: Navbar overlap



Figure 5.2: Fibra Milano Slider

- On page [www.tim.it/assistenza/per-i-consumatori/info-consumatori-fisso/sicurezza/numeri-di-emergenza-e-numero-unico-di-emergenza-europeo](http://www.tim.it/assistenza/per-i-consumatori/info-consumatori-fisso/sicurezza/numeri-di-emergenza-e-numero-unico-di-emergenza-europeo) clicking on "Sicurezza" from the breadcrumb leads to an error page
- On page [www.tim.it/offerte/fisso/servizi-fisso-e-app/servizi-voce/sms](http://www.tim.it/offerte/fisso/servizi-fisso-e-app/servizi-voce/sms), clicking on "Sceglilo adesso" reveals a broken link
- On page [www.tim.it/offerte/mobile/estero/dallitalia/costi-delle-chiamate-internazionali](http://www.tim.it/offerte/mobile/estero/dallitalia/costi-delle-chiamate-internazionali) clicking on "Area Clienti 119" shows a broken link (probably due to some old system migration)
- On page [www.tim.it/offerte/mobile/voce-e-internet/tim-young](http://www.tim.it/offerte/mobile/voce-e-internet/tim-young) TIM home link landmark overlaps with text, see screenshot 5.3

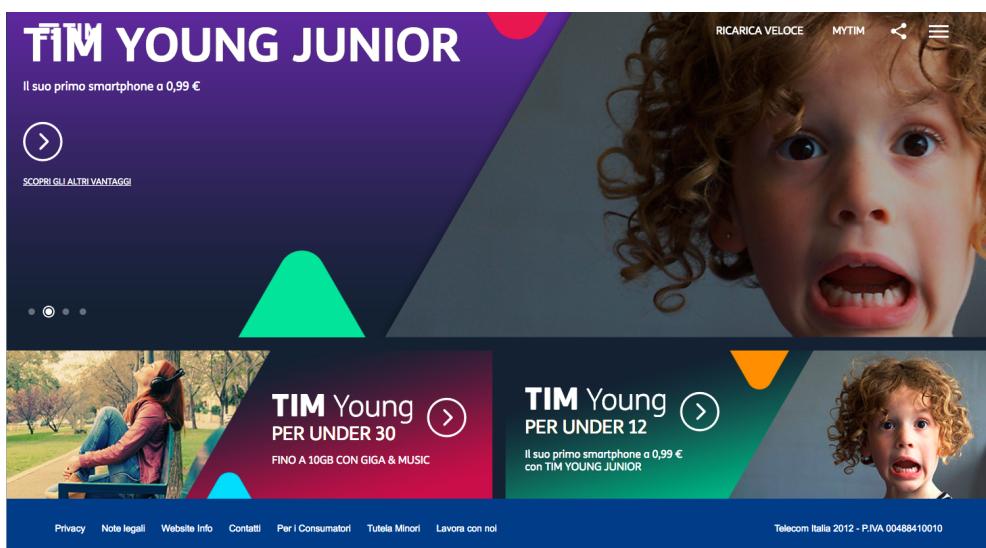


Figure 5.3: TIM Young overlap