**WIM USABILITY QUESTIONS OVER THE YEARS**

Immagine che contiene testo, Viso umano, uomo, persona

Descrizione generata automaticamente

*The homepage of a good website should attract people, it’s the window of the shop and if the first visit goes not so well the website has failed its goal and user return rate goes down. This is the reason why the homepage is so important for websites. Let’s analyse this homepage to discover if it is well designed*.

The first thing to observe are if the 6 informative axes are present. If there are, the homepage gives to the user the main information to understand the context of the site.

* **WHERE the user is**: there is no breadcrumb (that should be always present) but since this is the homepage and we are not observing a deep linking case this could be acceptable. From the title of the page a user can understand that is in the site of Bologna Museum.
* **WHO is behind the site**: generally, this information can be captured by the logo, here the logo is well positioned because it is exploiting one of the best points of users attraction. From the logo we probably understand that the city of Bologna is behind this site. There are also some contacts visible in the homepage and also these confirms that Bologna is the “owner” of the site.
* **WHY a user should stay**: there is a menu voice “*10 reasons for an unforgettable visit*” that seems to be what we are looking for, but it is a gambling click. It is true that from the phrase it could be what we want but it is not a warranty: a user has to hope that he will find this information. Apart this voice menu there is no other information about that and this is not good because a good website should persuade users to stay.
* **WHAT the site offers**: a good homepage should give to the user all possible destinations of the site and this is present as we can note from the left menu.
* **WHEN, which are the latest news**: as we can note there is a partial-visible section called “*news*”, to see it entirely a user should scroll the page to obtain this information (if present, we can just see images there 🡪 a type of “gambling scroll”)
* **HOW to arrive where users want**: the menu answer to this question, a user can see all pages reachable and there is also a search functionality (that respect the standard of the web) where a user can collect other information.

Beyond the informative axes we can note that there is a problem with the language different from Italian. In this case the site is translated in English so all elements should be clear to foreign visitors but the logo in the top-left corner isn’t, as the phrase in the middle of the page and the TripAdvisor element.

There is also a big slider that is put immediately after the title, in a sense that is the first important element to insert, also more important than the WHEN informative axis. A slider, apparently, with no justification because it seems to be just a collection of images that gives no other information to the user and it is also skipped in the scanning phase due to the zapping effect.

The text is not much and it respects the user timers and it has a standard format, so it is readable. The text/background contrast is good.

Immagine che contiene testo, Veicolo terrestre, veicolo, automobile

Descrizione generata automaticamente

Immagine che contiene testo, schermata, design

Descrizione generata automaticamente