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 whether different search terms would have yielded different results. | Users either cannot search the site or cannot search the site in a way that would 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 |  |