

Appendix A: NOBANET USABILITY GUIDELINES - NUG

QUESTIONS WITH CHECKPOINTS	YES	PARTLY	NO
UX & USABILITY			
Logo: is this used consistently?	The logo appears in the same place on each page.	The logo appears haphazardly on different pages.	It is not clear what the logo is, it is never or almost never used.
	x		
Colors: are they used consistently?	The color palette used is consistent across the site and relates to the company's logo and branding.	The color palette is mostly consistent but there are distracting variations for no obvious reason.	The use of colors is inconsistent.
	x		
CRAP: contrast, repetition, alignment and proximity	The site makes good use of the four fundamental principles of design (CRAP).	The site makes some use of these principles (CRAP), but could be improved.	The site appears to have been designed with little or no knowledge of these principles (CRAP).
		x	
Navigation	Navigation is easy and consistent. It is difficult to get lost.	Navigation is mostly clear but there are noticeable inconsistencies.	Navigating the site is difficult.
		x	
Novices & navigation	The navigation is intuitive to novice users.	The navigation may cause novice users some confusion.	Novice users are likely to find the site almost impossible to navigate.
	x		
Search function	A user can find specific content easily, or can satisfy themselves that the content does not exist where applicable.	Users can search but cannot necessarily tell whether they have found everything, because there is no way of telling	Users either cannot search the site or cannot search the site in a way that would

		whether different search terms would have yielded different results.	give them confidence in the results.
			x
Company image conveyed by site design	The site successfully conveys the company's values. It appears trustworthy, innovative, cutting edge, reliable, or whatever is appropriate.	The site sends mixed signals. While not explicitly contradicting the company's intended image it may confuse the user.	The site appears to work against the image the company wishes to convey.
		x	
Does the site appears targeted towards its intended audience?	The site appears targeted towards its intended audience.	The site appears bland and generic and has little to say to a specific audience.	The site seems like to alienate, bore or offend the intended audience.
		x	
Readability	The site uses a clear and concise language, providing a strong readability due to graphic presentation, font selection and size etc.	The site succeeds only partly in providing strong readability.	The site is not easily readable. Graphic presentation and font selection and size confuse rather than clarify.
		x	
Contact Information	The site presents contact info in a clear and concise way and offers a user friendly and easy way to get in touch with the company.	The site presents contact information but may be difficult to find.	The site either presents no contact information at all, or presents it in a confusing way.
	x		
Call to action	The site offers relevant call to action options, provides an adequate level of interactivity that support the user to achieve main goals.	The site offers some calls to action but does not succeed in supporting these well.	The site offers little or no calls to action.

	x		
Icons	The site uses icons that are globally recognizable	The site mixes globally recognisable icons with others that are less recognisable	The site uses icons that might confuse users who are not local.
			x
Information Architecture (IA)	The IA of the website creates a good hierarchy of information on the landing page and subpages that helps the user to get a clear overview and easy navigation and access to key information.	The IA of the website creates to a certain extend a hierarchy of information on the landing page and subpages that helps the user to get a clear overview and easy navigation and access to key information.	The IA of the website does not succeed to create a hierarchy of information on the landing page and subpages that helps the user to get a clear overview and easy navigation and access to key information.
		x	
Is the site mobile ready?	You can get ALL the primary information the site's information on a modern phone or tablet.	You can get most of the information on a phone, although scrolling and viewing images may be problematic	The site does not work on mobile phones or tablets.
			x
Is the site mobile first?	The site looks as good or better on a phone than on a laptop.	The site looks good on a mobile device but is noticeably different from the laptop / desktop version	The site available on a mobile device is less capable and less appealing than the desktop site which is obviously the "real" site.
			x
How heavy is the page to download on a mobile device versus desktop and laptop?	The site loads quickly on mobile and desktop devices.	The site is noticeably slower on mobile devices.	The site is too slow to be usable on mobile devices.
	x		

Navigation on touch screen interface	It is possible to navigate the site easily on a touch screen interface.	It is possible but maybe difficult to navigate on a touch screen interface.	It is nearly impossible to navigate on a touch screen interface
		x	
Unnecessary loading screens and gimmicks	The site has avoided to use unnecessary gimmicks	The site has minimal gimmicks that may irritate an impatient user but will probably not deter her	The site has a loading screen or carousel that adds to the download time without adding anything to the experience.
	x		
Contact Forms 1: length	The form is clear and simple	The form is too long	The are no forms
	x		
Contact Forms 2: relevance	The form has no unnecessary fields.	The form has too many fields for addresses and is confusing	The form demands that you fill in fields that have no meaning for you (such as “State” if you live in Helsinki or London)
			x
Contact Forms 3: mobile devices	The form brings up the correct keyboard on mobile devices	The form brings up the standard keyboard	The form brings up the standard keyboard.
			x
Newsletters	Users can subscribe to newsletters. These are neither too frequent nor too much like sales pitches. They offer tips, tricks and advice that is genuinely helpful.	Users can subscribe to a newsletter, but it is not clear why they would want to. There are no promises about regularity and little idea of the content.	Unwary users might find that by not unchecking a box they have accidentally subscribed to a newsletter. They may also find that their address is shared with “partners”, and they effectively start being spammed.
			x

Forums	The site offers users a way to express their opinions, and to share these opinions with other users. Staff members join in the discussion and express their own opinions freely.	The site offers forums but these are moderated and unfavourable opinions are edited or removed. Staff only express the company line (ie act like press releases).	The site offers no opportunity for communal discussion.
			x
Rewarding users	The site offers rewards to interested users in the form of exclusive offers, competitions, or advanced purchase opportunities.	The site offers occasional offers. Users are driven to these by off-site advertising campaigns.	The site offers no rewards for users returning.
			x
Social Media	The site offers links to the company's pages on all the leading social media: Facebook, Instagram, Twitter, WhatsApp. These appear to be updated frequently, and to point back to the site.	The site offers links to one or two social media pages. These do not appear to be very active.	He site offers no links to social media pages, and gives no indication as to whether the company uses social media or not.
			x
Keyboard Navigation	The site offers keyboard navigation options for all navigation and user controlled functionality	The site offers some keyboard options	The site offers no keyboard options. Everything must be controlled by a mouse or pressing on a touch screen
			x
Contrast between text and background	The site has high contrast.	The site has medium contrast.	The site has some important elements with low contrast.
	x		

Colour choices	The colour choices make the site easy to read and navigate.	The colour choices could be improved.	The choice of colours on the site makes some elements very difficult to interpret correctly.
		x	